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# World Mobile Virtual Network Operators (MVNO) Market 2013-2018

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## Abstracts

A number of dynamic factors are serving as a catalyst driving the rebirth of a stagnating MVNO market. Above all, technological developments in smartphone features and capabilities, coupled with increasing mobile broadband speeds are generating a rich market for value added services. 3G networks and the recent deployment of 4G networks are changing mobile consumer behaviours. Visiongain has determined that global revenues from MVNO will reach $32bn in 2013.

Furthermore, a number of emerging economies are opening up their telecoms market to new operators. Supported by regulation, and spurred by the increasing connectivity of mobile devices, the potential for MVNOs is significant. New markets and new technologies are a strong driving force for the MVNO business model.

Visiongain's latest report details the essential strategies and core elements that are necessary for setting up a successful MVNO. The analysis ranges from the lightest MVNOs, such as branded resellers, to those with the deepest integration at the core mobile network level. It analyses issues from customer-facing services, branding and pricing to operational and business support systems. The report highlights the reasons for failures and advises on strategies for running a successful MVNO business.

**Why you should buy the World Mobile Virtual Network Operators (MVNO) Market 2013-2018**

131 pages of comprehensive analysis

98 tables, charts, and graphs

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Global MVNO revenue forecasts between 2013-2018

Global MVNO subscriber forecasts between 2013-2018

Global MNO revenue forecasts between 2013-2018

Global MNO subscriber forecasts between 2013-2018

5 leading regional MVNO market forecasts between 2013-2018

North America MVNO revenue forecast 2013-2018

North America MVNO subscriber forecast 2013-2018

Latin America MVNO revenue forecast (including a case study on Brazil)

Latin America MVNO subscriber forecast 2013-2018

Europe MVNO revenue forecast 2013-2018

Europe MVNO subscriber forecast 2013-2018

Asia Pacific MVNO revenue forecast 2013-2018

Asia Pacific MVNO subscriber forecast 2013-2018

Middle East and Africa MVNO revenue forecast 2013-2018

Middle East and Africa MVNO subscriber forecast 2013-2018

In addition there are supporting forecasts from 2013-2018 for the following -

Global smartphone penetration vs. legacy devices forecast 2013-2018

Global mobile vs. fixed broadband subscription forecast 2013-2018

Global mVoIP revenue forecast 2013-2018

Global mVoIP subscriber forecast 2013-2018

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Global mobile data traffic forecast by type 2013-2018

Global 3G subscriber forecast 2013-2018

Global LTE subscriber forecast 2013-2018

Global 4G / WiMAX subscriber forecast 2013-2018

Global app download forecast 2013-2018

10 leading MVNOs identified and profiled -
Boost Mobile

FRiENDi

Giffgaff

Lebara

LycaMobile

KDDI Mobile

Tesco Mobile

TracFone

Truphone

Virgin Mobile

A SWOT analysis

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Our reports have a unique blend of primary and secondary sources providing informed

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opinion. This approach allows insight into the key drivers and restraints behind market developments, as well as identifying the leading MVNO companies. The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global and regional MVNO markets forecasts from 2013-2018 - all of which highlight strategic business opportunities.

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Gain an understanding of how to tap into the potential of the MVNO market by ordering World Mobile Virtual Network Operators (MVNO) Market 2013-2018 report.

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## COMPANIES LISTED

AirVoice Wireless
Al Yildiz
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# About

## Latin American MVNO Revenue Forecast 2013-2018

We expect MVNO revenues to reach $0.51 billion in 2013, growing with an AGR of 2% to reach $0.52 billion in 2014. In 2015 we expect revenues of $0.56 billion, growing with an AGR of 16.1% to reach $0.65 billion in 2016. In 2017 we expect revenues of $0.71 billion, growing with an AGR of 9.9% to reach $0.78 billion in 2018. The CAGR for the 2013-2018 forecast period will be 8.9%. See Chart 4.14 and Table 4.15 below for a detailed summary of these figures.

## Network Capacity Driving the Evolution of the MVNO

A number of technological factors will have a dynamic effect on the development of MVNO business models in the coming years. The increasing penetration of smartphones has accelerated implementation of mobile broadband in developed markets. This has been a significant catalyst for enhanced differentiation and innovative VAS. It has also caused voice revenues to drop significantly. This is reflected by increasing sales of smartphones and decreasing sales of feature phones.

## Boost Mobile

Boost Mobile is a pre-paid wireless brand marketed by independent operators in Australia and the United States. In Australia, Boost Tel Pty Limited provides products and services under the Boost Mobile brand as a MVNO hosted on the Telstra network. Although Boost Mobile in Australia and United States based operations share a common founder and brand name, there is no business relationship between the two companies.

Boost Mobile was founded in Australia and New Zealand in 2000. Boost Mobile in the US in 2001 as a joint venture with Nextel Communications. Nextel Communications became the sole owner of Boost Mobile's United States operations in 2003. Sprint Corporation acquired Nextel Communications in 2006 and Boost Mobile became a subsidiary of the merged company.

## Services Marketing and Segmentation

In the US, Boost Worldwide, Inc. provides mobile products and services under the

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Boost Mobile brand as an MVNO hosted on the Sprint Nextel-owned iDEN, CDMA, and LTE networks, and the Clearwire co-owned WiMAX network.

Using Nextel's iDEN network, Boost Mobile originally offered an unlimited push-to-talk service, marketed as only costing a dollar a day, at a time when mobile phone plans offering unlimited talk time were rare. The service was initially exclusive to markets in areas of California and Nevada and targeted the urban minority segment. This segment was catered to with an advertising and marketing strategy which often used urban slang in advertisements.

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