



Middle East MVNO Market and Competitive Analysis

Overview

Middle East MVNO Market and Competitive Analysis 2010 is the only publication that provides competitive analysis, market evaluation and current market data for the Middle East MVNO marketplace.

This report provides an in-depth critical analysis of the Middle East MVNO landscape today. The report is aimed at investors, consultants, integrators and analysts in the mobile space, suppliers of MVNO equipment and software, and network operators and other service providers. The Competitive Analysis report focuses on a telecom sector that has experienced a billion-dollar wave of new investment in many of the world's developed markets. The report evaluates each market within the Middle East region, the existing competition, the MVNO regulation and proposes where the next big opportunities may arise.

The report covers not only the new MVNO entrants but also critically reviews the existing resellers and MVNOs, providing a deep-dive into the existing and potential players in the market, including key ownership, management team and principals, partners, funding, network operators and underlying technology, MVNE (Mobile Virtual Network Enabler), pricing, target markets, and their strategies for branding, marketing and distribution. The report also examines the future prospects for each MVNO and rates its chances of business success.

Report Coverage

The report provides in depth coverage and analysis of MVNO's in the region, evaluating quantitative data and providing a qualitative assessment. A grading system is used to compare each MVNO and rate their performance. Factors addressed include the following:

General Overview	MVNWB	A Comment on the Future
Key Ownership	Official Launch Date	Contact Details
Management Team and Principals	Prepaid or Postpaid Offering	STAR Awards (*-*****)
Funding Overview	Pricing Overview and Analysis	
Underlying Network Provider	Plan Overview and Analysis	
Network Technology	Branding	
MVNE and Service Providers	MVNO Message	
Hardware (if any)	Marketing Overview	
MVNO Type	Distribution Partners	
Prepaid	Target Market	
Ethnic	MVNO Cannibalization	
Convergent	Content, Features and Special Services	
Youth	Strategic Partners	
Family	Number of Customers	
Charity	Professional Analysis	

The Rating System is a combined measurement of different factors that represent the MVNO including management, distribution, marketing, branding, funding and general & strategic partners and overall chance of business success in the marketplace.

Target Audience

- * Start-up companies considering MVNO launch
- * Potential MVNO investors, consultants, and analysts
- * Existing MVNO companies and their suppliers such as MVNE and infrastructure providers

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