

US MOBILE VIRTUAL NETWORK OPERATORS 2010

The Definitive Guide and Critical Analysis of the US MVNO Market



Overview

US MVNO Virtual Network Operators 2010 report is simply the only publication that provides competitive analysis, market evaluation and current market data for the US MVNO marketplace.

This report provides an in-depth critical analysis of the US 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 over the last decade, and also reports on the recent consolidation and acquisitions involving companies such as Helio, Virgin Mobile and Sprint.

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 over 50 MVNO's, evaluating quantitative data and providing a qualitative assessment. A proprietary grading system is used to compare each MVNO and rate their performance. Factors addressed include the following:

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

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

- Investors and Analysts in the mobile space
- Suppliers of MVNO equipment and software
- MVNE/MVNO service providers
- Consultants and systems integration companies
- Mobile Carriers

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