



Mobile Market Development

Tier 1 Operators - MVNO Market Development Strategies

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Description: Tier 1 mobile network operators ("Tier 1s") refer broadly to the early entrants in a mobile market who have built significant market share and brand recognition. This report introduces MVNOs from the perspective of a Tier 1 operator. We summarise the factors influencing the market, the various types of MVNOs, the reasons for partnering with them and a summary of the risks that MVNOs may pose. Tier 1s may choose MVNO partners that already operate successfully in well-defined market segments. This report highlights the need for Tier 1s to identify the criteria they require to assess each potential partner in their market. The benefits for Tier 1s of hosting MVNOs are often unclear, and they may conclude that there is no strategic advantage. This report highlights examples where MVNOs have created value for Tier 1s with their business models, and where Tier 1s have missed opportunities with innovative partners.