

Mvnos by the Numbers: The Financial Viability of Mvnos in the U.S. and Latin America

Description: The Mvno business model promises attractive opportunities but not without significant risks. An Mvno model that succeeds in Europe may fall flat in the U.S. or Brazil. This report will help companies develop Mvnos that benefit all parties and capitalize on the unique strengths and weaknesses of the target markets. This report takes a hard, analytical look at what it takes to make an Mvno succeed in both the U.S. and Latin America. We first highlight the markets where Mvnos are most likely to succeed (and why) and then we outline the steps that both operators and Mvno-wannabees must take to make the partnership a success. What makes this report particularly valuable is the financial model we've developed to help you assess your Mvno business model. Provided in Excel format, you can plug any numbers you wish into this model to generate your own analysis. Also included is a one-page user guide.

Region:

Latin America

Number of Exhibits: 41

Contents:

Executive Summary

Step 1: Select the Target Market

MVNO Drivers and Inhibitors

MVNO Readiness Rankings in the Americas

Step 2: Identify Partners

The MVNO Comfort Zone

Is Virgin Mobile Viable? Think Twice.

Niche and Consumer Brands

Step 3: Build Business Plan

A U.S.-Based Hypothetical MVNO: American Express

A Chile-Based Hypothetical MVNO: VTR

Step 4: The Network Operator Perspective

The MVNO Silver Lining: Differentiation and Cross-Selling

The MVNO Checklist: When and When Not to Let MVNOs In

Appendix A: The First Latin American MVNO: Bolivia's Cotas Móvil

Appendix B: Company Profiles

Spring PCS

ENTEL PCS

American Express

VTR

Visage Mobile

Appendix C: Mobile Forecasts for the U.S. and Chile

Appendix D: MVNO Financial Model User Guide

List of Exhibits:

Selected MVNOs Around the World

GDP/Capita versus Mobile Penetration, 2002

Mobile Market Concentration in the Americas, 2002

Mobile Regulatory Ranking of the Top Americas Markets, 2002

Main Driver of Mobile Network Deployment

MVNO Readiness Ranking

Big 5 U.S. Mobilecos 2001 Advertising Spending in Top 11 Consumer Media

MVNO Comfort Zone

Ideal MVNO-Network Operator Combinations in the U.S. and Chile

Price Comparison of Virgin Mobile's and its Competitors' Prepaid Plans

Key Performance Metrics to Judge Virgin Mobile's Success in the U.S

Leading Niche and Consumer Brands in the U.S. and Chile

MVNO Attributes of American Express and VTR

AT&T Wireless SAC (2Q02)

American Express MVNO Marketing Strategy

Mobile Churn in the U.S., 2002-2012

AmEx Mobile Subscribers, 2003-2012

AmEx MVNO Revenues, 2003-2012

MVNO Costs for AmEx, 2003-2012

AmEx's Key Financials, 2003-2012

VTR MVNO Marketing Strategy

Mobile Churn in Chile, 2002-2012

VTR Mobile Subscribers, 2003-2012

VTR MVNO Revenues, 2003-2012

MVNO Costs for VTR, 2003-2012

VTR's Key Financials, 2003-2012

MVNO Profitability Zone As a Function of SAC and Churn

Cumulative Loss for Sprint PCS from an MVNO deal with AmEx, 2003-2012

MVNOs Windows of Opportunity

Top 10 Issues for Operators Facing the Decision of Letting MVNOs In

Cotas Portfolio of Services

Sprint PCS Market Share in the United States, 2001

ENTEL Ownership Structure 2001

ENTEL Telefonía Personal Mobile Subscribers, 1995-2001

Mobile Market Share, Chile 1998 and 2001

American Express Consolidated Annual report Highlights, US\$

VTR GlobalCom's Revenues by Service, 1998-2001

VTR GlobalCom's Subscribers by Service, 1996-2001

VTR's Telephony, Pay TV and Internet ARPS, 1999-2001

U.S. Mobile Forecasts, 2002-2012

Chile Mobile Forecasts, 2002-2012

Companies Mentioned:

AAA

AARP

Accenture

Amazon.com

American Express

Anatel

AOL

AT&T Wireless

Banco Santiago

BBC

BCI (Chile)

Bloomberg

Boca Juniors

Bolsa de Comercio (Chile)

British Gas Trading

BT

Cámara de Comercio de Santiago

Carphone Warehouse

Cellular 3

Chilevinos

China Motion

China Unicom

Cingular

Comteco

COR Consortium

Costco Wholesale

Cotas Móvil

Cotel

CTC (Chile)

debitel

Delta Airlines

E-trade

El Mercurio

Energis

Entel (Bolivia)

Entel PCS

ESPN

Estrategia

Falabella

Fleet

Fox

Global Telecom

HBO

Incite

ITXC

Lunar Mobile

Metropolis-Intercom

Millicom International

MLB

Mobilcom

Morgan Stanley

Motorola

Network Telecom

Nextel

NTL

NuevaTel

Oi

Omniway

One2One

Opus Dei

Radio Shack

River Plate

RSLCom

Sense Communications

Shell

Smartcom PCS

Song Networks

Spinbox

Spray/Lycos

Sprint PCS

Subtel

Telcel (Mexico)

Tele2

Telecel (Bolivia)

Teledata

Telefónica Móviles

Telfort

Tesco

Tele Leste Celular

3G Mobile

TIM (Brasil)

Togewa-Net

Trident Telecom Ventures

United GlobalCom Inc.

University of Michigan

Value Telecom

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