



The Besen Group's CEO Alex Besen to Present at Wi-Fi Now USA 2016 in Washington, DC

Washington, D.C., April 11, 2016 (Marketwired) -- The Besen Group, an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today its CEO Alex Besen will be a featured presenter at Wi-Fi Now USA 2016 in Washington DC on April 20th at 9am at the Sheraton Tysons Hotel. For registration, please visit <http://wifinowevents.com/usa/>.

Title: How can cable operators launch a successful MVNO

Abstract: About The Besen Group LLC

VoWiFi and The US MVNO market

Strategies for Multi-System Operators (MSOs)

Comcast MVNO Case Study

"Wireless will be the main of source of revenue for cable operators in the years ahead," said Alex Besen, Founder and CEO of The Besen Group LLC. "Cable operators must have a compelling wireless service offering in order to attract new subscribers and retain their current subscribers based on various mobile wholesale business models. Our Comcast MVNO case study is based on a full MVNO, Wi-Fi and mobile advertising business models to launch their wireless services successfully."

Besen was quoted in Bloomberg, Boston Business Journal, Business News Americas, Business Week, Chicago Tribune, Computer World, FierceWireless, Hurriyet, Information Week, Le Journal du Net, Los Angeles Times, MIT Technology Review, New York Times, RCR Wireless, Red Herring, SNL Kagan, Telephony Online, The Kansas City Star, The Prepaid Press, The Seattle Times, The Washington Post, Triangle Business Journal, USA Today and Wireless Week.

About The Besen Group (www.thebesengroup.com)

The Besen Group is an international management consulting practice to the mobile industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group's competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

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