

For Immediate Release

## **The Besen Group Announces New Research Paper For Mobile Virtual Network Operators (MVNOs)**

### *In-Depth Look at “European Football Club as an MVNO”*

**Washington, D.C., January 16, 2007** (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice, today announced a new Mobile Virtual Network Operator (MVNO) research paper titled “European Football Club as an MVNO”.

The Besen Group, headquartered in the Washington DC area, with representatives in Paris and Tokyo, offers this research paper to mobile and European football industry professionals.

“Based on the market research data obtained from Sportfive and Sport+Markt, the paper demonstrates a compelling MVNO business case with financial indicators and recommendations to European football clubs.” said Alex Besen, founder of The Besen Group LLC. “By combining brand, customer base, distribution resources with quality content, service development and marketing skills, the European football MVNO is an attractive service offering that will attract many European football fans.”

Stefano Rimbandi, sports industry advisor of The Besen Group LLC added, “We strongly believe that football clubs such as Real Madrid, Barcelona, Manchester United, Paris-Saint Germain, Bayern Munchen and Juventus can use their existing brand awareness to leverage their position as an MVNO. These popular clubs have the potential to exploit their branded value even further by selling a range of mobile products and services to millions of loyal fans.”

The research paper includes: Introduction; European Football History; Club Positioning Matrix (CPM); European Mobile Market Overview; European Football Club as an MVNO; European Football Club Business Case; and Acronyms.

The paper’s exhibits contain the following: European Football Market Data; European Fan Communities – Top European Clubs (Number of fans); Estimated European Mobile Market Data (2007); Estimated European Mobile Data Services Pricing (2007); MVNO Business Case Summary (2007 – 2011); and EBITDA & Margin (2007 – 2011).

To request a copy of the MVNO research paper, please send an email with contact details including name, title, company name and phone number to [research@thebesengroup.com](mailto:research@thebesengroup.com).

#### **About The Besen Group** ([www.thebesengroup.com](http://www.thebesengroup.com))

The Besen Group is an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile data 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.

#### **Contact:**

Alex Besen                      Tel: +1.703.981.8168      Email: [alex@thebesengroup.com](mailto:alex@thebesengroup.com)  
Stefano Rimbandi              Tel: +33.603.246.365      Email: [stefano@thebesengroup.com](mailto:stefano@thebesengroup.com)

#### **Press Contact:**

Mike Houghton                      Tel: +1.703.799.7383      Email: [houghton@communicate.com](mailto:houghton@communicate.com)