



For Immediate Release

## The Besen Group Hosts MVNO Seminar at CTIA Super Mobility 2015

**Washington, D.C., June 1, 2015** (Marketwired) -- The Besen Group, an international mobile data industry management consulting practice headquartered in the Washington DC area, with representatives in Paris and Tokyo, partners with CTIA – The Wireless Association® to host a MVNO seminar titled “**How to launch a successful MVNO in the US**” at CTIA Super Mobility 2015 in Las Vegas, Nevada on September 9<sup>th</sup> from 11:30am to 2pm at the Sands Expo and Convention Center.

“This comprehensive MVNO seminar is designed for new and existing MVNOs to understand the fundamentals of launching a successful MVNO based on disruptive business models. We will cover innovative and visionary MVNO case studies from Cablevision, Google, NTT DoCoMo USA, Republic Wireless, Scratch Wireless, and Vodafone Americas,” said Alex Besen, Founder and CEO of The Besen Group LLC.

The seminar will cover a wide range of topics that are critical to a successful launch of MVNOs, including answers to the following questions:

- What are bundle wholesale costs for unlimited talk, text and data from the mobile network operator?
- What are the key lessons learned from Cox Communications, Disney Mobile, ESPN Mobile, Helio?
- What are the benefits and challenges with Wi-Fi calling? What is the next-generation Wi-Fi calling?
- What are key success factors for MVNOs? Which brands would make the best MVNOs?
- What are the nuts and bolts of an MVNO due diligence process for the fund raising or acquisition?
- What are market-based assumptions to use in the development of the MVNO business case?

“Given the growing number of MVNOs in the US market, partnering with The Besen Group is an important step for CTIA Super Mobility 2015 to provide attendees with an in-depth look at the mobile wholesale business ecosystem,” said Robert Mesirov, Vice President, Operations at CTIA. “Anyone interested in the MVNO marketplace should attend this seminar to gain a solid understanding of the complex business models by reviewing market based assumptions and multiple case studies.”

For registration, please visit: <http://www.ctiasupermobility2015.com/events/eventdetails.cfm/2786>

### **About CTIA Super Mobility 2015** ([www.ctiasupermobility2015.com](http://www.ctiasupermobility2015.com))

CTIA Super Mobility 2015 is the largest forum in the Western Hemisphere for the mobile innovations that power our connected life. More than 40,000 mobile professionals and executives and 1,100+ exhibitors from around the globe gather for this powerhouse technology event for its unrivaled networking opportunities and to share leading-edge trends, discoveries and knowledge. CTIA Super Mobility 2015 is held September 9, 10 & 11, 2015, at the Sands Expo and Convention Center in Las Vegas, USA.

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

#### **CTIA Press Contact:**

Amy Storey  
Tel: +1.202.736.3207  
Email: [astorey@ctia.org](mailto:astorey@ctia.org)

#### **The Besen Group Press Contact:**

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