

For Immediate Release

## The Besen Group Announces New MVNO Research Paper

### *In-Depth Look at “Cable Companies as MVNOs”*

#### CTIA Wireless 2010

**Washington, D.C., March 1, 2010** (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today a new MVNO research paper titled “Cable Companies as MVNOs”. The Besen Group offers its findings from the research paper to its retained based clients or by consultation session to its new clients.

“In North America, cable companies are exploiting the MVNO business model to get revenues from the mobile market. Mobile media is a new concept to these companies and it requires them to perform behavioral and psychographic segmentation for their customers in order to understand their needs and behaviors when they are mobile,” said Alex Besen, founder of The Besen Group LLC. “These cable companies should focus on their distribution strategy and the delivery of personalized mobile content with innovative mobile data applications and interactive multi-media services when and where their customers desire.”

The research paper includes:

- Mobile Data Market & Mobile Data Technology Roadmap
- MVNO Case Studies: Bright House Networks, Comcast, Cox Communications, Time Warner Cable, Videotron
- Challenges for Cable Companies
- Lessons Learned from Amp’d Mobile, Disney Mobile USA, ESPN Mobile, Helio
- Recommendation to Cable Companies
- Acronyms

To schedule a consultation session regarding the MVNO research paper, please send an email with contact details including name, title, company name, phone number to [research@thebesengroup.com](mailto:research@thebesengroup.com).

In addition, The Besen Group offers the following services to cable companies:

- MVNO Service Portfolio ([www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf))
- MVNO Seminar ([www.thebesengroup.com/downloads/MVNO.Seminar.pdf](http://www.thebesengroup.com/downloads/MVNO.Seminar.pdf))
- Mobile Data MVNO Seminar ([www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf](http://www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf))
- Sample MVNO Business Case ([www.thebesengroup.com/downloads/MVNO.xls](http://www.thebesengroup.com/downloads/MVNO.xls))

#### **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.

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