

For Immediate Release

The Besen Group Releases HNO Market Position Matrix

Washington, D.C., November 2, 2009 (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice, today announced its Host Network Operator (HNO) Market Position Matrix. The Besen Group defines an HNO as a mobile network operator that owns its allocation of spectrum, network infrastructure and provides access to its network by hosting MVNOs and MVNEs.

“As the customer growths slow down for mobile network operators, they will open their networks to MVNOs to address the needs for each customer segment,” said Alex Besen, founder of The Besen Group LLC. “The interplay between the operators and MVNOs is essential. Mutual benefits must be present and tangible.”

The Besen Group’s HNO Market Position Matrix can evaluate each HNO by its wholesale strategy, network traffic profile, network quality, network roadmap, ease of integration, managed services offering, MVNE partners and subscriber profile. The Besen Group recommends MVNOs utilize its matrix prior signing their wholesale agreements with HNOs.

The Besen Group can implement its matrix to the following current and future HNOs around the world:

- Australia: Optus, Telstra, Vodafone
- Brazil: Telefonica, TIM
- China: China Mobile, China Telecom, China Unicom
- France: Bouygues Telecom, Orange, SFR
- Germany: E-Plus, O2, T-Mobile
- India: Bharti-Airtel, Reliance, Vodafone-Essar
- Italy: 3, TIM, Vodafone
- Japan: KDDI, NTT DoCoMo, Softbank Mobile
- Mexico: Movistar, Telcel
- Russia: MegaFon, MTS, Vimpelcom
- South Africa: Cell-C, MTN, Vodacom
- Spain: Orange, Telefonica, Vodafone
- Turkey: Avea, Turkcell, Vodafone
- UK: 3, O2, Orange, Vodafone
- USA: AT&T Mobility, Clearwire, Sprint Nextel, Terrestar Networks, T-Mobile USA, Verizon Wireless

For pricing information, please send an email with contact details including name, title, company name, phone number to matrix@thebesengroup.com.

Interested parties can download the following service portfolios for their information and review:

- HNO Service Portfolio: www.thebesengroup.com/downloads/HNO.Service.Portfolio.pdf
- MVNO Service Portfolio: www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf
- MVNE Service Portfolio: www.thebesengroup.com/downloads/MVNE.Service.Portfolio.pdf

About The Besen Group (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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