



For Immediate Release

The Besen Group Announces The US To Be The Largest Mobile Data MVNO Market

4G World 2010 & CTIA Enterprise and Applications 2010

Washington, D.C., October 4, 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 the US will be the largest mobile data MVNO market in the world.

"With the current deployment plan of 4G networks and the development of 4G wholesale business models, we estimate over 920 mobile data MVNOs by 2017 in the US," said Alex Besen, Founder and CEO of The Besen Group LLC. "We define a mobile data MVNO is an organization that offers mobile and mobile data services with or without spectrum."

"Based on our experience working with MVNOs globally, we highly recommend each MVNO to get training and perform market entry evaluation before they make any strategic decision in order to better understand different business models that are possible in the mobile data eco-system," added Marco Limoni, MVNO Advisor of The Besen Group LLC.

The Besen Group has been working with HNOs in developing their wholesale business models, helping MVNOs to launch their mobile data services and assisting MVNEs to evaluate their service portfolios. For a list of references, please visit <http://www.thebesengroup.com/about/reference.htm>.

The following documents can be downloaded for more information and review:

- Company Presentation (www.thebesengroup.com/downloads/TheBesenGroup.pdf)
- MVNO Service Portfolio (www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf)
- MVNE Service Portfolio (www.thebesengroup.com/downloads/MVNE.Service.Portfolio.pdf)
- HNO Service Portfolio (www.thebesengroup.com/downloads/HNO.Service.Portfolio.pdf)
- MVNO Seminar (www.thebesengroup.com/downloads/MVNO.Seminar.pdf)
- Mobile Data MVNO Seminar (www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf)
- Sample MVNO Business Case (www.thebesengroup.com/downloads/MVNO.xls)
- Sample MVNE Business Case (www.thebesengroup.com/downloads/MVNO.xls)
- HNO Market Position Matrix (<http://www.thebesengroup.com/downloads/NR.Nov09.pdf>)
- MVNO Market Position Matrix (<http://www.thebesengroup.com/downloads/NR.Jun07.pdf>)
- MVNE Market Position Matrix (<http://www.thebesengroup.com/downloads/NR.Oct08.pdf>)
- Key MVNO Success Factors (<http://www.thebesengroup.com/downloads/NR.Oct09.pdf>)

To learn more about our MVNO services, please send an email to mvno@thebesengroup.com.

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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