



"easymobile - Launching a competitive 'no frills' mobile brand" reports visiongain

visiongain, November 01, 2004

URL: <http://www.pr9.net/business/telecom/1305november.html>

According to the latest visiongain report "easymobile - Launching a competitive 'no frills' mobile brand", Since 1995, the easyGroup of companies has become synonymous with offering cut-price services and products through innovative business models. Will the company be able to take the success of their 'no frills' easyJet airline, to the mobile market? The easy brand has set its sights on gaining customers by becoming a slimmed down Mobile Virtual Network Operator (MVNO) service in partnership with Danish operator TDC.

PR9.NET November 01, 2004 - San Francisco, CA and London, UK - easymobile will have on the face of the European mobile arena and aims to understand the potential profit and likelihood of success from entering the mobile market in an unorthodox way. It looks at other MVNO's and how they have fared in Europe and considers whether consumers will take to 'no-frills' telephony.

It offers predictions as to what easymobile's marketing strategy may be, how much it will price services at and whether it will offer a service limited to voice and simple data services only. The report will also investigate the potential impact of easymobile on existing operators in the face of the continually squeezed margins and declining voice revenues. It also offers predictions for easymobile's strategy in terms of marketing and distribution, and what market share and ARPU it can achieve in key territories in the next five years.

Operators have more than one option regarding a partnership with an MVNO. Instead of merely selling excess airtime, some established network operators may look to "co-branded package" utilising the brand of a third party and that of the operator to increase customer base and loyalty.

"visiongain believes that for MVNO's looking to enter a market for the first time, branding is key. easymobile has this in its favour, as the 'easy' brand is widely recognised due to its other brands such as easyJet and easycarrental.com, and its bright orange livery", says Simon Burnett, Telecoms Industry Analyst.

visiongain expects established operators to continue to monitor the price of voice calls and for these to fall by 38% in real terms by 2009, in the European markets where regulators have allowed MVNO's. Countries where operators are most at risk from declining revenues are Germany, Italy, France, UK and the Netherlands as these markets are heavily saturated and are likely to see most competition, particularly where new 3G entrants are likely to force prices to drop.

"Compared to fixed line phones, mobile operators will take a 50% share of the Western Europe voice market including fixed line by 2009, as they take advantage of the call capacity and eventual lower costs in infrastructure from 3G networks", adds Burnett. Downward pressure will come from continued competition from established operators as well as MVNO's. One of the key issues in terms of pricing is that where the price level offered by an MNO or MVNO is at the same level or less than that of fixed line.

EasyGroup is not a conglomerate, companies are operated as separate entities and not always successful ventures. This is due to the rate at which the companies grow and how thinly the brand is spread. In Q2 2004, easy-internetcafe announced it was to close its flagship London café to prevent it making further losses. Also in Q2 2004, easyjet, issued a second profits warning in a month, causing a 20% dip in value. In 2002, easyjet was estimated to be worth £2bn, although in 2004 it is estimated that the airline's value has diminished and it is now valued at £600m.

This is not to say that easyGroup has had its day.

If you are interested in an overview of "easymobile - Launching a competitive 'no frills' mobile brand" - Please send an email to Senh Ip Senh.ip@visiongain.com including: full name, Title of publication, contact telephone number, Email, and details of where you saw this release. Upon receipt of this information, an overview will be emailed to you.

For more Telecommunications information, please contact our website on: www.ewirelessnews.com

For information on visiongain, please visit the website: www.visiongain.com

###

About visiongain

Visiongain is one of the fastest growing and most innovative independent media companies in Europe today. visiongain produce a host of business-2-business conferences, newsletters, management reports and e-zines focusing on the Financial markets, the Pharmaceutical, Telecoms industries and the Defence sector.

Phone: +44 020 8767 6711
Website: <http://www.visiongain.com>
E-Mail: senh.ip@visiongain.com

[PR9.NET - Your Free Press Release Service](#)