

BEREC ref. N BoR (13) 131

EAFM

EUROPEAN ASSOCIATION
OF FULL MVNO'S

BEREC Stakeholder Forum

Riga (Latvia), 25th September 2013

EAFM Presentation

- **European Association of Full MVNOs** (Mobile Virtual Network Operators) which are:
 - **Independent in terms of ownership and control** from Mobile Network Operators (MNOs)
 - Have **full control of their service offerings**
 - Maintain their **own core network**
- Part of the **Steering Committee** technical implementation of decoupling of international roaming
- Expert participant in **COCOM & RSPG**

EAFM Members



- EI Telecom (NRJ Mobile, FR)



- Intercity Zakelijk (NL)



LIBERTY GLOBAL

- Liberty Global (incl. Virgin Media, UK)



- Teleena (NL, PL, UK)



- Telenet (BE)



- Transatel (UK, FR, BE, NL, LU, SWI)



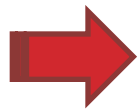
- OMEA Telecom (Virgin Mobile France, FR)

MVNOs are important

- **Increase competition with innovative offers:**
 - multi-country/multi-number offers
 - inclusion of roaming destinations
 - large data allowances, unlimited SMS/off-net calls, new forms of bundling for domestic services
 - address specific market with convergent offers
 - Fixed mobile services
 - offer linking Retailer loyalty program
 - offers for Elderly people
 - Offers focusing on data usage (broadband or M2M type)
 - Etc....
- **Avoid costly duplication of network assets** and assure MNOs additional wholesale revenues

EAFM - Objectives

- **EAFM members agree with policy objective to enable ‘roam like at home’, if:**
 - It does not reduce competition
 - It is not exclusionary
 - It is not damaging to users of mobile services in the EU
- **EAFM members want to offer ‘roam like at home’ retail bundles**



Any regulatory reform should create a structure allowing MVNOs to compete for that market

Contact

Jacques Bonifay, EAFM Chair

EAFM Secretariat: +32 (0)2 503 23 28

info@eafm.eu

www.eafm.eu



EAFM

EUROPEAN ASSOCIATION
OF FULL MVNO'S



EAFM

EUROPEAN ASSOCIATION
OF FULL MVNO'S