



# The Besen Group Announces 4G MVNO Case Study Subscription Service

**Mobile World Congress 2011**

**CTIA Wireless 2011**

**Washington, D.C., February 7, 2011** (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice, today announced 4G MVNO Case Study Subscription Service. The Besen Group, headquartered in the Washington DC area, with representatives in Paris and Tokyo, offers 4G MVNO case studies on a yearly subscription fee basis to its clients.

“Our 4G MVNO case studies provide our clients an unparalleled analysis and our independent viewpoint to better understand their value proposition in the converged mobile ecosystem. Each 4G MVNO needs to define and evaluate their licensed and unlicensed spectrum requirements to better serve their customers,” said Alex Besen, Founder and CEO of The Besen Group LLC. “We strongly recommend 4G MVNOs to take into account TV white space spectrum characteristics for their mobile broadband services.”

The Besen Group selected the following current and potential 4G MVNOs for its subscription service:

Amazon Kindle, AMC, Apple, American Express, Best Buy, BMW, Canon, Cablevision, Cbeyond, Comcast, Dell, DirecTV, Dish Network, Electronic Arts, Facebook, Ford, GE, GM, Google, HP, Hulu, Intel, Kodak, LG, Leap Wireless, Medtronic, Netflix, Nintendo, Nokia, Panasonic, Philips, Sega, Siemens, Sony, Starbucks, Time Warner Cable, Volvo, and Zynga.

Each case study include the following categories: business model, target segments, service offering and pricing, distribution and partnerships, spectrum and technology, financial strength and management team, and SWOT analysis.

For subscription pricing information or an updated list of potential 4G MVNOs, please send an email to [mvno@thebesengroup.com](mailto:mvno@thebesengroup.com).

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

- MVNO Service Portfolio ([www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf))
- MVNE Service Portfolio ([www.thebesengroup.com/downloads/MVNE.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/MVNE.Service.Portfolio.pdf))
- HNO Service Portfolio ([www.thebesengroup.com/downloads/HNO.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/HNO.Service.Portfolio.pdf))
- Mobile Data Service Portfolio ([www.thebesengroup.com/downloads/Mobile.Data.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/Mobile.Data.Service.Portfolio.pdf))
- Mobile Data (4G) MVNO Seminar ([www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf](http://www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf))

## **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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