

## Low-Cost Virtual Operator Will Push Down U.K. Mobile Prices

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TeleDanmark Communications (TDC) will bring "no frills" mobile services to the United Kingdom under the easyMobile brand. This move will likely prompt rivals to lower prices in an already competitive market.

## ANALYST COMMENTS

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On 29 November 2004, T-Mobile and TDC announced an agreement that will bring another mobile virtual network operator (MVNO) into the U.K. market. TDC will run the business as easyMobile, using airtime on T-Mobile's network. The service will launch in March 2005 as a basic Web-based offering similar to other easyGroup operations. TDC will draw on its experience running Telmore, a Danish MVNO, and T-Mobile already rents airtime to Europe's most successful MVNO, Virgin Mobile. Gartner believes easyMobile's entrance will bring down prices in the U.K. market (see "Market Share: Mobile Connections, Western Europe, 2Q04 (Executive Summary)").

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