

Press Release

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Ministry of Communications promotes the entry of more mobile operators

Minister of Communications Ariel Attias: "The entry of additional operators to the mobile sector will change the game and will alter the balance that has prevailed among the companies in the recent years; any step taken to increase the competition in this sector, ultimately assists in reducing prices for the consumer, mainly in the private sector. We believe that the entry of more mobile operators to this market, along with the already existing number mobility, will boost the competition among the companies and will encourage them to come up with more attractive offers for the customers".

Based on the experience accumulated in the world, and according to the conclusions of the report prepared for the Ministry of Communications by a leading international analyst company, it can be safely assumed that the entry of an MVNO (Mobile Virtual Network Operator – an operator using the frequencies and antennas of an existing mobile operator), leads to increased competition, and this is expected to happen in Israel as well.

Several companies have already expressed their interest, with regard to all the different models existing in the world, including Full MVNO (which means establishing a full mobile network using the mobile network of an existing operator).

A mobile operator differentiates its services, in the eyes of the consumers, among other things by a separate prefix, separate service systems, and independent branding.

The Ministry of Communications has prepared a draft "License for the provision of mobile telephony services involving the use of a mobile telephony network of another company", and has laid down the main conditions and requirements of applying for an MVNO license.

The Ministry has invited potential entrepreneurs, licensees, vendors, experts on economics, technology, law and communications, consumer organizations, user and operator unions, other relevant parties as well as the general public, to present their positions on the license draft and its conditions and requirements.