

The trade publication for the US virtual wireless market

MVNO Planet covers the operators, enablers and wholesale carriers behind every mobile brand that does not own a network: cable and ISP mobile, MVNOs, MVNEs and MVNAs, eSIM and IoT connectivity, and the regulation that governs them. Launched August 2026, US-focused, independent.

WHO READS IT

MVNO founders & operators	Cable & ISP mobile teams	Wholesale & enablement execs	Investors & advisers
Brands, fintechs, retailers and communities launching or scaling a mobile service; the people picking an MVNE and negotiating wholesale terms.	Product, marketing and network leads at cable operators and independent ISPs, from Charter and Comcast to the NCTC tier.	Carrier wholesale groups, MVNEs, MVNAs, BSS/OSS and eSIM platforms, and the sales teams that serve them.	Telecom-focused funds, bankers, consultants and lawyers tracking the wholesale wireless market.

WHAT WE PUBLISH

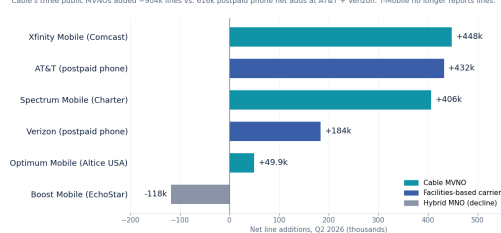
News & analysis across six sections: Cable MVNOs, Wholesale & MVNE, Launch Guides, eSIM & IoT, Regulation & Policy, Analysis. **Vendor directory** of MVNEs, MVNAs, carrier wholesale programs, BSS/OSS, eSIM/SIM and IoT platforms, with a Get Matched RFQ service that routes qualified buyer briefs to vendors. **Research & Forecasts:** original, citable data built to be shared on LinkedIn and X, each report with reusable charts and a CSV download.

2026–2027 RESEARCH CALENDAR

Report	Cadence	Next edition
US MVNO Scorecard — lines and net adds for every virtual operator that reports, vs. the big three	Quarterly	Q3 2026 edition · November 2026
US Cable Mobile Forecast 2026–2030 — line and penetration scenarios for Charter/Cox, Comcast, Altice and the NCTC tier	Annual	October 2026
Enabler Landscape — MVNEs and MVNAs mapped by segment and host network	Twice yearly	December 2026
Wholesale Rate Benchmark — anonymized wholesale and MVNE pricing ranges	Annual	Q1 2027
Regulatory Cost Index — USF factor, deadlines and the tax load on a US line	Quarterly	Q4 2026

Cable MVNOs out-added AT&T and Verizon in Q2 2026

Cable's three public MVNOs added ~904k lines vs. 619k postpaid phone net adds at AT&T + Verizon. † Mobile no longer reports lines.



Source: company Q2 2026 earnings releases (Charter, Comcast, Altice USA, AT&T, Verizon, EchoStar). Chart: MVNO Planet - mvnoplanet.com/research/

Our first report. The Q2 2026 US MVNO Scorecard found cable's three public MVNOs added ~904,000 lines in the quarter, more than AT&T and Verizon's postpaid phone net adds combined. Sponsors of a research report get their logo on the report page, on the shareable charts and in the CSV download, without previewing or influencing the data.

Products and launch rates

Launch rates apply through December 31, 2026. Newsletter and section rates are repriced when the audience passes 2,500 subscribers; founding sponsors keep launch rates for 12 months.

DIRECTORY LISTINGS

Tier	Price	Includes
Basic	Free	Company profile: type, network partners, HQ, website.
Featured	\$199 / month \$1,990 / year	Logo and Featured badge; top-of-category placement; editor-written profile page; inclusion in Launch Guide "who to talk to" boxes.
Partner	\$599 / month \$5,990 / year	Everything in Featured, plus qualified RFQ leads from Get Matched routed within one business day with the buyer's brief; named mention where relevant in research reports; one newsletter sponsorship per quarter.

SPONSORSHIPS

Product	Launch rate	Details
Newsletter sponsorship	\$350 / issue	Exclusive sponsor of one issue: 60-word message, logo and link at the top, "presented by" line. Specs: logo PNG 600×200, one URL.
Research sponsorship	from \$2,500 / report	Logo and credit on a Research & Forecasts report, its shareable charts and CSV. No preview or influence on data.
Sponsored analysis	from \$3,500 / piece	Long-form explainer or market brief co-produced with our editors, labeled Sponsored, with CTA and lead form. Newsletter and social promotion included.
Section sponsorship	from \$1,500 / month	Exclusive banner (970×250 and 300×250) on every page in one section and its feed. Three-month minimum.

FOUNDING SPONSOR PACKAGE — \$4,950 FOR 12 MONTHS

Limited to six companies. A year of the Partner listing, four newsletter sponsorships, a founding-sponsor credit on the 2026–2030 US Cable Mobile Forecast and the Research page, and launch rates locked through August 2027 on anything else you buy. List value about \$9,400.

EDITORIAL INDEPENDENCE

Sponsored content is labeled. Directory tier does not affect news coverage. Scorecard and forecast data cannot be bought, previewed or edited by sponsors.

HOW TO BOOK

Use the form at mvnoplanet.com/advertise/ or email news@mvnoplanet.com. Invoices are net 15; annual listings and the founding package are billed up front. Newsletter and section placements are confirmed on receipt of creative.