

Virgin gets active on MTN, Vodacom

 By [Rod Baker](#)

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NEWSWATCH: Virgin Mobile launched around seven years ago, but it hasn't grown as hoped, and the company's CEO puts the blame for that on MTN and Vodacom, reports BD Live.



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- BD Live: [Virgin hits out at MTN, Vodacom...](#) Virgin Mobile has only 500,000 subscribers after seven years in operation, and the company's CEO reckons the two main players, and what he claims to be their anti-competitive behaviour, are to blame for his company's slow growth in subscriber numbers.

Well, that is pretty much par for the course... The main players in *any* sector can be expected to protect their market share against newcomers, so it's not surprising Virgin Mobile appears to have faced an uphill battle.

Did they use what VM's CEO claims to be anti-competitive behaviour against his company? He apparently says they have, but they will almost certainly defend their actions and strategies.

The lesson for all newcomers? Have deep pockets, and think out of the box - whatever any sector's current players might say about welcoming competition, don't expect an easy ride - because you won't get one.

ABOUT ROD BAKER

Rod Baker is Content Director at Bizcommunity.com. A journalist since before computers, he worked on a wide range of magazines and, in his youth, rose through the ranks from being a lowly and abused sub-editor, to a high and still abused editor and publisher. He has been editor and publisher of a number of magazines, as well as a newspaper. He has edited many books, and written a number too. Email him at rod@bizcommunity.com.

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