



Chinese Mobile Telecoms

2005 - 2010

Understanding the world's biggest market



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Appendix A.

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Report evaluation form

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Alcatel	Haier
Amoi	HCK
Arima	HCL
AT&T Wireless	Heilongjiang Mobile
Beijing P&T Consulting	Huawei
BenQ	Hutchison Group
Bharat Sanchar Nigam Limited	Hyundai
Bharti Group	Idea cellular
Broadcom	Information Communication Technology
CCID Consulting	Infosys
ChangTian	Inventec Appliances
China Mobile	Jilin Mobile
China Netcom	Jitong Communications
China Putian	Kejian
China Railcom	Konka
China Satellite (ChinaSat)	Kyosera
China Telecom	Legend
China Unicom	LG
ChongRan	Lite-On
Cingular Wireless	Mahindra
Compal	MII
CVIC	Motorola
Datang	NEC
DBTEL	Neimengu Mobile,
Design Institute Company Limited	Nextel
DongFang	Ningbo Bird
Eastcom	Ningxia Mobile
Ericsson Mobile	Nokia
Excel Couriers	Nokia
Gansu Mobile	Norson Telecom Consulting
Guizhou Mobile	

Contents

Nortel Networks	TCL
Orange	TCS
Panasonic	Techfaith Wireless
Panda	Telecom Italia Mobile
Pentasoft	Telefonica
Philips	T-Mobile
Qinghai Mobile	Top
Quanta	TsingHua DongFang
Reliance Group	UTStarcom
Sagem	Verizon Wireless
Samsung	Vodafone
Satyam	Wipro
Siemens	Xinjiang Mobile
Silverline	Xizang Mobile
Sony Ericsson	YianTai
Soutec	Yunnan Mobile
Sprint PCS	ZTE
STEP Technologies	

Chinese Mobile Market

1.1 Executive Summary

China's liberalisation of the telecoms market started with the creation of the Ministry of Information Industry (MII) in 1998, which restructured the dominant fixed-line operator, China Telecom, into China Mobile, China Unicom, China Telecom, China Netcom, China Railcom and China Satellite (ChinaSat). The division boosted competition into seven business areas within the Chinese telecoms market resulting in explosive growth since then. With four mobile operators, China Mobile, China Unicom, China Telecom and China Netcom, mobile communication services accelerated in China.

This report focuses on China's highly competitive mobile market especially for handset vendors and mobile operators, with continuous market pressures to shorten time-to-market, enhance asset utilisation and master the complexity of technology.

The report is divided into six major sections. It provides an in depth statistical overview of operators status, handset manufacturers, struggle of both major foreign and domestic players in the Chinese mobile industry, other mobile markets of the world and future predictions and suggestions for the fast evolving Chinese mobile market.

Table 1.1 Fixed Line vs.. Mobile Subscribers in China (Millions), 2002-2010

Years	2002	2003	2004	2005	2006	2007	2008	2009	2010
Fixed Line	213.0	262.5	313.0	360.0	396.0	427.0	452.0	475.0	500.0
Mobile	204.0	264.0	334.0	386.0	442.0	490.0	520.0	550.0	580.0

Source: MII, Visiongain

The section on the Chinese Mobile Market provides the reader with a knowledge of mobile services and their dominance over fixed line services in China. The section segments to provide an overview of the current status of the four major mobile operators, their strategies related the competitive market faced with issues of declining ARPUs and increasing churn rates.

Chinese Mobile Market

An outline of increasing awareness among mobile phone operators and service providers in China about premium branded content, differentiation of services and ways to tap the Chinese content market, is also included in the section.

Chapter 3 of the report outlines the reasons behind the Chinese mobile market boom and drivers responsible for the growth of the handset market. The chapter also highlights the production profile for 2004 of various regions in the mainland.

The handset section provides an overview of the current handset industry in China, handset vendor status in China and the technology that is prevalent in the Chinese market. With 3G services awaiting deployment, the section provides an overview of the probability of launch of different standards available for 3G services in China. Furthermore, a S.W.O.T analysis of both foreign and domestic handset vendors is provided along with regional manufacturing regions in the mainland that contributes to China's manufacturing capabilities.

This report also provides background knowledge, current revenue, sales and net profit profiles of leading Chinese and foreign handset makers along with visiongain's recommendations and strategies that could be employed to increase their share in the Chinese handset industry.

The report concludes with a market comparison of leading and emerging mobile markets including India, US, Europe and Taiwan with China in relation to subscriber numbers, mobile technology, user preferences and handset industry in these mobile markets.

Chinese Mobile Market

1.2 Focus of This Report

The purpose of China Mobile Market is to provide telecoms decision-makers with statistical information to evaluate and profit from the mobile market in China. This report focuses on the following areas:

- Core statistical overview of the market and key mobile operator strategies;
- Reasons behind China's mobile market boom;
- Core statistical overview of the handset market;
- Statistical overview of domestic and foreign handset makers competing in China;
- Overview of other mobile markets and their comparison with China;
- Suggestions for adapting in the fast evolving Chinese Mobile market; and
- Future predictions related to Chinese Mobile industry.

This report enables the reader to strengthen decision-making capabilities on three different levels:

1.2.1 Strategic level

- Maximise return of investment on existing and potential wireless projects associated with the Chinese mobile market through developing corporate strategies;
- Undertake feasibility studies on various aspects of the Chinese mobile market and utilise this knowledge to support risk management and protection of business activities in the Chinese market; and
- Develop internal corporate understanding of China's mobile market valuations and use this knowledge to interact with business partners, media and clients.

Chinese Mobile Market

1.2.2 Sales presentation and business development level

- Provide valuable sales tools enabling business development teams to support existing pitches and sales messages with attractive presentation materials and accurate data from a widely acknowledged industry source.

1.2.3 Internal research level

- Validate existing numbers and team strategies to determine the effectiveness of current research and the accuracy of expectations; and
- Provide team leaders and decision-makers with meeting tools to support internal business plans with presentation data, charts and statistics.