

# China Mobile Operation Industry Market Prospects and Investment Strategy Planning Report, 2013–2017

## 目 录

### CONTENTS

#### Chapter 1: Development Overview of China Mobile Operation Industry

##### 1.1 Definition and Classification of Mobile Operation Industry

- 1.1.1 Definition of Mobile Operation
- 1.1.2 Classification of Mobile Operation Business

##### 1.2 Features Analysis of Mobile Operation Industry

- 1.2.1 Analysis of Industry Growth
- 1.2.2 Analysis of Industry Monopoly
- 1.2.3 Analysis of Industry Periodicity

##### 1.3 Analysis of Market Environment of Mobile Operation Industry

- 1.3.1 Industry Policy Environment
  - (1) Industry Supervision System
  - (2) Industry Policy Trend
  - (3) Industry Development Planning
- 1.3.2 Industry Economic Environment
  - (1) Analysis of International Macro-economic Operation
  - (2) Analysis of Domestic Macro-economic Operation
  - (3) Analysis of Industry Macro-economic Operation
- 1.3.3 Industry Technology Environment
  - (1) Analysis of FTTH Technology
  - (2) Analysis of WiMAX Technology
  - (3) Analysis of 3G Technology
  - (4) Analysis of IPV6 Technology
  - (5) Analysis of IMS Technology

#### Chapter 2: Development Analysis of China Mobile Operation Industry

##### 2.1 Development Analysis of Telecom Industry

- 2.1.1 Analysis of Telecom User Size
  - (1) Development Size and Growth of Cellphone Subscribers
  - (2) Size and Growth of Internet Users
  - (3) User Size and Business Development of Cellphone
- 2.1.2 Analysis of Operation of Telecom Industry
  - (1) Analysis of Total Telecom Business Volume
  - (2) Analysis of Income of Telecom Business
  - (3) Analysis of Profit of Telecom Business
  - (4) Analysis of Construction of Communication Capability

##### 2.2 Overall Development Information of Mobile Operation Industry

- 2.2.1 Analysis of Operation of Mobile Operation Industry
  - (1) Analysis of Income of Mobile Operation Industry
  - (2) Analysis of Profit of Mobile Operation Industry
- 2.2.2 Infrastructure Construction of Mobile Operation Industry
  - (1) Construction Status and Planning of Mobile Operation Base Stations
  - (2) Construction Status and Planning of Fibre Optic Broadband
  - (3) Construction Status and Planning of Wireless Network
- 2.2.3 Development of 3G of Mobile Operation Industry
  - (1) Analysis of 3G User Size
  - (2) Analysis of 3G Main Applications
  - (3) 3G Business Income and Profit
  - (4) Analysis of 3G Business Growth Trend

##### 2.3 Comparison Analysis of Three Major Operators in Mobile Operation Industry

- 2.3.1 Comparison Analysis of Mobile User Size

- (1) China Mobile User Size
- (2) China Unicom User Size
- (3) China Telecom User Size
- 2.3.2 Comparison Analysis of ARPU for Mobile Users
  - (1) China Mobile ARPU
  - (2) China Unicom ARPU
  - (3) China Telecom ARPU
- 2.3.3 Comparison Analysis of Operation of Mobile Operators
  - (1) Income and Profit of China Mobile
  - (2) Income and Profit of China Unicom
  - (3) Income and Profit of China Telecom
- 2.3.4 Comparison Analysis of Base Stations
  - (1) Construction Status and Planning of China Mobile
  - (2) Construction Status and Planning of China Unicom
  - (3) Construction Status and Planning of China Telecom
- 2.3.5 Comparison Analysis of Fibre Optic Broadband
  - (1) Construction Status and Planning of China Mobile Fibre Optic Broadband
  - (2) Construction Status and Planning of China Unicom Fibre Optic Broadband
  - (3) Construction Status and Planning of China Telecom Fibre Optic Broadband
- 2.3.6 Comparison Analysis of Wireless Network
  - (1) Construction Status and Planning of China Mobile Wireless Network
  - (2) Construction Status and Planning of China Unicom Wireless Network
  - (3) Construction Status and Planning of China Telecom Wireless Network
    - 1) Network Construction and Investment Size of China Mobile
    - 2) Network Construction and Investment Size of China Telecom Mobile
    - 3) Network Construction and Investment Size of China Unicom
  - (4) 3G' s Influence on Competitive Landscape of Mobile Operation Industry
- 2.4 Analysis of Market Prospects of Mobile Operation Industry**
  - 2.4.1 Growth Trend of Mobile Operation Market
  - 2.4.2 Growth Potentials of Rural Mobile Operation Market
  - 2.4.3 Growth Potentials of Urban Mobile Operation Market

### **Chapter 3: Analysis of Communication Business of China Mobile Operation**

#### **3.1 Development Analysis of Communication Business of Mobile Operation**

- 3.1.1 Analysis of Total Communication Business Volume of Mobile Operation
- 3.1.2 Analysis of Communication Business Structure of Mobile Operation
- 3.1.3 Regional Distribution of Mobile Telephone Subscribers

#### **3.2 Analysis of Telecommunications Tariff Mobile Operators**

- 3.2.1 Standards of China Mobile' s Telecommunications Tariff
- 3.2.2 Standards of China Unicom' s Telecommunications Tariff
- 3.2.3 Standards of China Telecom' s Telecommunications Tariff

#### **3.3 Analysis of Prospects for Voice Business of Mobile Operators**

- 3.3.1 Change Trend of Mobile Operators' Telecommunications Tariff
- 3.3.2 Change Trend of Communication Quality of Mobile Voice Business
- 3.3.3 Trend of Mobile Communication of Replacing Fixed-line Phones
- 3.3.4 Analysis of Development Prospects for Mobile Operators' Voice Business

### **Chapter 4: Analysis of Value-added Services of China Mobile Operators**

#### **4.1 Service Features of Mobile Operation Industry**

#### **4.2 Value-added Service Overview of Mobile Operation Industry**

- 4.2.1 Definition and Classification of Value-added Services
- 4.2.2 Development Stages of Mobile Value-added Services
- 4.2.3 Market Size of Mobile Value-added Services

#### **4.3 Analysis of Industrial Chain of Mobile Value-added Services**

- 4.3.1 Industrial Chain Profile of Mobile Value-added Services
- 4.3.2 Analysis of Industrial Chain of Value-added Services
  - (1) Analysis of Subscribers' Demand for Value-added Services
  - (2) Concentration Trend of SP
  - (3) Position Change Trend of CP
  - (4) Analysis of Technology/Platform Provider
  - (5) Value-added Services Become Core Growth Force for Mobile Operators

#### 4.4 Analysis of Traditional Mobile Value-added Services

##### 4.4.1 SMS

- (1) Analysis of SMS Market Size
- (2) Forecast for SMS Market Growth

##### 4.4.2 CRBT

- (1) Development Stages of CRBT
- (2) Analysis of Market Volume of CRBT
- (3) Forecast for CRBT Market Growth

##### 4.4.3 MMS

- (1) Prophase Restricting Factors of MMS
- (2) Analysis of MMS Market Size
- (3) Forecast for MMS Market Growth

##### 4.4.4 IVR

- (1) Analysis of IVR Market Size
- (2) Analysis of IVR Market Growth Trend

##### 4.4.5 WAP

- (1) Prophase Restricting Factors of WAP
- (2) Analysis of WAP Market Size
- (3) Forecast for WAP Market Growth

#### 4.5 Analysis of 3G Mobile Value-added Services

##### 4.5.1 Analysis of Mobile Information Services

- (1) i-News
  - 1) Analysis of i-News Market Size
  - 2) Trend of i-News Market Growth
- (2) CMMB
  - 1) Analysis of CMMB Market Size
  - 2) Trend of CMMB Market Growth
- (3) Mobile Advertising
  - 1) Analysis of Mobile Advertising Market Size
  - 2) Trend of Mobile Advertising Market Growth

##### 4.5.2 Analysis of Mobile Entertainment Business

- (1) Mobile Game
  - 1) Analysis of Mobile Game Market
  - 2) Analysis of Mobile Game Profit Mode
  - 3) Strategies and Suggestions for Development of Mobile Game
  - 4) Growth Trend of Mobile Game Market
- (2) Other Entertainment Business

##### 4.5.3 Analysis of Mobile Living Business

##### 4.5.4 Analysis of Mobile Commercial Business

- (1) Mobile Payment
  - 1) Analysis of Mobile Payment Market Size
  - 2) Analysis of Mobile Payment Application Progress
  - 3) Trend of Mobile Payment Market
- (2) Other Commercial Business

#### 4.6 Analysis of Mobile Value-added Services Based on Network Convergence

##### 4.6.1 Development Status and Trend Analysis of Network Convergence

##### 4.6.2 Value-added Services and Commercial Modes Classification in Perspective of Network Convergence

##### 4.6.3 Analysis of Convergence Degree and Commercial Modes of Value-added Services

##### 4.6.4 Development Directions of New Value-added Business and Commercial Modes

### Chapter 5: Research on Consumer Behavior of China Resident's Value-added Services

#### 5.1 WAP of Urban Residents

##### 5.1.1 WAP of Urban Residents

- (1) Whether Urban Residents Surface the Net via Mobile Phone
- (2) WAP Methods for Urban Residents
- (3) WAP Purposes for Urban Residents

##### 5.1.2 Whether Utilize Mobile Phone to Surface of Urban Residents According to Different Demographic Features

#### 5.2 Mobile Advertising Receiving of Urban Residents

### 5.2.1 Mobile Advertising Receiving of Urban Residents

- (1) Whether Residents' Mobile Phones Receive Advertising
- (2) What Forms Do Mobile Phones Receive Advertising
- (3) How Often Mobile Phones Receive Advertising
- (4) Per Advertising Urban Resident Receives Everyday
- (5) Reading of Mobile Advertising for Urban Residents

### 5.2.2 Reading of Mobile Advertising for Urban Residents According to Different Demographic

#### Features

- (1) Reading of Mobile Advertising for Urban Residents According to Different Sex
- (2) Reading of Mobile Advertising for Urban Residents According to Different Ages
- (3) Reading of Mobile Advertising for Urban Residents According to Different Education

#### Background

- (4) Reading of Mobile Advertising for Urban Residents According to Different Personal Salary

## 5.3 Contact of Urban Residents Cell Phone

### 5.3.1 Specific Description of CMMB Subscribers

### 5.3.2 Whether Urban Residents Will Be CMMB Subscribers in Future

- (1) Whether Urban Residents Will Be CMMB Subscribers in Future
- (2) What Kinds of Programs Will Urban Residents Watch via CMMB

### 5.3.3 Willing of Urban Residents Watching Mobile TV

- (1) Whether Urban Residents Tend to Watch Mobile TV According to Their Different Sex
- (2) Whether Urban Residents Tend to Watch Mobile TV According to Their Different Ages
- (3) Whether Urban Residents Tend to Watch Mobile TV According to Their Different Education

#### Background

- (4) Whether Urban Residents Tend to Watch Mobile TV According to Their Different Personal Salary
- (5) Whether Urban Residents Tend to Watch Mobile TV According to Their Different Mobile Phone

#### Expense

## Chapter 6: Analysis of Enterprises in China Mobile Operation Industry

### 6.1 Experiential Learning of Foreign Leading Mobile Operators

#### 6.1.1 Operation Analysis of USA AT&T

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation
- (3) Experiential Learning of Enterprise Development

#### 6.1.2 Operation Analysis of Japan NTT

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation
- (3) Experiential Learning of Enterprise Development

#### 6.1.3 Operation Analysis of USA Verizon

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation
- (3) Experiential Learning of Enterprise Development

#### 6.1.4 Operation Analysis of Deutsche Telekom AG

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation
- (3) Experiential Learning of Enterprise Development

#### 6.1.5 Operation Analysis of Spain Telefonica

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation
- (3) Experiential Learning of Enterprise Development

#### 6.1.6 Operation Analysis of UK Vodafone

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation
- (3) Experiential Learning of Enterprise Development

#### 6.1.7 Operation Analysis of France Telecom

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation
- (3) Experiential Learning of Enterprise Development

#### 6.1.8 Operation Analysis of Telecom Italia

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation

- (3) Experiential Learning of Enterprise Development
- 6.1.9 Operation Analysis of Japan KDDI
  - (1) Analysis of Enterprise Development Profile
  - (2) Analysis of Enterprise Operation
  - (3) Experiential Learning of Enterprise Development

## 6.2 Operation Analysis of China Mobile Operators

- 6.2.1 Operation Analysis of China Mobile Limited
  - (1) Brief Analysis of Enterprise Development
  - (2) Analysis of Enterprise User Size
  - (3) Analysis of Enterprise Main Business
  - (4) Introduction to Enterprise Main Brands
  - (5) Analysis of Enterprise Main Service Channels
  - (6) Analysis of Major Economic Indexes
  - (7) Analysis of Enterprise Profitability
  - (8) Analysis of Enterprise Operational Capability
  - (9) Analysis of Enterprise Debt-paying Ability
  - (10) Analysis of Enterprise Development Capability
  - (11) Analysis of Enterprise Operational Advantages and Disadvantages
  - (12) Analysis of Branch Offices of China Mobile Limited
    - 1) Operation Analysis of China Mobile Limited-Guangdong Branch Office
      - 1. Analysis of Enterprise Development Profile
      - 2. Analysis of Enterprise Cooperative Partners
      - 3. Enterprise Latest Development Trend
    - 2) Operation Analysis of China Mobile Limited-Shandong Branch Office
      - 1. Analysis of Enterprise Development Profile
      - 2. Analysis of Enterprise Cooperative Partners
      - 3. Analysis of Enterprise Development Strategies
      - 4. Enterprise Latest Development Trend
    - 3) Operation Analysis of China Mobile Limited-Jiangsu Branch Office
      - 1. Analysis of Enterprise Development Profile
      - 2. Analysis of Enterprise Cooperative Partners
      - 3. Analysis of Enterprise User Size
      - 4. Analysis of Enterprise Development Strategies
      - 5. Enterprise Latest Development Trend
    - 4) Operation Analysis of China Mobile Limited-Zhejiang Branch Office
      - 1. Analysis of Enterprise Development Profile
      - 2. Analysis of Enterprise Cooperative Partners
      - 3. Analysis of Enterprise User Size
      - 4. Analysis of Enterprise Development Strategies
      - 5. Enterprise Latest Development Trend
    - 5) Operation Analysis of China Mobile Limited-Beijing Branch Office
      - 1. Analysis of Enterprise Development Profile
      - 2. Analysis of Enterprise Cooperative Partners
      - 3. Analysis of Enterprise Development Strategies
      - 4. Enterprise Latest Development Trend
    - 6) Operation Analysis of China Mobile Limited-Shanghai Branch Office
      - 1. Analysis of Enterprise Development Profile
      - 2. Analysis of Enterprise Cooperative Partners
      - 3. Analysis of Enterprise Development Strategies
      - 4. Enterprise Latest Development Trend
- 6.2.2 Operation Analysis of China Unicom (Hong Kong) Limited
  - (1) Brief Analysis of Enterprise Development
  - (2) Introduction to Enterprise Main Brands
  - (3) Analysis of Enterprise Main Service Channels
  - (4) Analysis of Enterprise User Size
  - (5) Analysis of Enterprise Main Business
  - (6) Analysis of Major Economic Indexes
  - (7) Analysis of Enterprise Profitability
  - (8) Analysis of Enterprise Operational Capability

- (9) Analysis of Enterprise Debt-paying Ability
- (10) Analysis of Enterprise Development Capability

如需了解报告详细内容，请直接致电前瞻客服中心。

全国免费服务热线：400-068-7188 0755-82925195 82925295 83586158

或发电子邮件：[service@qianzhan.com](mailto:service@qianzhan.com)

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！