

Wireless data communications in China

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Outline

Telecommunication Market in China

Innovation of Technology

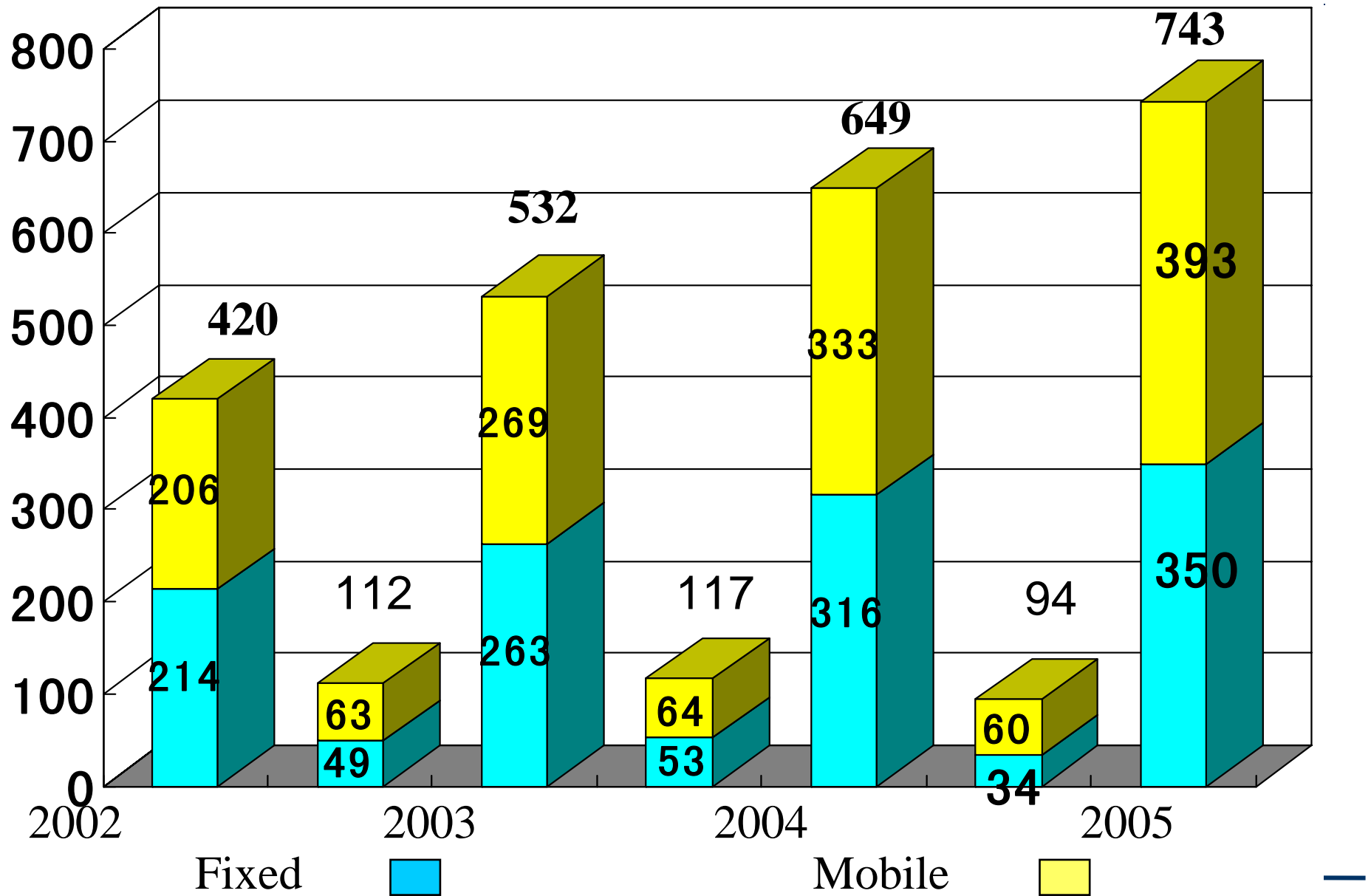
Opportunities of DS

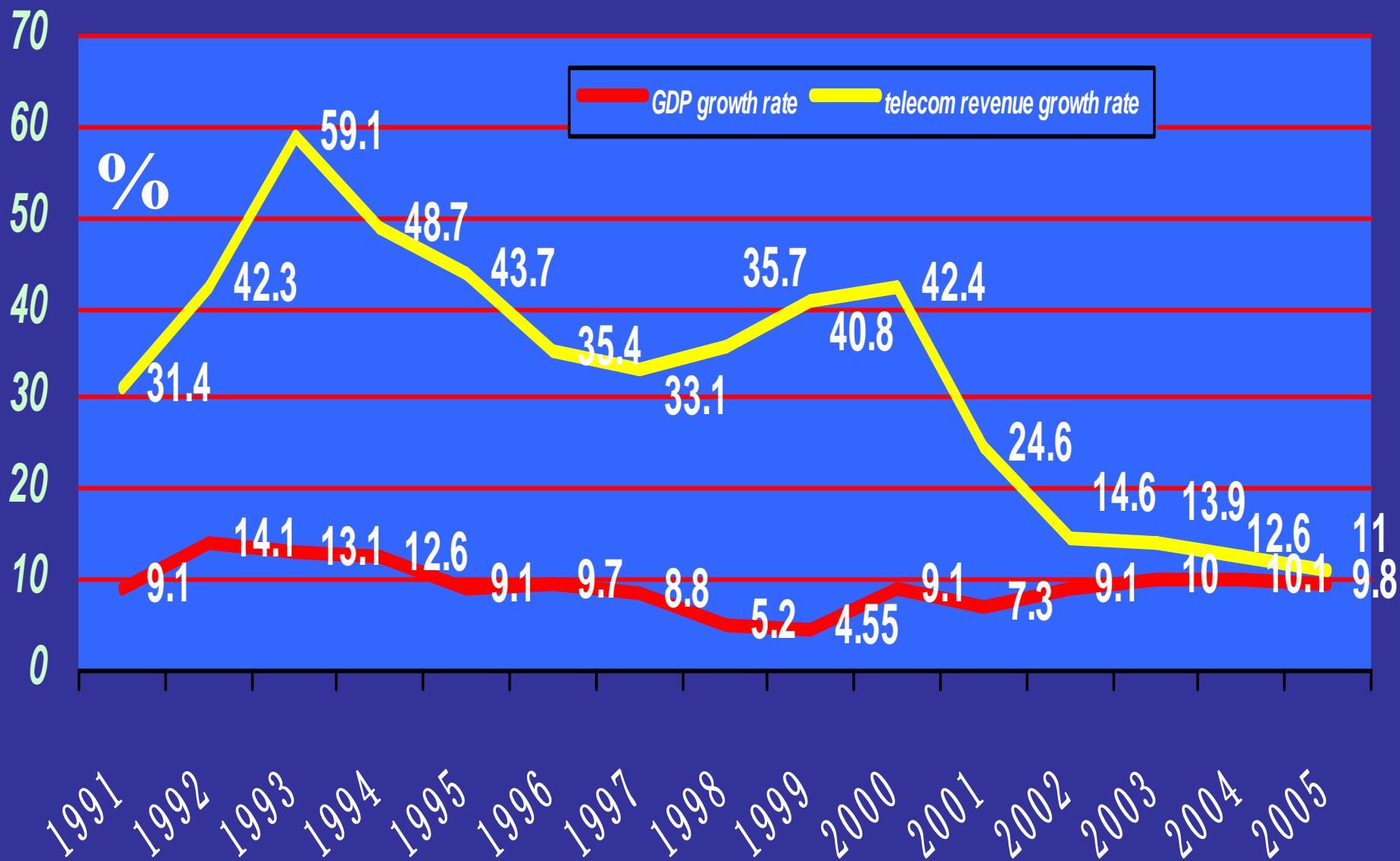
Challenges to Regulation



1. Telecommunication Market in China

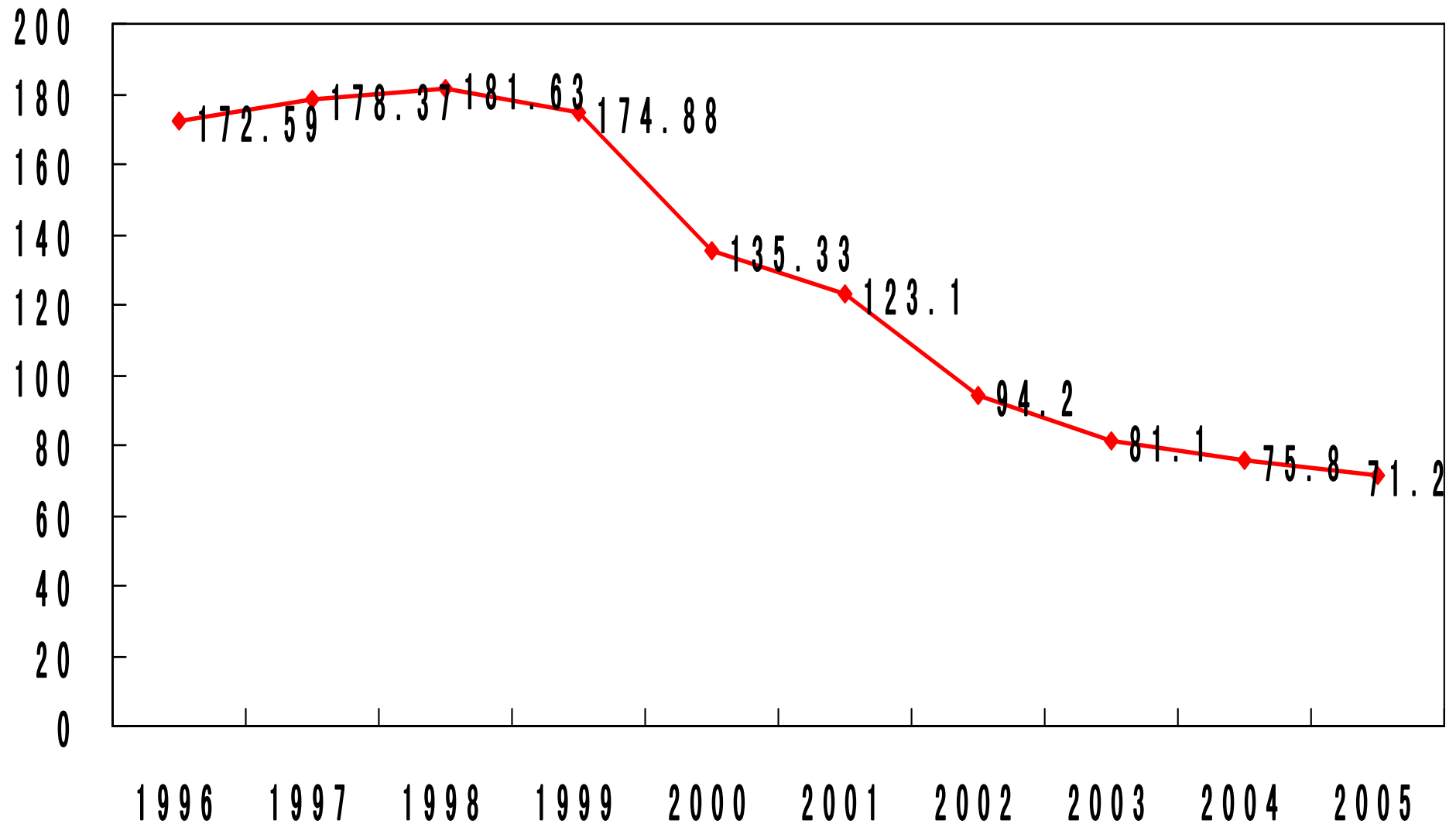
The Scale of Subscribers in China (1)





The map of relation between telecommunications industry and macro economy

ARPU of 2005



2. Innovation of Technology

Catalog shopping by mail

Mobile
Commerce



Shopping malls



Mail-order book clubs

Diners Club credit cards



Self service grocery

Drive-through shops

Vending
machines



Home shopping on TV

Web stores

1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000

2. Innovation of Technology

Future technology ?

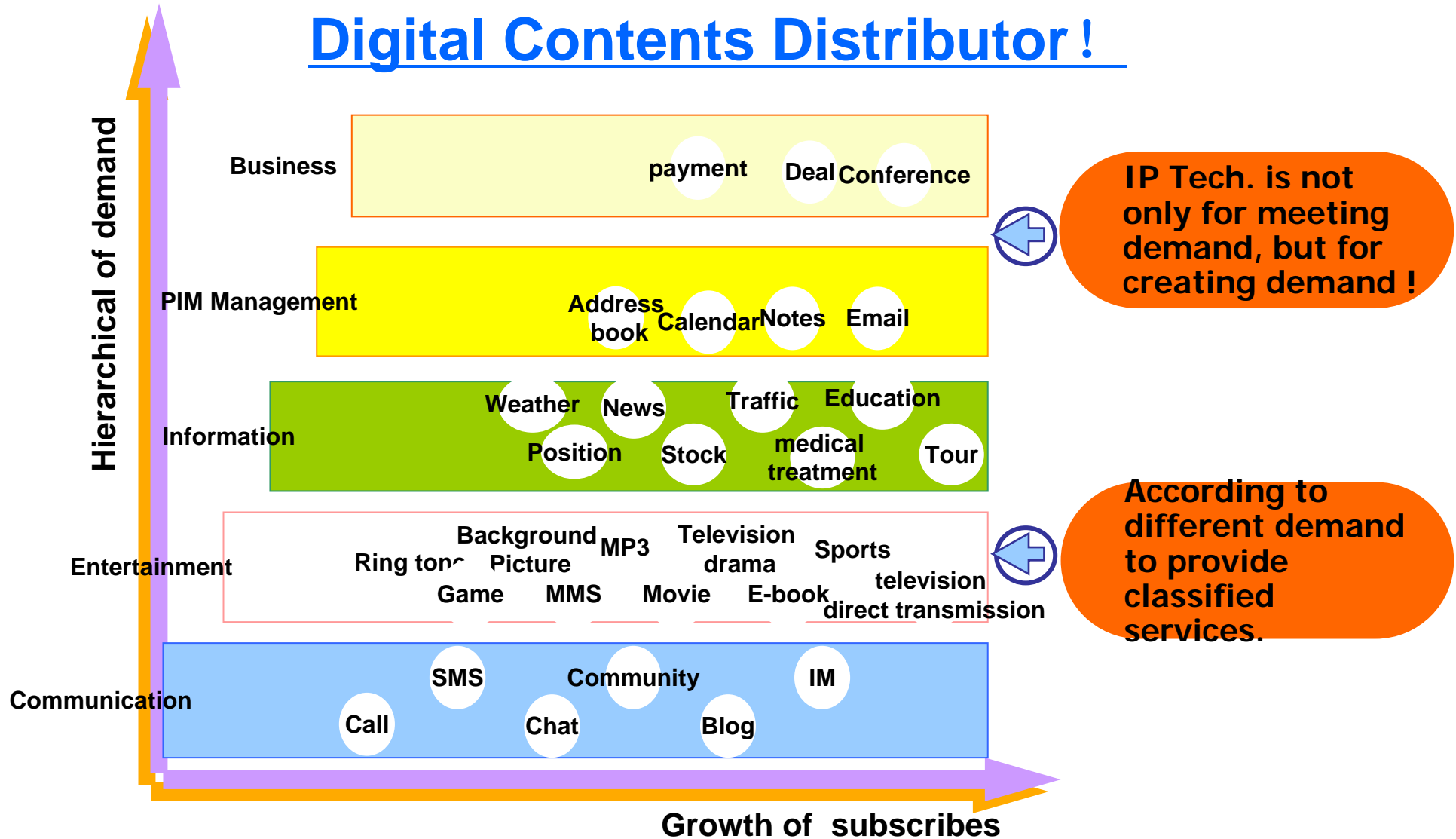
- NGN
- 3 G

or

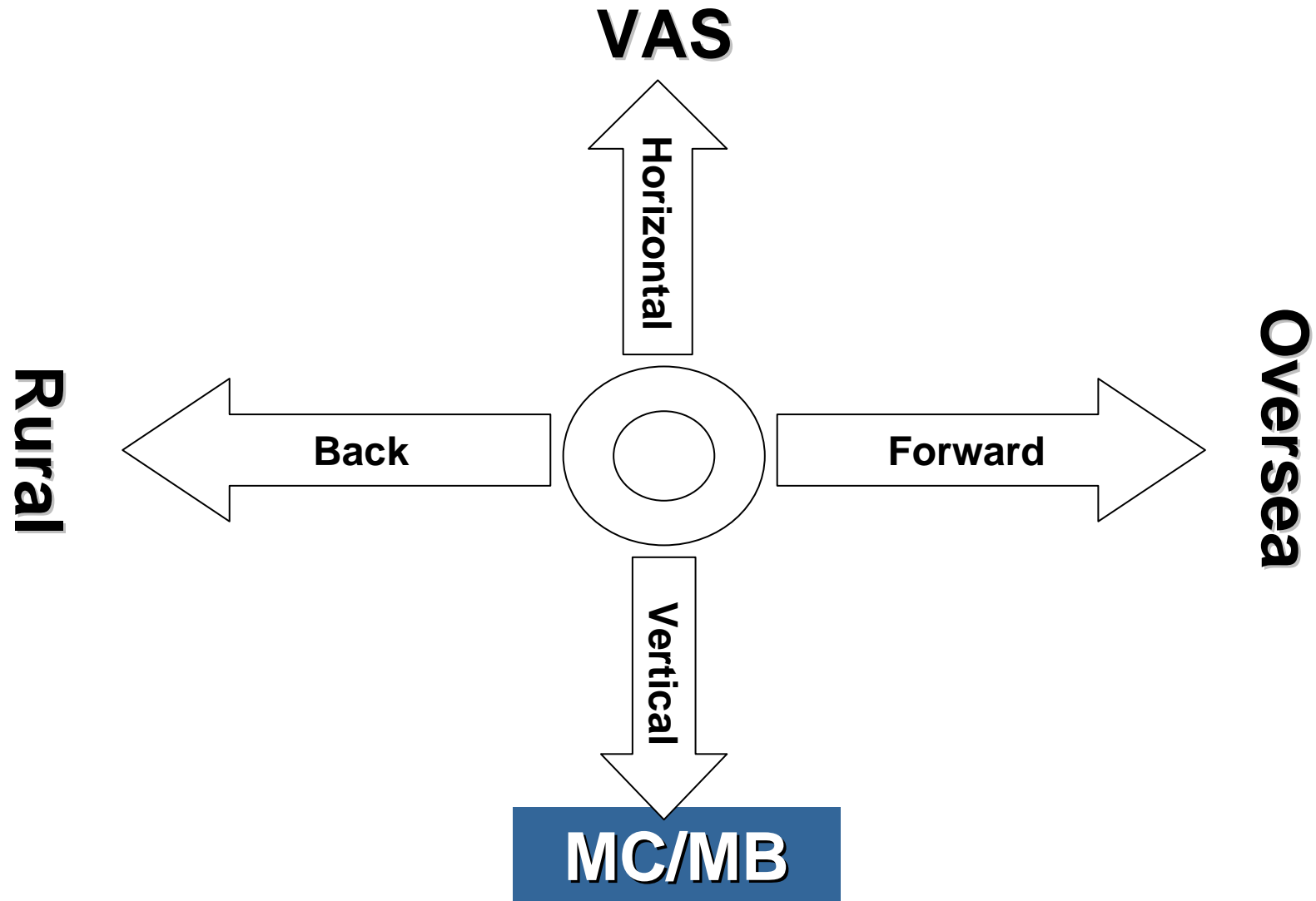
- N G I
- WIMAX

3. Opportunities of Data Services

Digital Contents Distributor!



3. Opportunities of Data Services



Typical Business Models

B-B-C

e.g. Mobile finance services (RFID)

B-B-E

e.g. Logistic services (LBS)

B-B-M

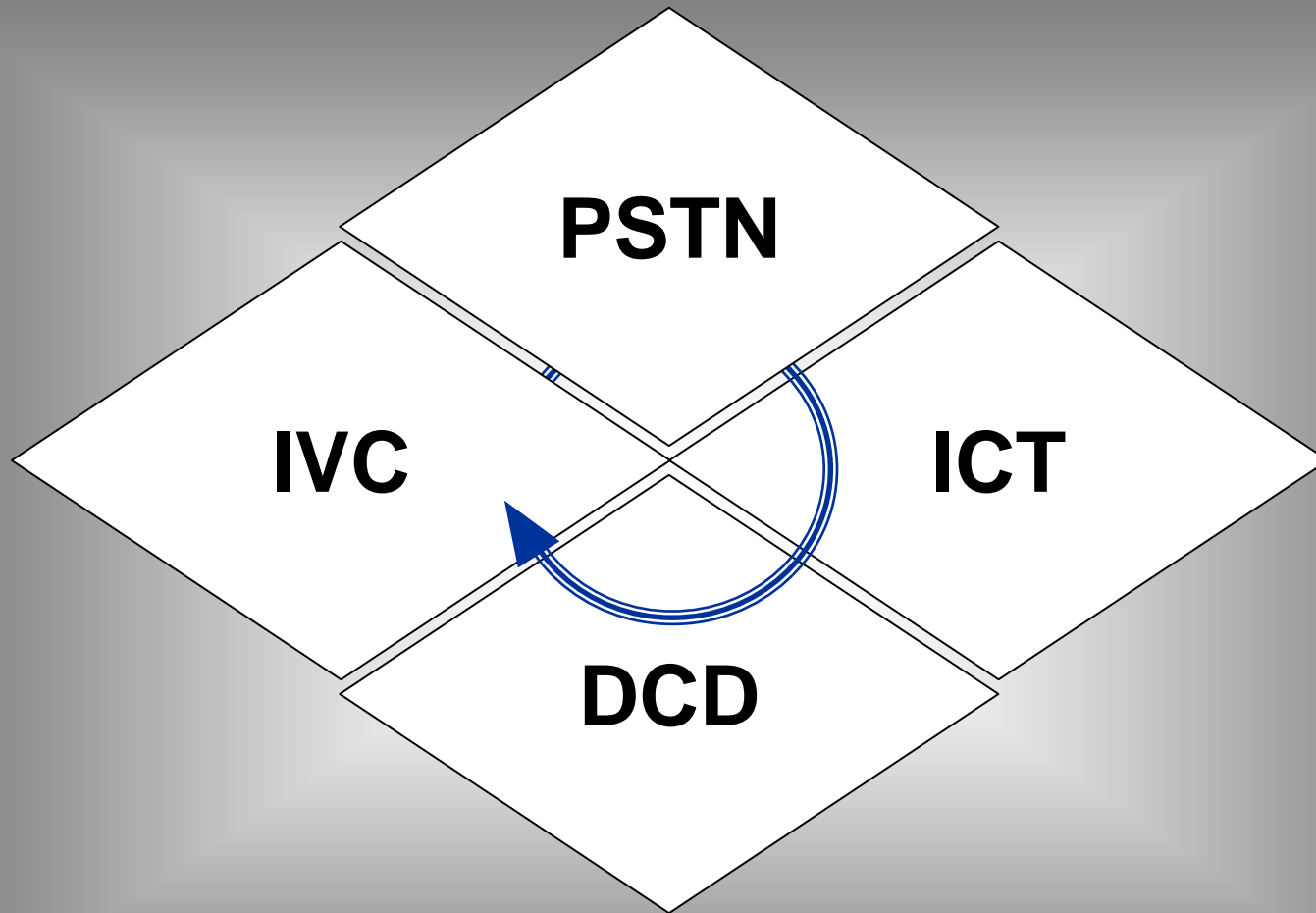
e.g. ERP, SCM (Push E-mail)

B-B-P

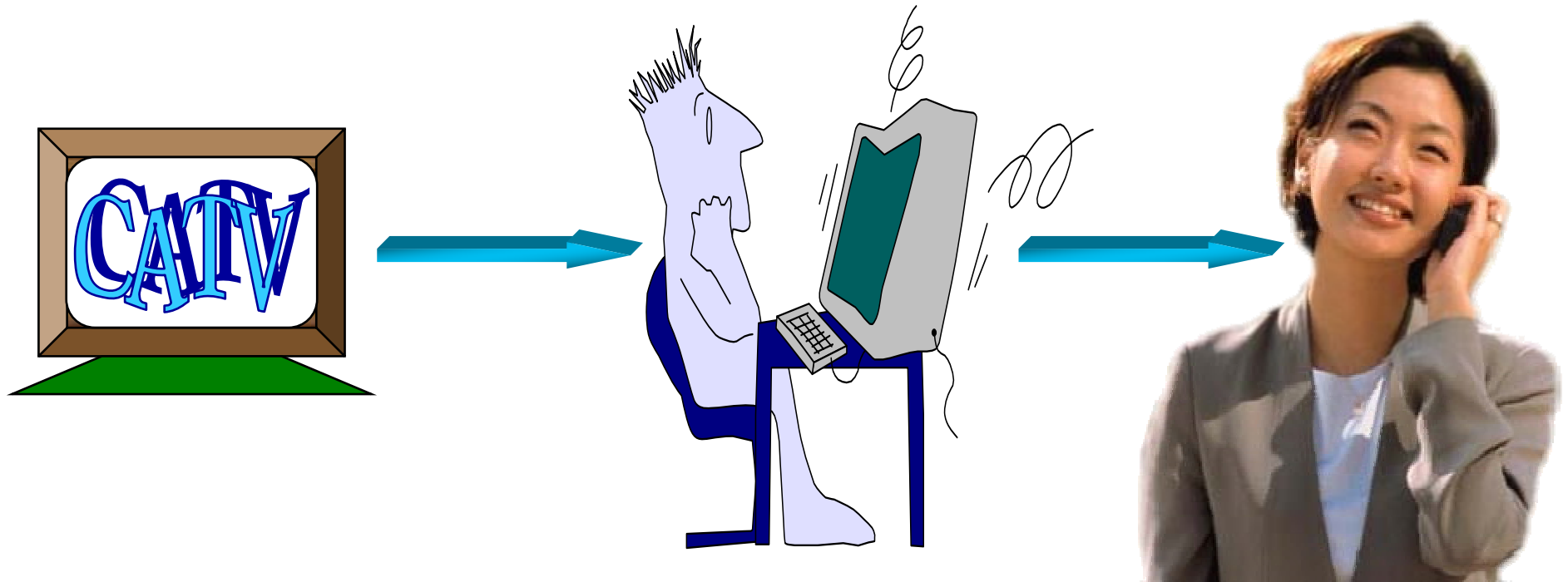
e.g. VIP mobile magazines (Data and Voice Engine)

4. Challenges to Regulation

Transform business model !



4. Challenges to Regulation



Triple play and TNC !

Thank you !

谢谢 !