



艾凯咨询  
ICAN Consulting

# Mobile TV in C hina: Call for New Convergent End-Device

## 一、调研说明

《Mobile TV in China: Call for New Convergent End-Device》是艾凯咨询集团经过数月的周密调研，结合国家统计局，行业协会，工商，税务海关等相关数据，由行业内知名专家撰写而成。报告意于成为从事本行业人士经营及投资提供参考的重要依据。

报告主要可分为四大部分，首先，报告对本行业的特征及国内外市场环境进行描述；其次，是本行业的上下游产业链，市场供需状况及竞争格局从宏观到细致的详尽剖析，接着报告中列出数家该行业的重点企业，分析相关经营数据；最后，对该行业未来的发展前景，投资风险给出指导建议。相信该份报告对您把握市场脉搏，知悉竞争对手，进行战略投资具有重要帮助。

官方网址：<https://www.icandata.com/view/42138.html>

报告价格： 纸介版9000元 电子版9000元 纸介版+电子版9200元

订购电话： 400-700-0142 010-80392465

电子邮箱： sales@icandata.com

联系人： 刘老师

特别说明：本PDF目录为计算机程序生成，格式美观性可能有欠缺；实际报告排版规则、美观。

## 二、摘要、目录、图表

Two of China's mobile operators, China Mobile and China Unicom, have been providing streaming mobile TV since 2004 over their cellular networks, and the service has drawn a lot of attention from the telecom and broadcasting markets. However, two problems need to be addressed before mobile TV can be widely adopted: 1) standard selection; and 2) an effective business model.

The mobile TV standard issue in China is rather complicated. At this point, SAC has recognized four home-grown mobile TV standards: 1) DMB-T/H from Legend Silicon and Tsinghua; 2) T-MMB from Nufront; 3) CDMB from the China Association for Standardization (CAS); and 4) CMB from Huawei. The last standard, CMB, is a form of cell broadcasting on cellular networks; the other three are broadcast television solutions.

This report examines the industrial maturity of these domestic broadcasting technologies and identifies those that are more promising. In addition, it proposes an effective business model for mobile TV in China and examines the challenges and opportunities it will bring to the cell phone and other portable device markets. The report also includes information about consumer attitudes and preferences with regard to mobile TV service. This data was obtained via a mass survey conducted in March 2007.

### 【 目录 】

- &#8226; Executive Summary
- &#8226; Introduction
- &#8226; Mobile TV Regulation
  - o Regulatory Agencies
    - &#61607; NDRC
    - &#61607; MII
    - &#61607; SARFT
    - &#61607; SAC
  - o SARFT and MII Competition

## &#8226; Dynamics of China ' s Mobile TV Ecosystem

- o Licensing Update
- o Streaming Mobile TV Service in China
- o Broadcasting Mobile TV Trials

&#61607; DVB-H Trial Network

&#61607; T-DMB Trial Network

## &#8226; Standards Competition

- o CMMB

&#61607; Chipset

&#61607; Equipment

&#61607; Terminal

&#61607; Field Tests

- o T-MMB

&#61607; Transmission System

&#61607; Receiver Chipset and Terminal

&#61607; Test

- o DMB-T/H

&#61607; Chipset

&#61607; Equipment

&#61607; Terminal

- o CDMA

&#61607; Overview

- o CMB

- o Standards Evaluation

## &#8226; Market Demand

- o Potential-User Acceptance
- o Watching Mobile TV
- o Time Spent Watching
- o Key Success Factors (KSFs) of Mobile TV

## &#8226; Business Model Analysis

- o Cellular and Broadcast Mobile TV Comparison

&#61607; Coverage

&#61607; Data Rate

&#61607; Cost

&#61607; Content, Interactivity, and Customization

o Can Broadcasters Find a Business Model without Telecom Operators?

&#61607; Case Study: Feed and Free Mobile TV Service in South Korea

o Cooperation: Broadcasting and Interactivity

o Mobile TV Will Go Beyond Handsets

&#61607; TV Wedding Service by GGTV

&#8226; End-Device Will be Media-Producing Center

o Multi-Standard Enabled

o Challenges to End-Device

o PMP Opportunity in Mobile TV

&#8226; Market Forecasts

o TiMiTech

o Legend Silicon

o Nufront Software

o SMG

&#61607; T-DMB Trial Network

&#61607; Cellular Streaming

o CCTV

o SMC

o CRI

o CNR

o BTV

o Beijing Radio

&#8226; Methodology

&#8226; Glossary

&#8226; Related In-Stat Reports

List of Tables

&#8226; Table 1. Mobile TV Content License Owners

&#8226; Table 2. Streaming Mobile TV Subscribers (in Thousands)

- &#8226; Table 3. Participants in Various Domestic Mobile TV Standards
- &#8226; Table 4. Broadcast and Cellular Content Comparison
- &#8226; Table 5. Mobile TV Subscriber Forecast by Type (in Millions)

#### List of Figures

- &#8226; Figure 1. Mobile TV Subscriber Forecast, 2007 – 2011
- &#8226; Figure 2. Organizations Related to Mobile TV
- &#8226; Figure 3. Structure of SARFT
- &#8226; Figure 4. Mobile TV Standards
- &#8226; Figure 5. Diagram of CMB Standard
- &#8226; Figure 6. Respondent Attitudes to Mobile TV
- &#8226; Figure 7. Where Would You Watch Mobile TV?
- &#8226; Figure 8. How Long Would You Spend Watching Mobile TV?
- &#8226; Figure 9. KSFs of Mobile TV
- &#8226; Figure 10. Preferred Monthly Spending on Mobile TV (US\$)
- &#8226; Figure 11. Cellular and Broadcast Mobile TV Comparison
- &#8226; Figure 12. Broadcaster-Led Business Model
- &#8226; Figure 13. Possible Cooperation between Telcos and Broadcasters
- &#8226; Figure 14. Functions Current Users Want
- &#8226; Figure 15. T-DMB-Enabled PMP by BBEF
- &#8226; Figure 16. Mobile TV Subscriber Forecast, 2007 – 2011
- &#8226; Figure 17. Structure of SMEG
- &#8226; Figure 18. Respondent Ages
- &#8226; Figure 19. Respondent Personal Income (US\$)
- &#8226; Figure 20. Respondent Monthly Cost of Mobile Services (US\$)

详细请访问 : <https://www.icandata.com/view/42138.html>

### 三、研究方法

- 1、系统分析方法
- 2、比较分析方法
- 3、具体与抽象方法
- 4、分析与综合方法
- 5、归纳与演绎方法
- 6、定性分析与定量分析方法
- 7、预测研究方法

## 四、数据来源

对行业内相关的专家、厂商、渠道商、业务（销售）人员及客户进行访谈，获取最新的一手市场资料；

艾凯咨询集团长期监测采集的数据资料；

行业协会、国家统计局、海关总署、国家发改委、工商总局等政府部门和官方机构的数据与资料；

行业公开信息；

行业企业及上、下游企业的季报、年报和其它公开信息；

各类中英文期刊数据库、图书馆、科研院所、高等院校的文献资料；

行业资深专家公开发表的观点；

对行业的重要数据指标进行连续性对比，反映行业发展趋势；

中华人民共和国国家统计局 <http://www.stats.gov.cn>

中华人民共和国国家工商行政管理总局 <http://www.saic.gov.cn>

中华人民共和国海关总署 <http://www.customs.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

中国证券监督管理委员会 <http://www.csrc.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

世界贸易组织 <https://www.wto.org>

联合国统计司 <http://unstats.un.org>

联合国商品贸易统计数据库 <http://comtrade.un.org>

## 五、关于艾凯咨询网

艾凯咨询网（[www.icandata.com](http://www.icandata.com)）隶属艾凯咨询集团（北京华经艾凯企业咨询有限公司），艾凯咨询集团专注提供大中华区产业经济情报，为企业商业决策赋能，是领先的市场研究报告和竞争情报提供商

艾凯咨询集团为企业提供专业投资咨询报告、深度研究报告、市场调查、统计数据等。艾凯咨询网每天更新大量行业分析报告、图表资料、竞争情报、投资情报等，为用户及时了解迅速变化中的世界和中国市场提供便利，为企业商业决策赋能。

### 研究力量

高素质的专业的研究分析团队，密切关注市场最新动向。在多个行业，拥有数名经验丰富的专业分析师。对于特定及专属领域，我们有国内外众多合作研究机构，同时我们聘请数名行业资深专家顾问，帮助客户分清市场现状和趋势，找准市场定位和切入机会，提出合适中肯的建议，帮助客户实现价值，与客户一同成长。

### 我们的优势

权威机构 艾凯咨询集团二十年深厚行业背景;

数量领先 囊括主流研究报告和权威合作伙伴;

服务齐全 促销、推荐指数、积分、网上支付等;

良好声誉 广泛知名度、满意度，众多新老客户。