



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。

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报告价格： 纸介版9000元 电子版9000元 纸介版+电子版9200元

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二、摘要、目录、图表

【 Description 】

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.

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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>

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