



艾凯咨询  
ICAN Consulting

# Mobile Video Communication in China: Experience Impacts Acceptance

## 一、调研说明

《Mobile Video Communication in China: Experience Impacts Acceptance》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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订购电话：400-700-0142 010-80392465

电子邮箱：sales@icandata.com

联系人：刘老师

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## 二、摘要、目录、图表

Recent increases in the access bandwidth of fixed broadband and cellular networks have led to service providers and equipment suppliers looking to video communication as an important source of potential revenue. Over the past several years, operators in China have begun the deployment of video communication, video conferencing, and video surveillance systems in order to provide video-transmission services beyond voice and data.

Meanwhile, the IM-based video communication market, which includes services such as MSN and QQ, has grown rapidly. According to In-Stat ' s research, more than 30% of users have used their IM service ' s video function.

In pre-commercial TD-SCDMA trials conducted this year, China Mobile launched video communication as a single key application. However, paid video communication services have not as yet obtained market traction, and so telecom operators and equipment manufacturers need a more thorough understanding of end-user acceptance levels, attitudes, and expectations of video communication services in order to move this market segment forward.

To this end, In-Stat conducted a telephone survey of 352 current users and 352 non-users of video communication in March 2008. The results along with analysis of the results are presented in the report.

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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>

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>

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