

China Mobile TV Industry Report, 2007

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Abstracts

Mobile Television business, known as the most influential business in 3G era, is to watch TV with handset that supports video function.

Mobile TV business, initiated in 2004 when the public's consumption of mobile value added service became increasing rational. In addition, barriers concerning contents, terminal, technique, standard ,charge and user, limited the development of handset business. As a result, mobile TV won't develop so well as CRBT (Colorful Ring Back Tone) by absorbing the curiosity of the public with its novelty. Currently, the business is still in the preparation period.

Compared to the traditional TV business, the largest advantages of the mobile TV business lie in its mobility and interactivity. In addition, compared to the other value-added business, it is good at the multimedia integration and live content. Therefore, only through developing the services can bring the special value will attract a large number of the mobile users, so as to promote the business development.

It is forecasted that the mobile TV will be stronger and stronger via the opportunity that China walks towards the world in 2008, and the number of the mobile TV users will be more than 500 thousand.

Contents

1 MOBILE TV

1.1 Definition

1.2 Main Technology Standards

1.2.1 Mobile Network TV Transmission

1.2.2 Broadcasting Network TV Transmission

1.2.3 Development of Mobile TV Transmission Ways

2 GLOBAL OPERATION OF MOBILE TV

2.1 SK

2.1.1 Development History

2.1.2 Business Development

2.1.3 Terminal Cooperation

2.1.4 Users Development

2.2 NTT DoCoMo

2.2.1 Development History

2.2.2 Business Development

2.2.3 Terminal Cooperation

2.2.4 Users Development

2.3 Telecom Italia

2.3.1 Development History

2.3.2 Business Development

2.3.3 Terminal Cooperation

2.3.4 Users Development

2.4 Verizon

2.4.1 Development History

2.4.2 Business Development

2.4.3 Terminal Cooperation

2.4.4 Users Development

3 MOBILE TV MARKET DEVELOPMENT IN CHINA

3.1 Policy Environment

3.1.1 Current Laws and Codes

3.1.2 Relevant National Administrations in Mobile TV Field

- 3.1.3 Attitude of Relevant Broadcasting & TV Governmental Departments
- 3.1.4 Attitude of Relevant Telecom Governmental Departments
- 3.2 Mobile TV Market in China
 - 3.2.1 Development Period
 - 3.2.2 User Growth Trend
 - 3.2.3 Market Scale in the Future
- 3.3 Mobile TV Industry Chain in China
 - 3.3.1 System Solution Providers
 - 3.3.2 Terminal Provider
 - 3.3.3 Chip Provider
 - 3.3.4 Content Provider

4 MOBILE TV OPERATION IN CHINA

- 4.1 China Mobile
 - 4.1.1 Background
 - 4.1.2 Mobile TV Products
 - 4.1.3 Market Strategies
- 4.2 China Unicom
 - 4.2.1 Background
 - 4.2.2 Mobile TV Products
 - 4.2.3 Market Strategies
- 4.3 Oriental Pearl
 - 4.3.1 Background
 - 4.3.2 Mobile TV Products
 - 4.3.3 Market Strategies

5 MOBILE TV BUSINESS MODE

- 5.1 Mode of Nokia Mobile TV
 - 5.1.1 Profitability Mode
 - 5.1.2 Maneuverability
 - 5.1.3 Market Expectations
 - 5.1.4 Policy Risk
- 5.2 Mode of Oriental Pearl Mmobile TV
 - 5.2.1 Profitability Mode
 - 5.2.2 Maneuverability
 - 5.2.3 Market Expectations
 - 5.2.4 Policy Risk

5.3 Comparison of All Business Modes

Tables

TABLES/FIGURES

Relation of Mobile TV

Status Quo of Current Technology Development of Mobile TV

Comparison between Mobile Network and Mobile Broadcasting TV Transmission Ways

DAB TV Transmission Way in Europe and America

Lenovo DAB Cell Phone ET-980

DMB System Signal Structure

Satellite DMB

Satellite DMB Mobile TV Principle

Surface DMB

Surface DMB Mobile TV Principle

Samsung DMB Cell Phones SCH-B200 and SCH-B250

DVB-H TV Transmission Ways in Europe & America, North America and Asia Pacific

NOKIA DVB-H Cell Phone N92

Samsung DVB-H Cell Phone

ISDB-T TV Transmission Way in Japan

NTT DoCoMo ISDB-T Cell Phone

Media FLO TV Transmission Way by Qualcomm

LG MediaFLO Cell Phone vx9400

CMMB TV Transmission Way in China

Lenovo CMMB Cell Phone

ZTE CMMB Cell Phones

Global Mobile TV Business Development and Trend

Development Strategies of SK Mobile TV Business

Samsung DMB Cell Phone SCH-B200

Samsung DMB Cell Phone SCH-B250

Samsung DMB Handset Terminal SPH-B4100

LG DMB Handset Terminal LB1500

LG DMB Handset Terminal KB1800

SK Handset Users Amount, 2005-2010

ISDB-T Principle

ISDB-T TV Transmission Ways in Japan

NTT DoCoMo Mobile TV Business Development Strategy

NTT DoCoMo ISDB-T Mobile TV

NTT DoCoMo Mobile TV Terminal FOMA P901iTV

NTT DoCoMo Mobile TV Terminal D903iTV

Japan Mobile TV Terminal W33SA
Japan Mobile andset TV Terminal W41H
Japan Mobile TV Terminal W46T
DVB-H TV Transmission Ways in Europe & America, North America and Asia Pacific
Telecom Italia Mobile TV Terminal SGH-P910
Telecom Italia Mobile TV Terminal SGH-P920
Telecom Italia Mobile TV Terminal LG U900
Telecom Italia Mobile TV Terminal Nokia N77
Verizon Mobile TV Terminal Samsung SCH-U620
Verizon Mobile TV Terminal Motorola RIZR Z6tv
Verizon Mobile TV Terminal LG-VX9400
Mobile TV Users Amount in the USA
Organization Structure of Information Industry Department
Organization Structure of Broadcasting & TV Bureau
Mobile TV Industry Life Period
Forecast of Mobile TV Market Scale, 2004-2010
Samsung DMB Cell Phone SCH-B100
Samsung DMB Cell Phone SCH-B200
LG KB1300 Cell Phone
Samsung DVB-H Front-end Chip Set
Mobile Model with Hollywood Microwave Digital TV Reception
Comparison of TV Transmission based on 3G Mobile Network
Problems for Mobile Network Mobile TV
Standard Comparison of Mobile TV based on Mobile Broadcasting Transmission
Main Difference between Digital Audio Frequency Broadcasting and Simulation Audio
Frequency Broadcasting
DVB-H System Structure
Comparison between DMB-T and DVB-H Transmission Ways
Japan ISDB-T System Characteristics
Qualcomm MediaFLO System Characteristics
Problems for Broadcasting Network Mobile TV
Advantages and Disadvantages of Mobile TV Transmission Ways
SK Mobile TV Development History
DMB Handsets on the Market till 2007
NTT DoCoMo Mobile TV Development History
Japan ISDB-T System Characteristics
Japan Mobile TV Terminals on the Market till 2007
Telecom Italia Mobile TV Development History
DVB-H System Structure

Japan Mobile TV Terminals on the Market till Aug, 2007
Verizon Mobile TV Development History
Verizon Mobile TV Terminals on the Market till Aug, 2007
Funinhand Electronics Market Strategy
Beijing Xbell Communication Technology Co., Ltd
Relevant Products of Nokia Mobile TV
Relevant Products of Motorola Mobile TV
Market Strategy of Relevant Products of Motorola Mobile TV
Relevant Products of Samsung Mobile TV
Market Strategy of Relevant Products of Samsung Mobile TV
Relevant Products of Dopod Mobile TV
Market Strategy of Relevant Products of Dopod Mobile TV
Relevant Products of LG Mobile TV
Market Strategy of Relevant Products of LG Mobile TV
Relevant Products of Sony Ericsson Mobile TV
Market Strategy of Relevant Products of Sony Ericsson Mobile TV
Relevant Products of Lenovo Mobile TV
Market Strategy of Relevant Products of Lenovo Mobile TV
Relevant Products of Sharp Mobile TV
Market Strategy of Relevant Products of Sharp Mobile TV
Relevant Products of Samsung Semiconductor Mobile TV
Market Strategy of Samsung Semiconductor
Market Strategy of Relevant Products of Nokia Mobile TV
Relevant Products of TI Mobile TV
TI Market Strategy
Product Line of Fullhan Microelectronics
Market Strategy of Fullhan Microelectronics
E-Dragon Mobile TV
Market Strategy of E-Dragon Mobile TV Business
Shanghai Mobile Mobile TV Product Line
Guangzhou Mobile Mobile TV Business
Market Strategy of China Mobile TV Market
Market Strategy of China Unicom Mobile TV Market
Market Strategy of Oriental Pearl Mobile TV Market

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