

China Mobile Value-Added Service Quarterly Research Report

2008 Q3

This report will provide you with the latest and comprehensive information about China mobile value-added services market. The report is comprised of several parts; they are the determinants of China mobile value-added market, the current status, the future trends, the profit module, the competition pattern and the key issues to success. This report contains the research conducted by senior iResearch analysts which is based on the industry data we collected in the past several years, the comprehensive desktop research and in-depth interviews focused on VIP in the related industries.

Abstract:

According to iResearch statistics, the scale of China mobile value-added services market has reached 33.24 billion Yuan with an increase of 40.2% year-on-year in third quarter in 2008. In the first place is SMS market in the proportion of 74.0%, followed by CRBT and WAP respectively in the proportion of 12.9% and 6.2%.

iResearch predicts that as Olympics influence gradually fades, MMS, polyphonic ring tones services will grow slower; Market operating mechanism will gradually standardize and cell phone game market will come into healthy development; Operators begin to remodel WAP market cooperation model and WAP market will grow steadily.

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