

2008-2009 Annual Report on China's CDMA Equipment Market (General Report)--ChinaCCM adds new report

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In 2008, China Telecom acquired CDMA services of China Unicom and obtained a mobile communication license. After several-year low ebb, China's CDMA market appears new hope...

Report Highlights

In 2008, China Telecom acquired CDMA services of China Unicom and obtained a mobile communication license. After several-year low ebb, China's CDMA market appears new hope. China Telecom's bidding of CDMA equipment for 342 cities and user development plan of 100 million in 3 years brings new opportunities for major six CDMA equipment manufactures.

In 2008, market share of domestic companies in China's CDMA equipment market keeps rising, while average price of single carrier frequency keeps decreasing. CDMA equipment companies use price war as a major method to occupy more market share. On the other hand, CDMA technologies support smooth evolution to 3G and LTE...

In the face of changes and challenges of competition and market, we release 2008-2009 Annual Report on China's CDMA Equipment Market (General Report), which helps vendors, investors and industry insiders grasp more accurately laws governing the market's development:

* In-depth, full and accurate market research data: The report depicts changes in the market from the angle of business structure, product structure, vertical structure, parallel structure, and channels, and discerns the industry's development trend.

* All-round, in-depth brand competition analysis: In addition to summing up enterprises' performance in the dimension of market segments, competitive strategy and SWOT analysis, we leverage its profound understanding of the IT market to establish a CPM matrix system consisting of 6 items and 31 sub-items, to review the makings of success in the marketplace. Vendors are divided into four quadrants including leaders and challengers.

* Scientific and complete forecasts: Through regression modeling and expert verification in major market segments, the report examines related links in the industry, and presents valuable trend analysis and quantitative forecast result.

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<http://www.chinaccm.com/4S/4S16/4S1605/news/20090417/102124.asp>

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