
As voice tariffs keep falling, one-way charge on mobile communications is launched and communications methods diversify, there is a growing trend of low-price voice services. Operators press ahead with the development of value added services...

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As voice tariffs keep falling, one-way charge on mobile communications is launched and communications methods diversify, there is a growing trend of low-price voice services. Operators press ahead with the development of value added services. In 2008, China's telecom operators' value added services market continued to grow rapidly. New technologies and new services propelled the development of telecom value added services in China. Apart from traditionally powerful mobile value added service - SMS, CRBT, WAP and MMS services maintained fast growth. With regard to application, services combining value added mobile communications services and entertainment and communications oriented toward group users are recognized in the market.

With value-added services market's development, VAS platform providers' competition is heating up. After a few years' development, VAS platform market eliminates many small providers. Various value-added services market patterns gradually take shape. As for various VAS platform markets, telecom-grade solution providers have occupied most of the market shares in major VAS platform markets. More professional VAS platform providers provide high quality services.

In the face of competition and changes and challenges in the market, we release 2008-2009 Annual Report on the Value-Added Services (VAS) Platform of China's Telecom Operators, which helps service providers, investors and industry chain grasp more accurately the market's pulse:
* In-depth, full and accurate market research data: On the basis of in-depth research in leading vendors' key application solutions, the report depicts changes in the market from the angle of overall investment, investment in hardware, software and services, and investment in market segments, and clearly identifies development trend.
* All-sided and in-depth 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, it analyzes related industry links, to present valuable trend analysis and quantitative forecast result.

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