封面报道 Cover Story

三网融合：
全球成势前景可期

三网融合在全球已经经历了十余年的发展，尽管准入、网络改造成本、服务体验质量等问题一直困扰着电信运营商"TV"业务的开展，但是，伴随技术与行业的深度融合以及数字媒体产业的成长，三网融合依然前景可期。　　P24
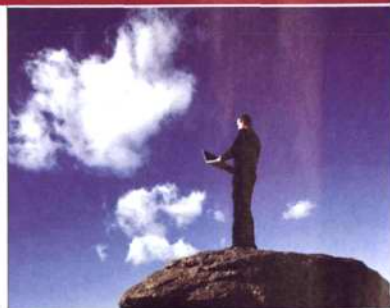
市场分析 Market Analysis
云计算渐趋完善
当前仍处探索尝试阶段

在技术、成本和产业生态系统等多重因素的驱动下，渐入主流的云计算无论是技术实现还是商业模式都日趋成熟，"端"–"管"–"云"的协调发展对于云计算的演进将起到积极的促进作用。

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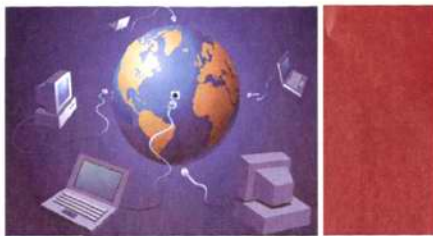
特别报道 Special Focus

物联网被称为继计算机、互联网之后信息产业的第三次浪潮，对世界经济、政治、文化、军事等各个方面会产生巨大的影响，将是信息产业新一轮竞争中的制高点。随着信息与通信技术的日新月异，物联网应用前景相当广阔，预计将广泛应用于智能交通、环境保护和政府工作等诸多领域。
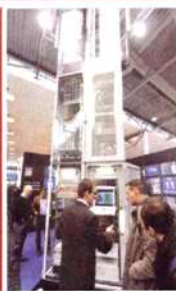
则处于起步期。

未来，物联网标准体系将进一步完善，技术体系将走向融合。

由物联网的技术体系可以看出，物联网能够在物流、生产、农业等诸多领域发挥作用。

一些发达国家和地区较早制定了物联网发展战略，如美国、欧盟、日本和韩国等。

各地方政府和企业纷纷制定物联网发展规划，加强物联网业务的研发和推广。

运营管理
Operation & Management

当前，政企客户因其具有高价值及高稳定性的特点，而备受各运营商的重视。

目前，我国市场上应用于电信行业的 CRM 系统仍存在很大的局限性，如误单率相对较高就是一个普遍现象。

技术应用
Technology & Application

在 3G 时代，移动运营商应积极研究用户需求的变化，设计开发更具特色、更有针对性的应用和服务，满足用户的需求。

随着各相关标准的推出和完善，接入网节能事业将会向深度和广度不断拓展。

终端纵览 Terminal Overview

当前，平板电脑不但迅速崛起，更被视为下一代移动商务 PC 的代表。

The road to convergence with challenges and opportunities

On July 1st, China State Council issued the first list of pilot regions (cities) for "Three-Network Convergence", 12 cities selected for the trial. The official release has attracted public attention, and experts from telecom, broadcasting, IT sector and other fields put forward more ideas to the development of network convergence. Although the sectors take supportive attitude to the trial, there are still concerns about regulation, market access and effective business models for converged services.

From a global perspective, the convergence among telecom, broadcasting and internet sectors has gone through over 10 years. In many countries, two-way access policy for telecom and broadcasting has been introduced, and new media services which provided by traditional telecom operators, such as IPTV, have been supported by policy. But in China, due to long-term seperated regulation on broadcasting and telecom, the development of IPTV and mobile TV had been restricted. Now although the policy obstacle has been removed, policy guide are needed to guarantee the implementation of convergence.

Internet of things hastening the birth of new opportunities for ICT sector

After the computer and network, Internet of things has become the third wave of world information sector, and create huge influence to world economy, policy, culture, military and other aspects, which will be the focus in the new round of market competition. With the increasing development of information and communication technology, the application prospect of Internet of things is very broad. It is expected to be widely used in intelligent transportation, environment protection, government work, public sacurity, safe household, personal health and other fields.

Currently, the Internet of things sector has been explored and began to take shape in developed regions such as the US and EU countries. Among them, the US has an advantage in technology base, while the operators in EU, Japan and Korea are more concerned about services and applications. China has attached great importance to the research of Internet of things. Premier Minister Wen Jiabao set forth the plan to accelerate the development of sensing network to construct the "Perception of China", and Internet of things has been listed in the five key fields in the industry strategy. Meanwhile, the development of Internet of things in China has still in the initial stage, and there are many problems to be resolved with the joint efforts of government, research institutions and enterprises.

Cloud Computing making its way in a new world

With advantages of low-cost mass information handling which caters to the requirements of enterprises to reduce cost in the financial tsunami, and promoted by Google, IBM, Amazon and many other companies, Cloud Computing has become the popular star in ICT field. Driven by multiple factors such as technology, cost and industrial ecosystems, the Cloud Computing is becoming more and more mature either in technology or business model following its gradual entry into the mainstream. The coordinated development of "end"-"pipe"-"cloud" is instrumental in the evolution Cloud Computing. It is foreseeable that the

Cloud Computing will play a more important role in the ICT field and even in human and social development.

Although Cloud Computing has many advantages, it also has own limitation in the current stage of exploration. Therefore, each enterprise and user of Cloud Computing should comprehensively consider the characteristics and their own needs for Cloud Computing, and make their choice for long-term interests. The government should give carefully thought in funding to Cloud Computing, and creat a good environment for its sustainable development.