

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。

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行业要闻 Industry News

- 7 三网融合首批 12 个试点城市及地区名单确定
- 8 工信部部署防汛抗洪工作确保灾区通信畅通
- 9 我国电话用户突破 11 亿

全球动态 World Wide Watch

- 10 欧盟 7 月 1 日开始再次下调手机漫游价格
- 11 美国政府将拍卖 500MHz 无线频谱

环球媒体 Overseas Media

- 12 实现最优管理

观点 Viewpoint

- 13 高度的防范意识是手机安全的关键
只要用户具有高度的安全意识,本着安全使用原则和措施来使用手机,相信安全事件会大幅度下降。

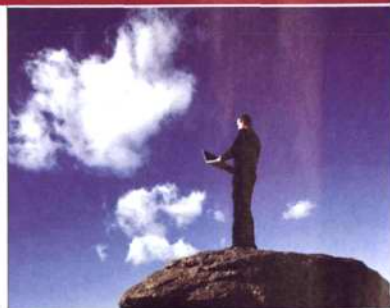
行业监管 Policy & Regulation

- 15 微博价值显现
政府合理引导方能快速发展
微博更加符合人们快速的生活节奏,其受众群体自从在中国产生起一直迅速增长。

特别报道 Special Focus

聚焦“物联网”

- 30 产业发展尚处萌芽期
多项难题期待破解
物联网目前仍处于“萌芽期”,无论在技术上还是市场上都存在着很大的问题。
- 33 机遇与挑战并存
政府企业需共同推进
我国政府应加强战略和政策引导,而相关企业则是物联网发展的重要推手。
- 36 国外企业基础技术研发见长
我国制造业市场份额亟待突破
目前,美国、欧盟等发达国家和地区都在深入研究探索物联网,我国物联网产业



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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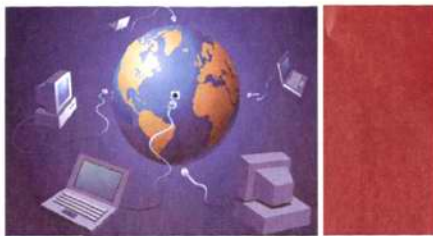
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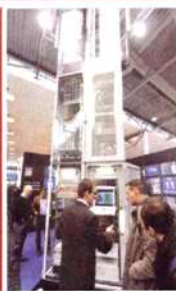
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特别报道 Special Focus

29 物联网引领信息产业第三次浪潮

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。

40 技术体系走向融合

标准有待进一步完善

未来，物联网标准体系将进一步完善，技术体系将走向融合。

44 行业市场是重点

智能电网将得到大力推动

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。

47 政策拉动产业起步

依据国情制定发展战略

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。

44 地方政府纷纷制定规划

试点示范应用取得初步进展

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

54 电信运营商应积极构建政企客户市场上的差异化优势

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。

59 多措施减少 CRM 接口误单

提高运营企业社会和经济效益

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

64 运营商应满足不同需求来获取持久收益

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。

67 紧盯前沿技术和标准进展

积极挖掘接入网设备节能潜力

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。

70 ZTE ZOOMs

助力运营商掌握移动互联网主动权

终端纵览 Terminal Overview

72 从窄众市场迈向大众市场

平板电脑异军突起

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。

77 简讯 News in Brief

80 报告摘英 Latest Report

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 separated 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. (See P24)

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 security, 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. (See P29)



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. (See P19)