封面报道 Cover Story

手机实名登记任重而道远

手机实名制从概念变成现实,一时间,有关手机实名登记的必要性、实施难度、实施效果以及可能带来的问题等等骤然成为焦点。 **P31**

环球采风 Global Outlook

推动用户体验升级

Google Voice 颠覆传统?

Google Voice 被内置进入 Gmail 中,是技术进步不可阻挡,再次推翻现有商业模式,还是传统观念在与革新的抗争中赢得胜利?最终决定一切的是用户,以及他们的体验和需求。

P17

市场分析 Market Analysis

能够从中得到些许启示，从而帮助在我国营造出一个绿色的通信环境。

行业应用 Industry Application

运营管理
Operation & Management

现在电信市场的长尾在不久以后将更受消费者的青睐。而电信运营商必须转换角色、改变定位，利用长尾理论调整商业模式。

技术应用
Technology & Application

终端纵览 Enterprise Report

77 简讯 News in Brief

Real-name registration to shoulder heavy responsibilities

Real-name registration for mobile phone users as one of effective measures to control crime and reduce illegal activities has gradually become global trend. On September 1st 2010, China's telecom enterprises begun to push real-name registration: users must offer valid certificate when buying mobile phone SIM card in their stores. Meanwhile, with the management method and measure implemented, the circumstances that users buy SIM card from social channels such as newsstands and convenient stores without showing identity cards will also disappear. However, the discuss about the necessity of real-name system, possible difficulties, effect of implementation and problems to rise has never stopped since the real-name system was proposed five years ago. It is believed that the positive effect of real-name system will gradually appear with the improvement of legislation and enforcement , which will show a "clean" environment for telecom users. (See P31)

The rapid development of China's Value-added services market

Currently China's value-added service market is developing rapidly with fluctuation, which shows the obvious features of the transition market. Some confusion is inevitable. Service providers need to study and explore market opportunities, to learn from others and gain experiences; regulators need to formulate and revise policies and regulations in due course to regulate and support the value-added market. The current regulatory environment is favorable to the development of value-added services in general, but some services are under pressures in short term, which needs particular attention.

In addition, the basic telecom operators are still dominating in the value-added services market, and are building platforms to actively promote the layout of business transformation, with an aim to integrate the industry chain and grasp the initiative in market competition. What they have done has a positive significance in counterbalancing the decline of some traditional services and kick-starting the whole industry. But it is worth our attention that how the overwhelming advantage of the traditional carriers in value-added service market will influence the balance of the market in the future. Currently, new areas, particularly triple play and mobile Internet, will provide good opportunities for the development of value-added service.

(See P43)

Google challenges traditional business model again with Google Voice

On August 26th 2010, Google Voice was embedded in Gmail, which has produced great influence. The existing Internet phone companies will be the first under impact, and ultimately the operation of traditional voice market. Depending on Gmail platform, Google Voice gained hundreds of millions of potential customers overnight, which could be seen as a wonderful market promotion. With Google Voice embedded in, Gmail has become an all-media instant message tool. Its success on technology is predictable. Google is expecting to use free and high-quality service to change existing commercial pattern. The situation of present basic telecommunication operators in Internet phone market is just like that of the E-mail service providers when Gmail being lauched. However, telecommunication operators are much more stronger than former Yahoo! and AOL, and the impulse to control all of the things of Google has touched the core and basic interest of telecommunication operators. Moreover, Google itself, who has been depending on rapidly growth in capital market, could be unwilling and unable to pay for the huge investment in telecommunication field. Whether technology overrides traditional business pattern once again, or traditional ideas fight against innovation? The users as well as their experience and demand will decide everything finally. (See P17)