

垃圾短信

手机实名

电话诈骗

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

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- 13 以商业化思维推进我国 IPv6 发展
IPv6 产业链上的各环节正陷入相互等待的“死锁”状态,政府必须要将下一代互联网作为国家战略,推动产业链上下游向 IPv6 过渡。

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- 21 应对域名管理权失衡和顶级域名增加带来的挑战

域名作为一种公众资源,被 ICANN 垄断和控制。新的多语种顶级域名的增加,也给我国的监管带来新课题。我国监管机构应不断完善政策法规,强化监管。

- 25 移动覆盖透明管理:

法国电信行业的监管新元素

法国电信监管部门引入网络覆盖透明管理,给移动通信市场监管注入了新内涵,对促进各方互动、保护消费者权益、完善竞争机制、提高服务质量产生有益影响。

市场分析 Market Analysis

- 37 国外手机实名制推行现状及启示
综观各国手机实名制的实施过程及成效。



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。

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市场分析 Market Analysis

43 增值业务产业链进一步调整 运营商借战略转型拓展发展空间

目前监管环境总体利好增值业务的发展,但对某些业务短期形成压力;基础电信运营商在增值业务市场仍占主导地位,移动增值发展空间巨大。



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。

49 全球 3G 终端与设备市场发展

配合 3G 网络的不断升级,3G 增强型技术的终端和设备都已逐渐成为市场主流,而 LTE 设备市场开始启动,成为全球移动设备市场未来争夺的焦点。

行业应用 Industry Application

55 欧盟引入信息通信技术 转变交通物流业发展模式

欧盟的交通物流业信息化发展举措可归纳为四个方面:第一,积极引入信息化标准;第二,鼓励 ICT 网络的应用;第三,推动业务流程信息化;第四,实现营销和销售电子化。

运营管理

Operation & Management

60 信用管理推动运营商走进“信时代”

信用行为将成为客户管理与市场营销的重要参考依据。电信运营商需要在不断探索中加深对客户信用管理的认识,实现以信用防风险,用信用创效益的目标。

64 电信运营商须转换角色

利用长尾理论调整商业模式

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

68 Google Voice 整合 Gmail 与 VoIP 服务 增强市场竞争力

将 Gmail 与 VoIP 服务 Google Voice 整合仅仅是 Google Voice 与其他业务整合的开始。

71 采用体验营销模式

中国移动 139 说客业务抢占市场先机

139 说客作为中国移动试水互联网市场的拳头产品,只有借助体验营销,才能迅速地进行产品推广和市场渗透。

终端纵览 Enterprise Report

74 大众市场成为智能手机新增长点

对于智能手机市场而言,不断探求最新突破口,通过更好地满足消费者需求来夺取市场竞争优势,是运营商、芯片厂商和手机制造商等共同关注的焦点。

77 简讯 News in Brief

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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 launched. 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)