

Mobile Media Developing Analysis Based on 3G Industrial Chain

Wang Lu⁺, Han Jie, Sun Wei and Pan Sheng

School of economy and management
Beijing University of Post and Telecommunication
Beijing 100876, China

Abstract. In the research of 3G industry ecosystem, 3G mobile data services' key point to success is to build up a good mature and stable ecosystem. The concept of 3G mobile data services value chain and industrial chain is introduced and the different roles of last consumers, network facility providers analyzed. New media almost is a promotion for traditional media to integrate their advantages, enhance integrative competence, and then shine a new energy. As a newly developing area, mobile media has many issues to research and discuss. The new media and traditional media's intergrowth, competition, and complement will promote media striding forward.

Keywords: 3G; industrial chain; mobile operators; cooperating strategy

1. Introduction

In communication operating strategy analysis in 3G industrial value chain, 3G industrial value chain will be significant different from 2G times[1-3]. In the new chain, each link's competition or cooperating relationship will be more complex. In Analysis of 3G industrial chain, 3G industrial chain can be divided into several parts: communication operators, network facility providers, terminal providers, system services providers, sp, cp, chip producers, testing companies, terminal software providers, and the last consumers, and analysis them one by one[4,5]. At last, the characteristics of 3G industrial lies on evolving from chain form to net structure are analyzed. All links are redefined and synergy method changes.

In the research of 3G industry ecosystem, 3G mobile data services' key point to success is to build up a good mature and stable ecosystem. The concept of 3G mobile data services value chain and industrial chain is introduced and the different roles of last consumers, network facility providers analyzed, and mobile terminal includes currently condition, developing direction, and competition situation and so on.

Operators strategic positioning in 3G value chain pointed out that in 3G times, largely different consumers' demands and totally new industrial value chain lead operators to taking complex business model, competition strategy, services developing strategy, and cooperating strategy. Mobile operators can position according to target consumers' characteristics, or value-added range in value link.

2. 3G Industrial Chain

Mobile medium services provide not only a good chance to integrate communication industry and medium industry, but also a pluralism operating system consisting of content provider, content collectors, operators, terminal producers, facility providers, service providers, and ad agencies. All sides participate jointly, forming a complete industrial chain, which include as follows:

1) Content provider: any form of digital content provider, include public medium as a form of organization, individual blog writers, video program producer, sp, and network podcasts.

⁺ Corresponding author.
E-mail address: wanglu19900825@sina.com.

2) Content collector: because information collection and encode can depart from each other, it would emerge a profession team to recombination and packaging up content resource made by themselves or purchasing from the market for further application.

3) Operators: set up technology platform and network channel needed by services realization. Integrate and promote each independent medium resource and content resource. Develop consumers to charge fee to gain profits

4) Facility providers: provide systematic building or operating solution, facilities needed by network platform, systematic integration and technology maintenance according to operators' needs.

5) Terminal producer: each promotion and application of a new service relates closely to terminal supporting competency

6) Ad agency: similar to traditional operating condition, ad fee also will be the main revenue source.

7) Users: the foundation profits point of the whole medium industrial chain. Users would pay for the active fee, monthly fee, special channel paying,, and other data services fees.

With the development of mobile communication, 3G services will face a totally different outside environment. Moreover, the evolution and change will be 3G services' key point. Compare with 2G, 3G industrial chain appears many own characteristics such as Large alternation to structure of value chain, Links are redefined and synergy.

3. Mobile new Media's Services Form

Currently the promoting mobile new media services faced to users mainly include mobile newspaper, mobile TV, and mobile Internet.

3.1 Mobile newspaper

Currently, mobile newspaper provides users with brief news in mobile phone version based on traditional media content. Categorized by services content, it includes current politics, entertainment information, sporting news, living information and so on to satisfy different segment customers demands. Realization methods of services include two ways: one is multimedia message that send to users mobilephone terminal at a solid time ordered by users and can be ordered or canceled through short messages and customer line. Another way is wap. Users login in link to skim over the netpages. The limit of mobile newspaper mainly is only few choice, the content tend to be same that appear the advantages of new media.

3.2 Mobile TV services

Both communication and broadcast television department concentrate on mobile TV services field. Broadcast and television supported technology is surface wave DMB and satellite DMB. The question of standard is always an important factor influencing on DMB developing. Before the industrial standard forms, no companies invest large to research relevant products and encourage the development of the market. The satellite DMB service may become a competency solution that can satisfy the personal requirement of video and broadcasts in the mobile environment. The s-wave satellite launched on 2008 is used for mobile multimedia service.

3.3 Mobile internet service

At present, both two mobile operations have developed mobilephone Internet service. One hand, they provide Internet inserted service of cellphone terminal. On the other hand, operators are running the door websites by themselves. The advantage of mobile Internet is that relation with cellphone services more closely, and thus becoming marketing platform in some degree. Due to limitation of net rate, Internet service's page view quality based on cellphone is not high. There a big distance to Internet page view quality and most of it is a satisfaction of emergency.

Generally speaking, currently mobile media is more likely to the mobile channel of traditional public media. Content and form hasn't expressed the advantages of mobile media. It also requires continuous studying the users' demands characteristics and improve in the area of personality, interaction, and timeliness. According to a survey, technology and content become the most important cause to attract customers. Most

users hope a more abundant content and a better quality. If those can be satisfied, more than half users will to pay. Of course, such paying related on economic level, knowledge level and personal income.

4. Problems and Suggestions

After the basic information above, we raised a question, which is what content will users pay for?

1) Currently trend is how to brief the news and express the personality without change of mobile phone function and from this to build up the active searching ads and expressing the interaction and scene, allocate pictures, music, characters and video to appear the advantages of multimedia expression and timeliness.

Different from the disposable pay methods of newspaper and TV, in digital media, runners should guarantee every content has its own value and each part face to a personality or a small few interests.

As strengthen the mobile operators own services integrated competency, they will tend more to directly cooperate with content providers who own content resource and play the biggest value-added service provider. One hand, mobile operators began to integrate the whole industrial chain, and thus trying to complete the transformation to new media. On the other hand, small scaled sp without core competence will be forced to quit the market.

2) Integrated industrial chain to gain more content. If operators haven't stable content resource, they will not develop the service consistently. In South Korea, to improve mobile media industrial, SK strengthen the integration of whole industrial chain, such as purchasing IHQ's 21.7% shares, and becoming the second shareholder to the company. Though the purchasing, sk own music door Melon with a lot of property rights.

3) The fifth media industry is a cross field of media and communication, which impact on many stakeholders. This condition leads to a longer preparing time for the fifth industrial than Japan and South Korea. For promoting industrialization, it should strive for support of the government, scientific plan technology standard and market mix, ensure and promote national standard, and enhance the cooperation of podcast and communication to develop the fifth media.

Japan and South Korea both related the communication industry's development with national economic developing and information safety. Therefore, they plan the strategy in time to promote blend between media and communication, and thus leading a smooth developing of the fifth media.

Now , we just have the first documents of state council point out some policy tendency. Operators should follow the tendency to create cooperation activity. On the other hand, they should reorganize the value-added industry coordinated with information industry department, ensure the content healthy,strengthen the information verifying to help to set up a positive public image.

5. Mobile Media's Revolution and Intergrowth

Although mobile phone has more than 20 years history in communication industry, it is an absolutely new thing in media field. To understand mobile media, first is revolution in technology, tide of digital is the dynamic. And then the second is the revolution of media management forms. The subjective desire and interaction rose. At the last is the create of business model which evolve from profits model relied on ads to double-track running model of users pay.

The emergence of new media must be bring some impacts and competitions into traditional media, such as breaking the information monopoly of traditional media, decentralizing the right of speaking, changing the concept of tradition media's circle and prime time. But any form of new media birth can't take place all the traditional media. New media almost is a promotion for traditional media to integrate their advantages, enhance integrative competence, and then shine a new energy.

As a newly developing area, mobile media has many issues to research and discuss. The new media and traditional media's intergrowth, competition, and complement will promote media striding forward.

6. Conclusion

The concept of 3G mobile data services value chain and industrial chain is introduced and the different roles of last consumers, network facility providers analyzed in the paper. New media almost is a promotion

for traditional media to integrate their advantages, enhance integrative competence, and then shine a new energy. As a newly developing area, mobile media has many issues to research and discuss. The new media and traditional media's intergrowth, competition, and complement will promote media striding forward.

7. Acknowledgement

This work was contributed by Wang Lu, Han Jie equally.

8. References

- [1] Rappa, M., "The Utility Business Model and the Future of Computing Services", IBM Systems Journal, 2004, vol.43, no.1, pp.32-43.
- [2] Wang Piao, "Analysis on 3G Industry Chain", China New Telecommunications, 2007, vol.9, no.4, pp.62-66.
- [3] Ying-Feng Kuo, Ching-Wen Yu, "3G telecommunication operators' challenges and roles: A perspective of mobile commerce value chain", Technovation, 2006, vol.26, no.12, pp.1347-1356.
- [4] Margherita Pagani, Charles H., "Fine Value network dynamics in 3G-4G wireless communications: A systems thinking approach to strategic value assessment", Journal of Business Research, 2008, vol.61, no.11, pp.1102-1112.
- [5] Margherita Pagani, "Road mapping 3G mobile TV: Strategic thinking and scenario planning through repeated cross-impact handling", Technological Forecasting and Social Change, 2009, vol.76, no.3, pp.382-395.