

Market Update: China's 3G Network Not Ready for Data Cards

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Report Summary

All three Chinese telecommunication operators began commercial trials of 3G services in early 2009. The official launch of both 3G and related services took place in May. Data cards are the main product used to promote 3G data services.

At the end of July, China Mobile estimated that it had over 1.2 million TD subscribers; however, the actual number was about one million, 15% of which were data card subscribers. China Unicom will not release official numbers until October, but we estimate that the company has no more than 200,000 WCDMA subscribers at present; most of these are data card subscribers. At the end of June, China Telecom had a total of 1.2 million CDMA2000 EVDO data card subscribers—the highest total among the three operators.

As of September 2009, the total number of 3G data card subscribers stood at around 1.55 million, far fewer than operators anticipated. Based on our interviews with operators and data card vendors, In-Stat believes there are two reasons for this. The primary reason is lack of network coverage, especially indoors. For instance, TD-SCDMA currently has almost no indoor coverage, and China Unicom still needs time to finish its WCDMA network deployment. The second reason is high data charges.

To provide a fuller understanding of the changes in China's 3G data card market, this report first provides a market status update, then analyzes current problems in 3G data card development, and finally, it provides an overview of 3G market development.

HIGHLIGHTS

- As of August 2009, operators had reached only 10% to 15% of their 3G subscriber goals for the year.
- Data card subscriber increases are being limited by network status and high data charges.
- Total data card subscribers may not reach our end-of-year forecast of 480 million.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

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ORDER FORM



Report Title: _____

SKU: _____

Price: _____

Customer Name: _____

Business Title: _____

Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Email Address: _____

Phone: _____

Fax: _____

Cell: _____

Payment Method: Check Enclosed Check Number: _____

 Please Bill Me – PO Attached PO Number: _____

 Credit Card Type: _____

Card Number: _____

Exp Date: _____

Credit Card Information: Same As Above

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Signature: _____

Please print the order form and fax to: 303-265-2181

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