



Handset Advisory Service

China is one of the largest handset markets in the world with more than 150 million units sold. Dozens of vendors compete for market share, shifting their distribution, pricing and product strategies to adapt to this rapidly changing market. 3G licenses are driving opportunities and intensifying competition.

The BDA Handset Advisory Service (HAS) provides timely, insightful analysis of key developments in this critical market, providing an understanding of changes in market share, inventory, and drivers of new technology adoption.

All BDA services are interactive including quarterly presentations, delivery of new research findings in person or by conference call, and analyst access. Clients can ask questions and discuss key market trends directly with our Beijing-based team.

Key Issues

- **Domestic Competition:** Who is winning market share among competitors in China's handset market and why?
- **3G Impact:** How is 3G changing the market and vendors' competitive landscape?
- **Handset Industry:** Which industry trends will impact market growth, profitability, and competition in the future?
- **Operator Impact:** How are operators shifting their strategies to enter the handset value chain and how is this changing the competitive landscape?
- **Regulation:** What regulatory changes will impact handset market growth and the competitive environment?

Focus Areas

Handset Market Trends

- Analysis of handset market size and growth
- 2G/3G/smartphone handset market-size forecasts
- Best-selling models and new features update
- Analysis of market share and pricing trends
- Smartphone in China, impact of iPhone
- Handset operating systems update
- China gray handset market
- Analysis of handset distribution systems

3G Terminal Development

- TD-SCDMA handset value chain
- 3G handset in China
- 3G data card and 3G netbook in China
- Convergence between 3G handset and operator-supported services

Regulation

- Analysis of latest regulations and their impact
- Government's stimulus plans on handset market
- Standards regarding mobile phones (i.e. batteries, chargers) and their impact

Operator Strategy

- Operator-customized handsets
- Cooperation between operators and chipset /operating system/handset vendors
- Handset subsidy strategies
- Operators' entry to handset value chain and competitive impact

Handset Vendors



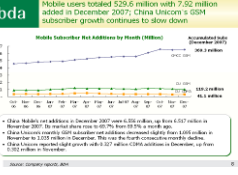
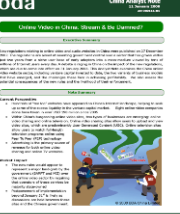


- Competitive landscape
- Major vendors in China handset market
- Case studies of key industry players

Design Houses & Chipset Vendors

- Design houses update
- Business strategies of ODMs
- Major handset chipset vendors in China
- Chipset market update, including handset and related-function chipsets

Deliverables Summary

The BDA Handset Advisory Service (HAS) provides its clients with a regular stream of information and analysis on China's handset sector through the following deliverables.

Deliverable	Description
	<p>Sector Outlook Presentations</p> <p>Interactive, forward-looking presentations analyzing key industry trends and market developments. (4 per year.)</p>
	<p>Market Insight Reports</p> <p>PowerPoint reports with a deep-dive analysis of a specific trend or development impacting the industry. BDA's research analysts present reports in person or by conference call. (4 per year.)</p>
	<p>Market Updates</p> <p>Monthly reports in PowerPoint format analyzing key competitive, regulatory and market developments over the previous month. (8 per year.)</p>
	<p>Analyst Note</p> <p>BDA Analysts from the Telecom, Handset and New Media Advisory Services comment on the most significant industry developments. (2 per month.)</p>
	<p>Analyst Access</p> <p>Our analysts welcome your inquiries. (2 hours per quarter.)</p>
	<p>BDA Subscriber Website</p> <p>Subscribers have unlimited access to the fully searchable database of over four years of BDA research available on our website.</p>

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