

RESEARCH ON DOMESTIC OPERATORS' OPPORTUNITIES FROM GLOBAL EVOLUTION OF THIRD GENERATION MOBILE COMMUNICATIONS

謝美蘭、唐啟發、邴傑民

E-mail: 9124107@mail.dyu.edu.tw

ABSTRACT

Third generation mobile communications (3G) licenses have been issued in worldwide countries since 2000 for operators to implement their 3G infrastructures, moreover, five 3G licenses were also issued in early 2002 in Taiwan. 3G combines wireless communications and Internet access, and transmission rates of 3G services are from 384Kbps to 2 Mbps. The functions of 3G services include transmission of data, voice, high-speed images, sound, and text, etc., and further enable users to proceed wireless Internet access and send and receive email. Therefore, 3G services are regarded as the new generation of personalized mobile communication services. Telecom operators have obtained 3G licenses at a price; now, continue spending as much money as licensing investing in communication equipment and infrastructures. Furthermore, those operators develop various broadband application services and software that are applicable to domestic users. Their major goal aims at providing business services, which make those operators much more competitive, by achieving a great breakthrough in present IT infrastructures. The study aims at establishing a kind of research structure to evaluate the best business model for 3G services following the analysis of characteristics of telecom industry, the international development of mobile communication networks to 3G services, and the successful experience of NTT DoCoMo's i-mode services. In addition, due to a discontinuous innovation, the creation of 2.5G services, bridging the gap between 2G and 3G, is an alternative to present communications development. Hence, GPRS (2.5G) provided by leading system operators can be treated as an indicator of 3G future. Chunghwa Telecom just obtained a 3G license entering into such a circumstance with keen competition. Therefore, this study targets Chunghwa Telecom and depicts their successful solutions as follows, 1. Chunghwa Telecom seeks for enterprise relationships and strategies through analysis of competitive coalition theory, 2. Chunghwa Telecom closely combines their members within the 3G value chain to create a whole new value chain in the industry, so as to provide their clients with more complete broadband mobile communication services, 3. Chunghwa Telecom obtains the most competitive advantage employing key successful factors and their own niche resources to further design a business model that is able to consolidate their leading position.

Keywords : 3G

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