

The Business Potential Of Mobile Entertainment In China Market

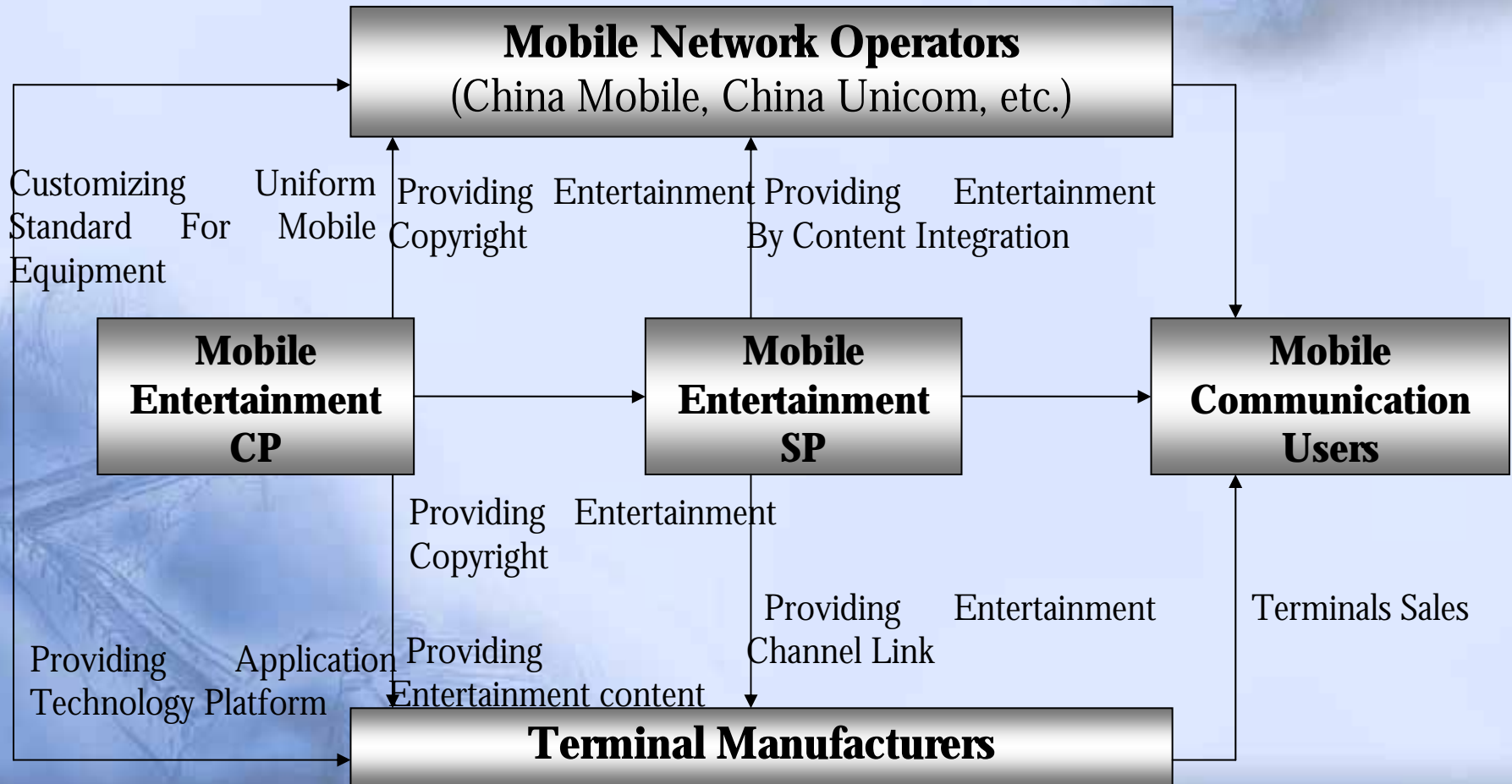
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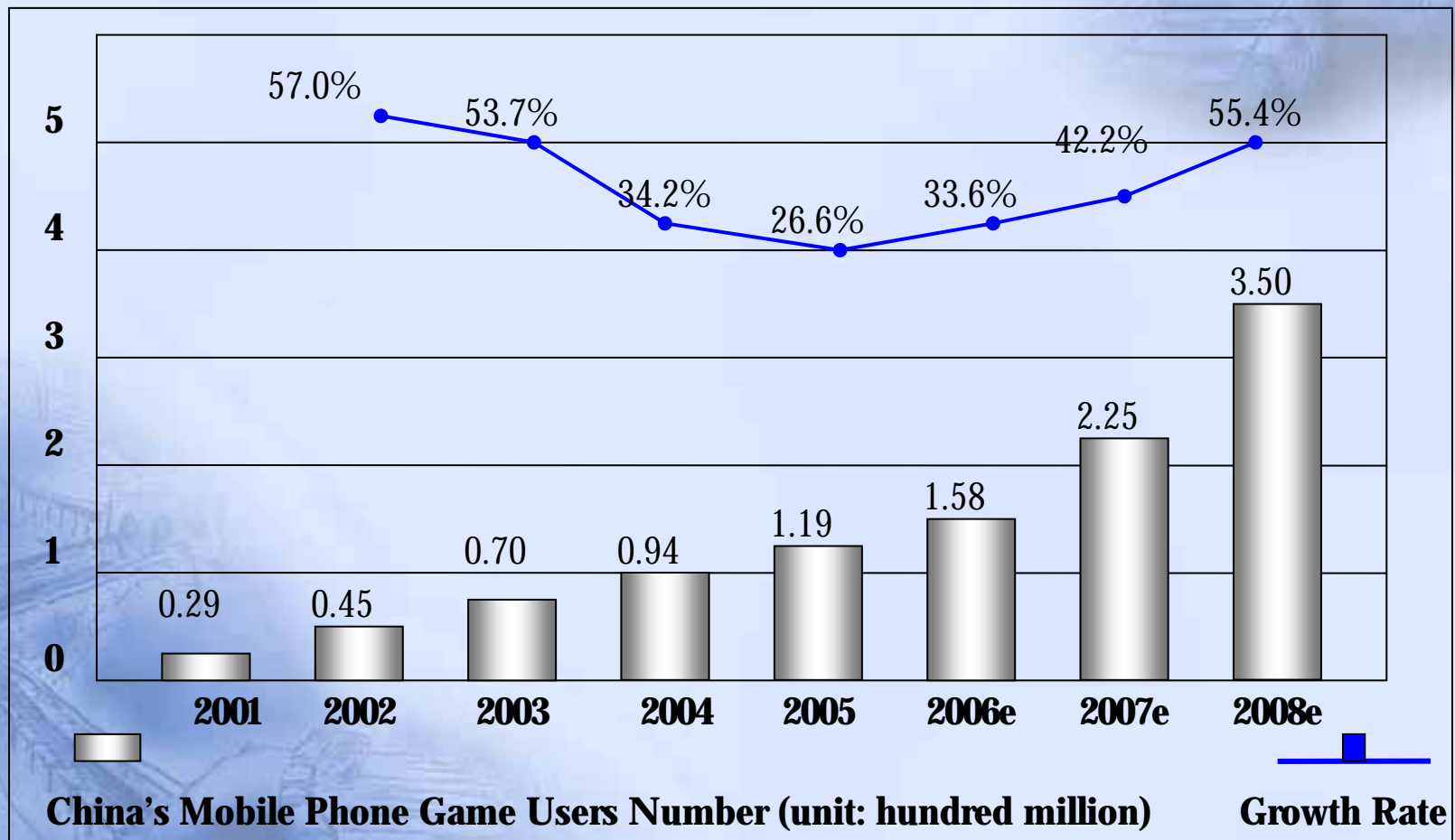
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Mobile Entertainment Industry Value Chain In China

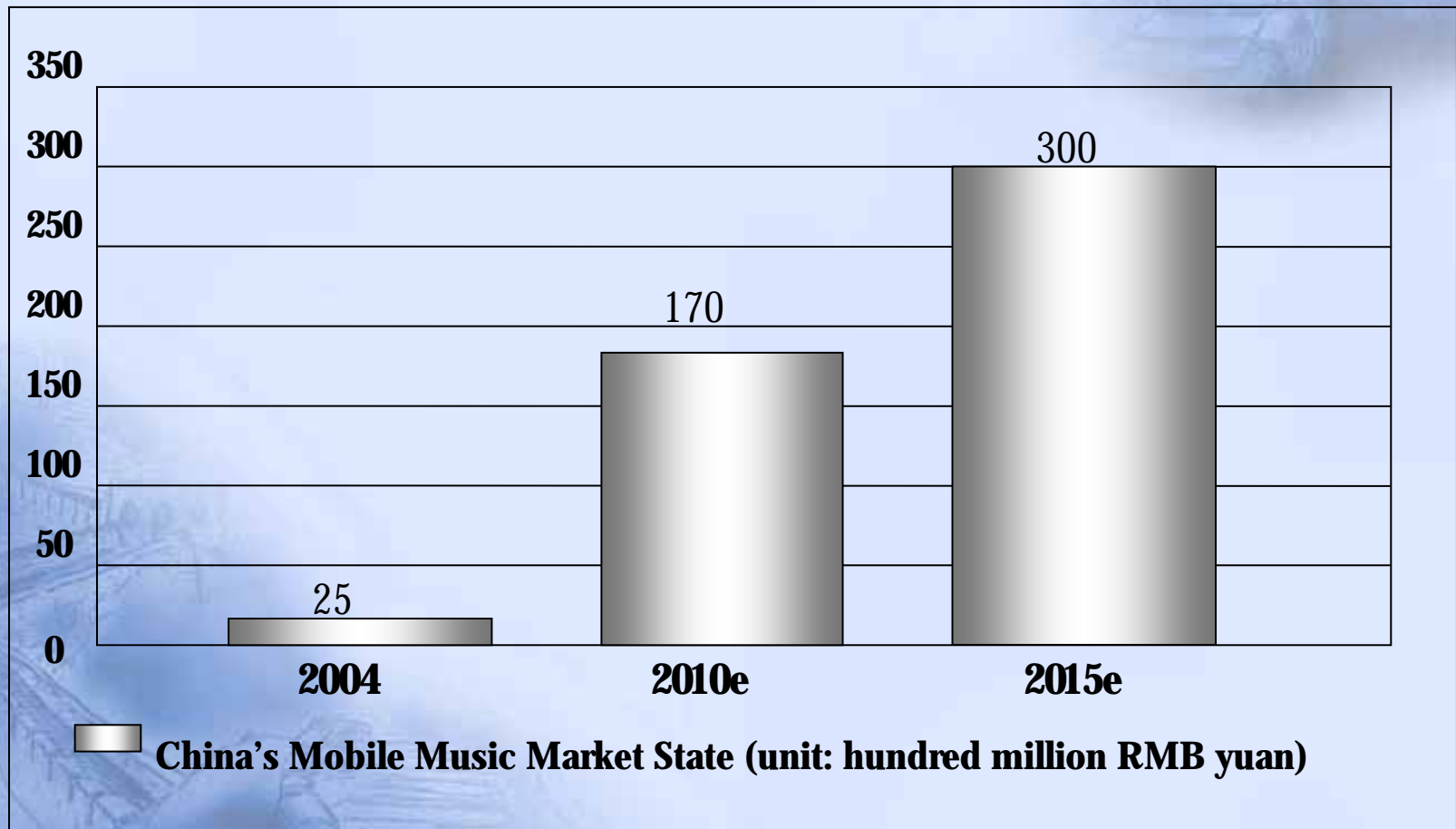


Current State Of China's Mobile Entertainment Market



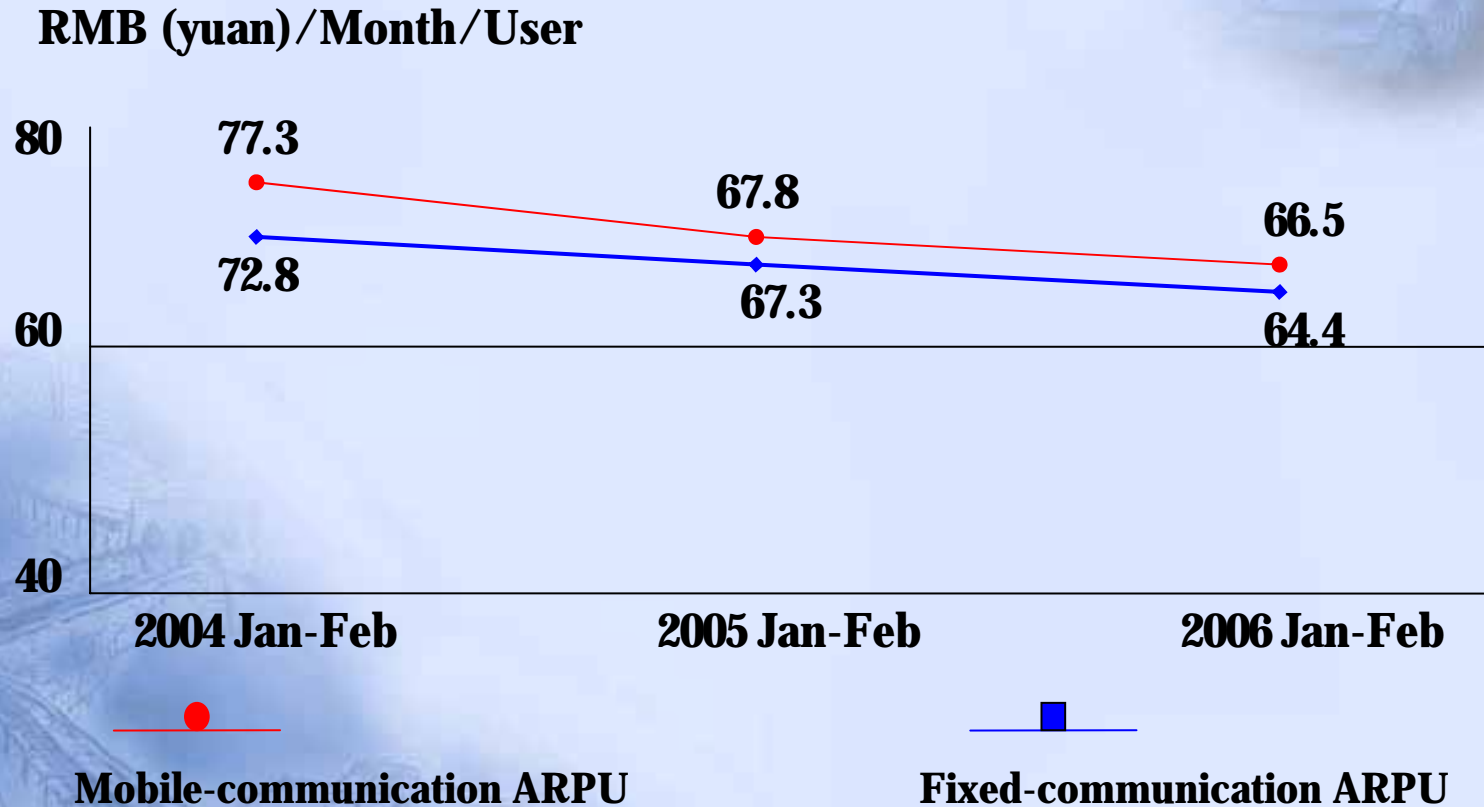
China Mobile Phone Game Users State & Forecast (2001-2008, source: iResearch)

Current State Of China's Mobile Entertainment Market



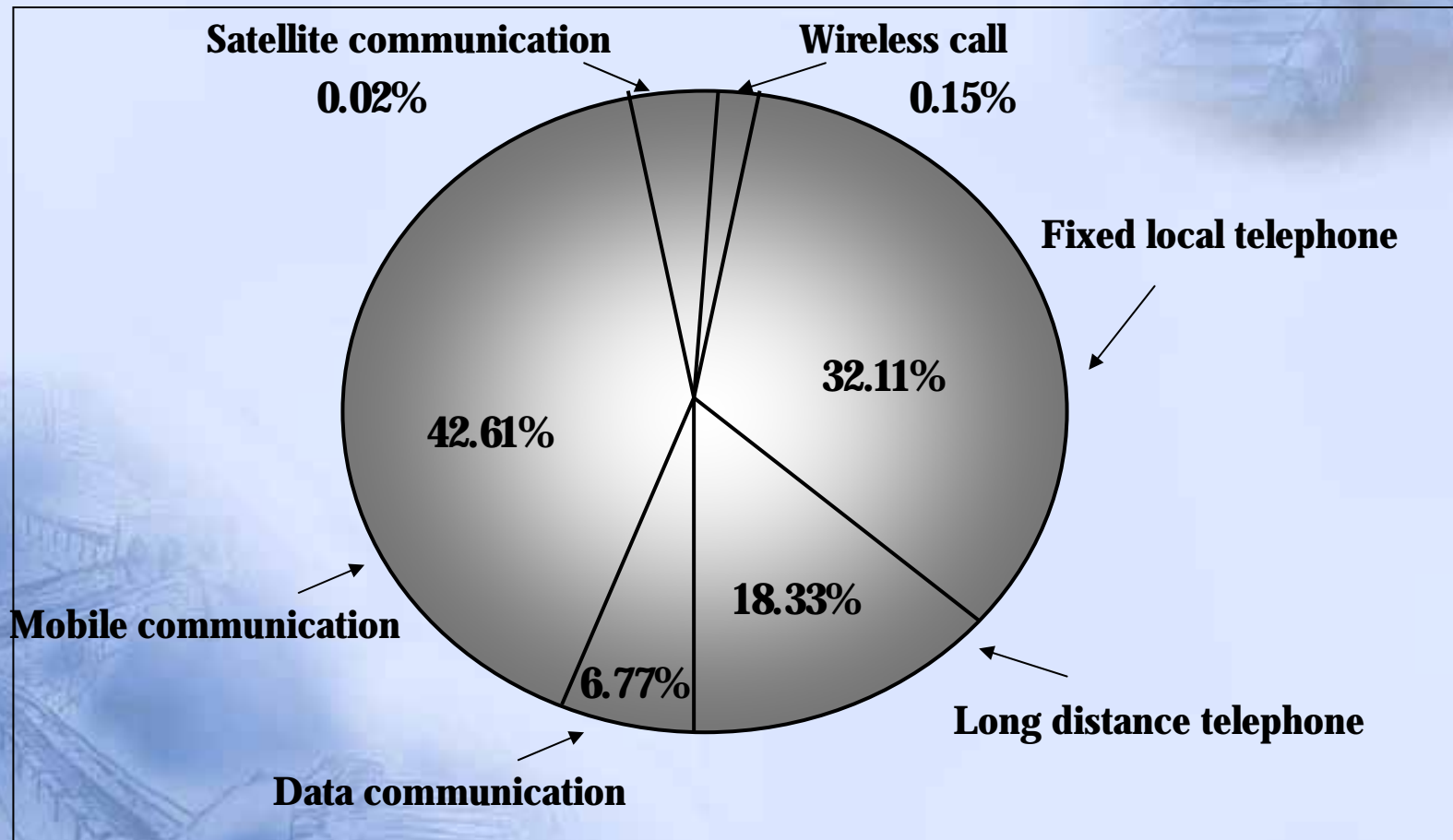
China Mobile Music Market State & Forecast (2004-2015, source: iResearch)

Business Drivers In Mobile Entertainment



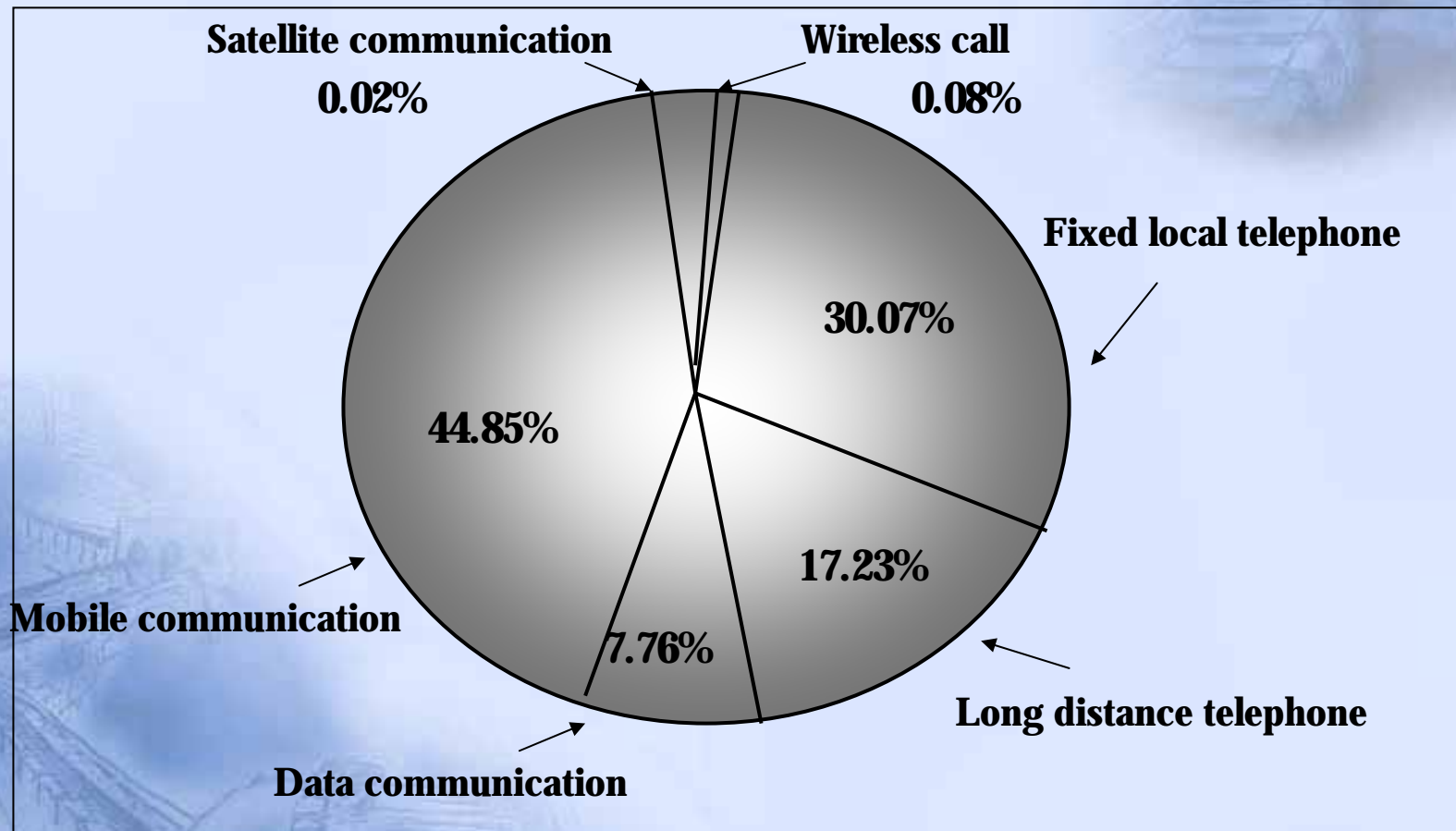
Comparison of ARPU During The Corresponding Period Between Fixed-communication & Mobile-communication, 2004-2006 (Source: The MII)

Business Drivers In Mobile Entertainment



2005 Jan-Feb, Structure of Telecommunication Services Revenue (Source: MII)

Business Drivers In Mobile Entertainment

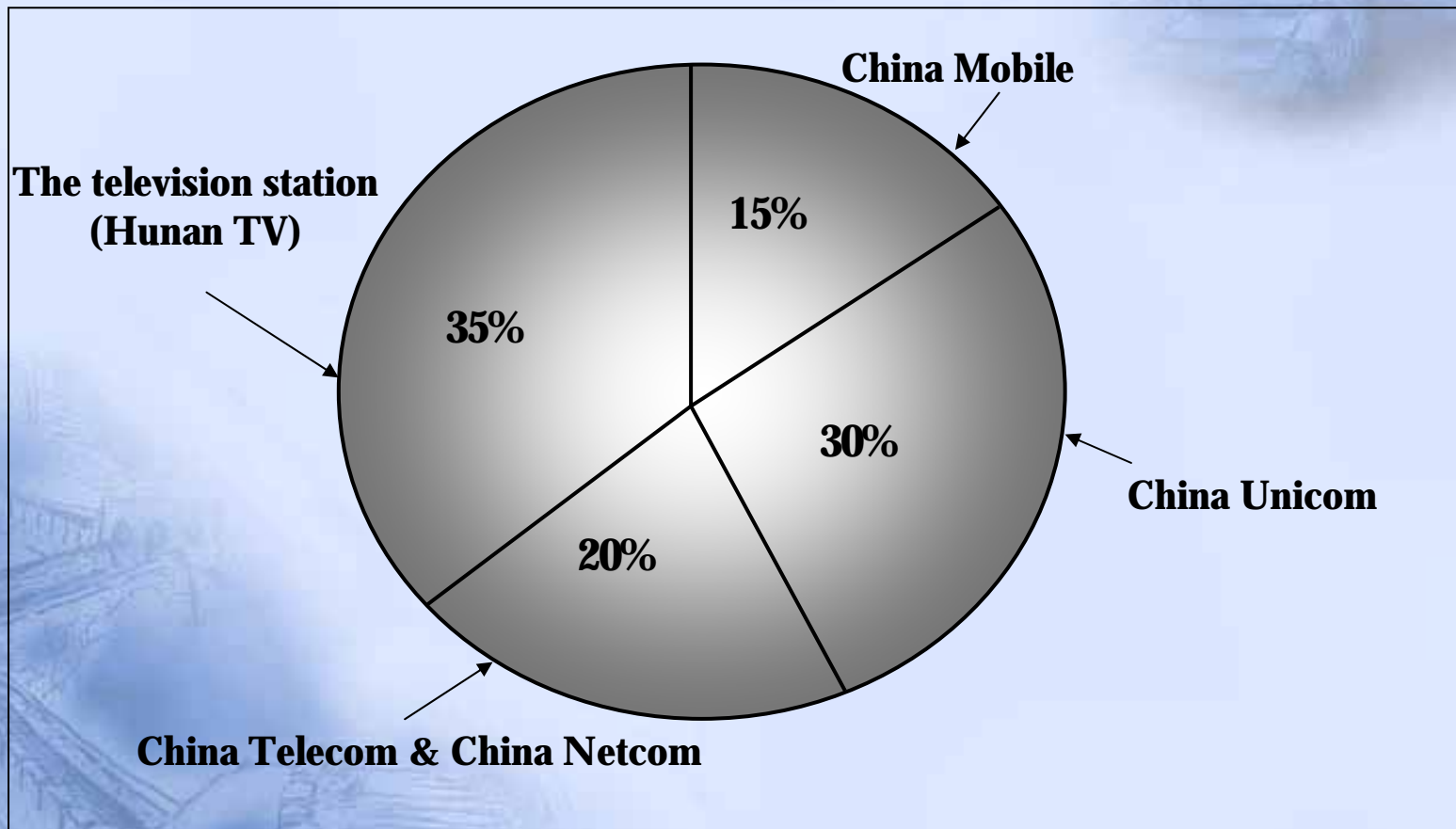


2006 Jan-Feb, Structure of Telecommunication Services Revenue (Source: MII)

Successful Business Cases

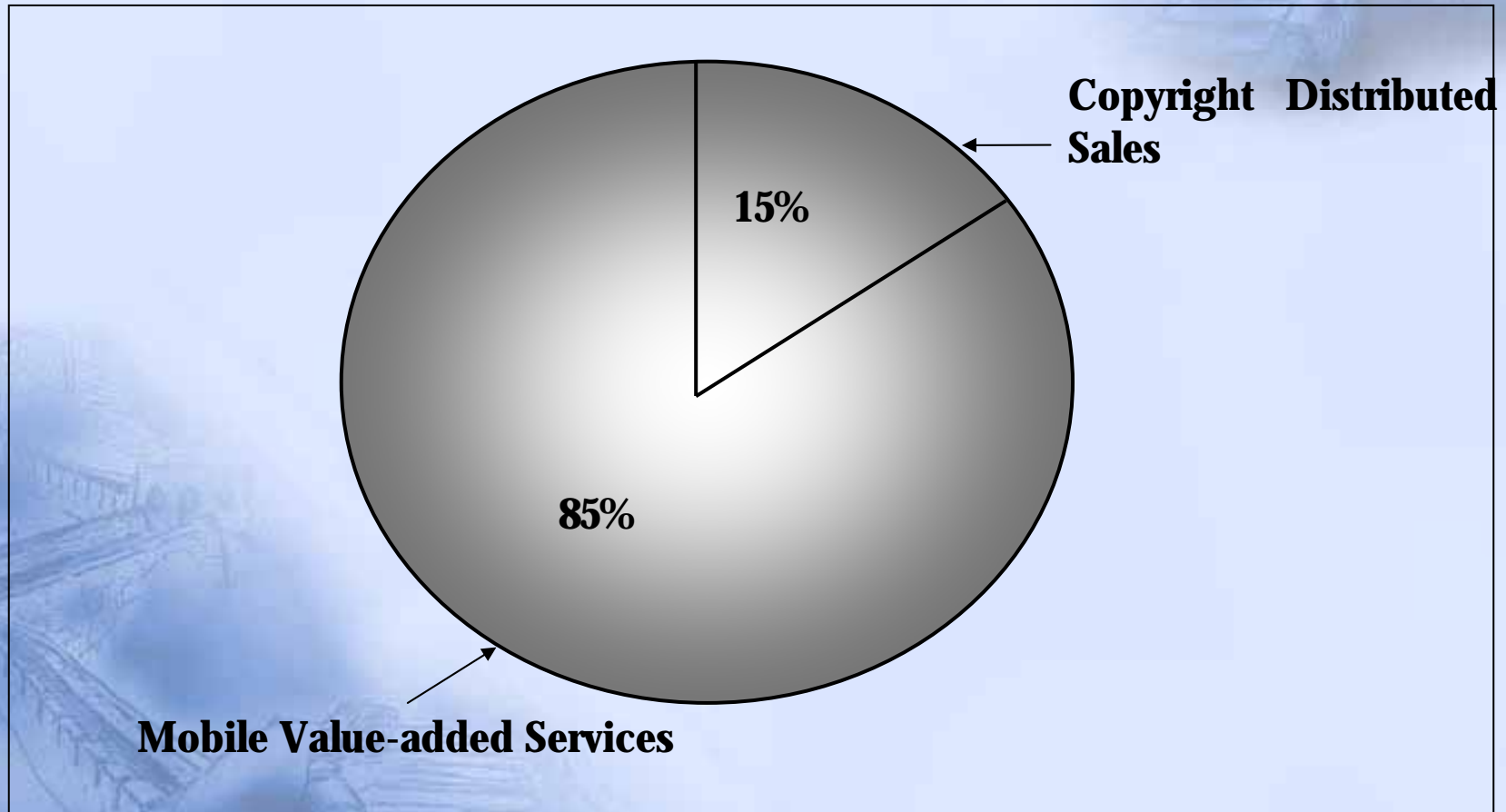
- A Typical Mobile Entertainment Business Success Based On Industry Cooperation: **“Super Girl”**
- The Way From Records CP to Mobile Entertainment SP: **Rock Mobile**

“Super Girl”



SMS Vote Revenue Distribution Structure Of “Super Girl” (Source: Hunan TV)

Rock Mobile

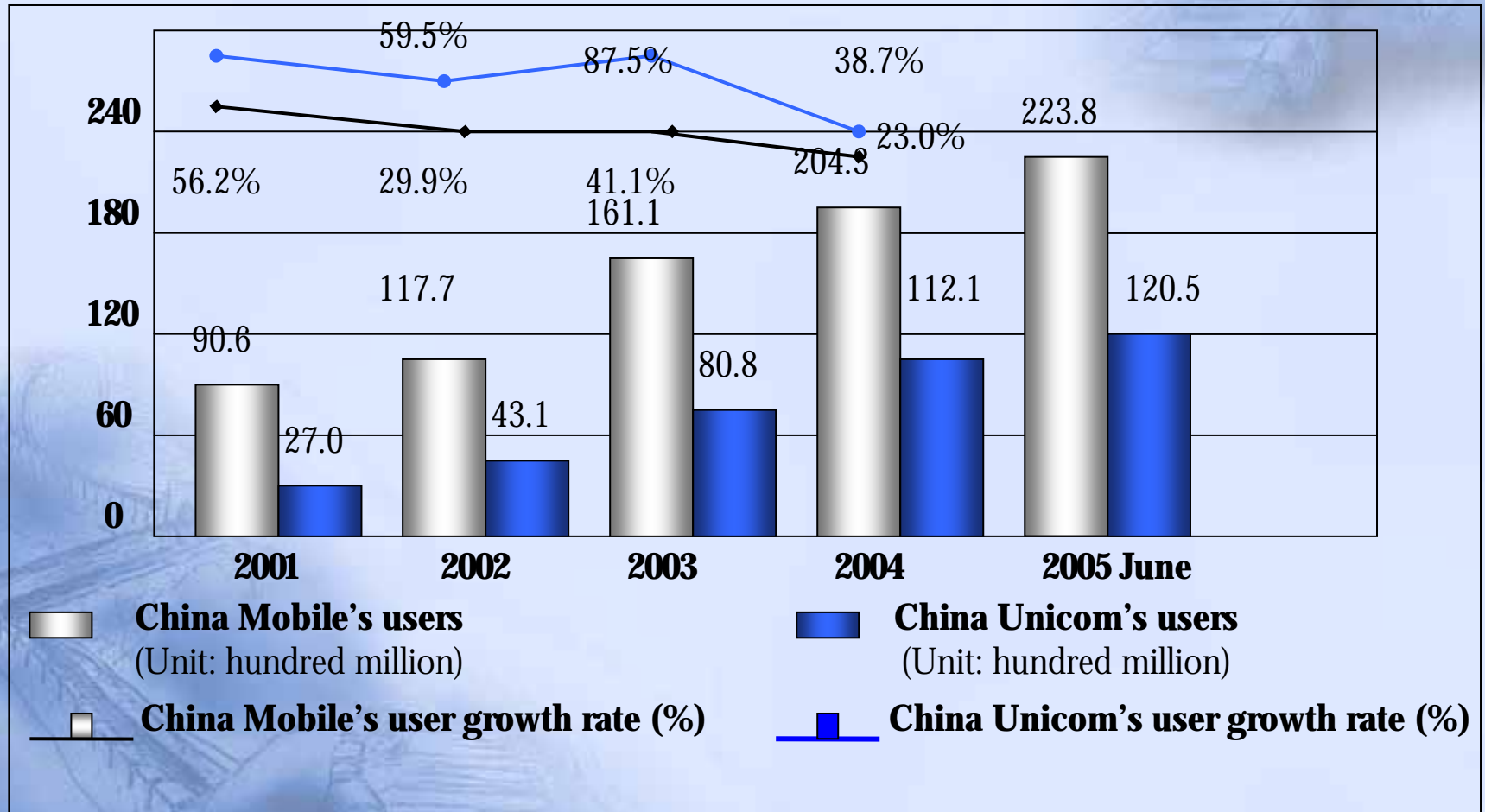


Revenue Structure Of Rock Mobile's Total Income (Source: Rock Mobile)

General Analysis Of Mobile Entertainment In China's Market

- Opportunities And Risks In Mobile Entertainment
- Mobile Entertainment Business Model
- Technology & Strategy Issues In Mobile Entertainment

Analysis Of Operators



2001-2005, User State Of China Mobile & China Unicom (Source: iResearch)

Analysis Of Service Providers (SP)

SP' s Classifications:

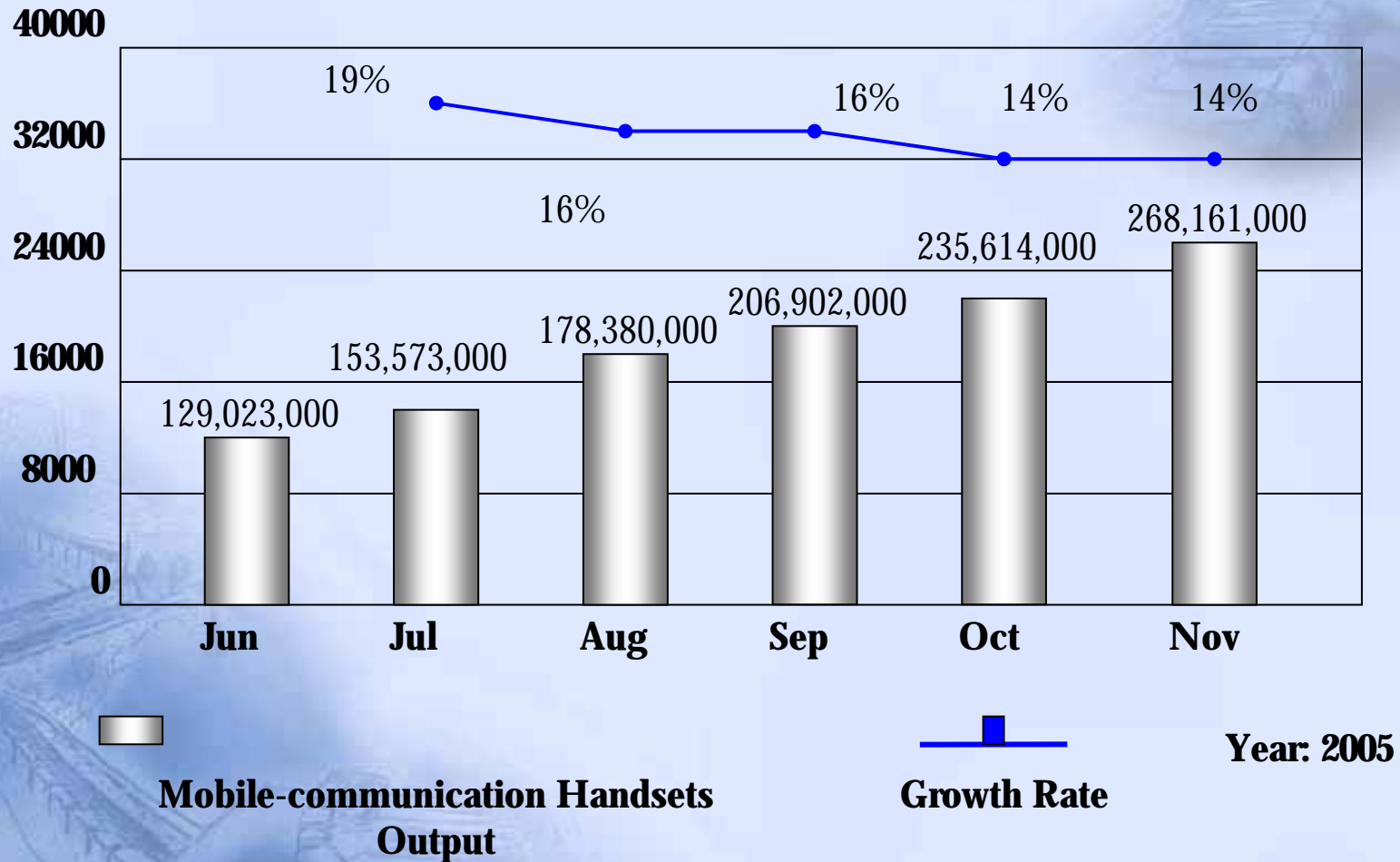
- Super Gateway Website SP
- Integrated SP
- Independent Copyright SP
- Professional SP
- Mobile Operators Owning SP

Analysis Of Content Providers (CP)

Three possible development trends:

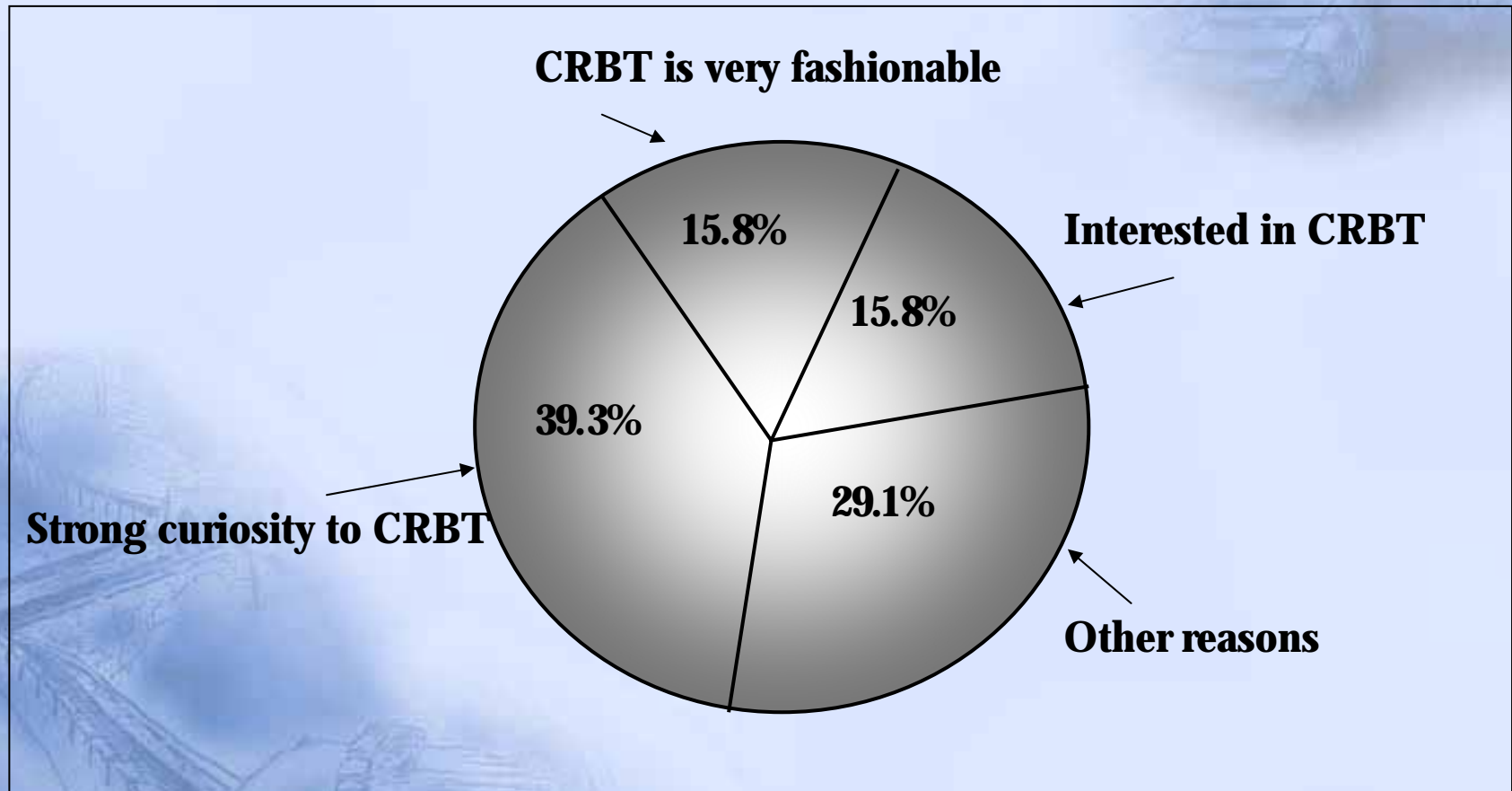
- To cooperate with terminal manufacturers or deploy OEM.
- Still as CP .
- To be SP .

Analysis Of Terminal Market



Mobile Handset Output In China Market, June-November 2005 (Source: iResearch)

Analysis Of Users



Reasons For Why Customers Use CRBT (Source: iResearch)

Conclusion And Future Prospect

- With 3G licenses granting from Chinese government in the near future, along with the Olympic Games in Beijing 2008 and the World Exhibition in Shanghai 2010, and so on, the large scale application of Mobile Entertainment solution is coming, hence, it is no doubt there is a huge business potential in China market.

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Thanks !