

# 3G Market in Asia Pacific

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John Zhao

## Abstract

The overall focus of this project is about 3G's historical development from its inception up to the present, its past downturns, upturns, and the present continuously accelerated pace of development. The objective of this project is to try to find out from market analysis the valuable strategies that can help and give operators confidence in their strategic planning and development of 3G.

This analysis will be focus on the Asia Pacific region and performs an in-depth analysis of five countries, including Japan, Korea, China, Singapore, and Australia, along with their respective operators. The number of operators totaled to 13. From the discussion of these operators, this project have not only discovered the commonalities of these countries' market development on a broader national level but also uncovered their own respective individual characteristics on a local regional level. The issues that have been addressed and analyzed in this project are around these five countries, for example, why Japan and Korea's 3G markets can be developed so well? Why Singapore's 3G market has not taken off yet? Why it is necessary for China to develop 3G but it has not started yet? And why Australia's operators are closing their CDMA networks and moving the subscribers to WCDMA networks?

From the examination of various countries' governmental websites, operators' official websites, and together with their statistics, the key findings of this project are: in Korea, some of the operators rolled out their 3G services very early and fast developed them; afterwards they are able to maintain a positional superiority in terms of holding the greatest percentage of market shares. In Japan, some of the operators decided to push out 3G services at a later time, but with their much detailed strategic planning, those operators are able to catch up to their leading competitors and even exceed them. In Australia, for some of its operators, after marketing their 3G services, they found out that it was necessary for them to re-evaluate their network availability options due to the regional market situation. And their re-evaluation resulted in the plans to close their CDMA networks and move all subscribers to the WCDMA networks. In Singapore, the operators have not yet reaped the benefits from their early development of 3G services due to the lack of cell phone choices and limited number of service plan options. And in China, the operators are ready but have not begun to develop their 3G services due to the lack of market maturity, and the national government's concern on the development and the protection for their own intellectual properties.

Developing 3G is the trend in telecommunication field, and the future competition will be more severe. Services are the key factors in the competition. Hence, this project also gives its observation on the trend of 3G services according to the analysis of these five countries, and comes up with valuable strategies from the market development of these operators. Based on all these information, it is concluded that there are six key points that operators should take into considerations if they want to have a well-developed 3G market, and each one of these six points is of equal and paramount importance: 1) ensuring wide network coverage; 2) conducting in-depth understanding of user demands

with careful segmentation analysis; 3) closely cooperating with cell phone manufacturers to provide consumers wide selection of cell phones with sophisticated features; 4) building up service brands; 5) consistently creating innovative services; and 6) developing proper and appropriate price plans to fit different segments of users.