

China Mobile Video Statistics: A Snapshot

1. Development of Mobile TV

Mobile Phone TV Subscribers	1.3 million
Vehicle TV Sets	208 thousand

Source: SARFT, MII

2. Total Number of Mobile Phones Users

2005	2006	2007	2008*	2009*	2010
393	461	513	580	615	642

Source: MII

3. Sales of Next Generation Mobile Terminals 2005---2010(millions)

	2005	2006	2007	2008	2009	2010
3G	1.05	3.28	9.98	15.12	23.72	28.89
"Smartphones	2.10	15.76	35.63	48.11	55.83	65.01
Other mobile phones	103.98	128.08	132.55	122.35	115.86	115.58

Source: 2007 China Media Yearbook and Directory

4. Favored Mobile Phone TV Genres Amongst Users

	Favored Programs On Mobile TV		Expected Pay-Programs	
1	Real-time News	59.70%	Real-time News	32.10%
2	Weather Forecast	44.80%	Music	30.30%
3	Music	42.10%	Movie & Drama	26.00%
4	Entertainment	37.80%	Weather Forecast	24.50%
5	Movie & Drama	33.00%	Entertainment	21.20%
6	Life Service	32.50%	Sports	21.20%
7	Sports	25.20%	Life Service	16.80%
8	Traffic Info	24.20%	Traffic Info	10.90%
9	Finance	16.40%	Finance	10.60%
10	Animation	11.00%	Animation	9.50%

Source: Communications University of China

5. Top 5 Mobile Phone TV Websites

	Operator	Website
1	mmtv.com	www.mmtv.com
2	GGTV	www.ggtv.tv
3	LeTV	www.le-tv.com
4	CCTV	http://v.cctv.com/huodong/mobiletv/index.htm
5	SMG	www.8999.cn

Source: www.blogchina.com

6. Number of Vehicle TV Sets 2003 - 2010 (Thousands)

2003	2004	2005	2006	2007	2008	2009	2010
49.5	69.8	104.7	208.3	350.2	655.1	1006.2	1320.8

Source: SARFT

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