

*A Guide to Your Business in China*

# MARKET REPORT

**2008 Report on Global and China's IMS Market**

**Market Avenue**  
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## Description

With the reduction of average revenue per user (ARPU), weak customer loyalty and slow development, telecom operators hope an integrated communication platform could help them integrate network resources, cut cost, and provide new services. Consequently, a solution to network integration based on IMS (IP Multimedia Subsystem) came into being, and is shaping a bright future for the mobile communication industry, and now IMS has been accepted by both mobile and fixed telecom operators. Networks based on IMS would soon be able to provide complete, one-stop services to mobile subscribers all over the world.

This report gives a complete analysis of the development of IMS worldwide as well as highlighting future problems and challenges to be resolved for future commercial use of IMS:

1. The technology is not mature enough.
2. QoS hasn't met business need.
3. Business model is not mature.
4. Standards are still under development.
5. Integration will complicate rather than simplify network functions.
6. There is no real access independence yet.
7. Services need to be safer.

In addition to the analysis of both China's homegrown and foreign operators in deploying IMS, and of the special attention paid to the development of IMS in the U.S., Europe, Japan, South Korea, Hong Kong and Taiwan, this report also studies the strategies of China's four largest telecoms operators for providing services based on IMS. The report also compares the IMS products and solutions by major equipment producers in China, including Alcatel - Lucent, Siemens, Nokia, NEC, Cisco, Huawei, ZTE, and FiberHome.

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