

Korea Mobile Communications

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Korea Mobile Communications* provides strategic analysis, market trends, and market forecast of the wireless and mobile communications market in Korea. As a consolidated source, this service offers significant market information and provides all aspects of the competitive market roadmap by analyzing the key players like wireless LAN service and equipment providers, cellular network operators, application vendors, contents providers, and infrastructure suppliers. It not only encompasses voice, data and video services, and identifies key applications and emerging technologies, it also explores the opportunities, challenges and solutions in this dynamic market.

Markets Covered

This service covers the following segments of the Korea mobile communications market:

- Wireless services and infrastructure
- Mobile voice and data
- Wireless Internet
- 3G vs. WLAN
- mbusiness and mcommerce
- Mobile operators

Subjects Analyzed

Throughout the year, this service will address the following topics:

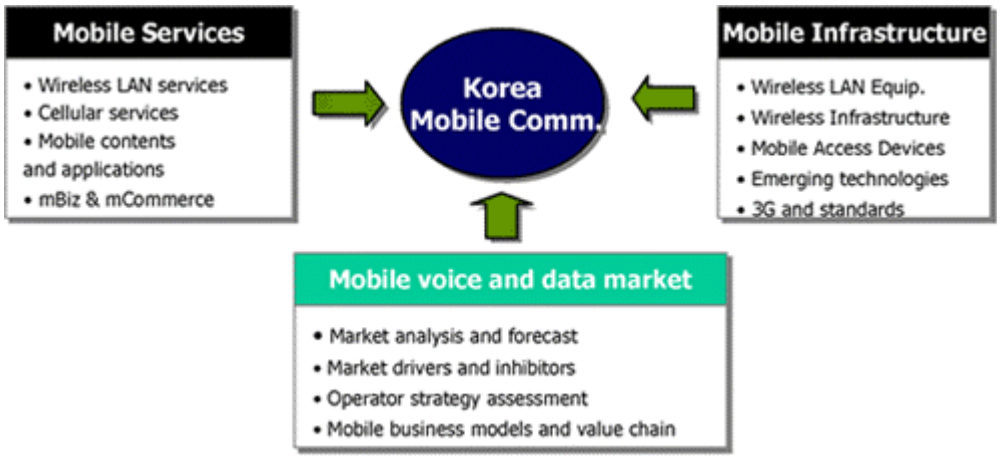
- Regulatory, technical and social issues relating to mobile communications market
- Mobile contents and key applications
- Wireless services subscriber and revenue
- Wireless LAN services and equipments
- Mobile business model and value chain
- Mobile devices and equipments
- Operator Strategy, market drivers and inhibitors

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. How big is the market for mobile voice and data services in Korea? What opportunities are there in the wireless services market?
2. What is the market size and forecast of wireless infrastructure market including mobile devices? What are the key technology trends?
3. What will drive or inhibit market growth? Which mobile data applications will be the most profitable and most popular?
4. How many wireless LAN service subscribers are there and what is the revenue opportunity? What are the key challenges in the wireless LAN service provision market?
5. What are the key dynamics of the wireless LAN equipments market and forecast for the next five years in terms of shipments, revenue, as well as market segmentation by form factor? How will the WLAN equipment market perform in 2005?

Korea Mobile Communications Coverage



Source: IDC

Competitive Analysis

IDC's *Korea Mobile Communications* service examines how service providers, network operators, application and content providers and equipment suppliers are positioning themselves to compete in the mobile communication market. This service reviews strategies, market positioning, and future direction of several providers in this market, including:

3Com, Alcatel, Avaya, Cisco, Dacom, Ericsson, Hanaro Telecom, HP, IBM, Intel, KT, KTF, LG Electronics, LG Telecom, Locus, Lucent, Microsoft, Motorola, Nokia, Pantech&Curitel, Qualcomm, Samsung Electo-mechanics, Samsung Electronics, SK Telecom, etc.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

Korea Wireless Services 2005-2009 Forecast and Analysis: 2004 Year-End Review
This study introduces cellular services market in Korea and provides market analysis and forecast from 2005 to 2009. It reviews subscriber base, subscription revenue, market dynamics, key trends and profiles operators' strategies and offerings.

Korea Wireless LAN Services & Equipment 2005-2009 Forecast and Analysis: 2004 Year-End Review
This study provides a detailed analysis of the WLAN services and equipment market including subscribers and revenue forecast. It provides service provider strategy and profile. It analyzes WLAN market performance and current market trends driving the emerging opportunity, value chains and business model developments.

Korea Mobile Contents 2005-2009 Forecast and Analysis: 2004 Year-End Review
This study introduces popular contents and applications usage in Korea and reviews value-added services and emerging market opportunities in wireless Internet.

Korea Mobile Infrastructure 2005-2009 Forecast and Analysis: 2004 Year-End Review
This study provides an analysis of the mobile infrastructure key market dynamics and five-year shipment and revenue forecast. It also reviews the SMS and MMS, wireless Internet solution market performance, and current market trends.

Korea Mobile Devices 2005-2009 Forecast and Analysis: 2004 Year-End Review
This study analyzes the mobile devices market including handset and handheld devices. It provides insight and forecast of the market and reviews the handset vendors, technology trends and market revenue.

Korea Mobile Gaming 2005-2009 Forecast and Analysis: 2004 Year-End Review
This study reviews the new value chain of mobile gaming of the CP and mobile operators.

Korea Mobile Platform Technology Analysis
This study reviews the mobile platform such as Java, BREW and WIPI based platform.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

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