

iPhone及 gPhone动摇无线行业市场分析报告

报告大纲

观研报告网

www.chinabaogao.com

一、报告简介

观研报告网发布的《iPhone及 gPhone动摇无线行业市场分析报告》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

官网地址：<https://baogao.chinabaogao.com/hulianwang/3026930269.html>

报告价格：电子版: 9000元 纸介版：10000元 电子和纸介版: 10000

订购电话: 400-007-6266 010-86223221

电子邮箱: sales@chinabaogao.com

联系人：客服

特别说明：本PDF目录为计算机程序生成，页面图表可能存在缺失；格式美观性可能有欠缺，实际报告排版规则、美观；可联系客服索取更完整的目录大纲。

二、报告目录及图表目录

摘要 There has always been a communications gap between executives of phone companies, including wireless operators, and the executives of the Silicon Valley. Increasingly, mobile telephone companies have hoped to offer more net-like applications and content but have simultaneously erected barriers that prevent them from fully embracing the Internet culture.

Two Silicon Valley companies are attempting to bridge (or bypass) this divide by changing the way handsets and their applications are designed and distributed. In 2007, Apple and Google each announced efforts to reshape the wireless industry. Apple launched the iPhone in January 2007 and just recently it updated the platform with the iPhone 3G. Google announced Android in November 2007 along with marketing partners—the Open Handset Alliance.

This report looks at the recent developments and presents our analysis of their respective initiatives. Among the highlights are:

- Apple's iPhone had ambitions to change the wireless industry. Now it looks like it will just sell a large number of very exciting phones.
- Google's Android Project will kick-start location-aware advertising by enabling the benefits of mobile Linux—if it can create a good revenue sharing model for its wireless operator partners.
- Google will hedge its Android bet by working with others for location-aware searches, including Apple's iPhone.

目录及图表 In This In-Sight

- Introduction
- Description and Definitions
- The iPhone and the Developer Ecosystem
- Android and the Developer Ecosystem
- Comparison: iPhone vs. Android
- Summary and Assessment
- Introduction
- Description and Definitions
- The iPhone and the Developer Ecosystem
- Android and the Developer Ecosystem
- Comparison: iPhone vs. Android

- Summary and Assessment

List of Tables

- Table 1. Wireless Operators Offering the iPhone, by Country
- Table 2. Countries and Operators Offering the iPhone, by Wireless Operator
- Table 3. Founding Members of the Open Handset Alliance
- Table 4. Google Android Challenge Winner Categories
- Table 5. Comparison of Apple's iPhone and Google's Android
- Table 6. The Development Process: Current, Apple, and Google
- Table 7. Conservative Worldwide Shipment Forecast of Android-Based Phones and

Apple iPhones (Units in Millions)

- Table 8. Optimistic Worldwide Shipment Forecast of Android-Based Phones and Apple iPhones (Units in Millions)

List of Figures

- Figure 1. The Apple iPhone 3G
- Figure 2. Loyalty During an Upgrade of Smartphone from an Older Smartphone

详细请访问：<https://baogao.chinabaogao.com/hulianwang/3026930269.html>