

COMPARISON OF SERVICE PROVISION BY THE LEADERS IN THE WORLD MOBILE COMMUNICATION SERVICES MARKET

The mobile market is developing at an unprecedented pace. It seems that almost every day the new devices appear. They are faster, more convenient and more powerful than the old ones. And almost every moment new types of mobile devices are created, and the number of applications running on them is estimated at millions. There is a huge need for new devices and applications that should generate huge amounts of mobile data [1]

To compare the provision of mobile services in the international market, we will choose three companies: China Mobile, AT&T and Vodafone. The market of mobile operators is characterized by a concentration of subscribers in the largest companies. Let's consider the dynamics of selected companies' incomes (Table 1).

Table 1. Incomes of Mobile Operators, 2015-2019

Company	Incomes, billion dollars				
	2015	2016	2017	2018	2019
China Mobile	70213	121231	127067	134563	152212
AT&T	63 055	118 928	124 028	123 018	124245
Vodafone	58 906	71 218	70 475	71 000	71 125

Source: compiled on the basis of [2]

According to the International Telecommunication Union ITU [5], the number of signed cellular contracts is increasing annually regardless of the crisis in the economy, but the number of fixed line contracts, by contrast, has been steadily declining over the past five years. Table 2 examines the dynamics of leading international companies' subscribers in 2015-2019. After all, the number of

China Mobile subscribers in 2019 exceeded 800 million people, AT&T subscribers – more than 300 million people and Vodafone subscribers – more than 400 million people.

China Mobile uses its own and completely incompatible 3G version called TD-SCDMA. It also has the most advanced 4G / LTE network, but again uses Chinese TDD-LTE, which is just beginning to be used in some other countries. 4G uses 1900 MHz (band 39), 2300 MHz (band 40) and 2500 MHz (band 41 compatible with band 38) on TDD-LTE.

Table 2. Dynamics of Subscriber Connections for 2015-2019

Company	Number of subscribers, million people				
	2015	2016	2017	2018	2019
China Mobile	816	821	836	849	853
Vodafone	429	432	435	444	448
AT&T	345	348	350	355	357

Source: compiled on the basis of [2]

Let's analyze the international mobile operators according to the tariff packages they offer to their subscribers.

In most cities, China Mobile sold their prepaid cards not under its own brand, but under other names, such as Easy Own or MZone. Since 2015, China Mobile 4G SIM cards have been available in areas where LTE has been launched. Prices and plans vary slightly by region [3].

In most areas, such as Shanghai or Beijing, currently new subscribers are required to first choose a master plan, which is either MZone, EasyOwn, or a new global 4G plan. MZone's plans include data limits for mobile Internet and in some areas for Wi-Fi hotspots with SSID "CMCC-WEB" in China, as well as, as a rule, nationwide free incoming calls and vary between regions.

Table 3 highlights the advantages and disadvantages of each mobile operator.

Modern mobile operators provide their subscribers, in general, a similar set of services. This set includes products and services without which the full use of a mobile phone is impossible, such as voice communication, messaging services, Internet access.

Table 3. Advantages and Disadvantages of Mobile Leaders

Company	Advantages	Disadvantages
---------	------------	---------------

China Mobile	the largest player in the Chinese cellular market, providing the most complete portfolio of communication services for subscribers	prices for communication services are on average higher than those of competitors
Vodafone	the largest player in the Chinese cellular market, providing the most complete portfolio of communication services for subscribers	not the highest quality of one of the most relevant services today - mobile data transmission, prices are slightly higher than prices of competitors.
AT&T	high speed internet, unspent traffic moves to next month	if the subscriber did not have time to replenish the account in time, the operator threatens not only to disable services, but also nobody will call and no SMS will come.

In addition to this basic set of services, each operator seeks to provide its subscribers with something special, such as access to the Internet at home on a fixed line, and on the street, via cellular communications, digital television, bank payments, etc. It is due to such "special" services that the operator is differentiated in the subscriber's imagining.

References

1. Zhavoronkova G., Zhavoronkov V., Klymenko V. Economic aspects of the development of information and communication technologies of Ukraine // Industry 4.0. 2/2018. P.97-100.
2. Country ICT data (until 2019) / ITU World Telecommunication. URL: <https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>.
3. China Mobile URL: <https://simki.shop/internet-v-kitae/sim-karta-china-mobile-v-kitae>