

和電推出數據服務X-Series

	單項月費	3 Home PC 套餐	3X-Series 套餐月費
月費		88元	138元
Sling	\$68任睇60小時	不包括	任睇60小時
eBay	出價或短訊提示每次收五角及扣取一個T	不包括	不包括
3Gmail	免費看電郵,發出電郵每個收2角	不包括	不包括
MSN	28元無限任用	500MB	138元任用
Yahoo!Go	以數據量計費包	500MB	138元任用
orb	以數據量計費	500MB	138元任用
3Xplorer	28元無限任用	500MB	138元任用

和記推平價多媒體服務

和電國際(2332)旗下和記電訊昨日正式推出結合流動電話及電視等多媒體的X-Series服務,為把數據服務普及,故走平價路線,連手機看電視六十小時及500MB數據使用量,服務月費為一百三十八元。該公司預期,新服務能把上客速度增加兩成,客戶每月平均消費更可望有一成增長。

料上客速度增20%

和記電訊消費市場業務總監龍佩英指出,自去年底推出流動MSN及3Xplorer後,已成為吸引新用戶的服務,而現時新增客戶中,分別有一成及兩成新客選用該服務。以上月推出用手機瀏覽網頁的3Xplorer為例,以手機瀏覽網頁由一周前的一百五十萬高增長至二百五十萬個網頁。

龍佩英又稱,市場並無一個合適的數據服務,加上無HSDPA(3.5G)手機,故遲遲未推出新數據服務,但現時市面可使用其服務的手機已高達三十款,今年第一季亦有七至八款新機有3.5G功能,故決定推出X-Series流動數據服務,希望能吸引四成客戶使用X-Series服務。現時和記電訊擁有超過七十萬3G客戶,當中有兩成客戶使用數據服務。

和電3G客戶每月平均消費為二百多元,預期新服務有助刺激客戶消費,她估計一年後客戶每月平均消費會有一成增長。她又補充,除增加數據收入外,亦開拓廣告收入,計畫在適當時機推出3Xplorer網業廣告。

為催谷X-Series的多媒體功能,和電推出連接家中收費電視、電腦及影音播放機Slingbox零機價服務,首一千名使用八十八元或一百三十八元月費的客戶,便可零機價出機。她又指出有關服務,不會影響i-mode的推出,料今年第二季前便可推出i-mode服務。



圖客戶使用X-Series服務可透過手機觀看電視。

Hutchison introduces inexpensive multimedia service

Hutchison introduced a combined multimedia phone and TV service called X-Series. They are targeting mainstream consumers by pricing inexpensively. The cost is HK\$138 for 60 hours and 500MB for the TV service.

The company predicts the new service can increase new subscribers by 20%.

Monthly ARPU will go up 10% also. Market results show that since the introduction of mobile MSN and 3Xplorer last year, 3 is attracting new subscribers due to the services. New subscribers elect MSN and 3Xplorer 10% and 20% respectively. Using mobile to browse web pages has increases from 1.5 million to 2.5 million over a week.

The company launched now even though the market doesn't have HSDPA network and handsets yet. But 30+ handsets will support the service now, with 7-8 new 3.5G handsets coming soon. 3 expects 40% of subscribers to use the service. 3 has over 700,000 3G customers. 20% use data services now.

3G data customers now spend about HK\$200. A 10% increase is anticipated within one year. To add new revenue, the company will try mobile advertising using 3Xplorer in the future.

In order to deliver for X-Series multimedia capability, Hutchison will connect the home TV, computer and DVD player with Slingbox. The first 1000 people to use the HK\$38 or HK\$128 plan will receive a Slingbox for free. The new service will not affect the i-mode launch scheduled for second quarter of this year.

Photo caption: Customers can use X-Series to watch TV through the handset.