

To whom it may concern,

M-Bounce is one of the major game developers serving operators in Hong Kong, China, Singapore, Malaysia, Thailand, Philippines, Australia, Sweden, Italy, Spain, UK, Austria, etc. Our company generates income by sharing profit with operators when end users download games we developed. We have also developed built-in games for mobile phone companies such as Nokia. In some cases, mobile operators would pay us a license fee for the game developed. As one of the participants of the mobile business in Hong Kong, I am writing to share our view on OFTA's second Consultation Report regarding the issuance of a new CDMA 2000 license in town.

The number of license issued does not affect our business since the number of end user, 7 million, is still the same. However, with the increasing number of operators in the market, the workload of our side would increase. We need to work with more operators to reach the same population that means we need to spend extra resources for maintaining the same income.

From end-user's perspective, 3G was just launched and many end users are still confused about 2.5G, 3G and GSM. Most of them are not yet ready for the emerging new technology and three of four operators have not yet launched 3G. Under this situation, OFTA announced the proposed plan of launching CDMA 2000 in Hong Kong. I wonder whether end users are ready for these changes.

I think the operators would suffer a lot by the issue of new license. If OFTA plans to launch CDMA 2000, it should announce the plan earlier for the existing operators to make a better planning.

In sum, with the tiny market in Hong Kong, the issue of new license will not increase the number of end user and I question who will benefit from this proposal. In the end, operators and end users may both suffer.

Thank you for your kind attention.

Faithfully,

For and on behalf of
M-Bounce

Richard Cheung

