



Internet in China

--analysis on Internet Users

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中国和谐信息社会重要的基础设施建设者、运行者和管理者

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Future Trend

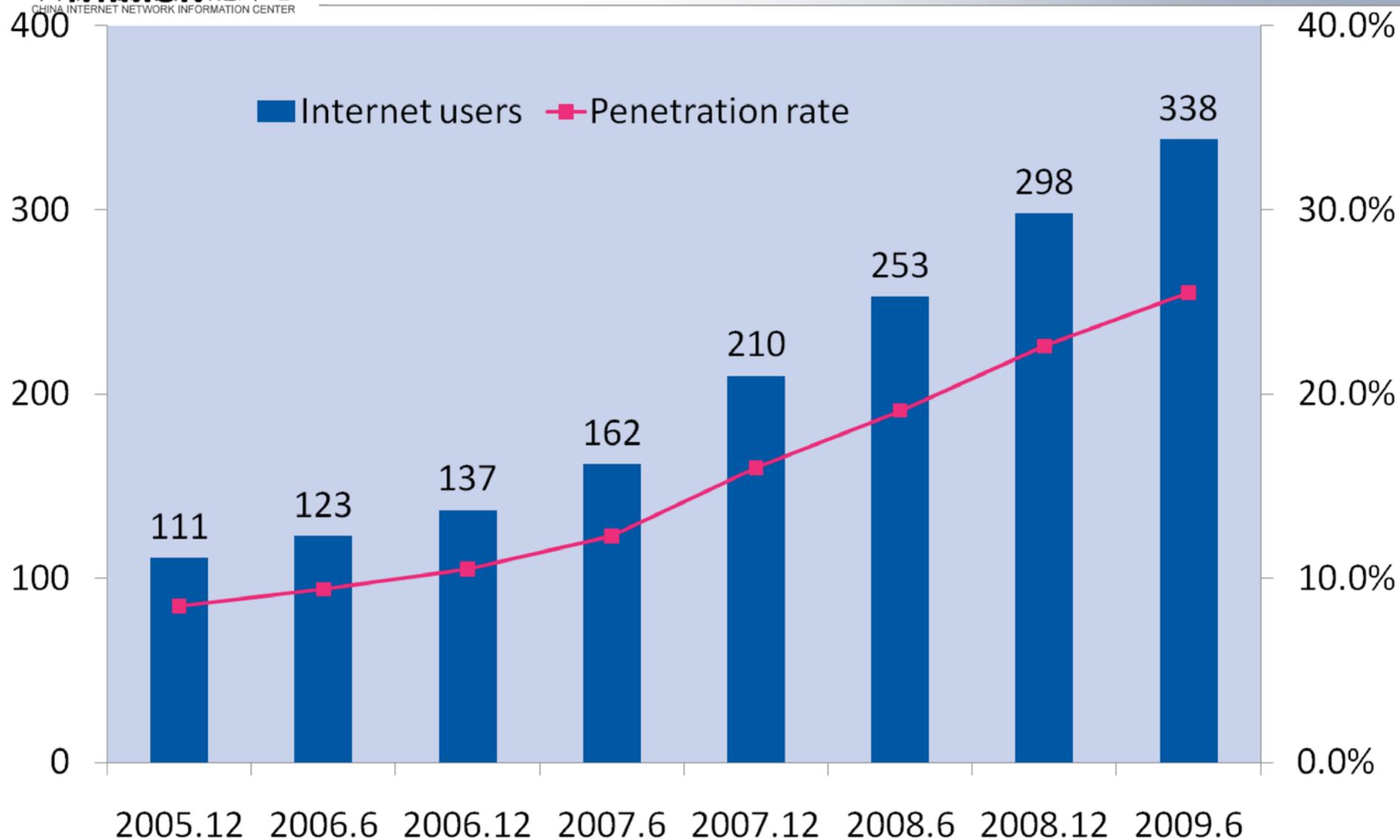
Outline of Internet

Internet Fundamental Resources in China Dec. 2008– Jun. 2009

	Jun.2008	Jun.2009	Growth rate
IPv4	158 million	205million	29.7%
Domain names in China	14.85Million	16.26 Million	9.5%
CN domain names	11.90 million	12.96 million	8.9%
Total Websites	1.91 million	3,06 million	60.2%
Internet Users	253 Million	338 Million	33.5%
International bandwidth (Mbps)	493,729Mbps	747,541Mbps	51.4%

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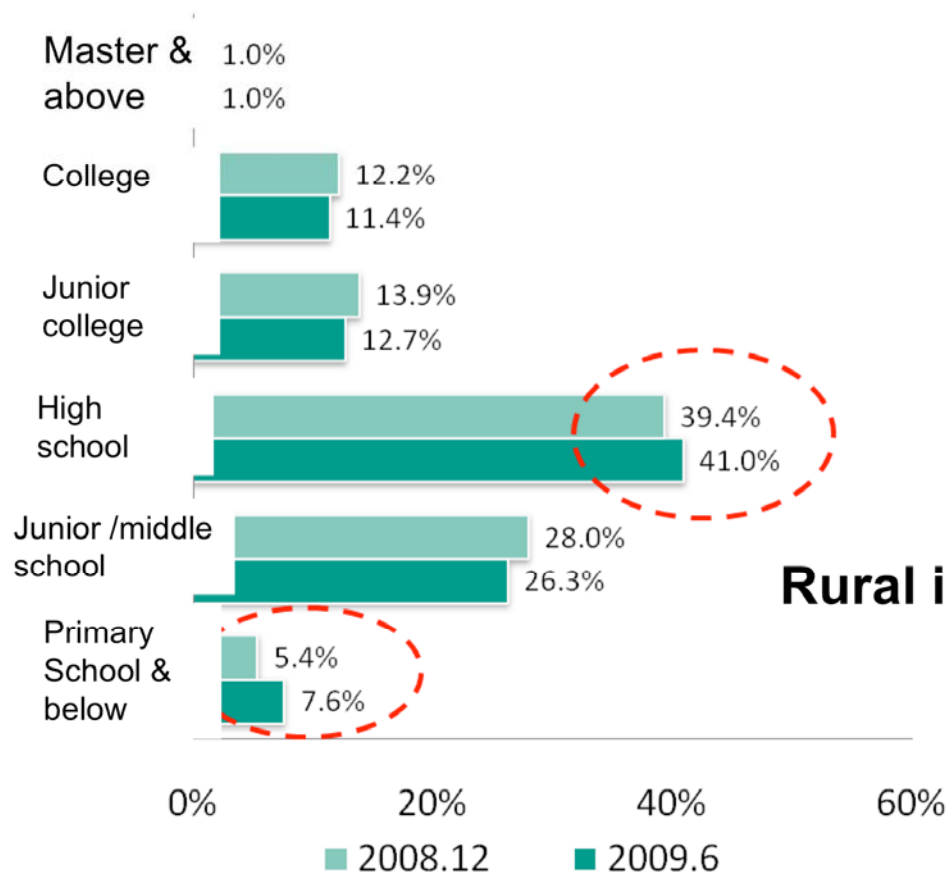
Internet Users and Penetration Rate



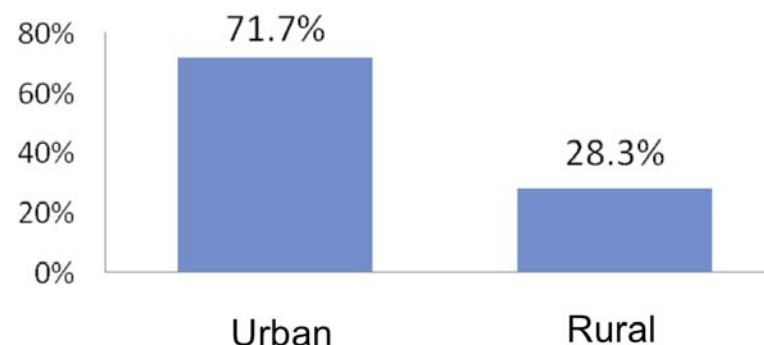
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Structure of Internet Users

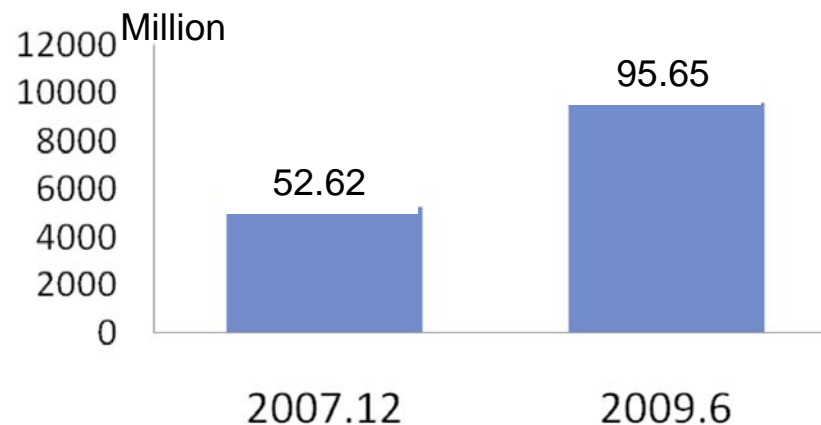
Education Structure Dec. 2008-Jun. 2009



Urban-Rural Structure 2008

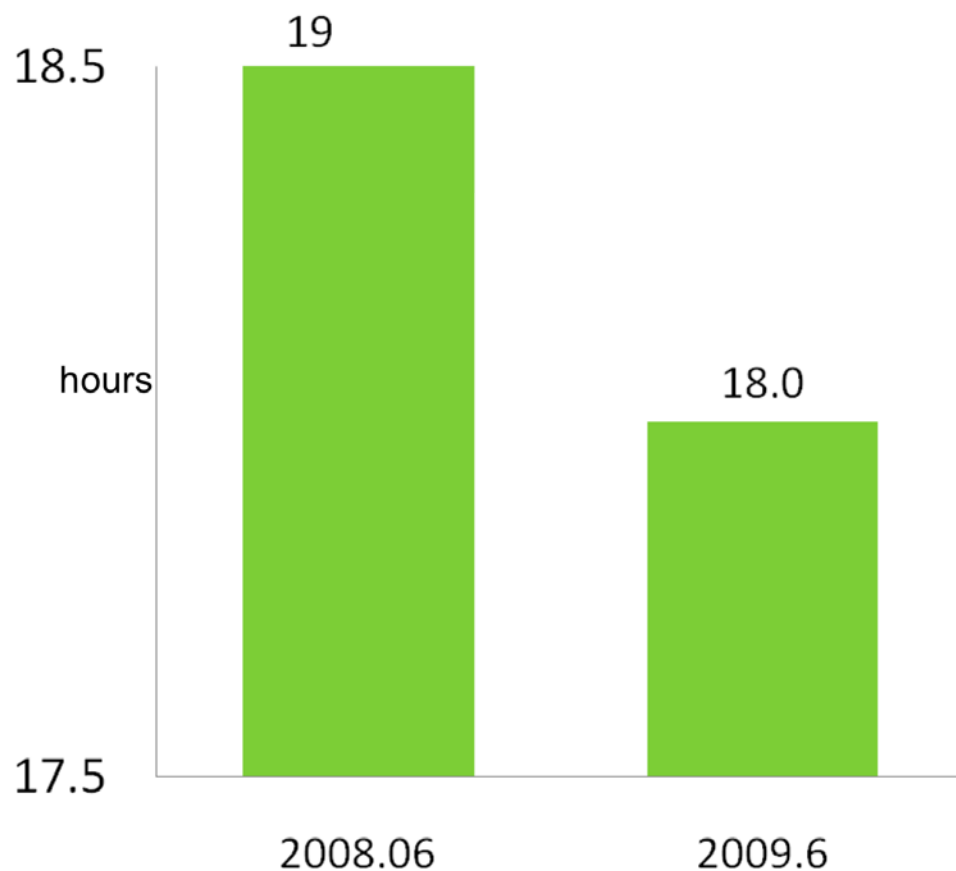


Rural internet users Dec. 2008- Jun. 2009

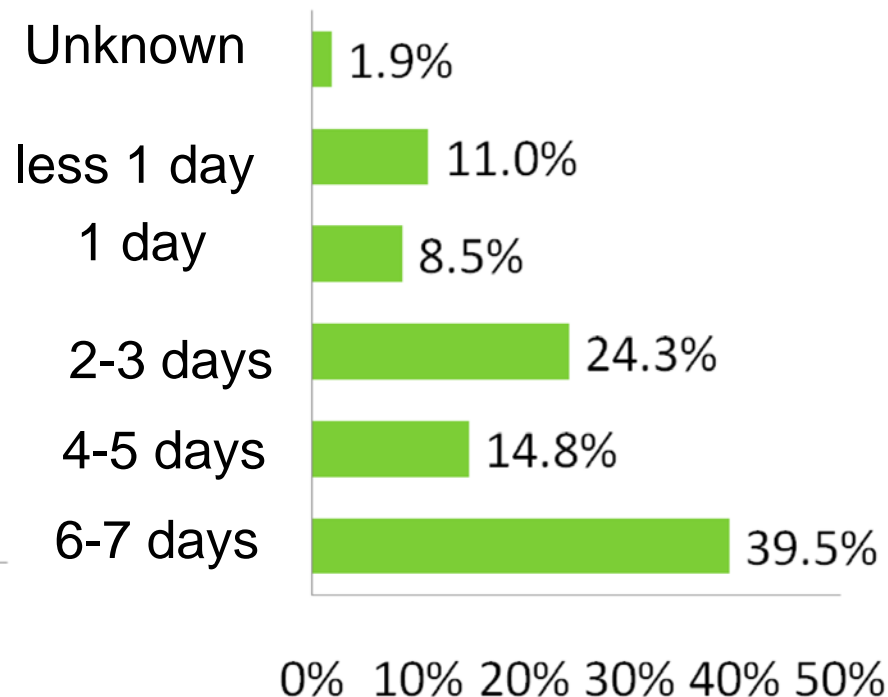


Average Online Time

Average Online time per Week of users



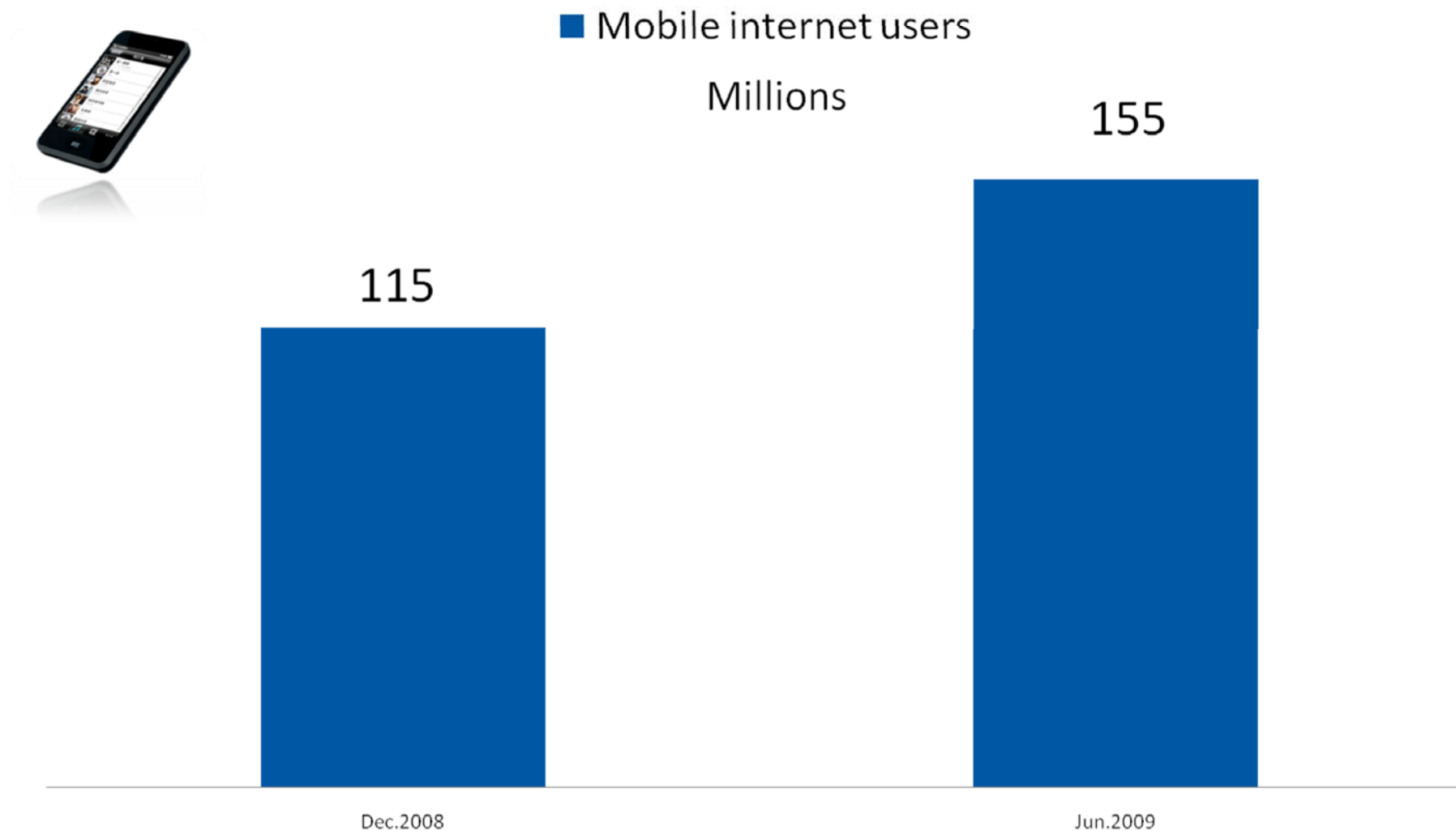
Online Frequency per Week of users



Top Ten applications

Rank	Activities	Use rate	Classification
1	Online music	85.5%	Entertainment
2	Online news	78.7%	Information
3	Instant message	72.2%	communication
4	Search engine	69.4%	Information
5	Online video	65.8%	Entertainment
6	Online game	64.2%	Entertainment
7	E-mail	55.4%	communication
8	Blogs	53.8%	communication
9	BBS	30.4%	communication
10	Online shopping	26.0%	E-commerce

Mobile Internet Users in China

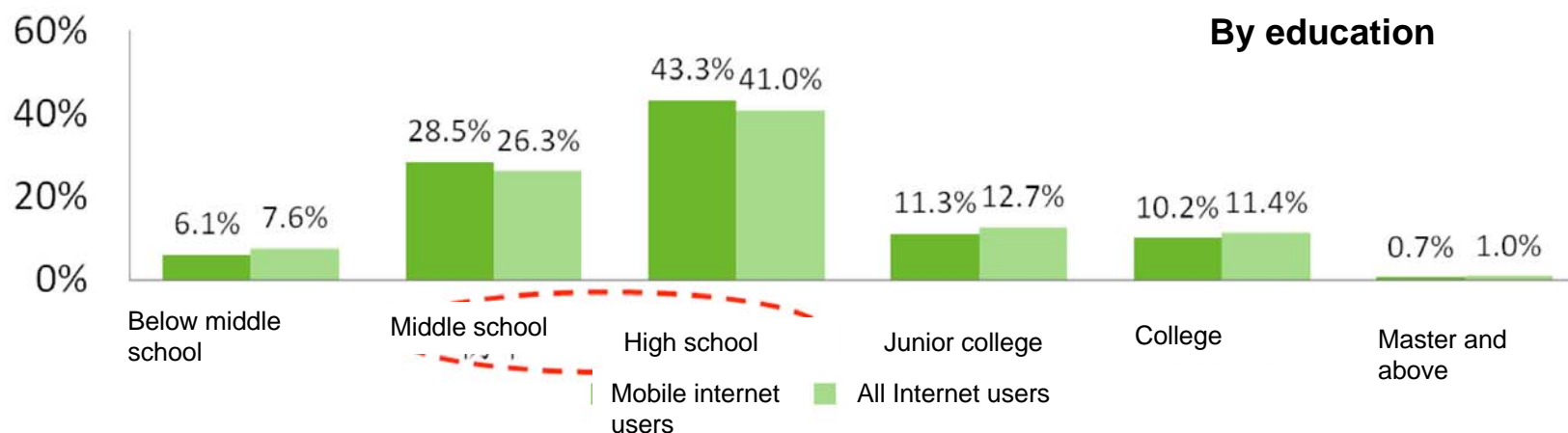
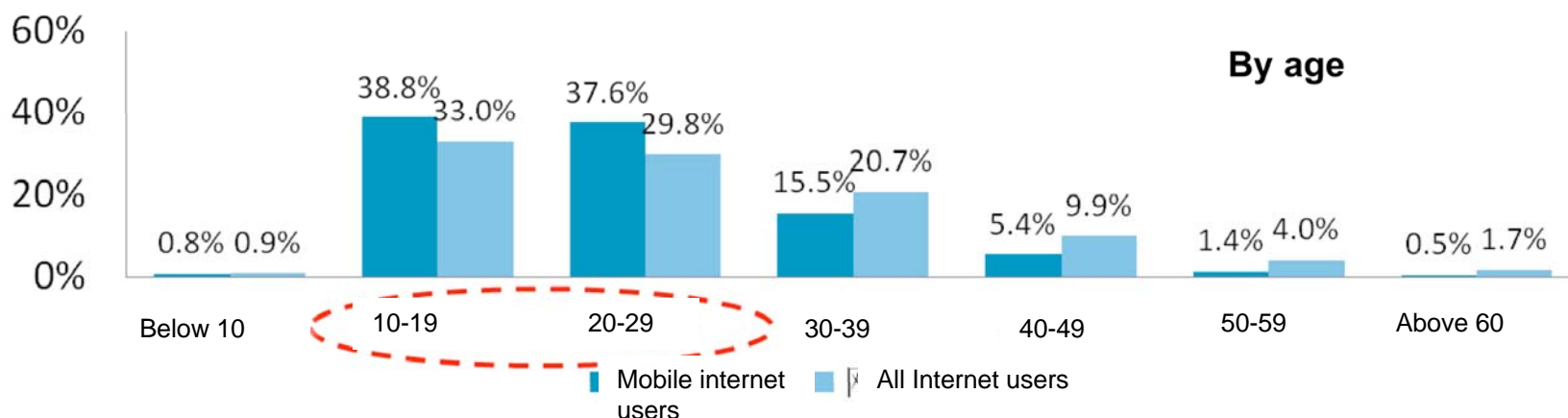


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CNNIC Breakdown of Mobile Internet Users

中国互联网信息中心
CHINA INTERNET NETWORK INFORMATION CENTER

- Users age between 10 to 29 occupies a leading position.
- There is a large proportion of users with lower education level.

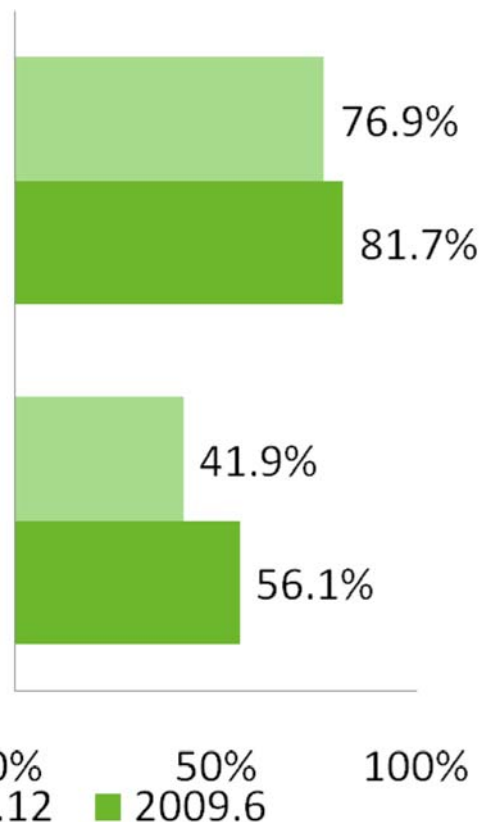


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Classification	Key words	Sentence	Acceptance
Network trust	Information trust	Internet is one of my most important channel to get information	84.3%
		I put more trust in information on the internet than that on TV	48.0%
	Trade trust	The registration information I fill in on the Internet is true	39.4%
		It is safe to have transactions online	29.2%
Network interaction	Social Participation	I usually air my opinion on the Internet	56.1%
		After having access to the Internet, I am more concerned with social events than before	81.7%
	Socialization	I make many new friends on the Internet	66.5%
		The Internet strengthens my contact with friends	87.0%
	Network share	I often share my knowledge with others on the Internet	78.5%
		I will forward useful information to others when I got them	76.0%
Network dependence	Life assistant	I cannot live without the Internet	77.5%
		Handling business online save me a lot of trouble resulting from visiting a place in person	81.6%
	Social isolation	In the age of the Internet, I feel more lonely	22.0%
		The Internet reduces my time spent with my family	34.4%
	Network addiction	I feel uncomfortable without the Internet for one day	16.4%
		I prefer staying online than living in real society	17.4%

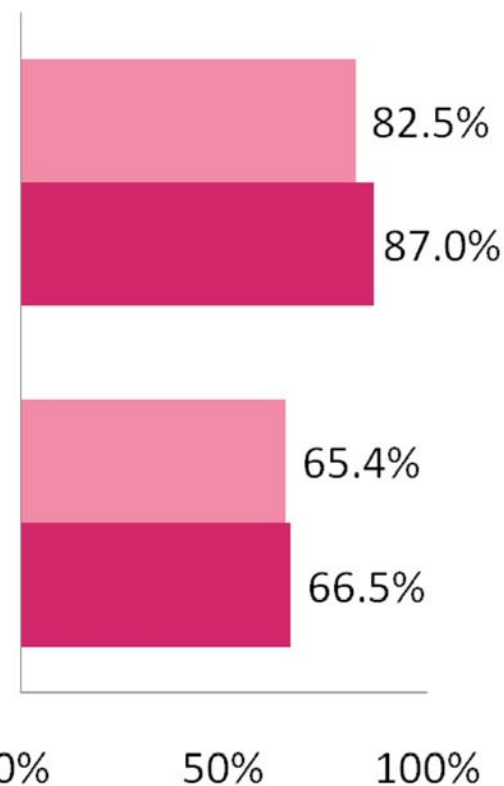
Internet Users' Network Life Style

After having access to the Internet, I am more involved in social events than before



I usually air my opinion on the Internet.

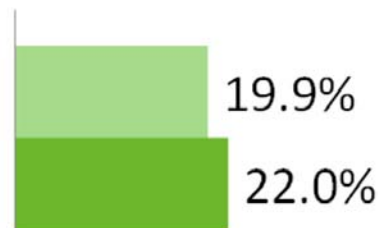
The Internet strengthens my contact with friends



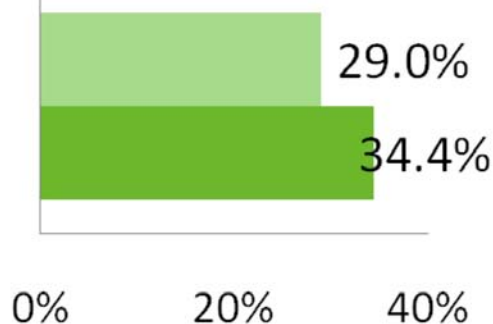
I make new friends on the Internet

Internet Users' Network Life Style

In the age of the Internet, I feel more lonely



The Internet reduces their time spent with their family



2008.12

2009.6

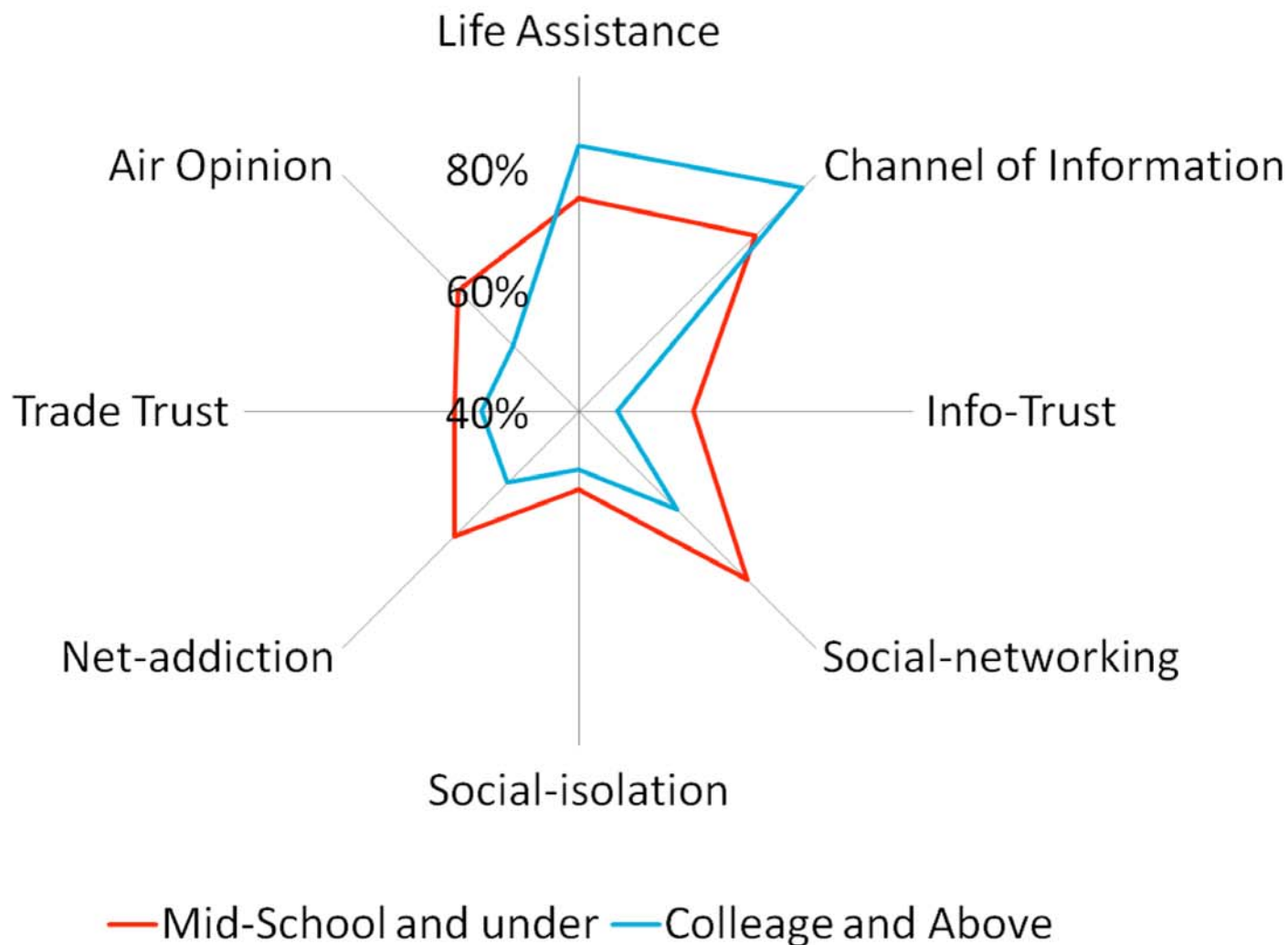
I prefer staying online to living in real society



I feel uncomfortable without Internet for one day

16% 17% 18%

Difference of Net Life Styles



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Future Trend

- ◆ Internet Users are still growing rapidly
- ◆ High-speed Connection is in demand
- ◆ Wireless Internet is the trend
- ◆ Internet Credibility is to be improved
- ◆ New media is on rise



Thanks!



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