

China Internet Statistics 2009 Whitepaper

ChinaInternetWatch.com

Data Source: CNNIC

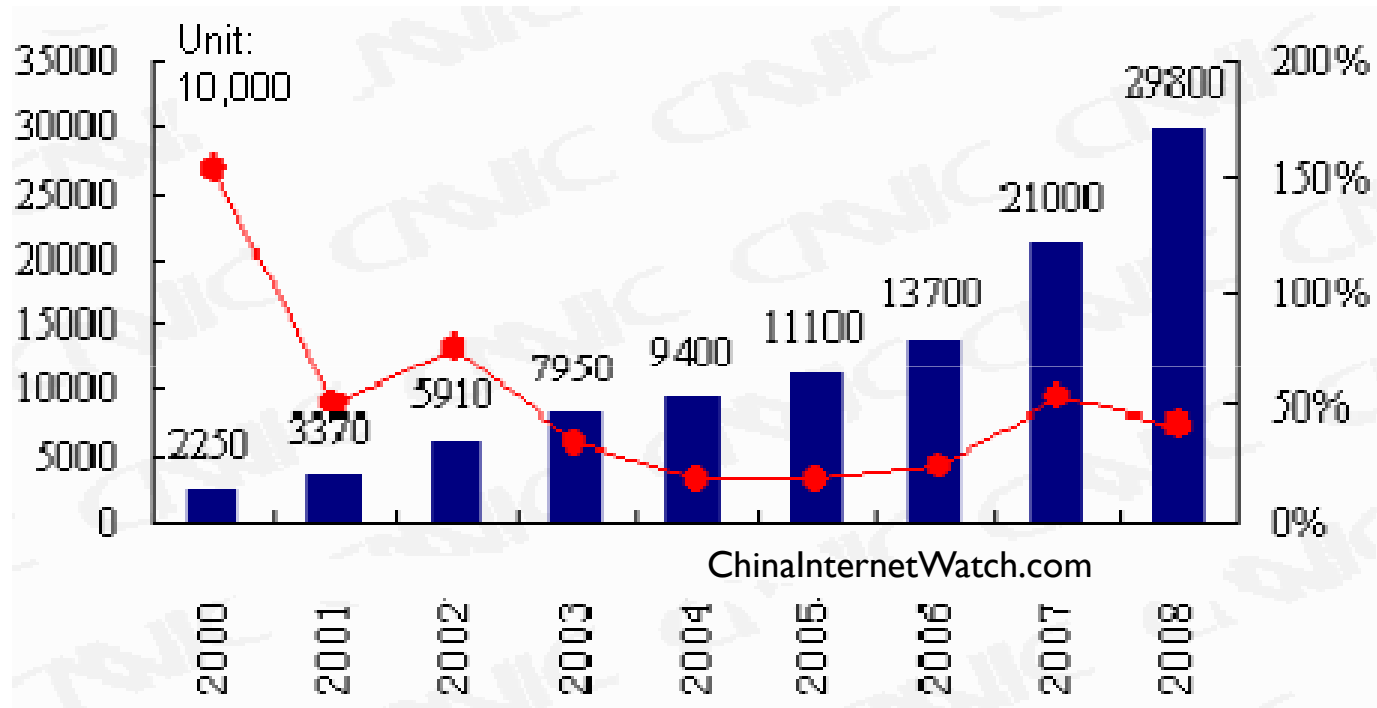
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Part 1

China Internet Statistics

China Internet 2008 Overview



- ▶ By the end of Dec 31 2008, China has total of 298 million Internet users, with a penetration rate of 22.6% above global average (21.9%).

China Internet 2008 Overview

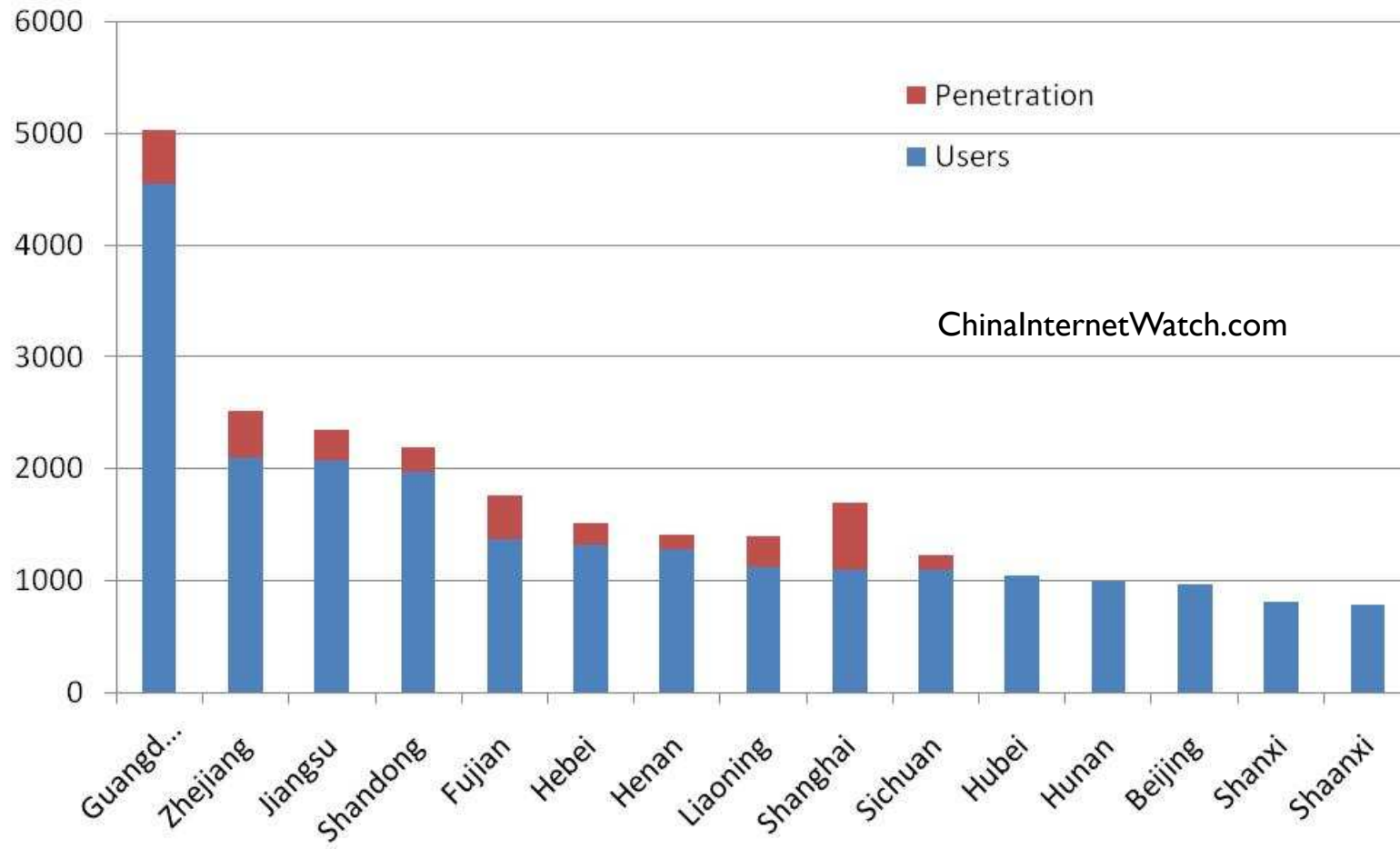
- ▶ By the end of Dec 31 2008, China has total of 298 million Internet users, with a penetration rate of 22.6% above global average (21.9%).
- ▶ Broadband users: 270 million users (90.6%)
- ▶ Mobile Internet users: 117.6 million (133% increase compared to 2007)
- ▶ Rural area Internet users: 84.6 million (60.8 increase over 2007)

China Internet 2008 Overview

- ▶ Online news users: 234 million
- ▶ Bloggers: 162 million
- ▶ Top 3 applications for university students
 1. Online music
 2. Instant Messaging
 3. Online news

Top 15 China Regions by No. of Users

Unit: 10K

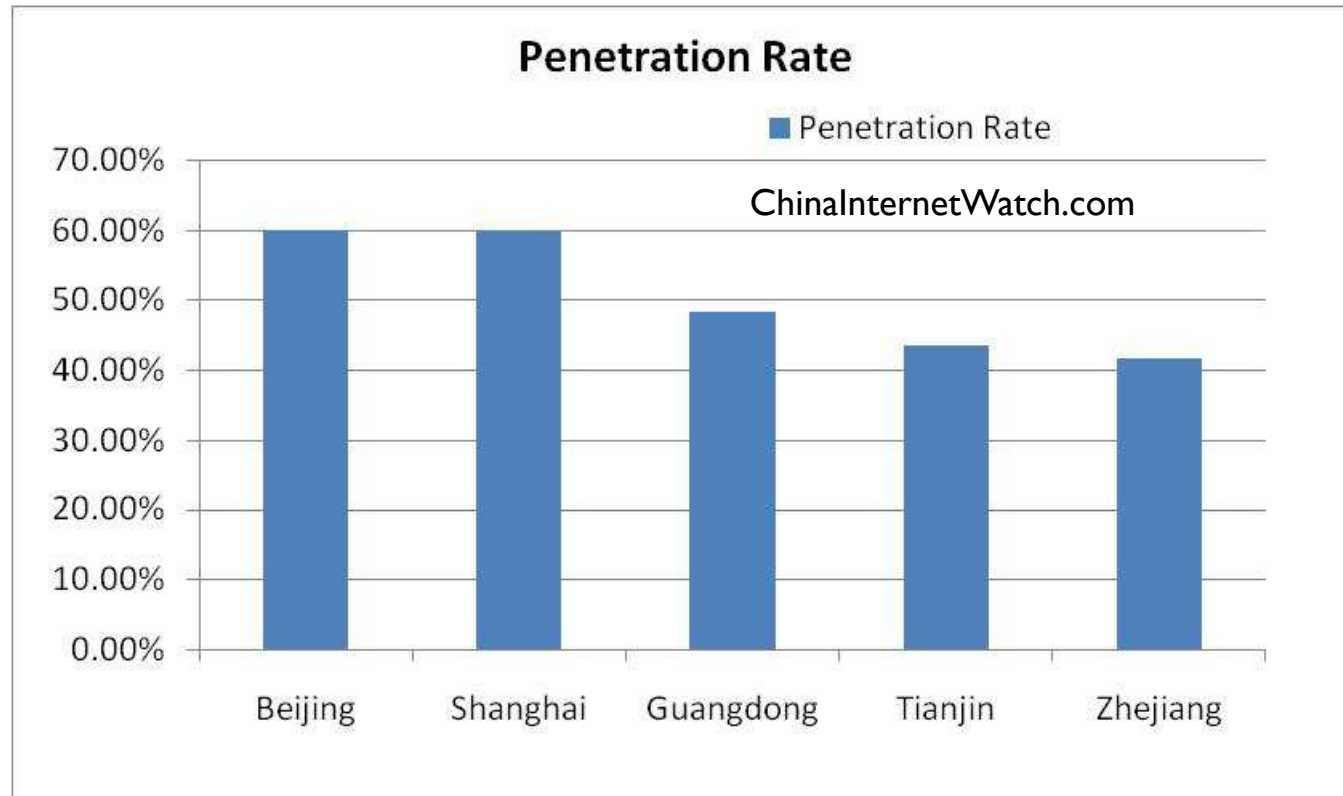


Top 15 China Regions by No. of Users

- ▶ Guangdong (south)
- ▶ Zhejiang (south)
- ▶ Jiangsu (south)
- ▶ Shandong (south)
- ▶ Fujian (south)
- ▶ Hebei (north)
- ▶ Henan (north)
- ▶ Liaoning (north)
- ▶ Shanghai (south)
- ▶ Sichuan (south)
- ▶ Hubei (south)
- ▶ Hunan (south)
- ▶ Beijing (north)
- ▶ Shanxi (north)
- ▶ Shaanxi (north)

- ▶ It's obvious that most Internet users are from **South China**.
- ▶ **Shanghai**, as a big city (others are provinces except Beijing), is one of top 10 regions with the most Internet users.

Top 5 Regions by Penetration Rate

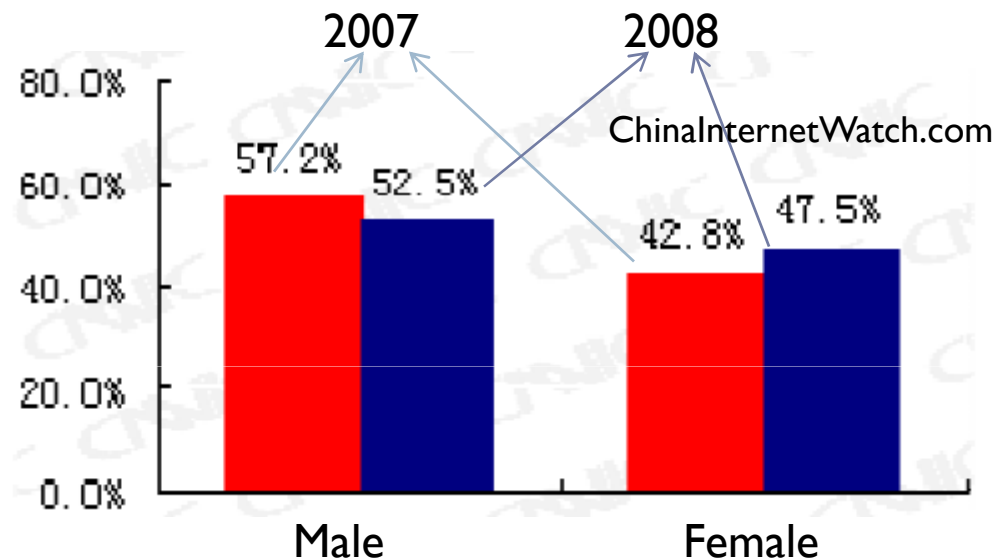


- ▶ Beijing, Shanghai, and Guangdong are the top 3 regions with the highest Internet penetration.

Top 15 China Regions by No. of Internet Users

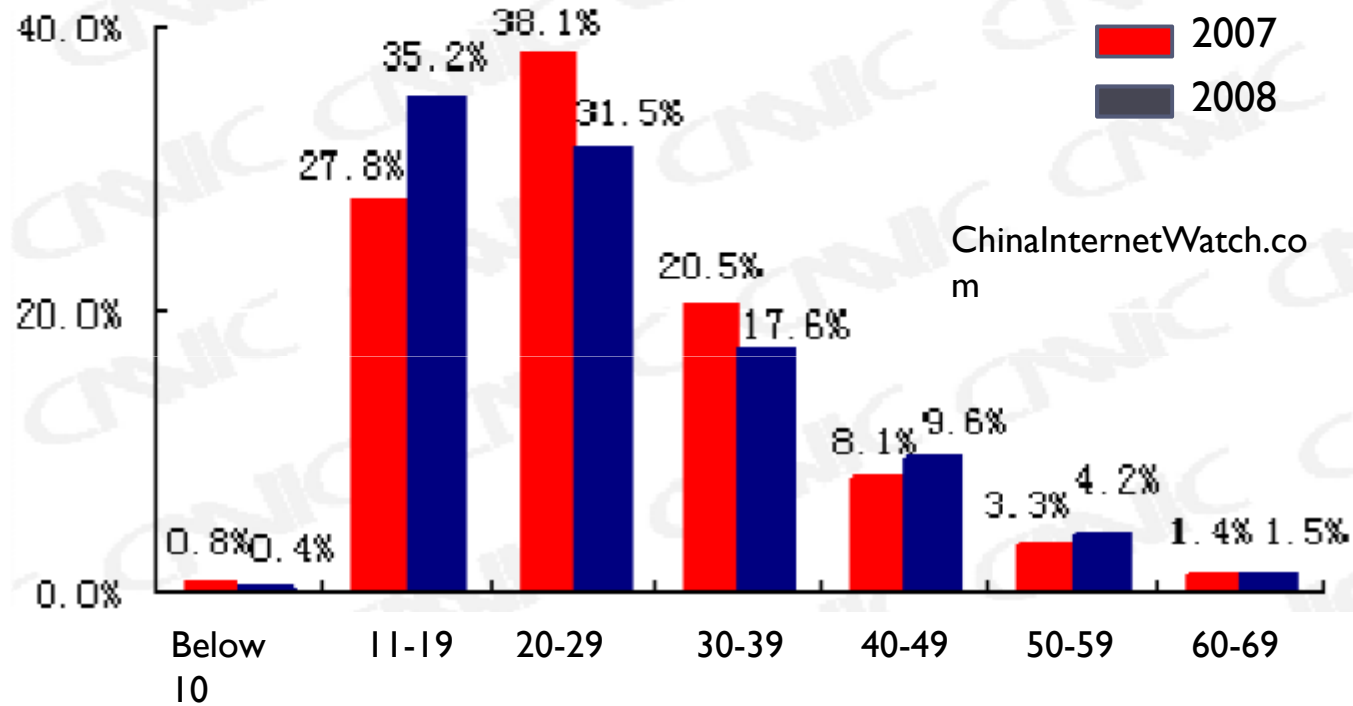
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China Internet: Male V.S. Female



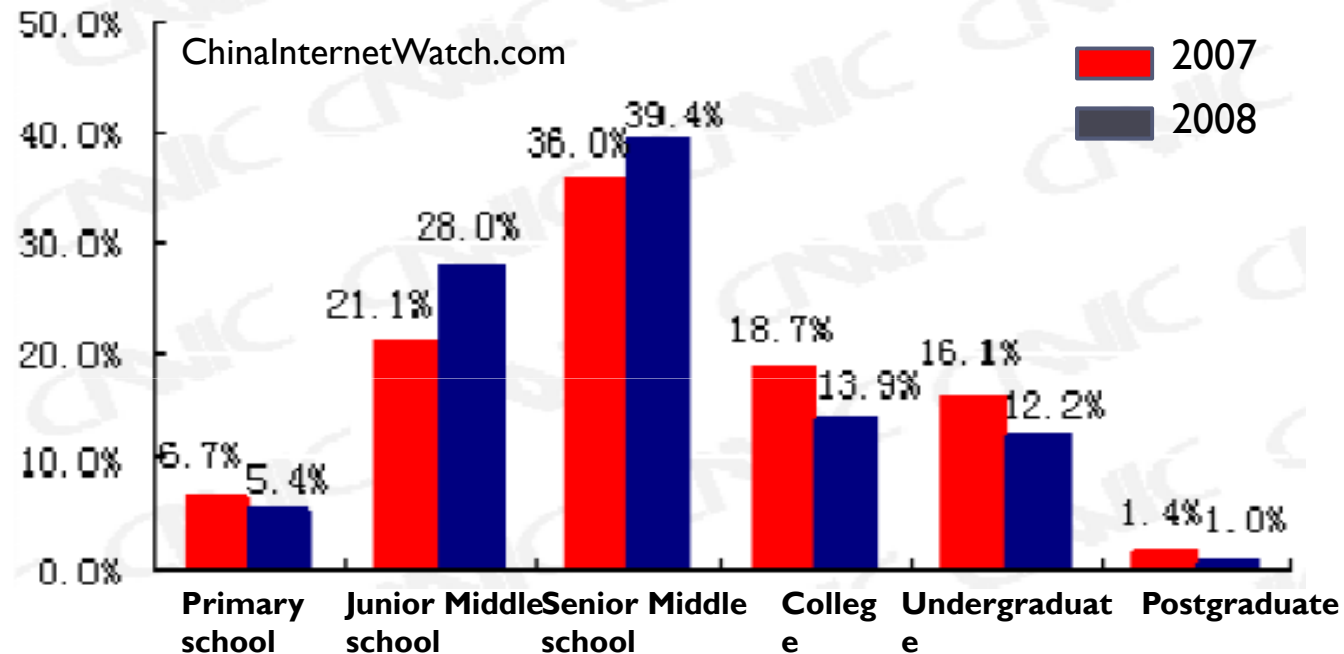
- ▶ The percentage of male in 2008 has dropped to 52.5%, closer to female percentage.
- ▶ In rural area, the male percentage is higher (57.4%)

China Internet Users by Age Group



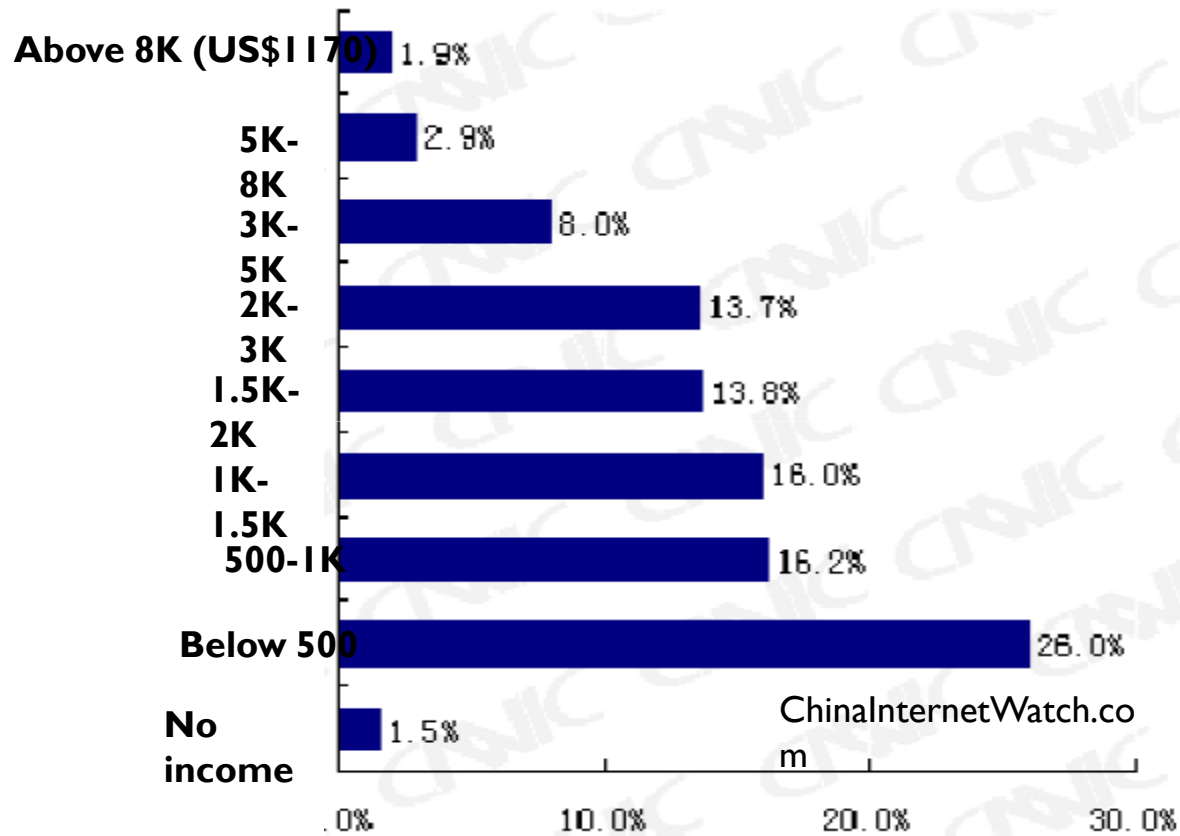
- ▶ The 11-19 age group consists of the most Internet users.

China Internet Users by Education Level



- ▶ The percentage of middle school Internet users goes up, which isn't good for commercializing China Internet.

China Internet Users by Income

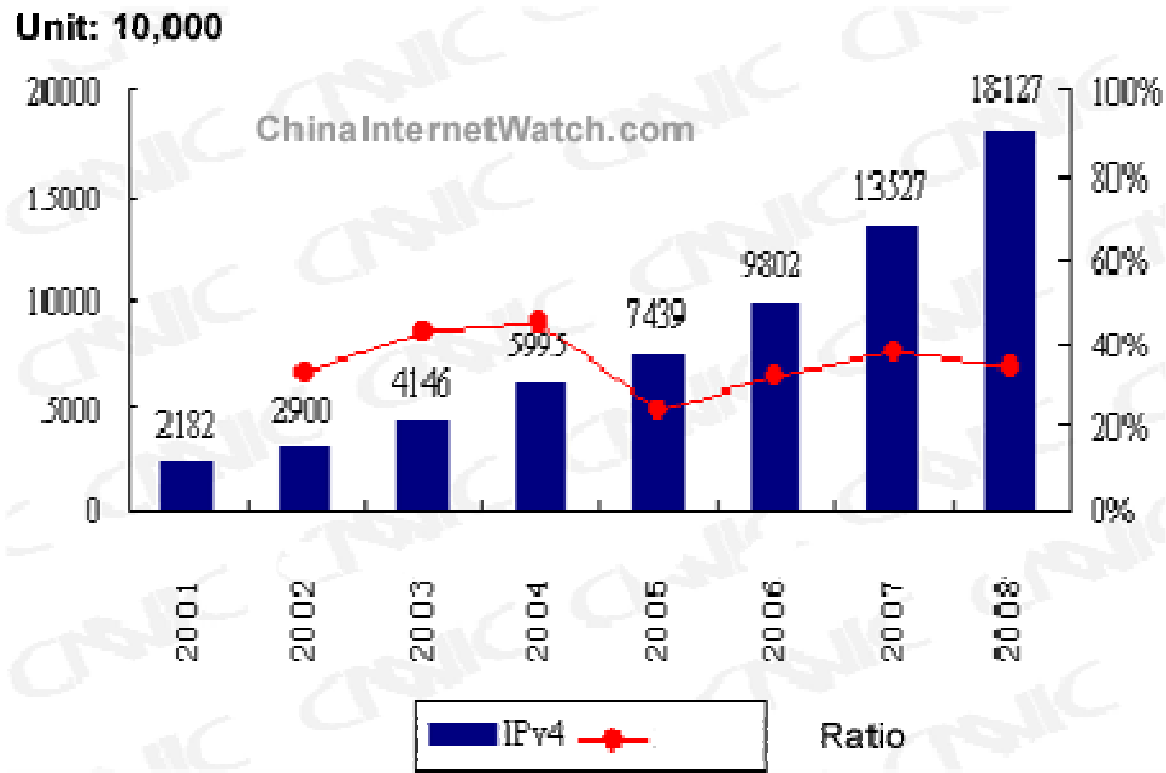


▶ Apparently, Chinese Internet users have weak purchase power.

Part 2

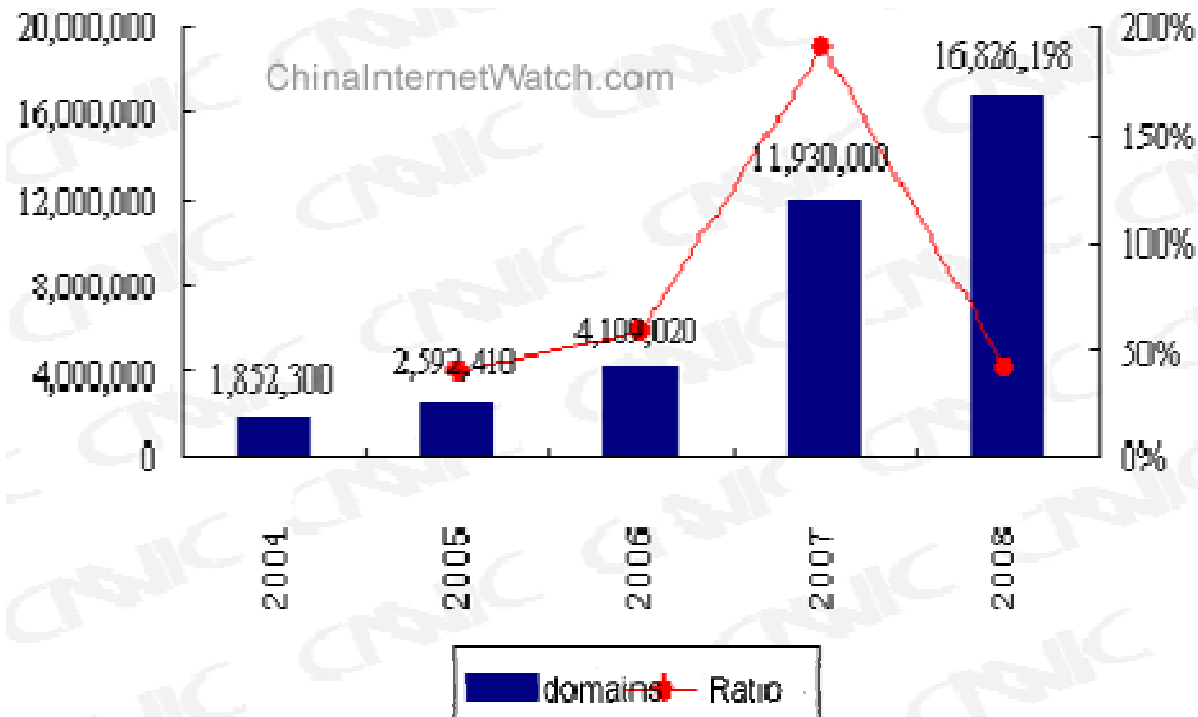
China Internet Infrastructure

IPv4 Address



- ▶ China is running out of IP addresses unless it makes the switch to IPv6.

Domains in China

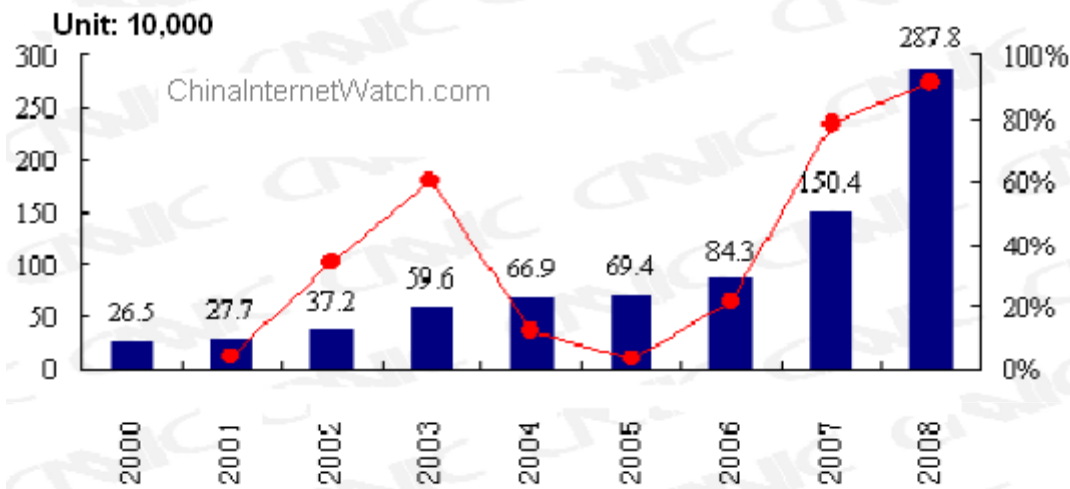


- ▶ By the end of 2008, there are in total of 16,826,198 domain names in China, increased 41% from 2007 and it remains fast-growing trend.

Domains in China

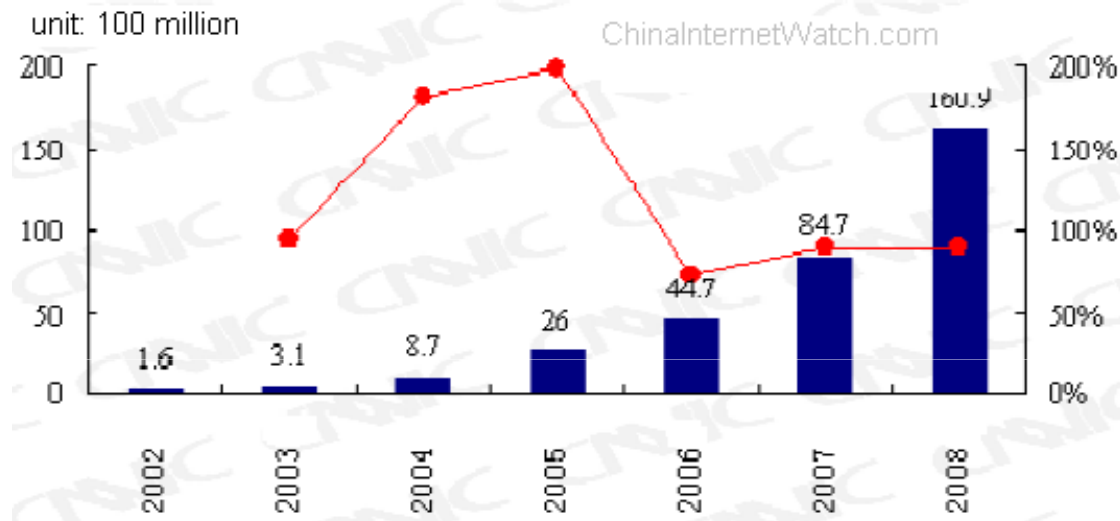
- ▶ .CN is the most popular domain with a total number of 13,572,326 (80.66%), followed by .com (2,739,130, 16.28%).

Websites in China



- ▶ By the end of 2008, China's websites (whose domain names were registered in China) had reached 2,878,000, 91.4% increase compared with 2007, the fastest growing year since 2000.

Total Web Pages

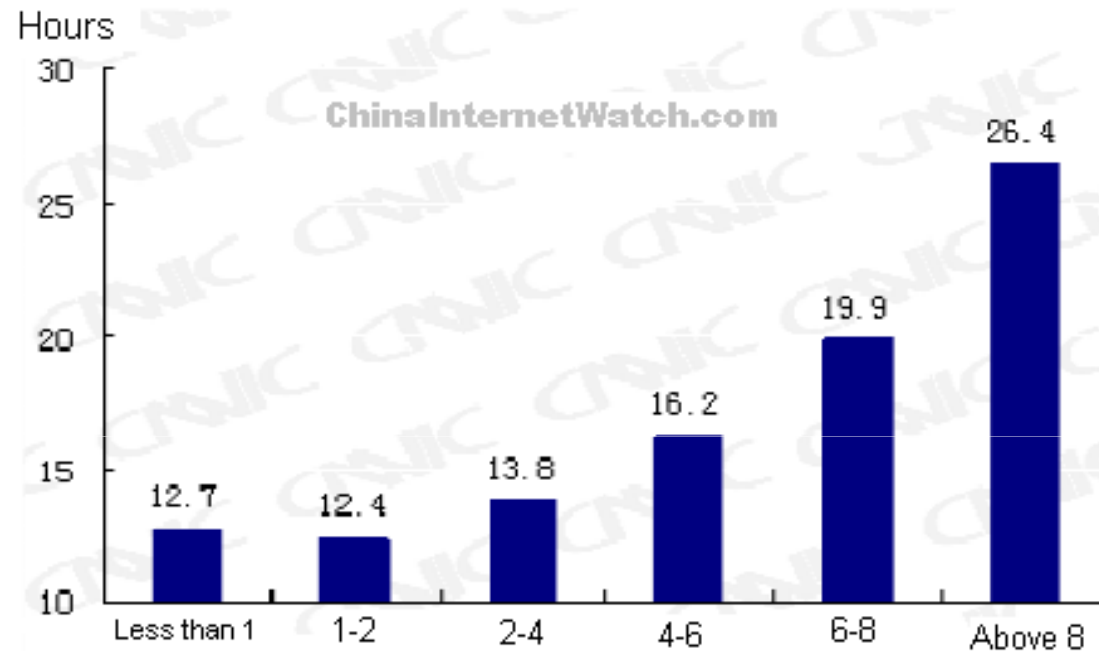


- ▶ By the end of 2008, the total number of website pages in China is more than 16 billion, 90% increase from 2007.

Part 3

China Internet Access

Time Spent Online

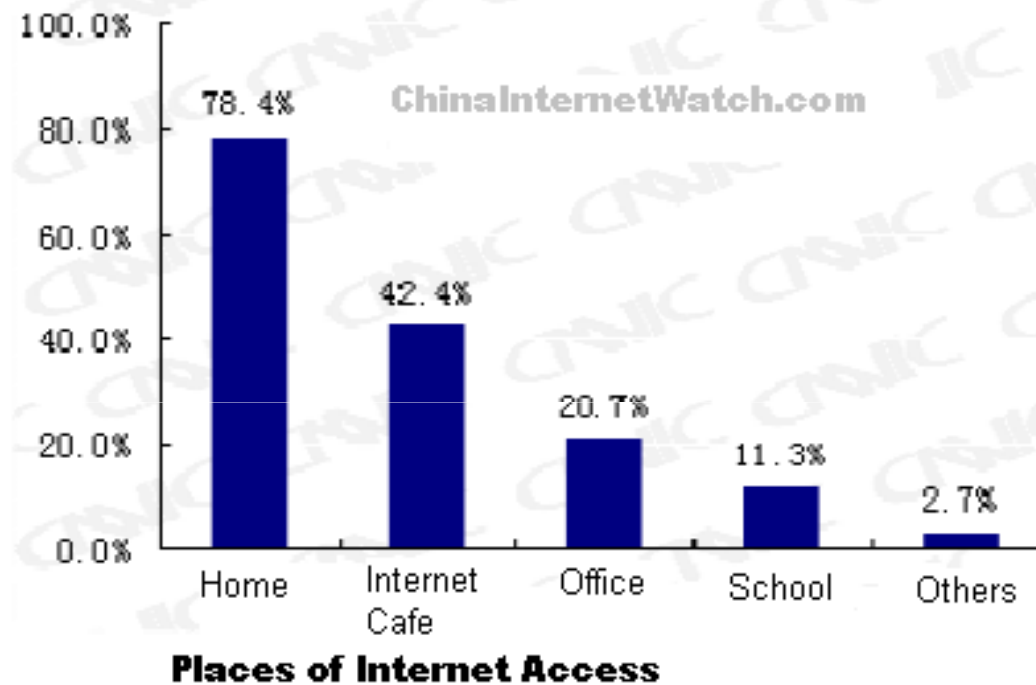


- ▶ The “older” (the age as an Internet user) an Internet user is, the longer he is likely use Internet.
- ▶ An eight-year old netizen could spend double time as a new Internet user.

Time Spent Online

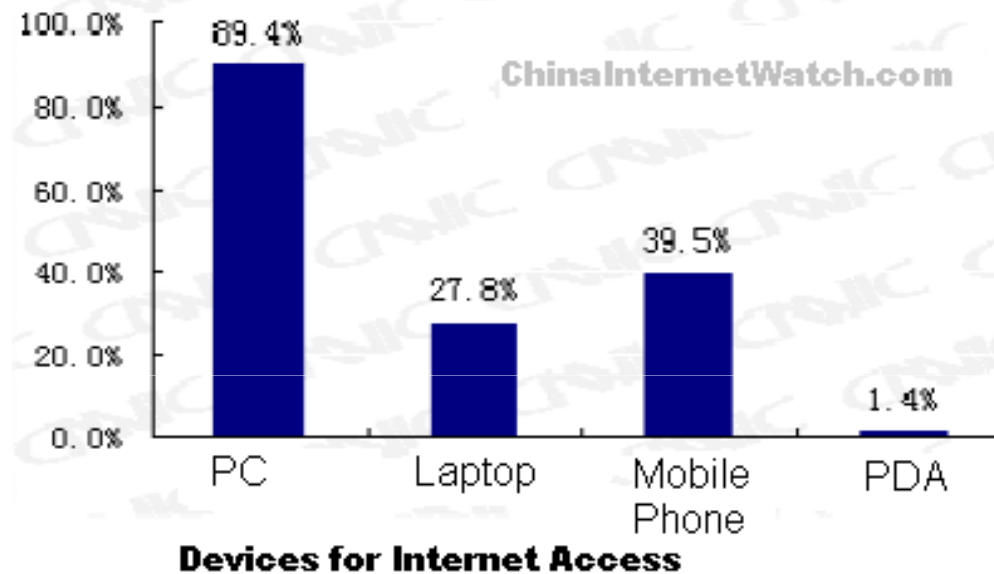
- ▶ In 2008, China Internet users spend an average of 16.6 hours per week online.
- ▶ In general, the longer users surf Internet, the use of applications becomes more rich, and the most nature people are in their Internet behavior.

Places of Internet Access



- Home and Internet Café are the two most popular places for Internet access in China.

Devices for Internet Access



- ▶ PC is still the main device for Internet access; however, the number of mobile Internet users has increased a lot.

Devices for Internet Access

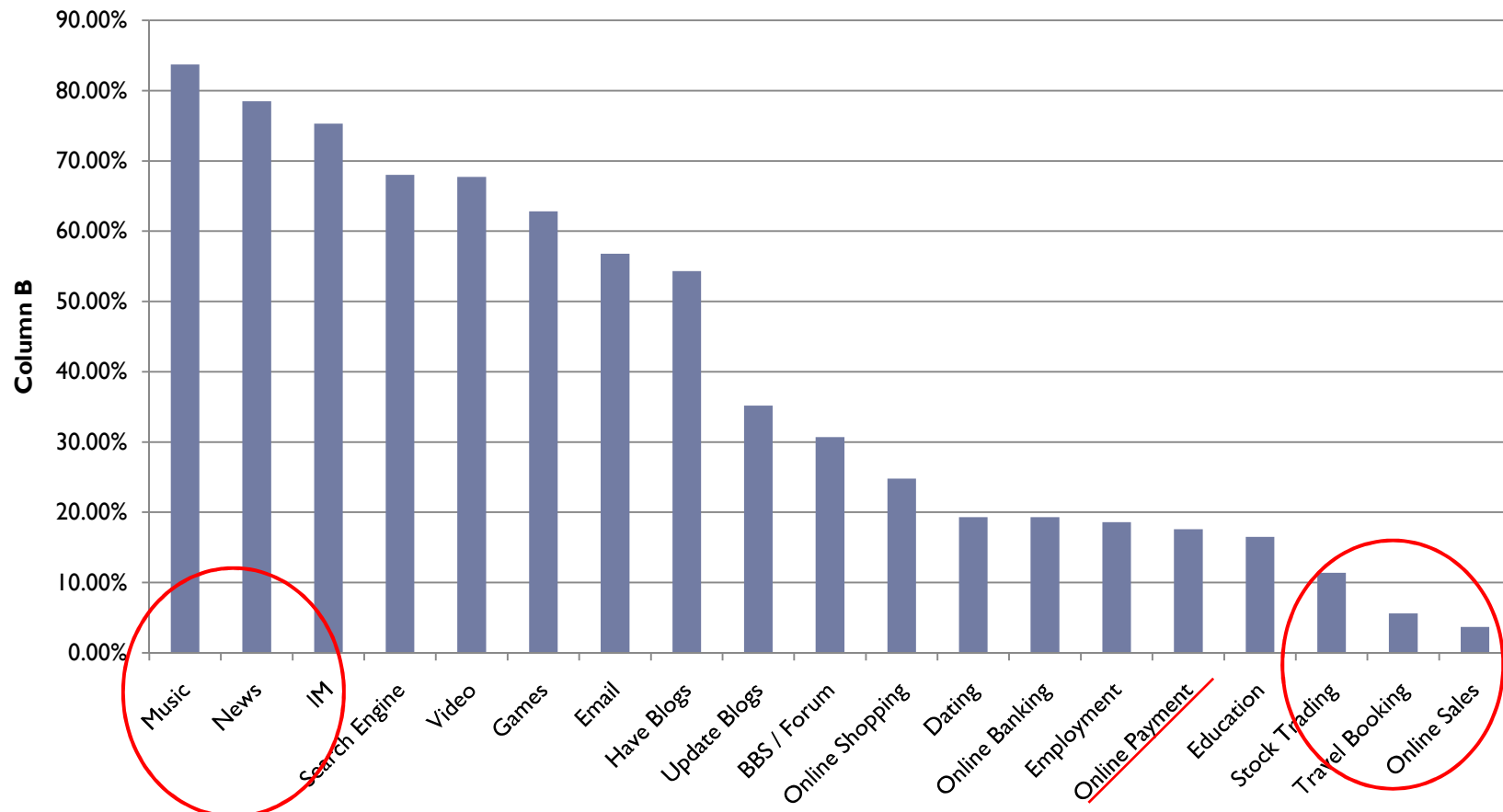
- ▶ The occupation of an Internet user has an impact on the type of device to select.
- ▶ The mobile Internet is the most popular among students (43.5%), followed by physical workers (40.8%).
- ▶ Laptop use is the most popular among business executives (43%).
- ▶ 90% of users access internet via broadband.

Part 4

China Internet Applications

China Internet Applications

Usage



China Internet Applications

- ▶ As shown in the previous slide, entertainment is still dominant in China Internet users.
- ▶ Search Engine is the fourth most popular Internet applications with over 203 million users.
- ▶ Unfortunately, China Internet commercial value is still slow than most people expect.

THE END.

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