China Online & Mobile Phone Internet Market - Online (Game, Music, Video, Shopping, Travel Booking, Payment, Search Engine, Instant Messaging & IPTV)

Description:

This report titled “China Online & Mobile Phone Internet Market - Online (Game, Music, Video, Shopping, Travel Booking, Payment, Search Engine, Instant Messaging & IPTV)” provides an in-depth analysis of the present and future prospects of the Internet industry in China. The report has been research at source Globally and China specific and features latest available data. The different parameters this report focuses on are:

- Global Internet Perspective
- China Present and Future Internet Users
- Profiles of Internet Users & Mobile Phone Internet in China
- Internet Market and its Market Distribution in China
- Basic Internet Resources, Internet Access Place, Online Time, Internet Access Equipment
- Number of users in Internet Sectors (Information, Communication, Entertainment and Business Transaction)
- Internet Sectors (Information, Communication, Entertainment and Business Transaction) with Present and Future Market Trends

This report helps Clients to analyze the Opportunities and Factors critical to the success of Internet enabled or based Industry in China.

Market Overview:

The great Recession that the world faced in 2008 - 2009 had mixed effects on the e-Commerce and Internet business. Online ad sales were soft, and in many cases online advertisement prices were down considerably. But global Internet audience continued to grow rapidly, with the worldwide base of Internet users now in the 1.8 Billion range including a large base of broadband & mobile phone internet users. China Growth in 2010 - 2011 will be centered on use of the Internet in general, access to the Internet via mobile devices and consumer access to entertainment online (such as television programs viewed online IPTV).

China now has the world's highest number of Internet users. In 2009, the number of Chinese Internet users has increased by 131 Million from 2008 and crossed 350 Million. Meanwhile, risks and difference in conducting business remains as underscored by the row between Google and Chinese government; who had ugly row over alleged hacking of certain networks that Google believes originated in China.

Chinese Internet users accessing the Internet for entertainment, information and communication purposes were high. Out of this online shopping is popular; it has a market share of 85% in total Chinese Internet market in 2009. China Internet Industry, is valuable for anyone who wants to invest in the Internet based or enabled industry in China, to attract Chinese investments; to import into China or export from China, to invest in China, to partner with one of the key Chinese corporations, to gain market share in booming Chinese domestic demand; to gain insight into the future of the world economy as China leads the way. The report provides in-depth analysis and detailed insight into the China Internet industry, market drivers, and key enterprises.

Research Highlights

- During 2000 to 2009 the growth rate of the Internet users in the world and China has grown by 399.28% and 1,500% respectively
- In 2009, Gansu, Henan, Yunnan are ranked the top three fastest growing market of Internet users with 63.6%, 56.4% and 54.0%, respectively
- China overall Internet broadband subscriber will cross 890 Million by 2013
China Internet market has crossed CNY 290 Billion by 2009 and it is expected to cross CNY 900 Billion by 2012.

In 2009, the number of Chinese mobile Internet users accounting for 60.8% of all Internet users.

In 2009 the number of rural Internet users accounting for 27.8% of all Internet users and increased with the growth rate of 26.2% in 2009 from 2008.

In year 2009, 80% of domain name of website operating in China are .cn domain name.

In 2009, 83.2% of Internet users access Internet at home.

In 2009 the rate of accessing Internet through mobile phones and laptops increased by 21.3% and 2.9% respectively compared to last year 2008.

By 2009, the number of websites in China was more than 3 Billion and number of web pages has crossed 33 Billion.

China Search Engine Market is expected to be more than CNY 9 Billion by 2013 growing with a CAGR of 11.88% for the period spanning 2010-2013.

In 2009 Badu and Google China together controlled 91% of the Search Engine Market share in China.

Online news user has crossed 300 Million by 2009 with annual increase rate of 31.5%.

It is forecasted that by 2012 China Online Game market will be worth more than CNY 70 Billion growing with a CAGR of 41.5% for the period spanning 2010 to 2012.

China Online Gaming market is expected to cross CNY 70 Billion by 2012 growing with a CAGR of 41.5% for the period of 2010 to 2012.

China Online Video market is expected to be around CNY 4.9 Billion by 2012.

Online Music has always been the top Internet entertainment sector, and its utilization rate of 83.5% in the year 2009.

In 2009 Online Shopping market was CNY 250 Billion making it the biggest segment of the China Internet market.

In 2009, Travel Booking user population was 30 Million approximately with a utilization rate of 7.9%.

Online Travel Booking market is forecasted to touch CNY 9 Billion by the Year 2013.

The number of Online Payment user nearly doubled in 2009 to 94 Million from previous year 2008.

The trade volume of the Online Payment market in China was more than CNY 270 Billion in 2008 and it is forecasted to cross CNY 2,700 Billion by 2013.

The Online Stock Trading user in 2009 is more than 50 Million, an increase of 67% over 2008.

By end of 2009, the number of mobile phone Internet users, accounted for 60.8% of the total number of Internet users.

Mobile phone Internet market has reached approximately CNY 15 Billion in 2009.

China Internet Protocol Television (IPTV) subscribers are expected to touch 31 Million subscribers by 2014.

China’s online advertising market has increased by 21.2 percent in 2009 from 2008.

Key Players Analysed:

This section covers the key facts about the major players currently operating in the Chinese Internet industry. The key players analyzed in this section include:
- Online Gaming: Tencent Holdings Limited, Shanda Games Limited
- Online Advertising: SINA Corporation, Sohu.com Inc.
- Search Engine: Baidu Inc, Google China
- Online Shopping: Taobao, 360buy
- Online Payment: Alipay.com Co., Ltd, Tenpay.com
- Online travel Booking: Ctrip.com International Ltd, eLong, Inc.
- Internet Service Provider and IPTV: China Telecom Corporation Limited, China Netcom

Data Sources:

Information and data in this report has been collected from various printable and non-printable sources like Trade Journals, White papers, Online paid databases, News websites, Government Agencies, Magazines, Newspapers and Trade associations.

Contents:

1. Executive Summary

2. World Internet Users
   2.1 By Region - World Internet Users & Penetration Rate
   2.2 Top 20 Countries - Number of Internet Users, Penetration Percentage, Percentage Share & Growth Percentage

3. China Internet Market – An Overview
   3.1 China Internet Market & Future Forecast
   3.2 China Internet Market Segmentation & Future Forecast
   3.3 Internet Service Providers in China
   3.4 Number of Internet Users in China
   3.4.1 Overall Number of Internet Users & Future Forecast
   3.4.2 Number of Broadband Users & Future Forecast
   3.4.3 Internet Penetration Rate in China
   3.4.4 Number of Internet Users by Province
   3.5 Profiles of Internet Users
   3.5.1 Internet Users by Gender
   3.5.2 Internet Users by Age
   3.5.3 Internet Users by Education
   3.5.4 Internet Users by Profession
   3.5.5 Internet Users by Income
   3.5.6 Internet Users Urban and Rural
   3.6 Profiles of Mobile Phone Internet Users
   3.6.1 Mobile Phone Internet Users by Gender & Overall Internet Users
   3.6.2 Mobile Phone Internet Users by Age & Overall Internet Users
   3.6.3 Mobile Phone Internet Users by Education & Overall Internet Users
   3.6.4 Mobile Phone Internet Users Occupation & Overall Internet Users
   3.6.5 Mobile Phone Internet Users Income & Overall Internet Users
   3.6.6 Mobile Phone Internet Users by Urban Vs. Rural & Overall Internet Users

4. China Internet Data
   4.1 Overview of Basic Resources
   4.1.1 Number of IP Addresses
   4.1.2 Number of Domain Names
   4.1.3 Number of Websites
   4.1.4 Number of Web Pages
   4.1.5 International Outlet Bandwidth
   4.2 Internet Access
   4.2.1 Access Places
   4.2.2 Online Time
   4.2.3 Access Equipment
   4.3 Mobile Phone Internet Access
   4.3.1 Mobile Phone Internet Uses
   4.3.2 Influential Factors for Internet Mobile Access
   4.3.3 Restraining Factor for Internet Mobile Access
9. Risk Factors on China Internet Market
9.1 Internet Censorship in China
9.1.1 Google - China Censorship Issue
9.2 Internet Import/Export Trade
9.3 Internet Security Issues
9.4 Internet fraud

10. Key Players
10.1 Online Gaming
10.1.1 Tencent Holdings Limited
10.1.2 Shanda Games Limited
10.2 Online Advertising
10.2.1 SINA Corporation
10.2.2 Sohu.com Inc
10.3 Search Engine
10.3.1 Baidu Inc.
10.3.2 Google China/Hong Kong
10.4 Online shopping
10.4.1 Taobao
10.4.2 360buy
10.5 Online Payment
10.5.1 Alipay.com Co. Ltd
10.5.2 Tenpay.com
10.6 Online Travel Booking
10.6.1 Ctrip.com International Ltd
10.6.2 eLong, Inc.
10.7 Internet Service Provider & Internet Protocol Television (IPTV)
10.7.1 China Telecom Corporation Limited
10.7.2 China Netcom Group Corporation (Hong Kong) Limited

List of Figures:

Figure 2.1: World – Internet Users by Region (Percent), 2009
Figure 2.2: World - Internet Penetration Rate by Geographic Regions
Figure 2.3: World - Percentage Share of Top Twenty Countries Internet Users (Percent) 2009
Figure 3.1: China - Internet Market (Billion CNY), 2008 - 2009
Figure 3.2: China - Forecast for Internet Market (Billion CNY), 2010 – 2012
Figure 3.3: China - Internet Market Segmentation (Percent), 2008 - 2009
Figure 3.4: China – Forecast for Internet Market Segmentation (Percent), 2010 – 2012
Figure 3.5: China – International Outlet Bandwidth of Major Networks (China Telecom, China Unicom, CST Net, CER Net, China Mobile Internet, CIET Net) (Number), from December 2006 - 2009
Figure 3.6: China – Share of International Outlet Bandwidth of Major Networks (Percent) From December 2006 - 2009
Figure 3.7: China – Number of Internet Users and Growth Percentage (Million, Percent), 2002 – 2009
Figure 3.8: China - Forecast for Number of Internet Users (Million), 2010 – 2013
Figure 3.9: China – Number of Broadband Users (Million), 2002 – 2009
Figure 3.10: China – Forecast for Number of Broadband Users (Million), 2010 – 2013
Figure 3.11: China – Population & Internet Penetration (Million, Percent), 2002 – 2009
Figure 3.12: China – Internet Users by Gender (Percent), 2008 - 2009
Figure 3.13: China - Internet Users by Age (Percent), 2008 - 2009
Figure 3.14: China - Internet Users by Education (Percent), 2008 - 2009
Figure 3.15: China - Internet Users by Profession (Percent), 2008 - 2009
Figure 3.16: China - Internet Users by Income (Percent), 2008 - 2009
Figure 3.17: China – Number of Internet User - Urban Vs. Rural (Million), 2005 - 2012
Figure 3.18: China - Gender of Mobile Phone Internet Users & Overall Internet Users (Percent), 2009
Figure 3.19: China - Age Structure of Mobile Phone Internet Users & Overall Internet Users (Percent), 2009
Figure 3.20: China - Educational Structure of Mobile Phone Internet Users & Overall Internet Users (Percent), 2009
Figure 3.21: China - Occupational Structures of Mobile Phone Internet Users & Overall Internet Users (Percent), 2009
Figure 3.22: China - Income Structures of Mobile Phone Internet Users & Overall Internet Users (Percent), 2009
List of Figures:

Figure 8 2: China – Forecast for IPTV Subscriber (Million), 2010 - 2014
Figure 8 3: China - Internet Banking Trading Volume (Trillion, CNY), 2007 - 2009E
Figure 8 4: China - Personal Internet Banking Users Account (Percent), 2008 - 2009
Figure 8 5: China - Most Frequent Used Online Banking Services (Percent), 2008
Figure 8 6: China - Telecommunications Investment (Billion US$) 2008 - 2009
Figure 8 7: China - Online Advertising Market (Billion US$) 2008 - 2010
Figure 8 8: China - Top Five Online Advertisers with Advertising Spend (Million CNY), 2009
Figure 8 9: China - Top 10 Online Advertisers in September 2009
Figure 8 10: China - Online Dating Market (Million CNY) 2004, 2005 & 2008
Figure 9 1: China - Online Dating Market (Million CNY) 2004, 2005 & 2008

List of Tables:

Table 2 2: World - Number of Internet Users and Penetration Percent of Top 20 Countries (Number, Percent), 2009
Table 2 3: World - Internet Users Growth Percentage in Top 20 Countries, 2000 – 2009
Table 3 1: China - Comparison of Number of Internet Users, Penetration Rate and Internet Growth Rate by Province (Thousand, Percent), 2009
Table 4 1: China - Number of Basic Internet Resources (Number, Percent), 2008 - 2009
Table 4 2: China - Number of Classified CN Domain Names & Share of Domain Names, 2009
Table 4 3: China – Number of Web Pages & Growth Rate (Number, Percent), 2008 - 2009
Table 5 1: Comparison of China Internet Communication Sector Users (Million, Percent) 2008 - 2009
Table 6 1: Comparison of Internet Entertainment Users Sector (Million Percent) 2008 - 2009
Table 7 1: China – Comparison Chart of Commercial Transaction Users (Million, Percent), 2008 - 2009
Table 9 1: China – Internet Security - New Virus Attack & Password Stealing Incidence (Number, Percent) 2006 - 2007
Table 10 1: Tencent Holdings Limited – Key Financials (Thousand CNY), 2008 - 2009
Table 10 2: Shanda Games Limited – Key Financials (Million CNY), 2008 - 2009
Table 10 3: SINA Corporation – Key Financial (Million US$), 2009
Table 10 4: Sohu.com Inc. – Key Financials (Million US$), 2007 – 2009
Table 10 5: Baidu Inc – Key Financials (Million US$), 2007 - 2009
Table 10 6: Google Inc. – Key Financials (Million US$), 2007 - 2009
Table 10 7: Ctrip.com International Ltd. – Key Financials (Million US$) 2007 - 2009
Table 10 8: eLong Inc. – Key Financials (Million US$), 2007 - 2009
Table 10 9: China Telecom Corporation Limited – Key Financials (Million US$), 2007 - 2009

Ordering:

Order Online - http://www.researchandmarkets.com/reports/1235123/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit [http://www.researchandmarkets.com/contact/](http://www.researchandmarkets.com/contact/)

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>China Online &amp; Mobile Phone Internet Market - Online (Game, Music, Video, Shopping, Travel Booking, Payment, Search Engine, Instant Messaging &amp; IPTV)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/1235123/">http://www.researchandmarkets.com/reports/1235123/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCDKXHSI</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy:</td>
<td>☐</td>
<td>USD 940 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>CD-ROM:</td>
<td>☐</td>
<td>USD 940 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>☐</td>
<td>USD 769</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>☐</td>
<td>USD 1282</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World