Commercial Wi-Fi Industry in China - 2015

Description: The market size of Chinese commercial Wi-Fi industry is RMB 360 million in 2014, increased by 147.1% on a YoY base. As an emerging segment of Wi-Fi industry, Chinese commercial Wi-Fi industry is still in the primary stage. On the one hand, most of the commercial Wi-Fi enterprises were established in the latest two years, numbers of hotspots were relative less; on the other hand, clear business models haven’t been established, hardware and advertisement based revenue cannot support the long-term industrial development.

From the point of business model, there are three major models in Chinese commercial Wi-Fi industry: forward charging towards users, backcharging towards enterprises and big data digging base on the behavior of users.

Advertisement accounts for about 60.3% of total Chinese commercial Wi-Fi revenue. Most representative enterprise is WiWide. For hardware sales, Treebear is the leading enterprise with a relatively large hardware income.

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