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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Contents:
1 Overview of Commercial Wi-Fi Industry
  1.1 Definition and Classification
  1.2 Essential Entrance of Mobile Network

2 Chinese Mobile Internet Market

3 Industry Chain and Business Model
  3.1 Analysis of Industry Chain
  3.2 Analysis of Business Model

4 Development Status
  4.1 Market Size
  4.2 Market Structure

5 Competitive Landscape
  5.1 Hangzhou Treebear Networking Co., Ltd.
    5.1.1 Company Profile
    5.1.2 Business Model
    5.1.3 Core Competitiveness and Future Development
  5.2 Shanghai Wiwide Network Technology Co., Ltd
    5.2.1 Profile
    5.2.2 Business Model
    5.2.3 Core Competitiveness and Future Development
  5.3 Beijing E-road Hotspots Information Technology Co., Ltd.
    5.3.1 Profile
    5.3.2 Business Model
    5.3.3 Core Competitiveness and Future Development

List of Tables:
Classification of Public Wi-Fi
Position of commercial Wi-Fi from service supplier to users
Numbers of net citizen and mobile net citizen in China, 2011-2018
Usage duration ratio of PC, cellphone and Pad in China, 2012-2014
Shipments and growth of cellphones in China, 2011-2018
Inventory of cellphones in China, 2011-2018
Market size of Chinese mobile internet, 2011-2018
Access traffic of Chinese mobile internet market
Interconnection mode of Chinese mobile net citizen, 2014
Internet use behaviors of smart phone users in China, 2014
Parameters of protocol suite 802.11
Commercial Wi-Fi industry chain and major companies in each segments in China
Promotion model of commercial Wi-Fi
Comparison of major business models of commercial Wi-Fi in China
Comparison of major enterprise development models of commercial Wi-Fi in China
Market size and growth of Chinese commercial Wi-Fi Industry, 2013-2018
Numbers and growth of commercial tenants with commercial Wi-Fi in China, 2013-2018
Numbers and growth of Commercial Wi-Fi hotspots in China, 2013-2018
Market structure of Chinese commercial Wi-Fi industry, 2014
Market structure of commercial tenants with commercial Wi-Fi in China, 2014
Development history of Treebear Networking
Sketch map of Treebear Networking's cloud OS
Core Competitiveness of Treebear Networking
Major customers and partners of Treebear Networking
Development history of WiWide
Core Products of WiWide
Core competitiveness of WiWide
Major customers of WiWide
Development history of E-road Hotspots
Profit model of E-road Hotspots
Product competitiveness of E-road Hotspots

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