

# **Special Report on China's TMT (Telecommunication, Media, Technology) Industry in 2015**

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## **Abstracts**

In recent years, China's TMT industry keeps fast increase. In 2014, China's netizen reached 590 million, which accounting for 44% of China's total population. Meanwhile, Chinese social media users accounting for 42% of the population, and there is about 51% of users access social media via mobile phones. In China, the largest number of social media users website is SINA Weibo, followed by QQ zone, Tencent Weibo, Tencent (QQ) and Youku.

According to CCID statistics, the total mobile phone sales in the Chinese market is expected to reach 400 million in 2014, including smart phones accounted for more than 92%, the market share further improve. In terms of smart phone users, the proportion of smart phone users reached 47% Chinese, 98% of smartphone users will find products by phone, 69% of users have used mobile shopping.

In this report, AskCI will profiles the development status of China's TMT industry, and analyzes TMT's segment industris with mass data, including communication industry, software industry, Internet, etc.

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