

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



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Renub Research 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 researched 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 Baidu 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 Analyzed

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.

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