Mobile Internet

Summary :

- The number of China mobile Internet users are forecasted to hit 0.79 billion. The market value of China mobile Internet in 2015 hit 2,300 billion yuan.

- China's mobile shopping soared and accounted for over 68% of overall China mobile Internet market value. The market value of traffic fee no longer dominated the mobile Internet market and had been replaced along with the rise of mobile life and mobile marketing.

- Female mobile Internet users accounted for 45.4% in 2015, which had made the gender structure of China mobile Internet users more even. Mobile users aged 25-30 accounted for the most, followed by users aged under 24. 10.8% of China mobile Internet users were from Beijing, Shanghai, Guangzhou and Shenzhen. China mobile users with undergraduate education background saw an increase from 14.6% to 20.7%. The proportions of students and freelancer/self-employed using mobile Internet also increased in 2015. Low and high-income users increased in 2015 while middle-level income users decreased.

Summary :

- By the end of 2015, Guangdong province had the most mobile Internet users of over 100 million. Furthermore, mobile Internet users of developed regions and heavy populated regions, such as Jiangsu, Zhejiang, Shanghai and Shandong, had exceeded 40 million.

- 55% of China's mobile Internet users spent less than 2 hours daily on mobile Internet. 3 A.M. marked the time when there were the least users. While 12 P.M. and 7 P.M. are the peak time, with 14.5% and 15.8% coverage rates, respectively.

- Communication, entertainment and life tools were the most frequently used APP categories. Female mobile users prefer APPs like social network, online video, online shopping, online music and image editing, etc., while male mobile users prefer online news, utilities, auto and smart devices. 4 A.M. is the trough time for mobile APP usage, while 12 P.M. and 8 P.M. are the peak time for mobile APP usage with 6.1% and 7.3% coverage rates, respectively.
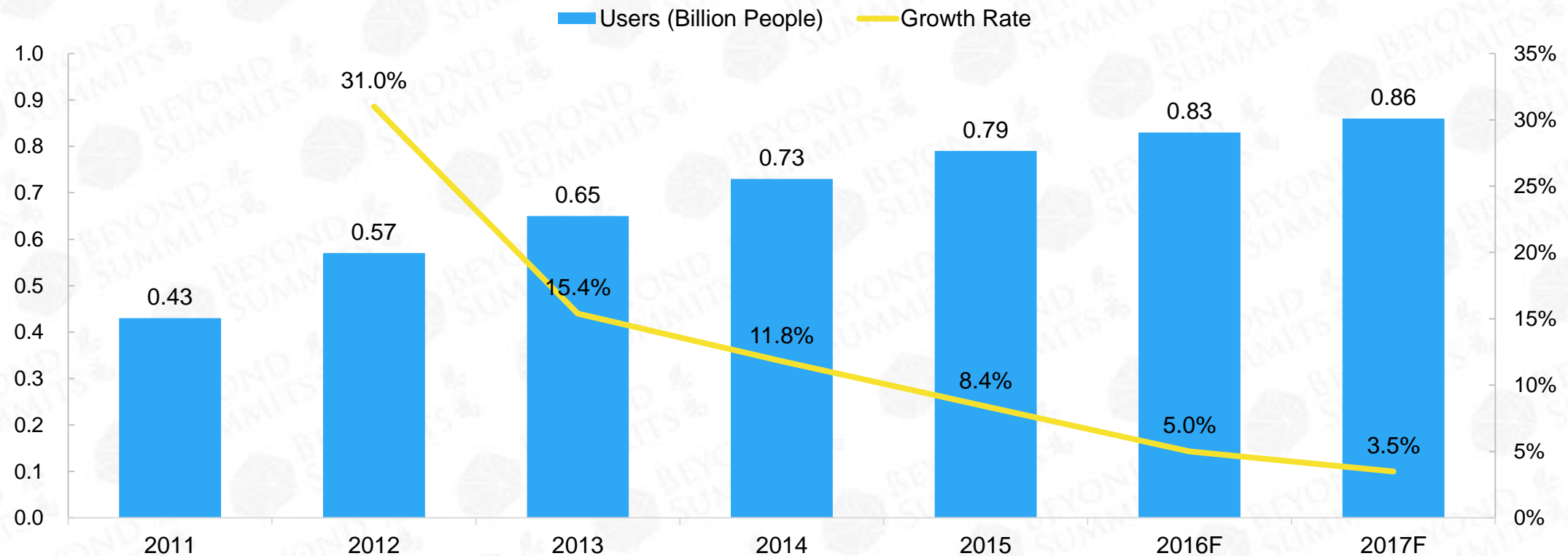
Summary :

- By the end of December 2015, the number of monthly active smart devices was about 0.9 billion, 68% of which were android-system devices. Compared to the usage of Android, iOS is more widely used in Tier 1 and Tier 2 cities. Android usage is commonly seen in any tier cities of China.

- Apple still ranked first with 286 million devices and a 39% growth rate by the end of 2015 because of customers' loyalty and high circulation rate. Meizu smartphones had a more than 60% increase of market scale.

- WIFI is the most common way to connect Internet in China. However, it should be noted that 4G is penetrating with a more robust trend, which has grew 25% compared to 2014. Currently, WIFI was 10 times (2,100 MB/per capita) of 4G in terms of mobile Internet traffic, and its daily usage duration was 4 times（103 minutes/per capita）of 4G's.

The number of China mobile Internet users hit 0.79 billion in 2015. The mobile market in China presents a stable growing trend, yet with declining growth rates in 2011-2017. Demographic dividend is gradually fading in China mobile Internet market.

2011-2017 China Mobile Internet Users

■ Users (Billion People) — Growth Rate

	2011	2012	2013	2014	2015	2016F	2017F
Users (Billion People)	0.43	0.57	0.65	0.73	0.79	0.83	0.86
Growth Rate		31.0%	15.4%	11.8%	8.4%	5.0%	3.5%

Source : Analysys

By the end of 2015, Guangdong province had the most mobile Internet users of over 100 million. Furthermore, mobile Internet users of developed regions and heavy populated regions, such as Jiangsu, Zhejiang, Shanghai and Shandong, exceeded 40 million.
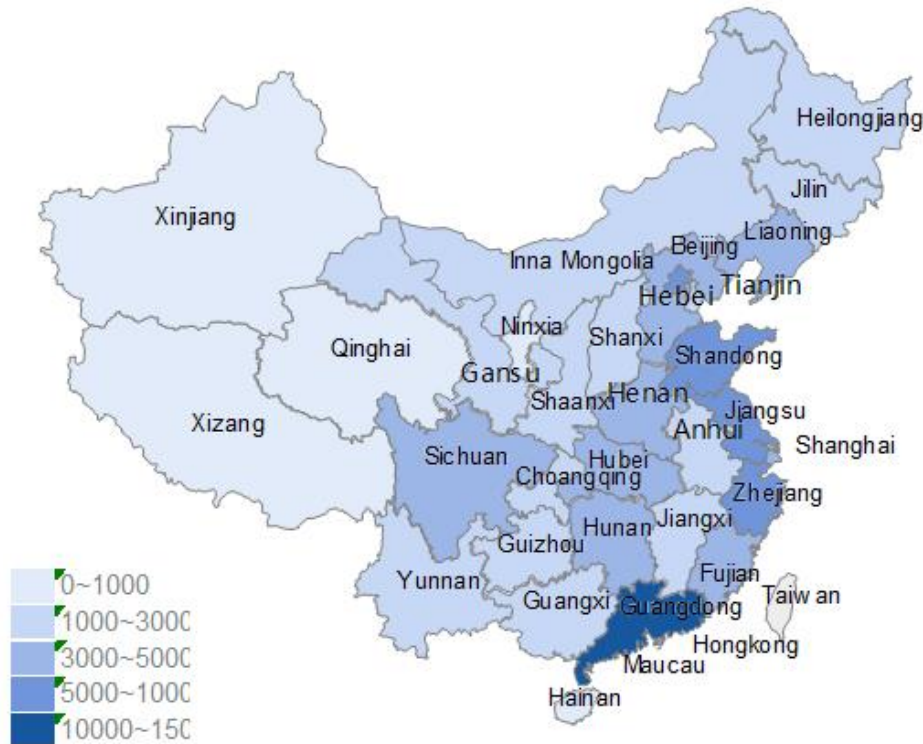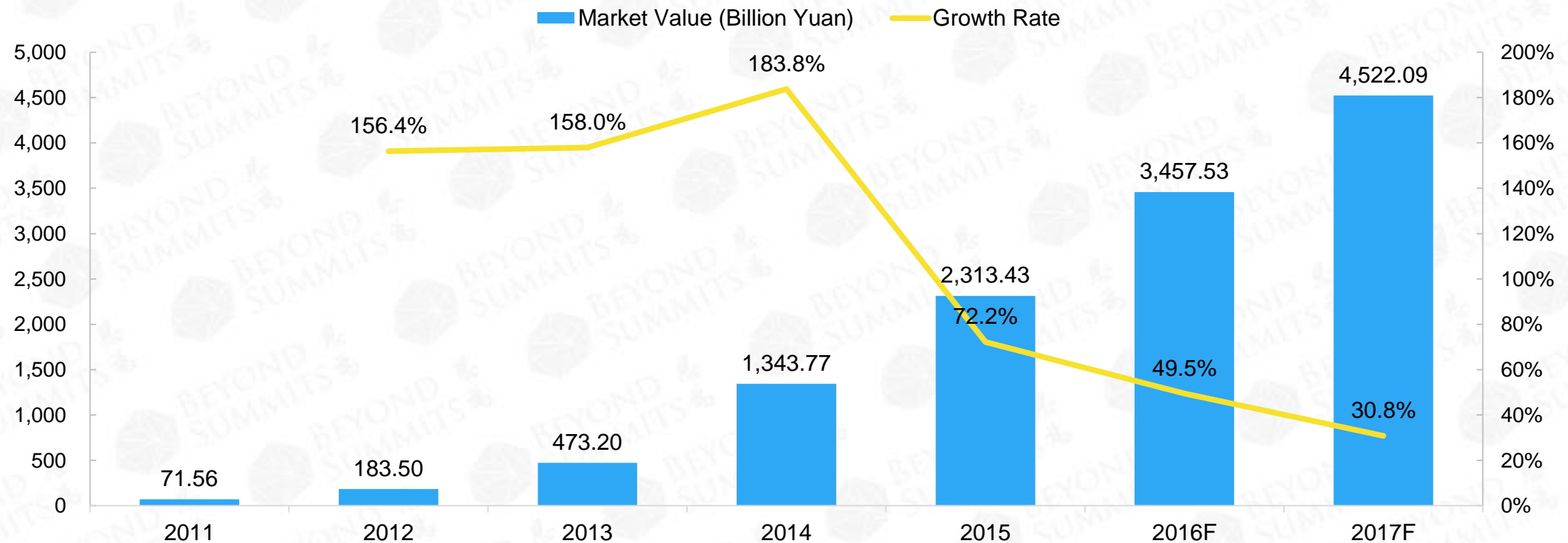
Province	移动互联网用户数（万人）
Guangdong	10,380.59
Jiangsu	6,127.85
Zhejiang	5,995.06
Shandong	5,817.23
Beijing	5,759.56
Henan	4,514.38
Shanghai	4,140.11
Hebei	3,755.74
Sichuan	3,663.87
Liaoning	3,599.94
Hunan	3,475.67
Fujian	3,369.32
Hubei	3,071.36
Shanxi	2,760.19
Anhui	2,676.52
Shaanxi	2,330.33
Guangxi	2,014.86
Heilongjiang	1,990.70
Yunnan	1,762.40
Chongqing	1,761.33
Tianjin	1,682.39
Jilin	1,532.49
Inner Mongolia	1,496.55
Guizhou	1,407.11
Jiangxi	1,272.05
Gansu	1,035.22

0~1000
1000~3000
3000~5000
5000~1000
10000~150

Source：QuestMobile

BEYOND SUMMITS 思为

The market value of China mobile Internet showed a leap during 2011-2014, and started to grow with declining growth rates from 2015, which can be attributed to the fading demographic dividend. In 2015, the market value of China mobile Internet hit 2,300 billion yuan.
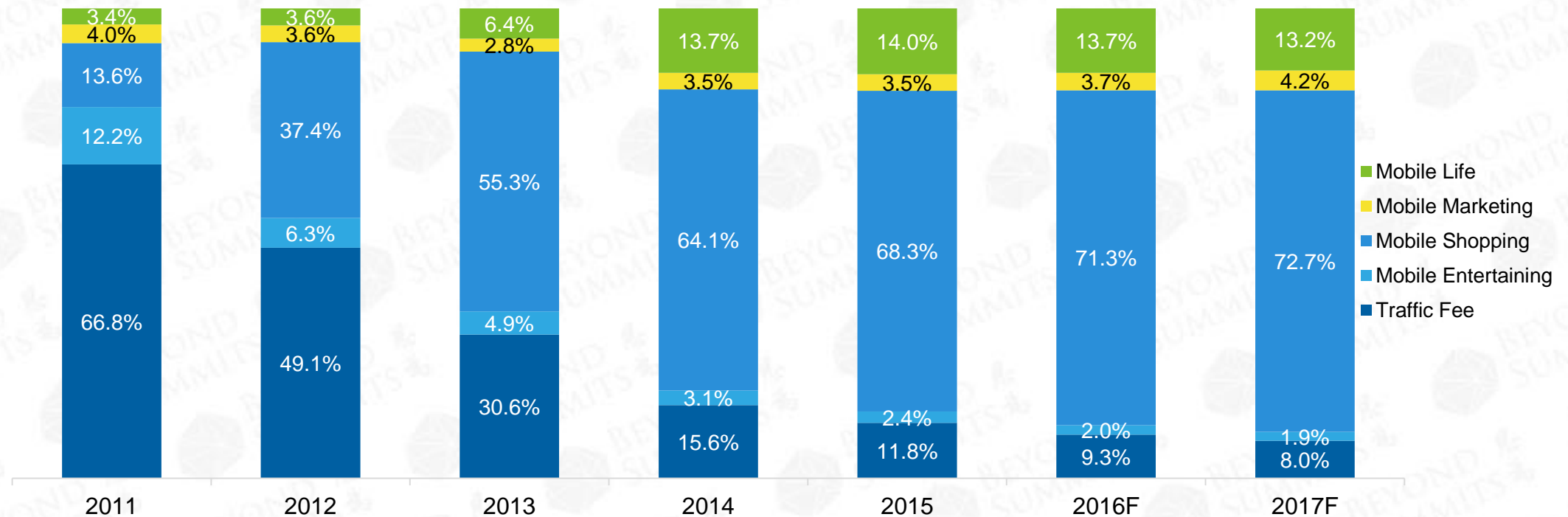
2011-2017 China Mobile Internet Market Value

■ Market Value (Billion Yuan)　　── Growth Rate

Year	Market Value (Billion Yuan)	Growth Rate
2011	71.56	
2012	183.50	156.4%
2013	473.20	158.0%
2014	1,343.77	183.8%
2015	2,313.43	72.2%
2016F	3,457.53	49.5%
2017F	4,522.09	30.8%

Source : Analysys

In recent years, China mobile shopping market soared and accounted for over 68% of the overall China mobile Internet. With the development of China telecommunication, mobile traffic fee no longer dominated the mobile Internet and had been replaced along with the rise of mobile life and mobile marketing.

**2011-2017 The Market Structure of China Mobile Internet**

	2011	2012	2013	2014	2015	2016F	2017F
Mobile Life	3.4%	3.6%	6.4%	13.7%	14.0%	13.7%	13.2%
Mobile Marketing	4.0%	3.6%	2.8%	3.5%	3.5%	3.7%	4.2%
Mobile Shopping	13.6%	37.4%	55.3%	64.1%	68.3%	71.3%	72.7%
Mobile Entertaining	12.2%	6.3%	4.9%	3.1%	2.4%	2.0%	1.9%
Traffic Fee	66.8%	49.1%	30.6%	15.6%	11.8%	9.3%	8.0%

Source : Analysys

© 2016 Beyond Summits

Female mobile Internet users accounted for 45.4% in 2015, which made the gender structure of China mobile Internet users more even.

Gender Structure of China Mobile Internet User（2014 VS 2015）

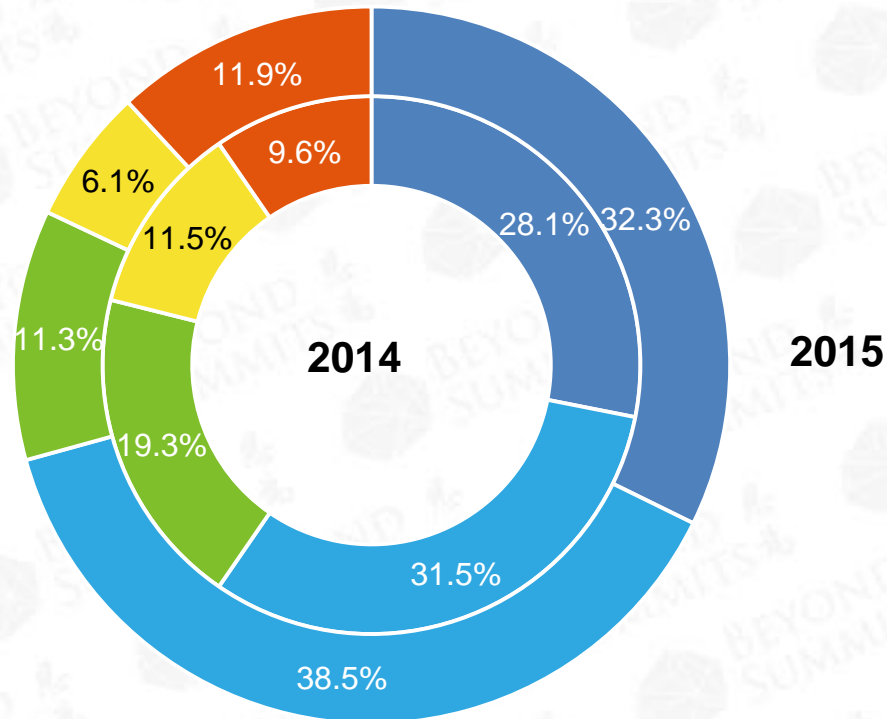■ Male ■ Female

45.4% 39.8% **2014** 60.2% 54.6% **2015**
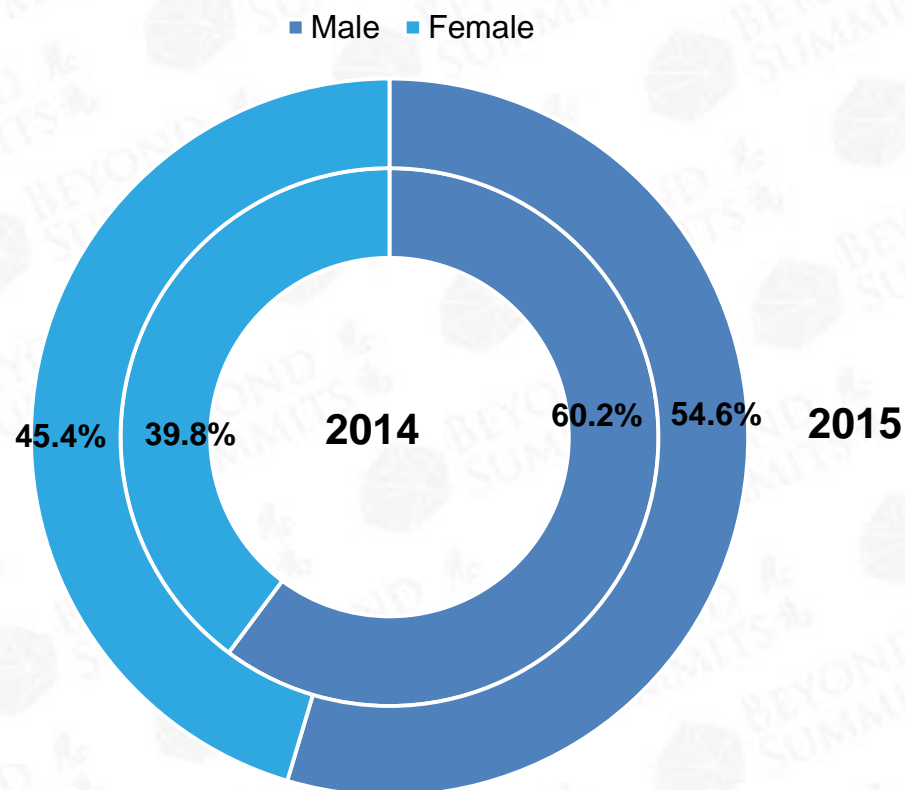
Source：Analysys

Mobile users aged 25-30 accounted for the most, followed by users aged under 24. The proportion of users aged 31-40 decreased, while users aged over 41 increased.

Age Structure of China Mobile Internet Users （2014 VS 2015）
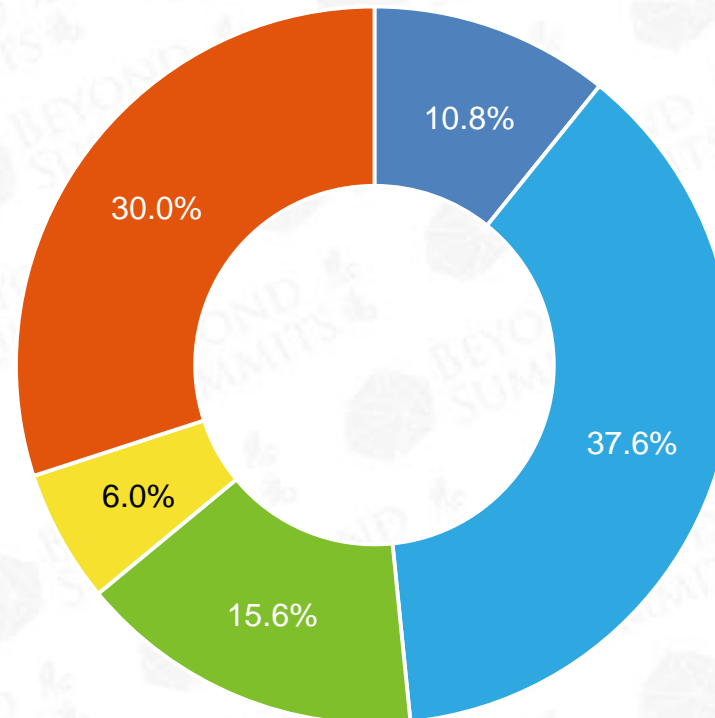
■ Below 24   ■ 25-30   ■ 31-35   ■ 36-40   ■ Above 41

Source：Analysys

10.8% of China mobile Internet users were from Beijing, Shanghai, Guangzhou and Shenzhen, and 37.6% were from other provincial capitals.

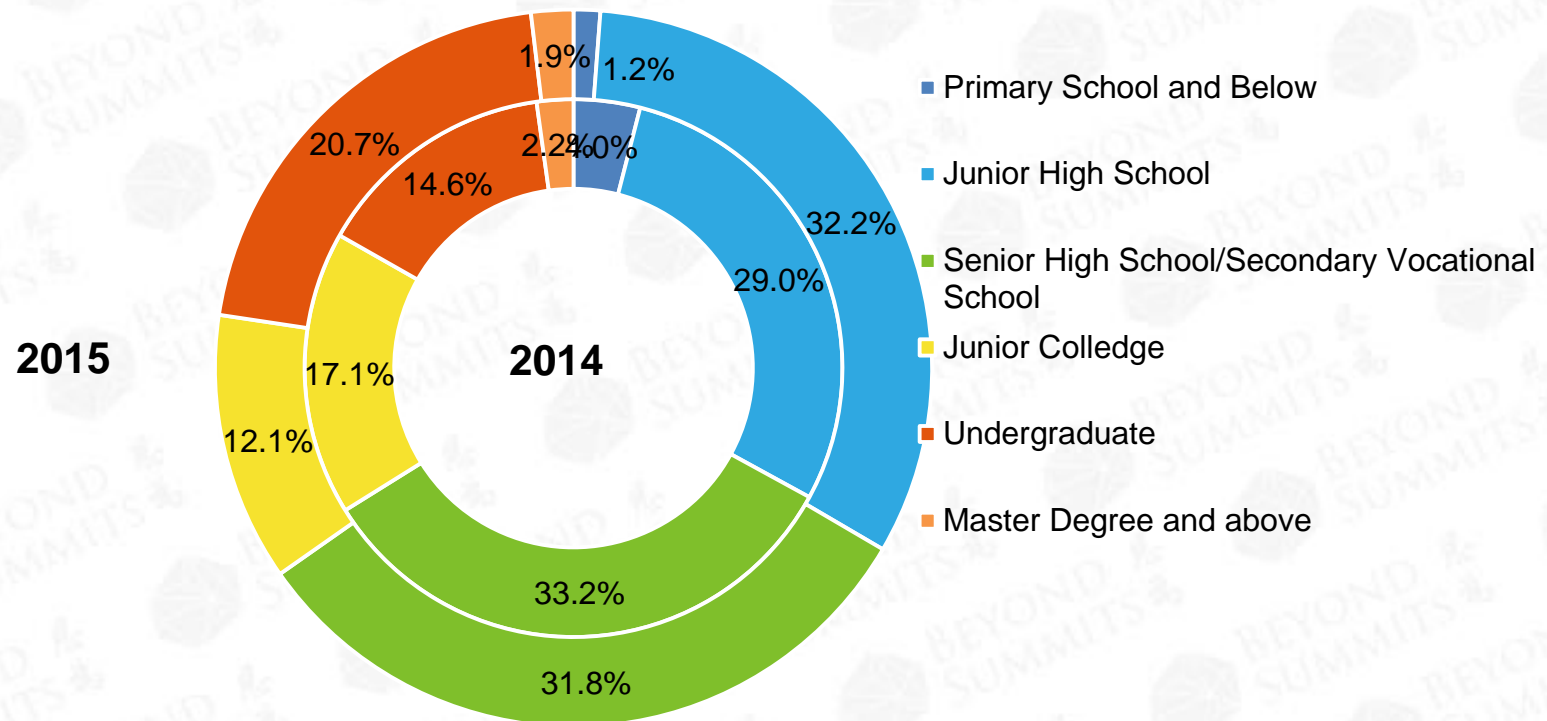**2015 Age Structure of China Mobile Internet Users**

- Beijing, Shanghai, Guangzhou and Shenzhen
- Other Provincial Capitals
- Prefecture-Level Cities
- County-Level Cities
- Others

Source : Analysys

China mobile users with undergraduate background saw a significant increase from 14.6% to 20.7%. Besides, 32.2% of users were junior high school students and 31.8% were senior high school or secondary vocational school students.

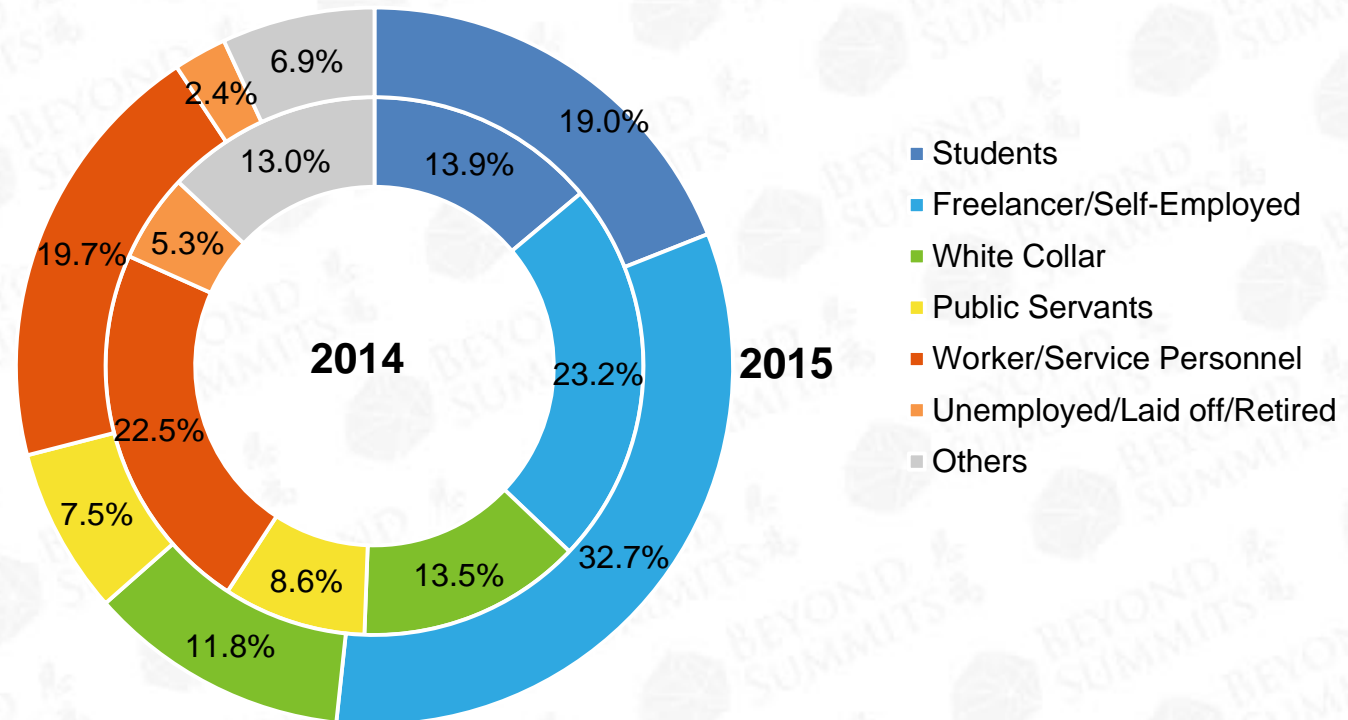**Education Level of China Mobile Internet Users （2014 VS 2015）**

Legend:
- Primary School and Below
- Junior High School
- Senior High School/Secondary Vocational School
- Junior Colledge
- Undergraduate
- Master Degree and above

Inner ring (2014): 2.2%, 4.0%, 29.0%, 33.2%, 17.1%, 14.6%
Outer ring (2015): 1.9%, 1.2%, 32.2%, 31.8%, 12.1%, 20.7%

Source：Analysys

Compared to 2014, we saw an increasing proportion of students and freelancers/self-employed using mobile Internet in 2015.
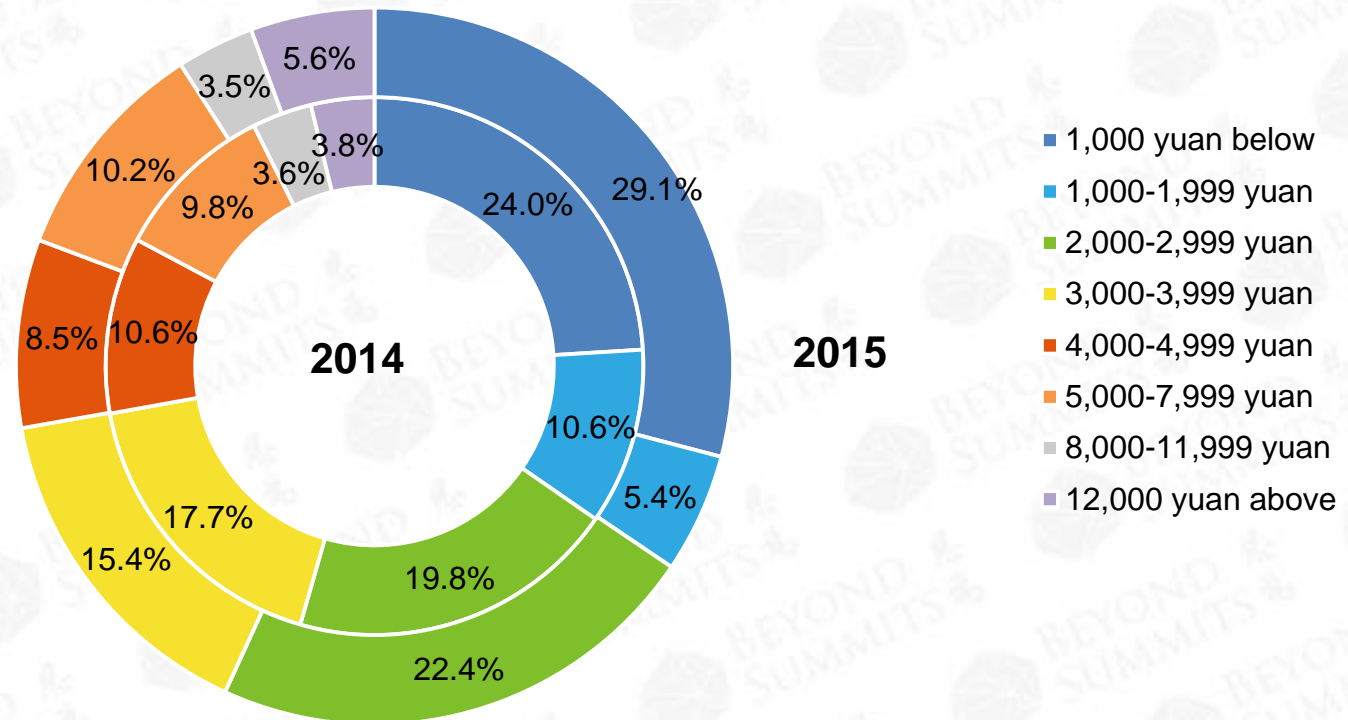
Occupational Distribution of China Mobile Internet Users

Legend:
- Students
- Freelancer/Self-Employed
- White Collar
- Public Servants
- Worker/Service Personnel
- Unemployed/Laid off/Retired
- Others

2014 (inner ring): 13.9%, 13.0%, 5.3%, 22.5%, 8.6%, 11.8%
2015 (outer ring): 19.0%, 6.9%, 2.4%, 19.7%, 7.5%, 23.2%, 32.7%, 13.5%

Source : Analysys

Over 80% of China mobile Internet users had a monthly income of below 5,000 yuan. Low/high income users ratios increased in 2015 while that of middle income users decreased.

**Income Distribution of China Mobile Internet Users （2014 VS 2015）**

Legend:
- 1,000 yuan below
- 1,000-1,999 yuan
- 2,000-2,999 yuan
- 3,000-3,999 yuan
- 4,000-4,999 yuan
- 5,000-7,999 yuan
- 8,000-11,999 yuan
- 12,000 yuan above

2015 (outer ring): 29.1%, 10.6%, 22.4%, 15.4%, 8.5%, 10.2%, 3.5%, 5.6%
2014 (inner ring): 24.0%, 5.4%, 19.8%, 17.7%, 10.6%, 9.8%, 3.6%, 3.8%

Source：Analysys

55% of China mobile Internet users spent less than 2 hours daily on mobile Internet, and 40% spent 1-2 hours on mobile Internet. Furthermore, China users tend to make use of fragmented time to surf mobile Internet.
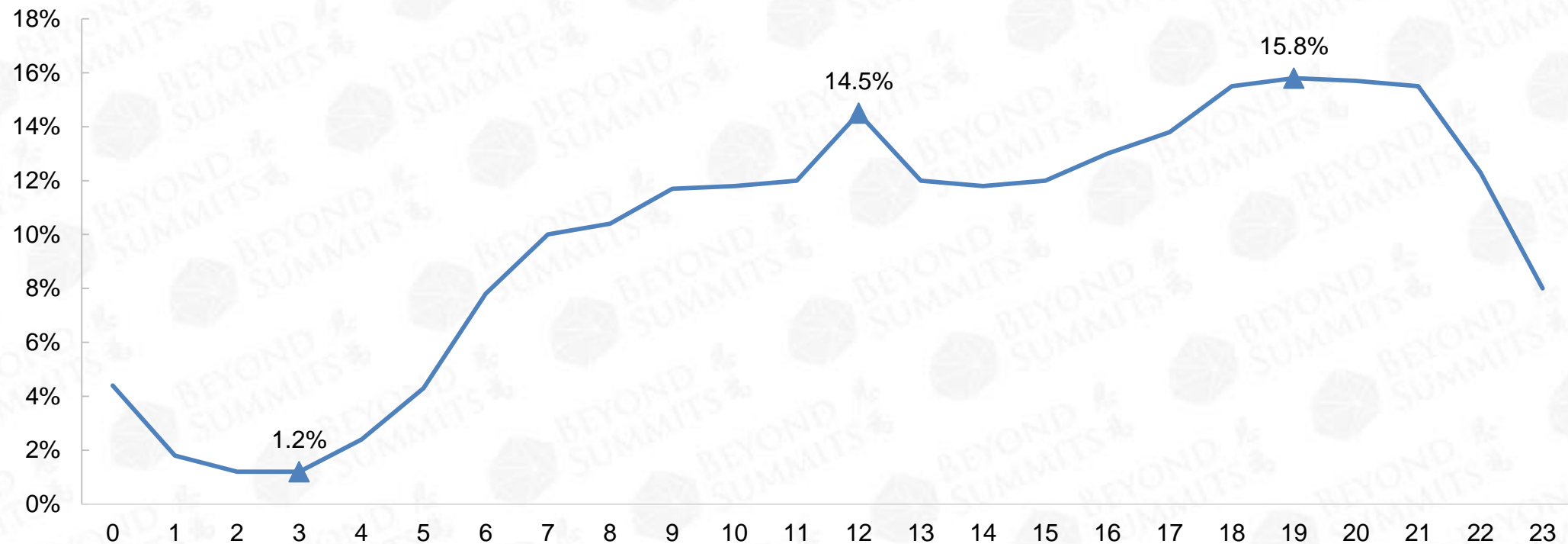
2015 Daily Usage of China Mobile Internet Users

■ 1 hour below   ■ 1-2 hours   ■ 2-4 hours   ■ 4-8 hourss   ■ 8 hours above

14.1%
40.3%
21.6%
16.3%
7.5%
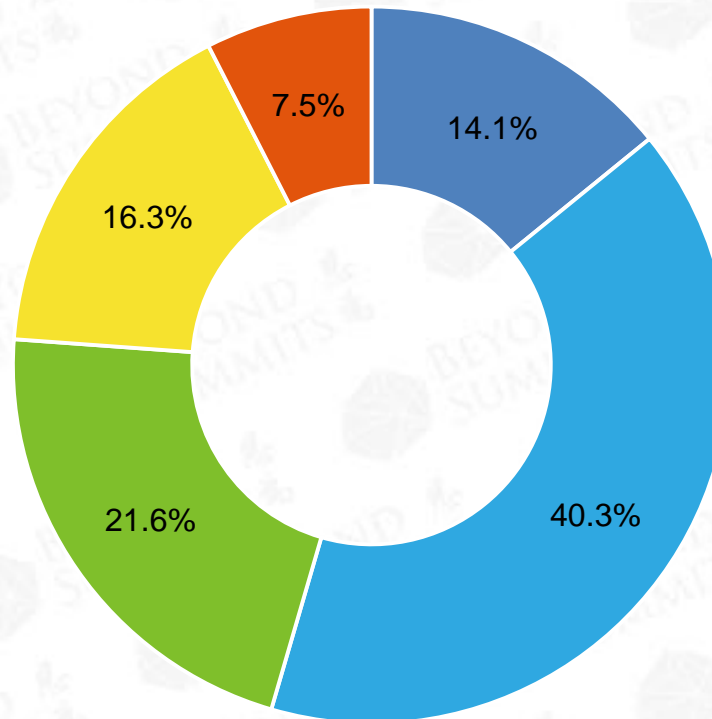
Source : Analysys

3 A.M. is the trough time for China mobile Internet usage with only 1.2% coverage rate while 12 P.M. and 7 P.M. are the peak time for mobile usage with 14.5% and 15.8% coverage rates, respectively.
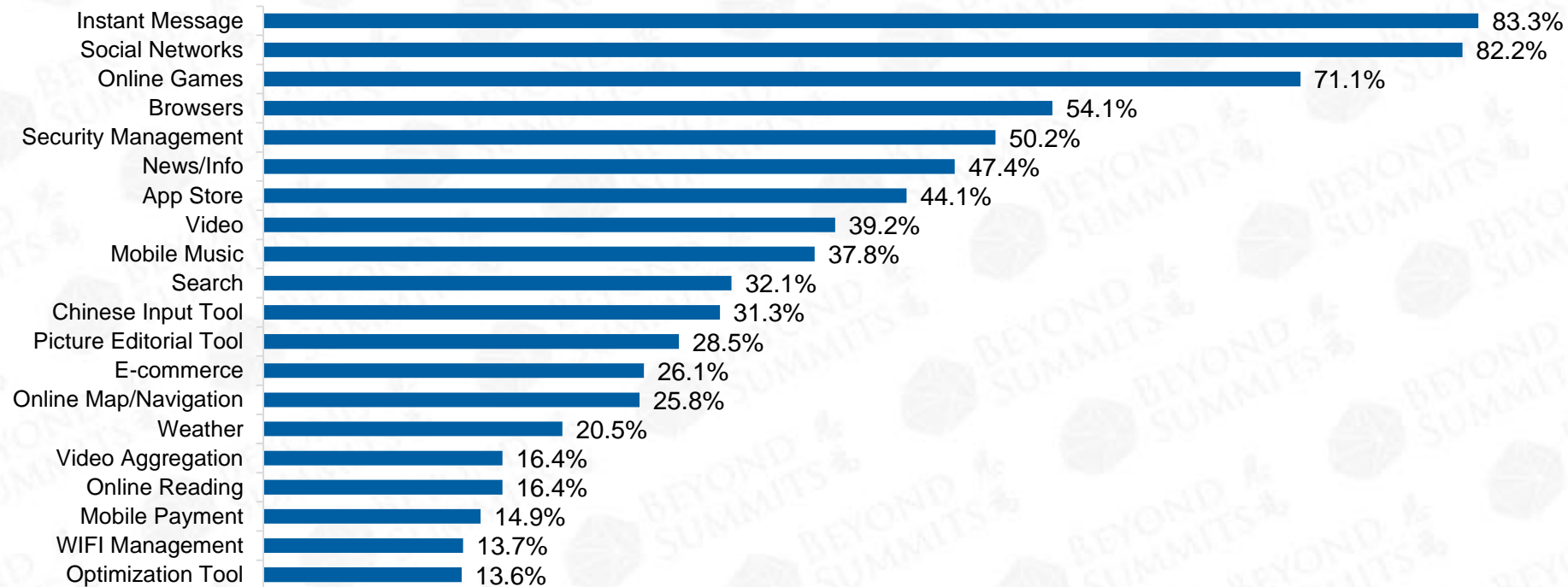
2015 Mobile Internet Daily Usage

Source : Analysys

Communication, entertainment and life tools were the most frequently used APP categories.

2015 TOP 20 Categories of Mobile APPs

Category	Percentage
Instant Message	83.3%
Social Networks	82.2%
Online Games	71.1%
Browsers	54.1%
Security Management	50.2%
News/Info	47.4%
App Store	44.1%
Video	39.2%
Mobile Music	37.8%
Search	32.1%
Chinese Input Tool	31.3%
Picture Editorial Tool	28.5%
E-commerce	26.1%
Online Map/Navigation	25.8%
Weather	20.5%
Video Aggregation	16.4%
Online Reading	16.4%
Mobile Payment	14.9%
WIFI Management	13.7%
Optimization Tool	13.6%

Source：Analysys

3 A.M. is the trough time for mobile APP usage with only 0.3% coverage rate while 12 P.M. and 8 P.M. are the peak time for mobile APP usage with 6.1% and 7.3% coverage rates, respectively.
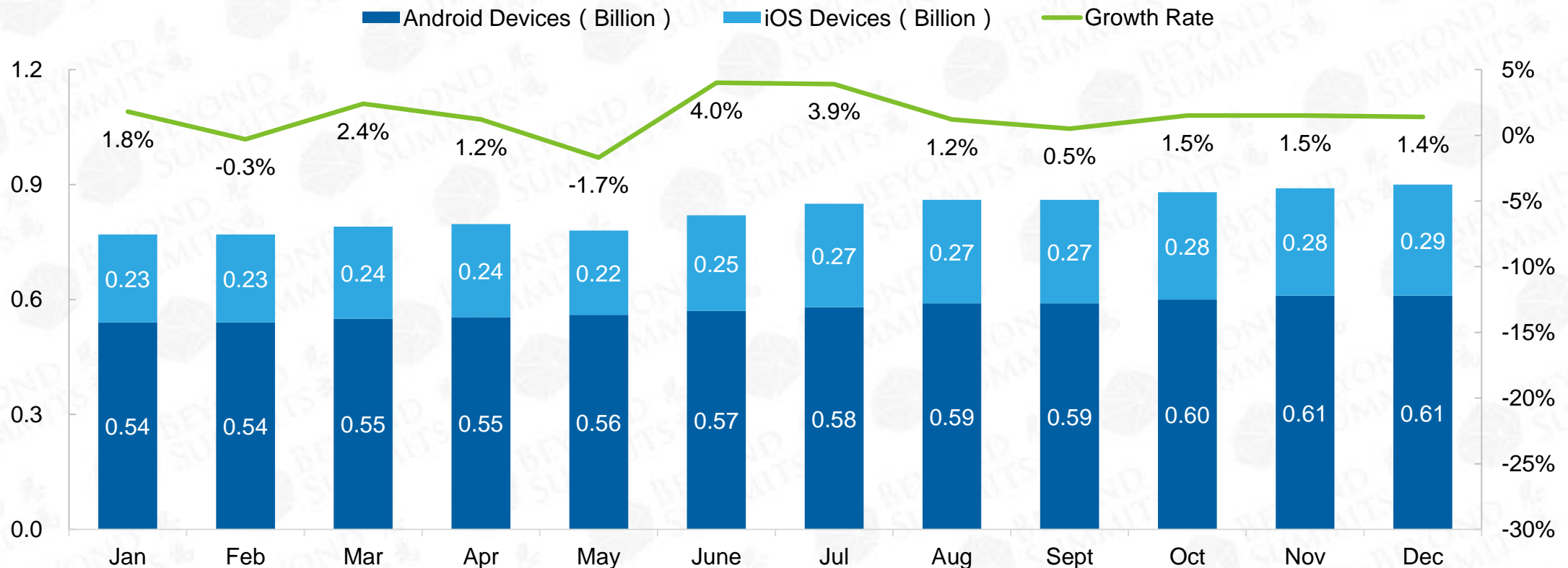
2015 Mobile APP Daily Usage
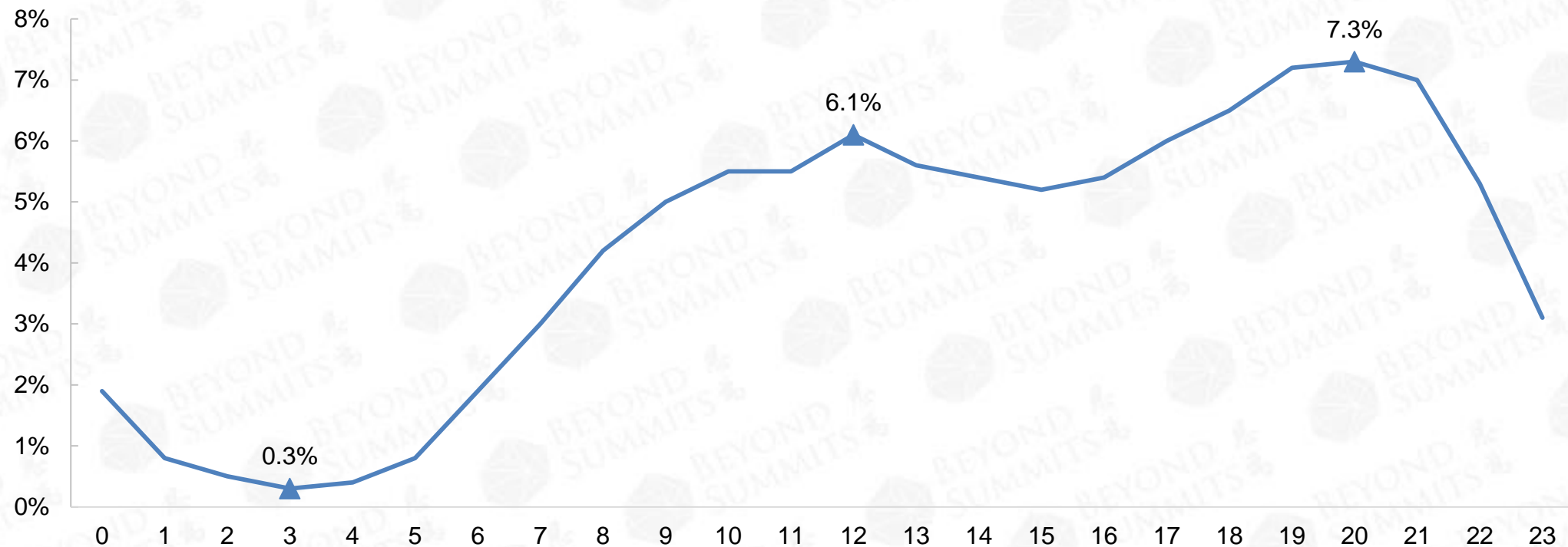
Source : Analysys

By the end of December 2015, the number of monthly active smart devices was about 0.9 billion, 68% of which were installed with android system. And android smart devices grew faster than iOSs.
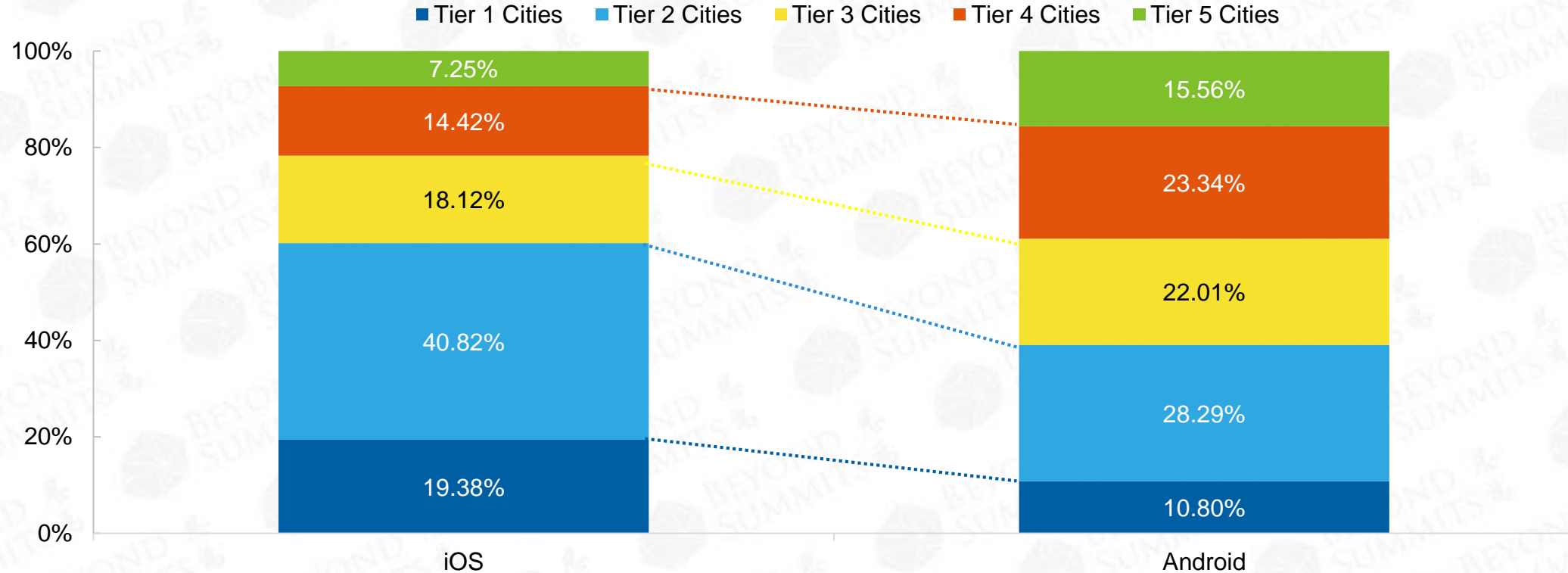
2015 Jan-Dec The Number of Monthly Active Smart Devices

Android Devices（Billion）　　iOS Devices（Billion）　　Growth Rate

	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec
iOS	0.23	0.23	0.24	0.24	0.22	0.25	0.27	0.27	0.27	0.28	0.28	0.29
Android	0.54	0.54	0.55	0.55	0.56	0.57	0.58	0.59	0.59	0.60	0.61	0.61
Growth Rate	1.8%	-0.3%	2.4%	1.2%	-1.7%	4.0%	3.9%	1.2%	0.5%	1.5%	1.5%	1.4%

Source：QuestMobile

Compared with Android, iOS is more widely used in Tier 1 and Tier 2 cities. Android is commonly used in any tier cities of China.

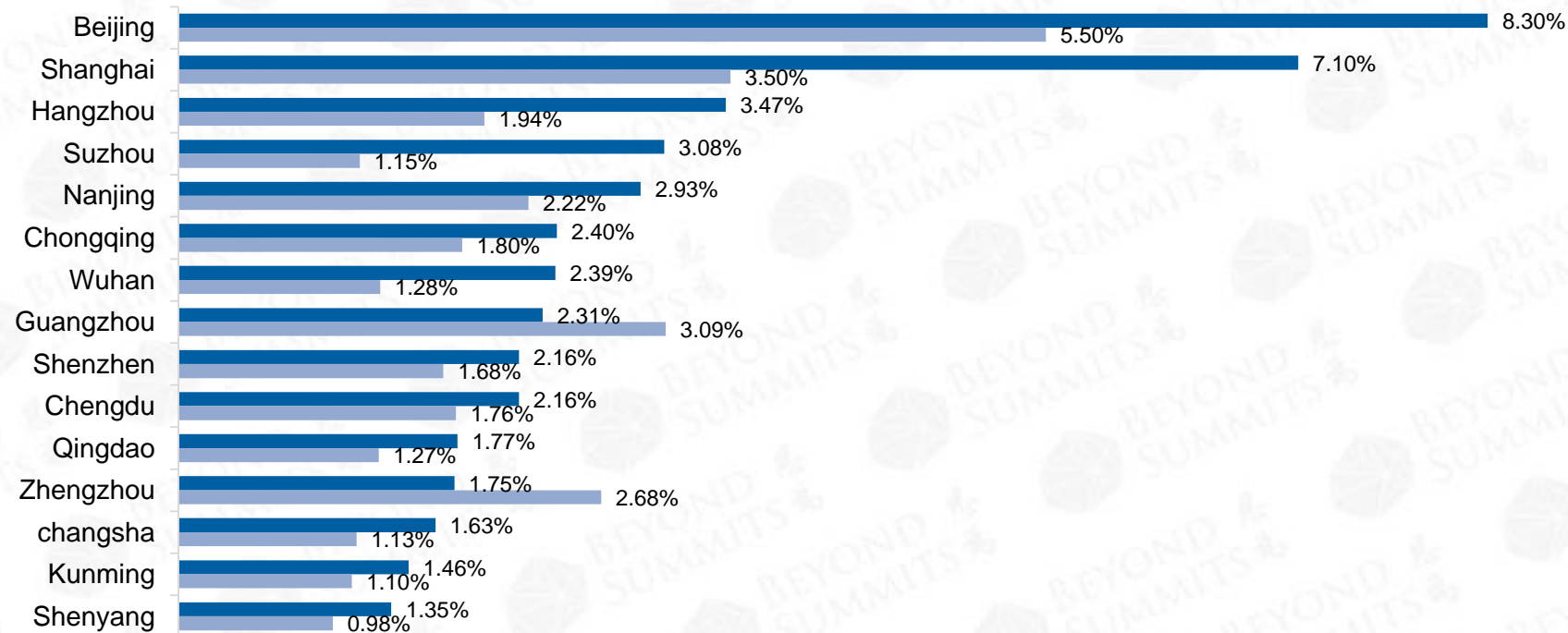**Dec 2015 Geographical Distribution of Android and iOS Usage**

■ Tier 1 Cities ■ Tier 2 Cities ■ Tier 3 Cities ■ Tier 4 Cities ■ Tier 5 Cities

	iOS	Android
Tier 5 Cities	7.25%	15.56%
Tier 4 Cities	14.42%	23.34%
Tier 3 Cities	18.12%	22.01%
Tier 2 Cities	40.82%	28.29%
Tier 1 Cities	19.38%	10.80%

Source : QuestMobile

iOS is more widely used than Android in Top cities in China, especially in Beijing, Shanghai, Hangzhou, Suzhou and Shenzhen, with the exception of Guangzhou and Zhengzhou.

Dec 2015 Usage of iOS and Android in Top Cities

City	iOS	Android
Beijing	8.30%	5.50%
Shanghai	7.10%	3.50%
Hangzhou	3.47%	1.94%
Suzhou	3.08%	1.15%
Nanjing	2.93%	2.22%
Chongqing	2.40%	1.80%
Wuhan	2.39%	1.28%
Guangzhou	2.31%	3.09%
Shenzhen	2.16%	1.68%
Chengdu	2.16%	1.76%
Qingdao	1.77%	1.27%
Zhengzhou	1.75%	2.68%
changsha	1.63%	1.13%
Kunming	1.46%	1.10%
Shenyang	1.35%	0.98%

Source : QuestMobile

Apple still ranked first with 286 million devices by the end of 2015 and presented a 39% growth rate because of customers' loyalty and high circulation rate. MEIZU mobile devices had seen a 60.65% increase in 2015.

Dec 2015 Top Smart Devices and Growth Rates

Active Devices（Million） — Growth Rate(y/y)

	Active Devices (Million)	Growth Rate(y/y)
Apple	285.77	38.82%
Samsung	128.99	-2.97%
Xiaomi	103.03	3.45%
HUAWEI	57.98	24.87%
OPPO	42.47	11.78%
vivo	32.76	8.01%
LENOVO	29.33	8.23%
Coolpad	23.19	-0.03%
MEIZU	15.63	60.65%
Gionee	10.29	19.67%
ZTE	8.29	-12.29%
HTC	6.74	-9.21%
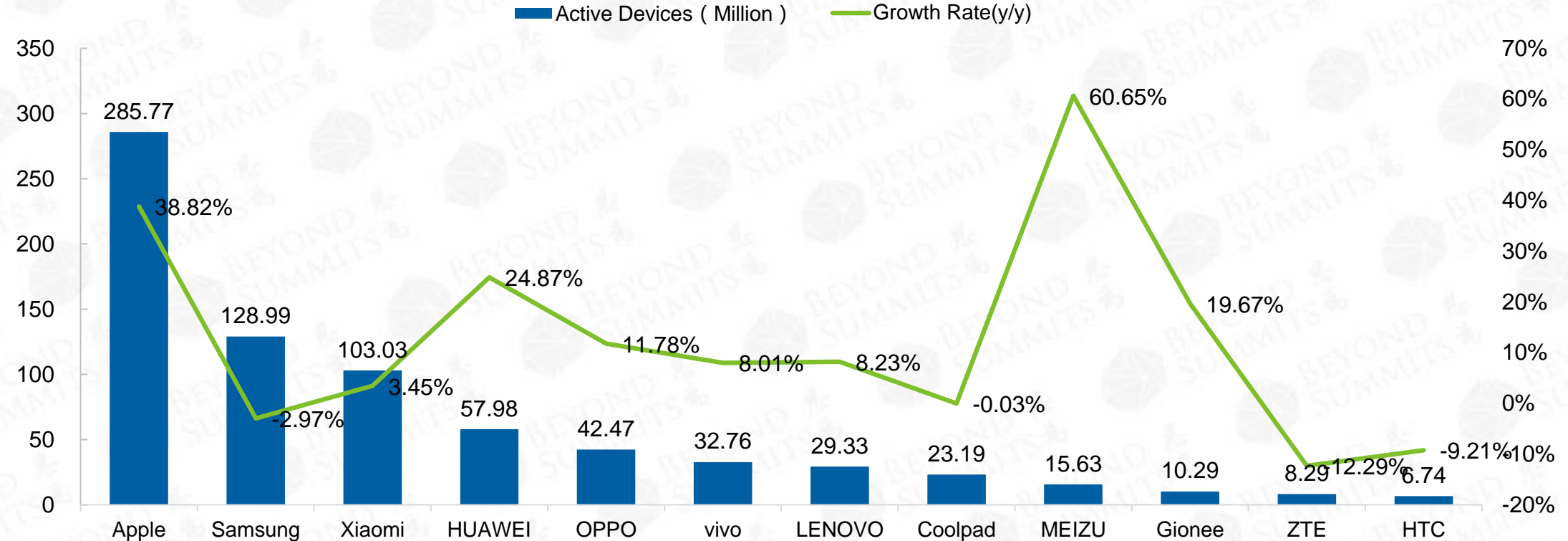
Source：QuestMobile

WIFI is the most common way to connect Internet in China. However, it should be noted that 4G is developing with a more robust trend. More users are choosing 4G connection in 2015, compared with the declining trend of WIFI, 2G and 3G.

2015 VS 2014 China Mobile Internet Connection

■ Dec 2014 ■ Dec 2015
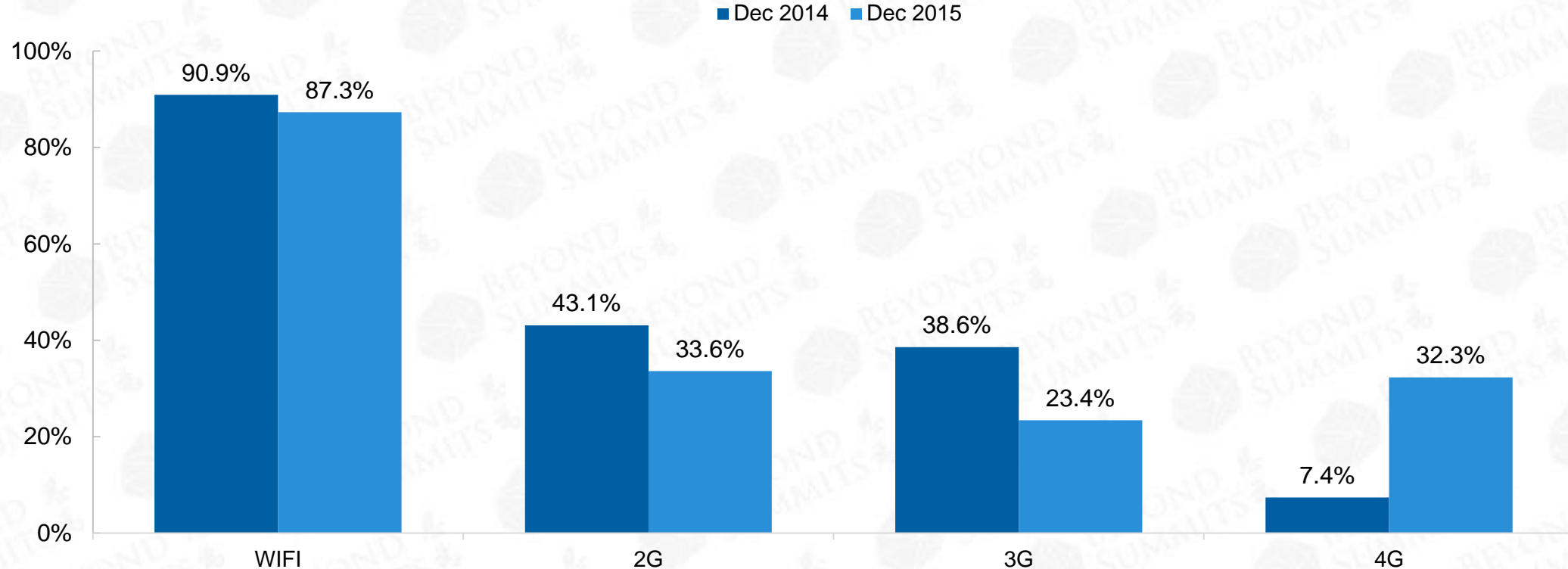
Source : QuestMobile

Currently, WIFI mobile Internet traffic was 10 times (2,100 MB/per capita) of 4G's, and its daily usage duration was 4 times（103 minutes/per capita）of 4G's.

2015 Monthly Traffic of Mobile Internet（MB/per capita）
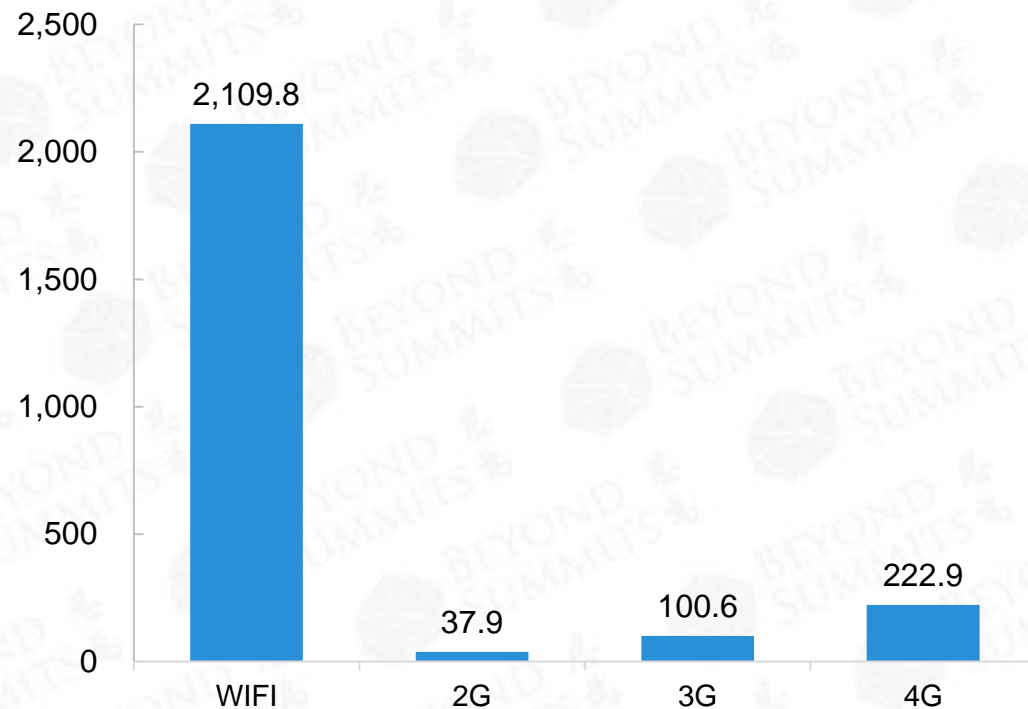
2015 Daily Usage Duration of Mobile Internet（min/per capita）
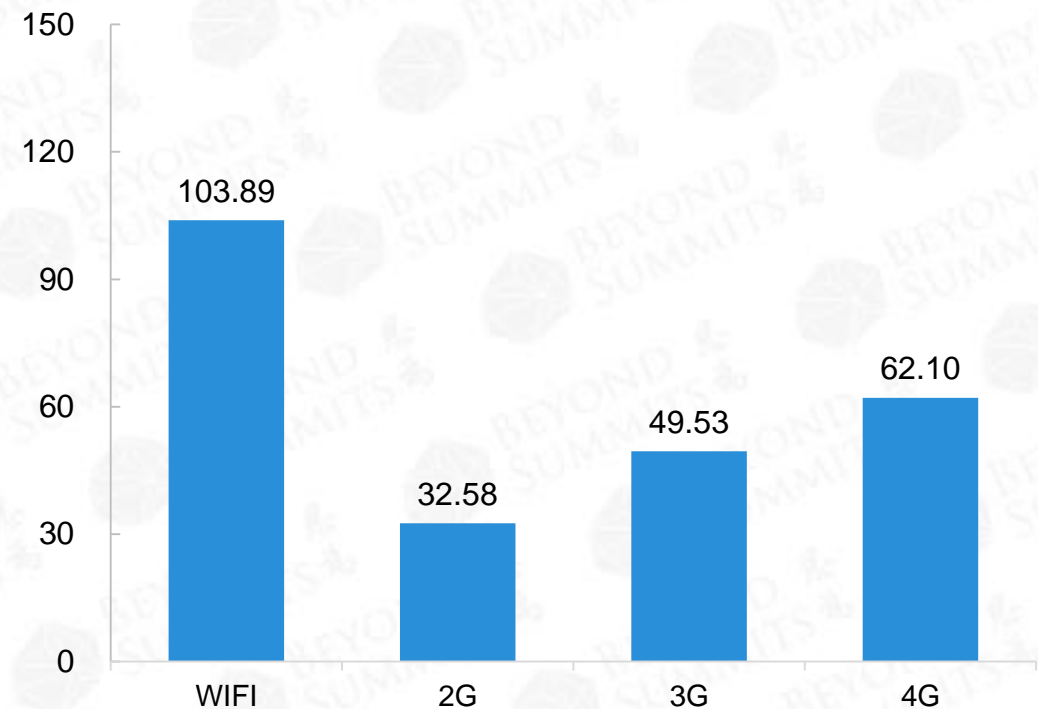
Source：QuestMobile

Female mobile netizens prefer APPs, such as social network, online video, online shopping, online music and image editing, etc., while male mobile netizens prefer online news, utilities, auto and smart devices.

2015 APP Usage Status of Males & Females

■ Male ■ Female

App	Male	Female
Social Network	91.2%	97.1%
System Tool	87.9%	92.3%
Online Video	66.1%	75.5%
Online Shopping	47.7%	59.9%
Image Edit	24.4%	55.8%
Online Music	47.1%	55.7%
Mobile Games	44.3%	49.0%
Online Finance	41.2%	38.0%
Travel	38.3%	33.6%
Life Service	26.1%	23.6%
Online Business	23.3%	22.8%
Online Reading	25.9%	25.9%
Utilities	31.1%	22.7%
News	33.4%	23.2%
Beauty&Parenting	3.4%	14.4%
Education	13.6%	16.5%
Telecommunication	19.1%	14.4%
Auto	17.4%	9.3%
CustoPack Tools	12.5%	14.9%
Health	4.1%	4.7%
Smart Devices	6.2%	2.5%

Source : QuestMobile

Among TOP 20 APP categories, instant message, browsers, news, maps/navigation APPs grew more quickly.

Rank	APP Category	Dec.2015 (10,000)	Dec.2014 (10,000)	Growth Rate
1	Instant Message	75,998.44	70,594.28	**7.7%**
2	APP Store	54,751.38	62,813.03	-12.8%
3	Online Video	54,495.49	54,843.86	-0.6%
4	Online Music	44,759.82	50,737.08	-11.8%
5	Browsers	39,059.99	36,888.67	**5.9%**
6	News	35,370.15	21,049.21	**68.0%**
7	Search & Download	34,479.71	30,933.60	**11.5%**
8	Shopping	33,024.85	33,994.31	-2.9%
9	Maps/Navigation	32,895.90	31,571.07	**3.6%**
10	Security Services	29,524.32	30,715.48	-3.9%

Rank	APP Category	Dec.2015 (10,000)	Dec.2014 (10,000)	Growth Rate
11	Chinese Input	22,694.73	18,444.96	**23.0%**
12	Online Payment	22,437.04	20,838.80	**7.7%**
13	Social Network	21,065.78	34,428.25	-38.8%
14	Weibo	20,710.25	27,578.46	-24.9%
15	Optimization Tools	18,394.03	22,215.41	-17.2%
16	Wifi	17,783.47	20,239.80	-12.1%
17	Groupon	17,418.57	14,482.17	**20.3%**
18	Online Game-Jewel Erase	16,104.49	17,010.51	-5.3%
19	Weather	15,851.89	18,233.38	-13.1%
20	Camera	14,621.82	15,317.56	-4.5%

Source : QuestMobile

Mobile Education: Mobile education APP users were mainly females from provincial cities, aged under 30.

2015 Mobile Education App Users Gender

Male, 41.3%

Female, 58.7%

2015 Mobile Education App Users Age

41 Above, 10.4%

36-40, 5.2%

31-35, 10.5%

Below 24, 36.3%

25-30, 37.6%
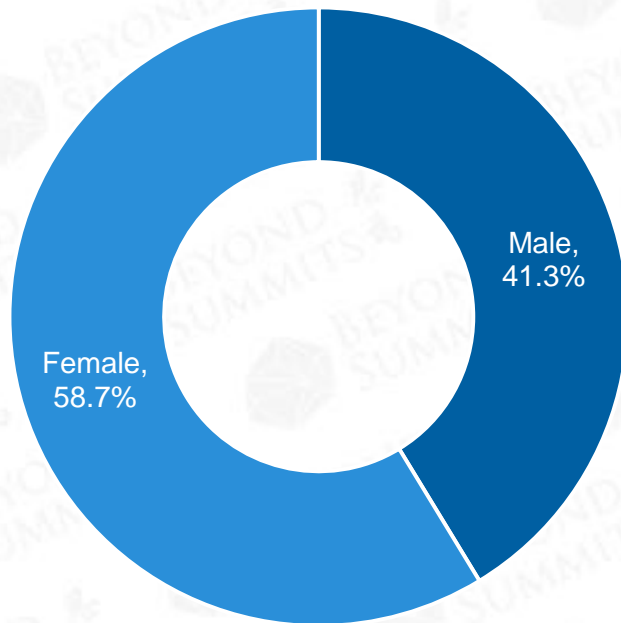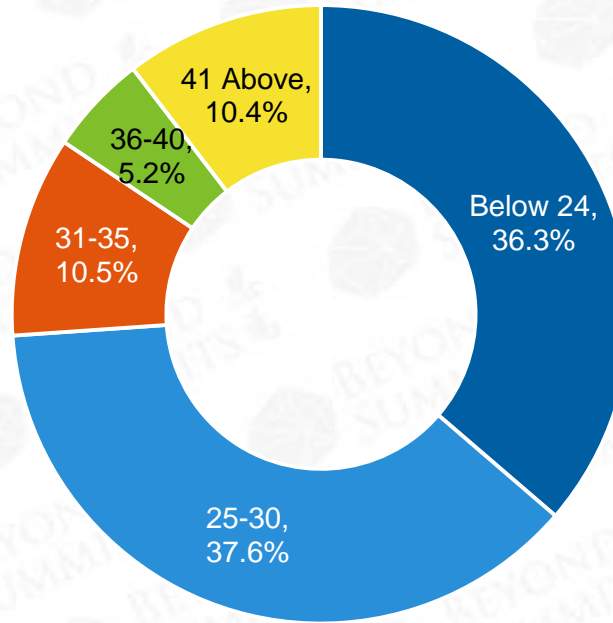
2015 Mobile Education App Users Location

Beijing, Shanghai,Guangzhou, Shenzhen, 12.1%

Others, 31.5%

County-Level Cities, 6.4%

Prefecture-Level Cities, 17.0%

Other Provincial Cities, 33.0%

Source : Analysys
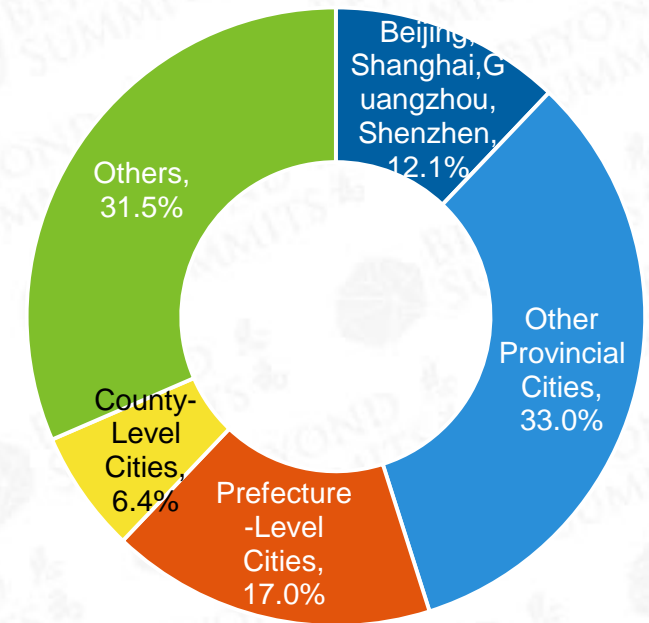
Mobile Education: In 2015, in terms of children education, there were over 50 million monthly active users, followed by primary/middle-school education and foreign language education.

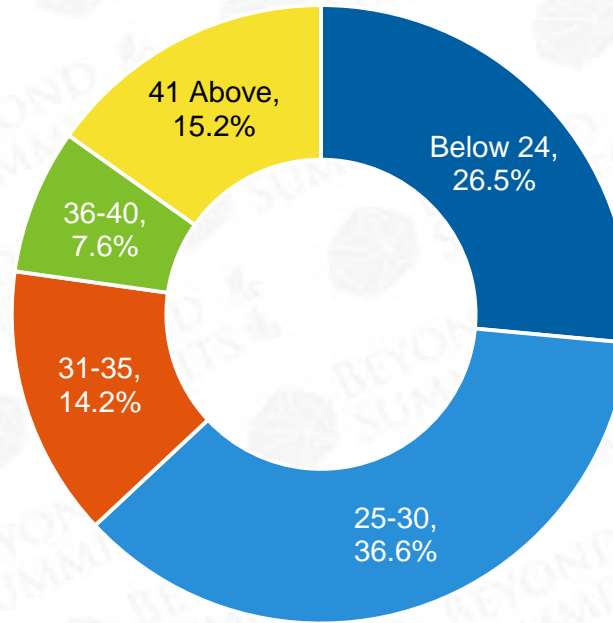**2015 Monthly Active Users of Mobile Education App (10,000 people)**
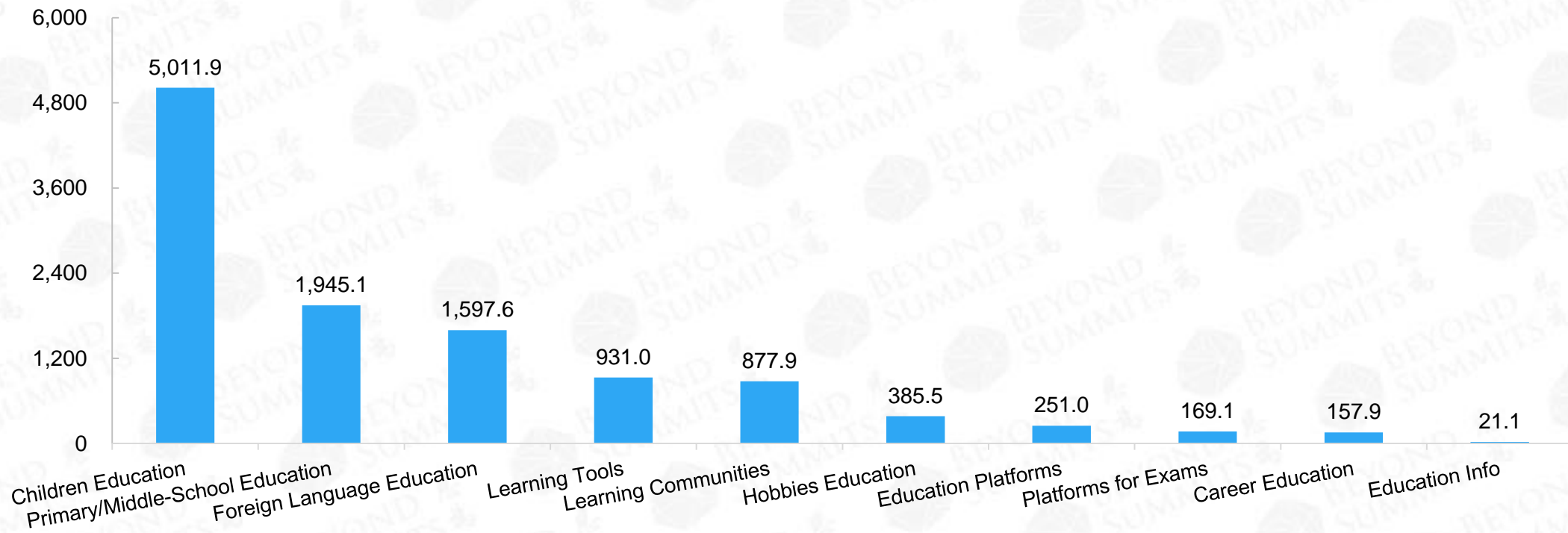
Source：Analysys

Mobile Finance: In 2015, mobile finance users were mainly young males from developed regions, whose proportion was slightly higher than females.
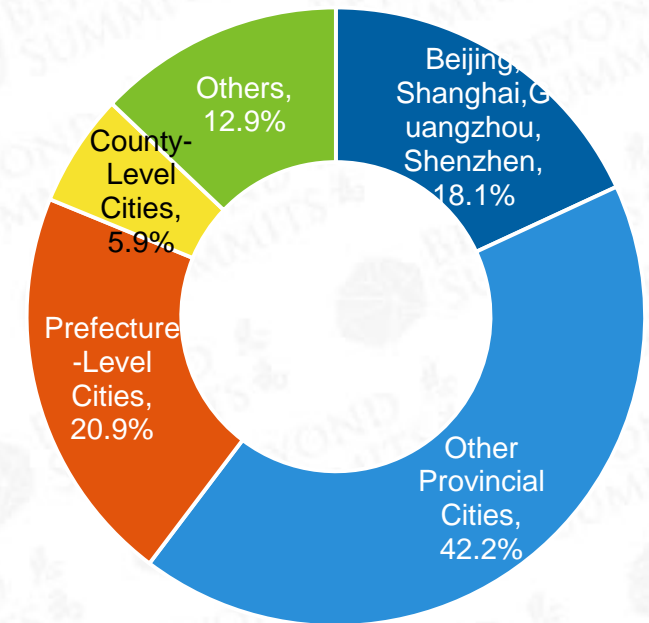
2015 Mobile Finance App Users Gender

Female, 45.8%

Male, 54.2%

2015 Mobile Finance App Users Age

41 Above, 16.4%

36-40, 6.7%

31-35, 11.3%

Below 24, 25.9%

25-30, 39.6%
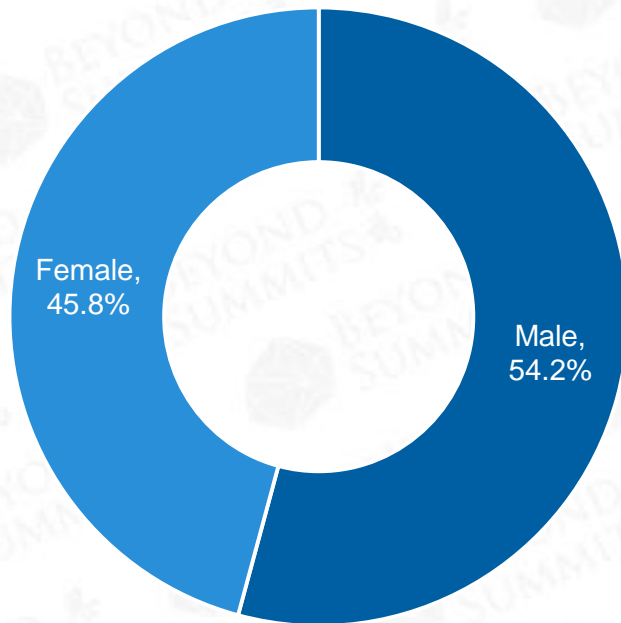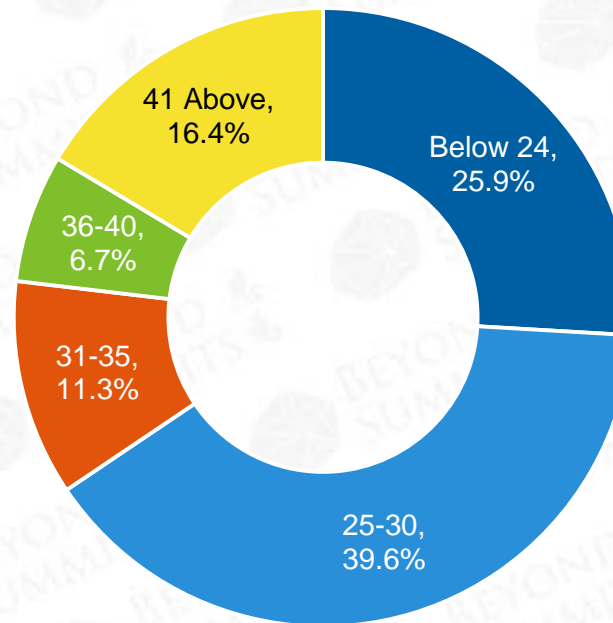
2015 Mobile Finance App Users Location

Others, 14.1%

County-Level Cities, 5.7%

Prefecture-Level Cities, 22.2%

Beijing, Shanghai, Guangzhou, Shenzhen, 17.1%

Other Provincial Cities, 40.9%
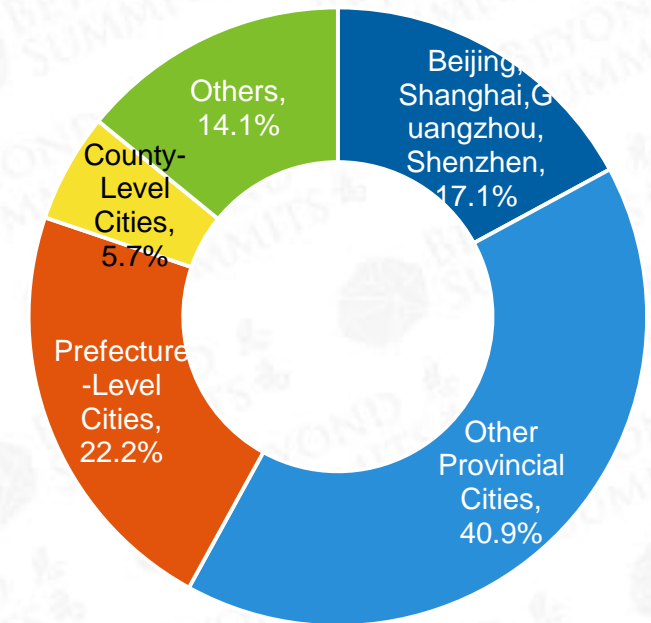
Source : Analysys

Mobile Finance: In 2015, mobile payment had over 100 million monthly active users, followed by stocks and mobile banking services.

2015 Monthly Active Users of Mobile Finance App（10,000 people）
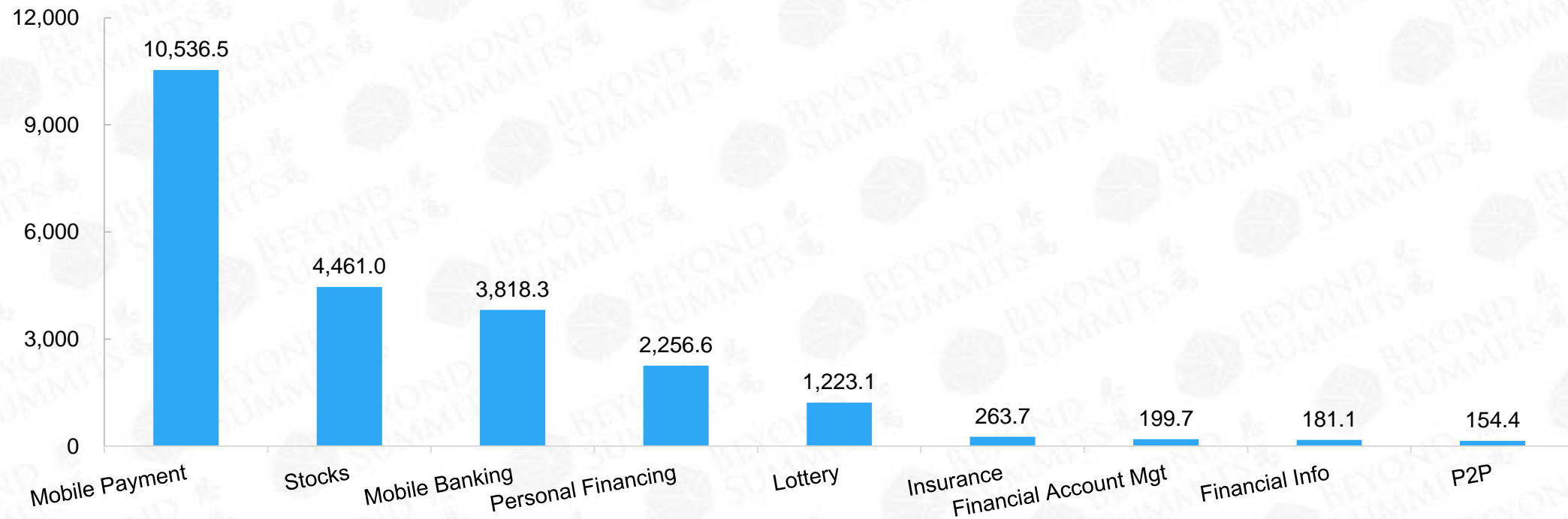
Source：Analysys

Mobile Travel: In 2015, mobile travel users were mainly males from developed regions, whose proportion was slightly higher than females.

2015 Mobile Travel App User Gender

- Female, 45.5%
- Male, 54.5%

2015 Mobile Travel App User Age

- 41 Above, 15.2%
- 36-40, 7.6%
- 31-35, 14.2%
- Below 24, 26.5%
- 25-30, 36.6%
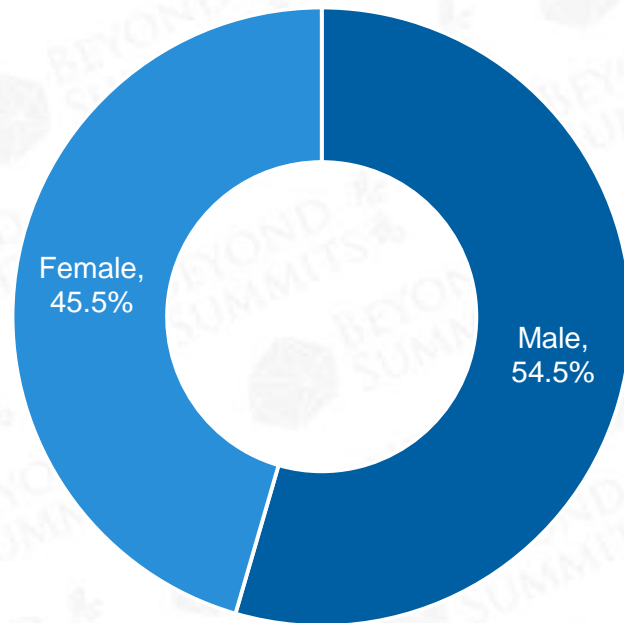
2015 Mobile Travel App User Location

- Others, 12.9%
- County-Level Cities, 5.9%
- Beijing, Shanghai, Guangzhou, Shenzhen, 18.1%
- Prefecture-Level Cities, 20.9%
- Other Provincial Cities, 42.2%

Source : Analysys

Mobile Travel: Both travel reservation Apps and train tickets booking Apps had over 15 million monthly active users in 2015.

2015 Monthly Active Users of Travel Related App（10,000 people）
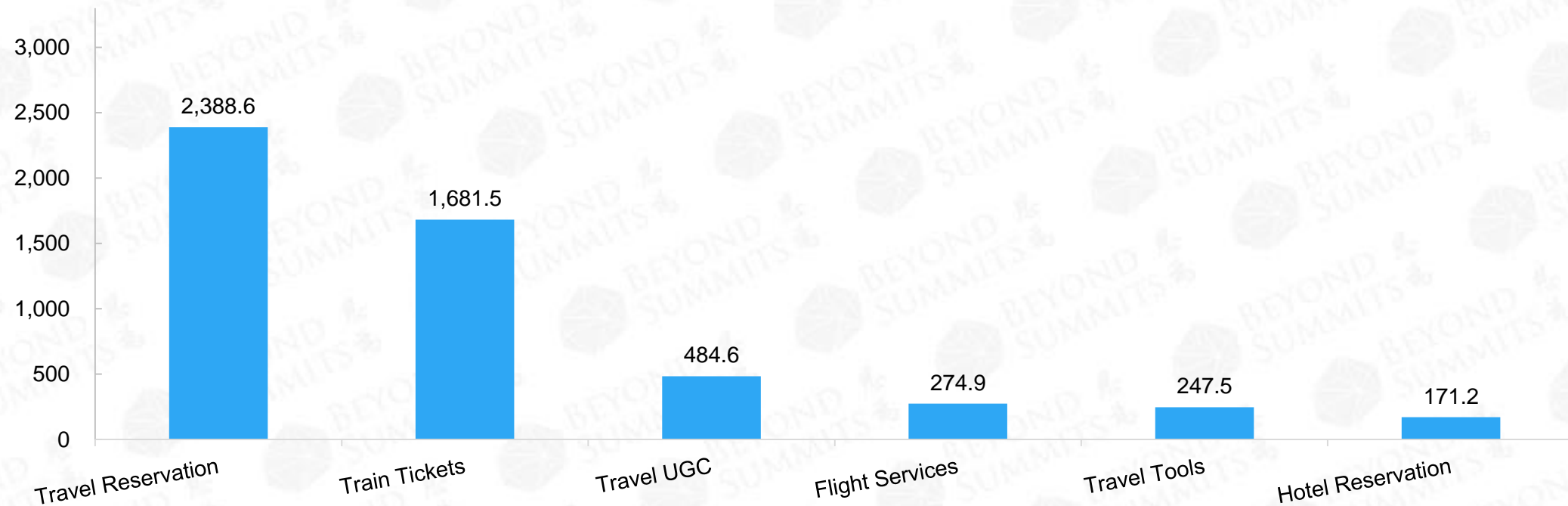
Source：Analysys

Mobile Auto Service: In 2015, mobile auto service App users were mainly males of 80s generation. Most of the users were from provincial cities and prefecture-level cities.
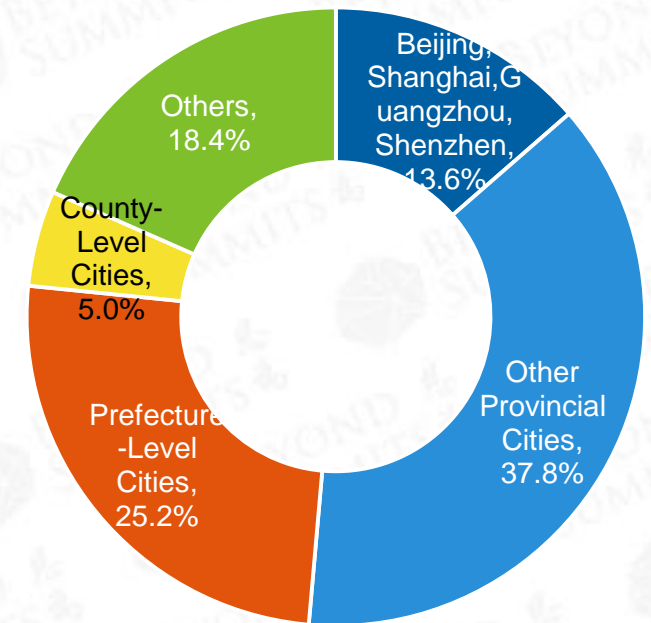
2015 Mobile Auto Service App User Gender
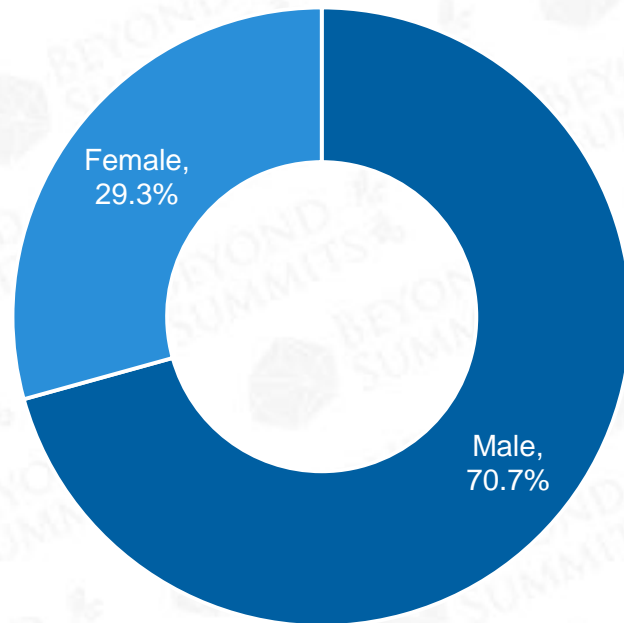
- Female, 29.3%
- Male, 70.7%

2015 Mobile Auto Service App User Age

- 41 Above, 12.7%
- 36-40, 7.1%
- 31-35, 14.6%
- Below 24, 25.1%
- 25-30, 40.6%

2015 Mobile Auto Service App User Location

- Others, 18.4%
- Beijing, Shanghai,Guangzhou, Shenzhen, 13.6%
- County-Level Cities, 5.0%
- Prefecture-Level Cities, 25.2%
- Other Provincial Cities, 37.8%
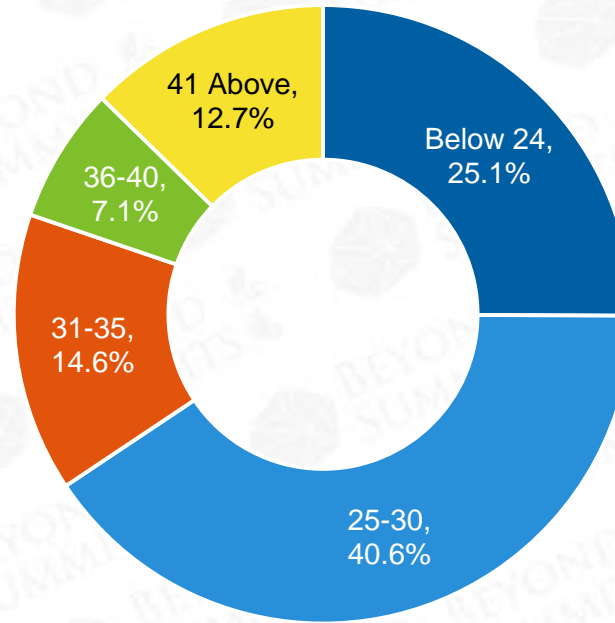
Source : Analysys

Mobile Auto Service: Auto tool APPs and city traffic APPs had 37 million and 25 million MAU respectively.

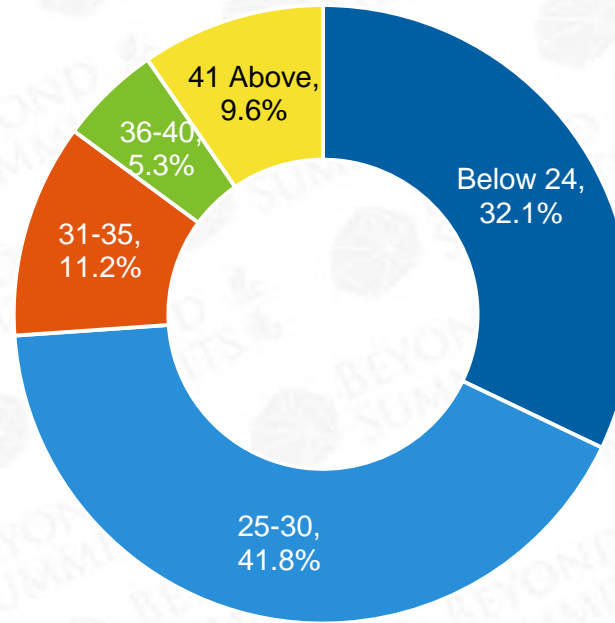**2015 Monthly Active Users of Mobile Auto Service App（10,000 people）**
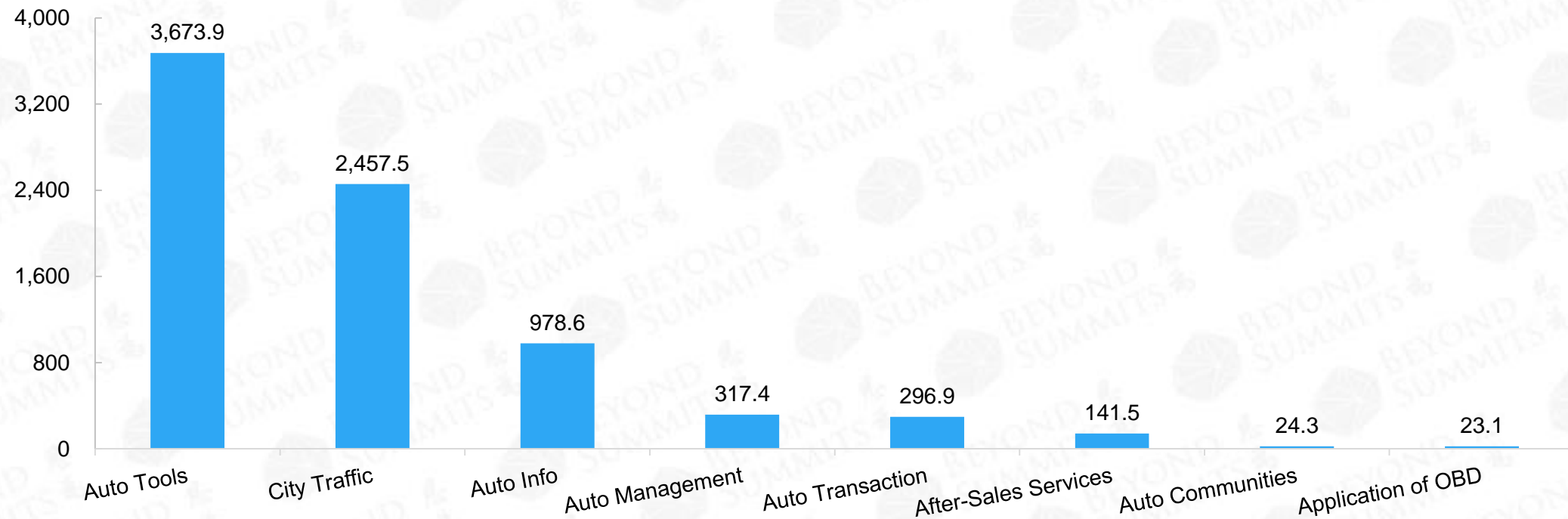
Source：Analysys

Mobile Life Services: More females preferred to use mobile life services App in 2015. Their average age was mainly 80s and 90s, and most of them came from developed regions.
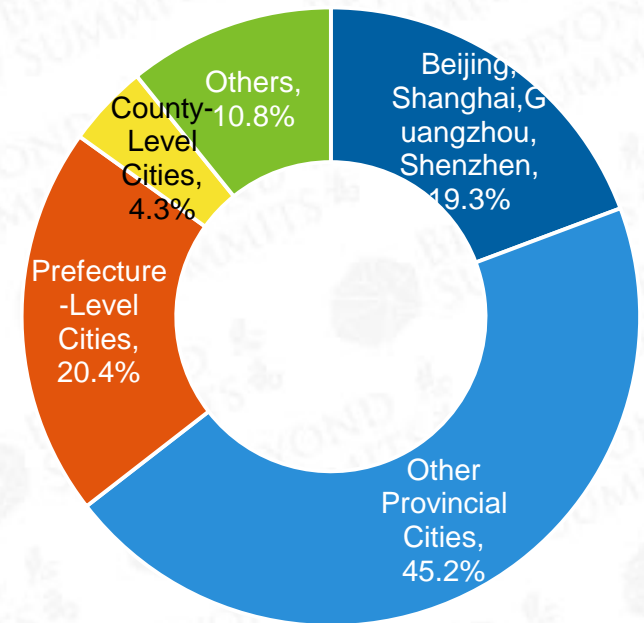
2015 Mobile Life Service App User Gender

Male, 45.3%

Female, 54.7%
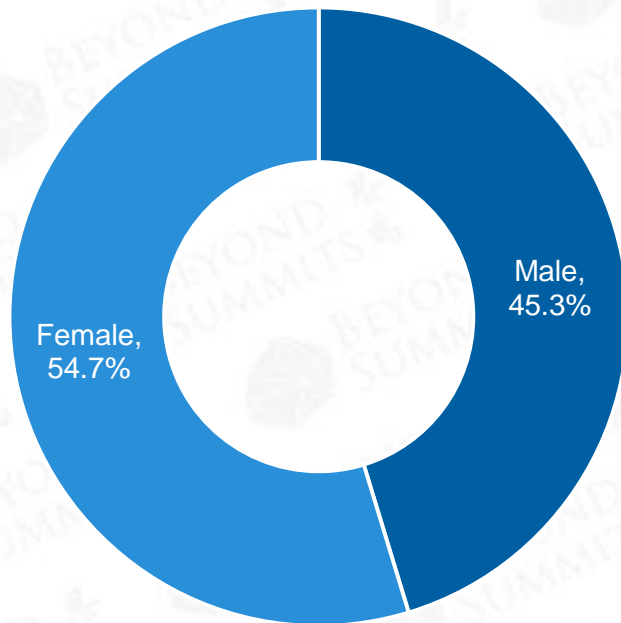
2015 Mobile Lifer Service App User Age

41 Above, 9.6%

36-40, 5.3%

31-35, 11.2%

Below 24, 32.1%

25-30, 41.8%

2015 Mobile Life Service App User Location

Others, 10.8%

County-Level Cities, 4.3%

Beijing, Shanghai,Guangzhou, Shenzhen, 19.3%

Prefecture-Level Cities, 20.4%

Other Provincial Cities, 45.2%

Source : Analysys

Mobile Life Services: Life services Apps and Groupon Apps had outperformed other apps with over 58 million and 41 million MAU respectively.

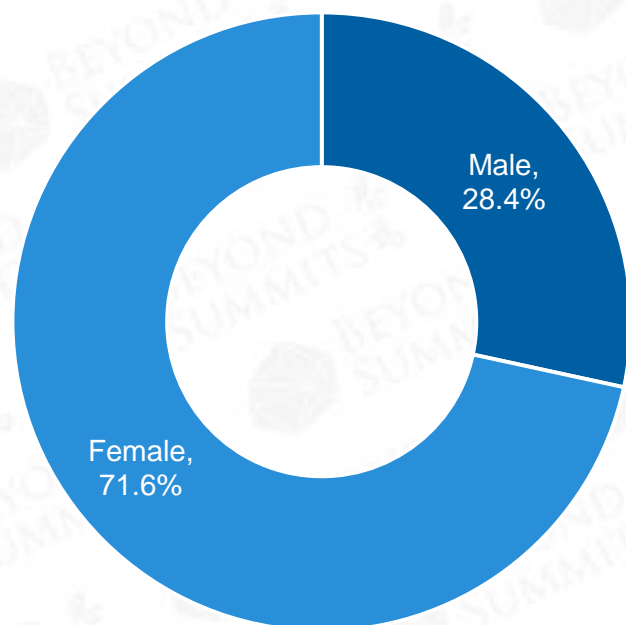**2015 Monthly Active Users of Mobile Life Service App（10,000 people）**
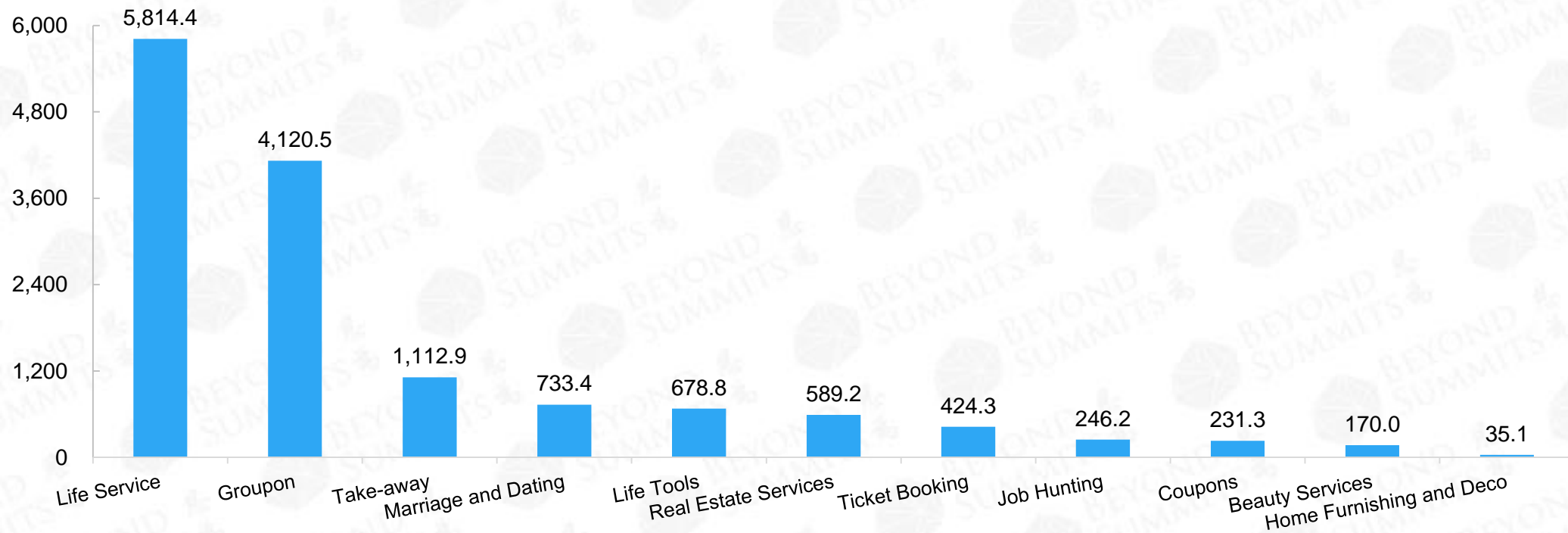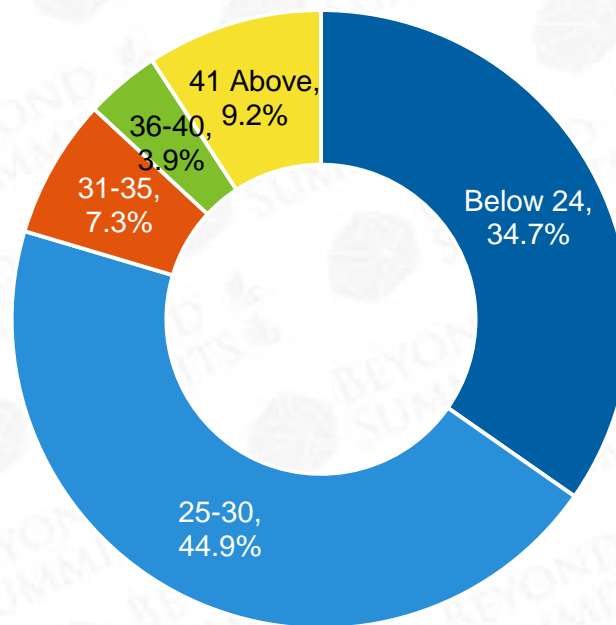

Source：Analysys

Mobile Health & Medical Services: The proportion of female users were remarkably higher than that of males. The users were mainly young people of 80s and 90s. Mobile health and medical App users were evenly located in China.
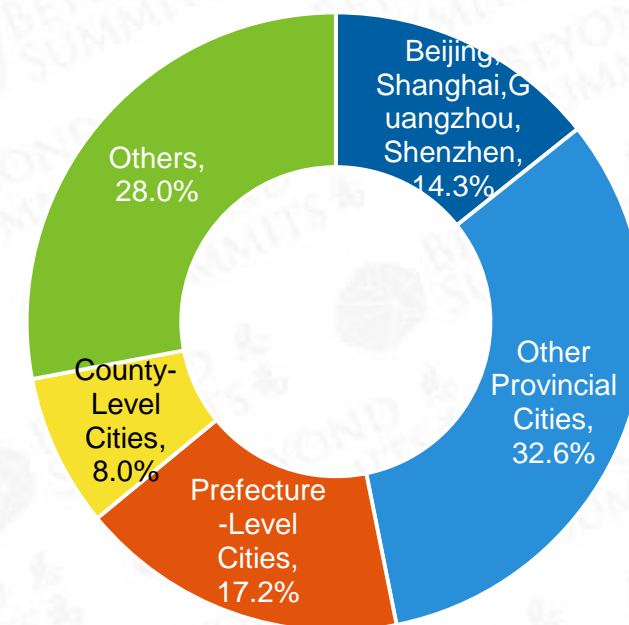
2015 Mobile Heath & Medial Services App Users Gender

Male, 28.4%

Female, 71.6%

2015 Mobile Health & Medical Services App Users Age

41 Above, 9.2%

36-40, 3.9%

31-35, 7.3%

Below 24, 34.7%

25-30, 44.9%

2015 Mobile Health & Medical Services App Users Location

Beijing, Shanghai,Guangzhou, Shenzhen, 14.3%

Others, 28.0%

County-Level Cities, 8.0%

Other Provincial Cities, 32.6%

Prefecture-Level Cities, 17.2%

Source : Analysys

Mobile Health & Medical Services: Pregnancy and baby birth management Apps had 13 million MAU in 2015, which was significantly more than users of other mobile health & Medical services Apps.
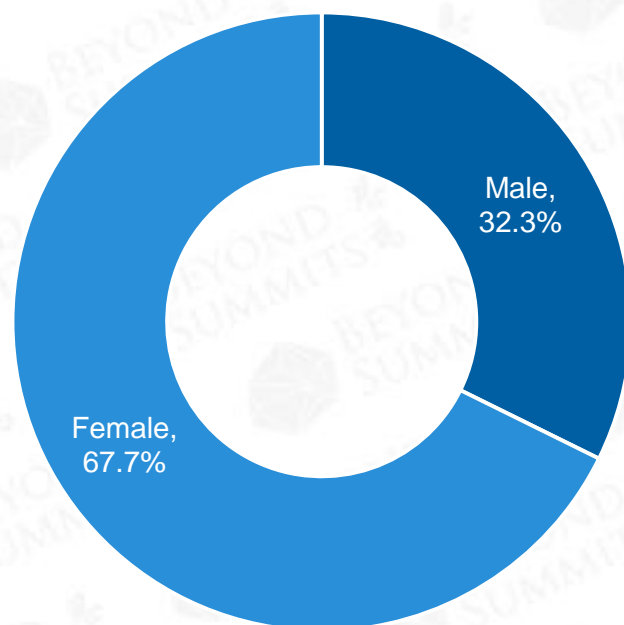
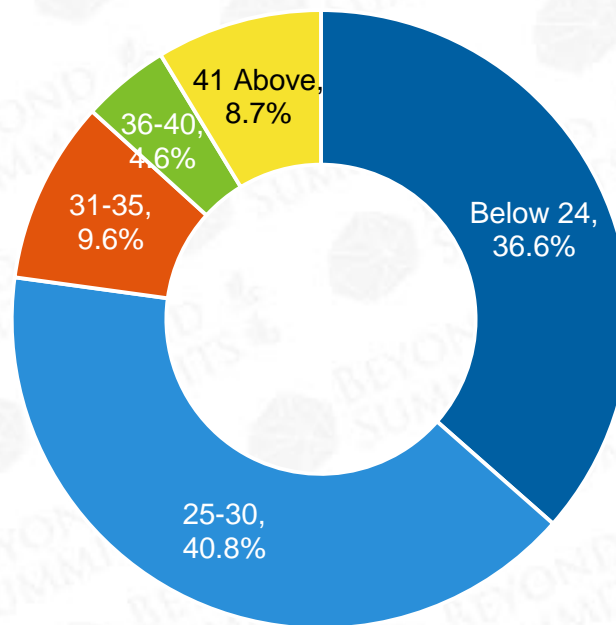**2015 Monthly Active Users of Mobile Health & Medical Services App（10,000 people）**
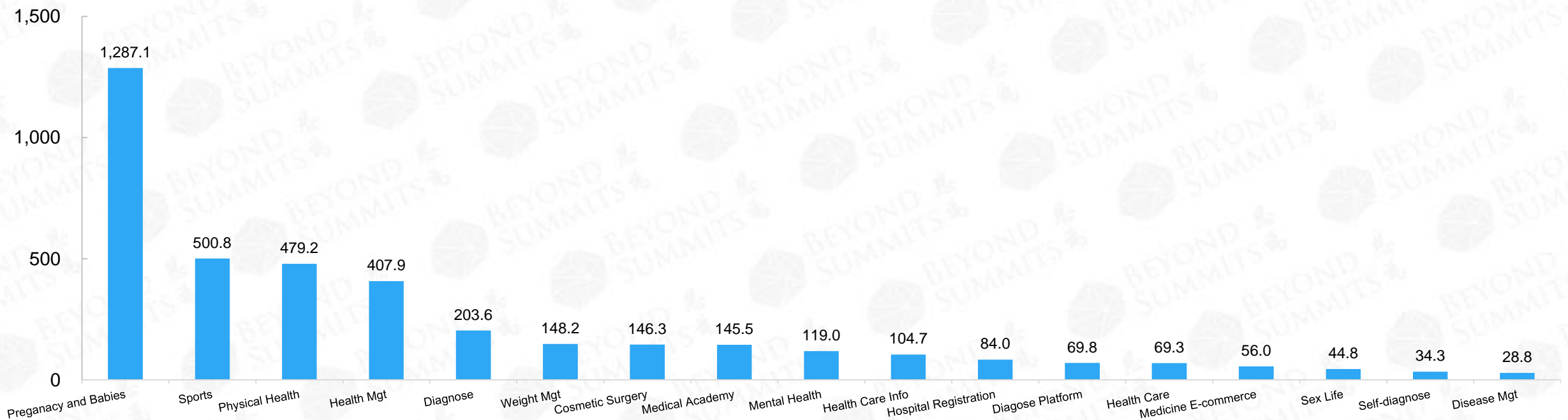
Source：Analysys

Mobile Shopping: Over 65% of females preferred mobile shopping Apps. Mobile shopping App users were mostly young people and the middle-aged who came from developed cities in China.
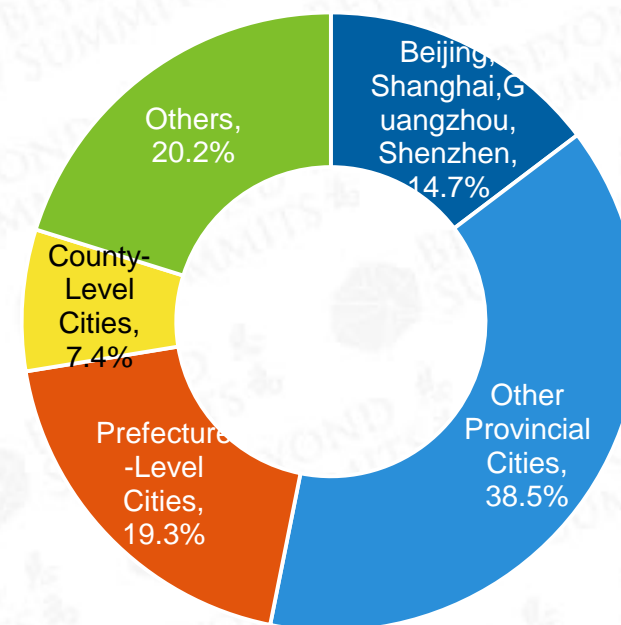
2015 Mobile Shopping App User Gender

- Male, 32.3%
- Female, 67.7%

2015 Mobile Shopping App User Age

- 41 Above, 8.7%
- 36-40, 4.6%
- 31-35, 9.6%
- Below 24, 36.6%
- 25-30, 40.8%

2015 Mobile Shopping App User Location

- Others, 20.2%
- Beijing, Shanghai, Guangzhou, Shenzhen, 14.7%
- County-Level Cities, 7.4%
- Prefecture-Level Cities, 19.3%
- Other Provincial Cities, 38.5%

Source : Analysys

Mobile Shopping: E-commerce had over 160 million MAU in 2015 and had become one of the most vital sectors in China's mobile business industry.

2015 Monthly Active Users of Mobile Shopping App（10,000 people）

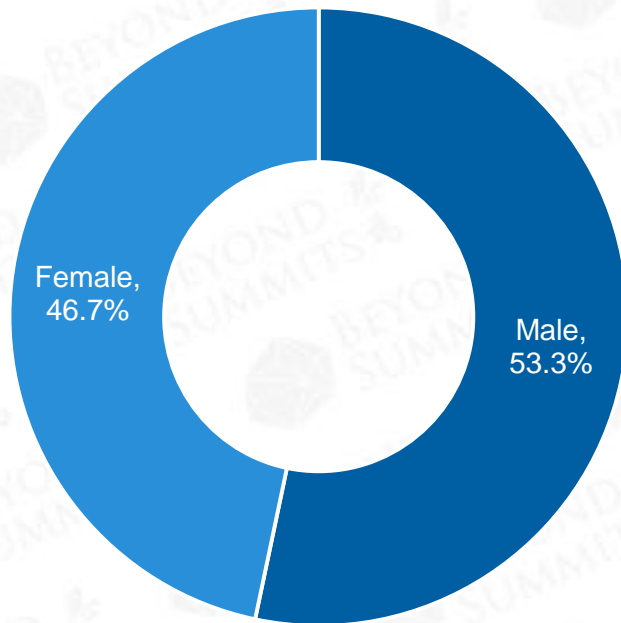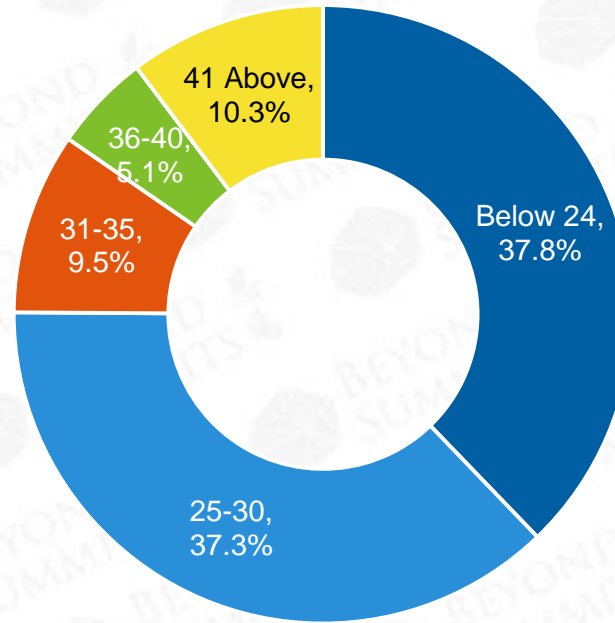|	
Integrated E-commerce	16,020.2
Special-offer E-commerce	3,307.7
Shopping Guide/Rebate	2,835.7
Seller Tools	883.9
Brand E-commerce	737.7
Parents&Babies E-commerce	461.6
Cross-border E-commerce	425.5
B2B	346.8
Wechat E-commerce	274.0
Second-hand E-commerce	226.8
Food E-commerce	93.3
Retai E-commerce	62.3
Apparel E-commerce	59.4
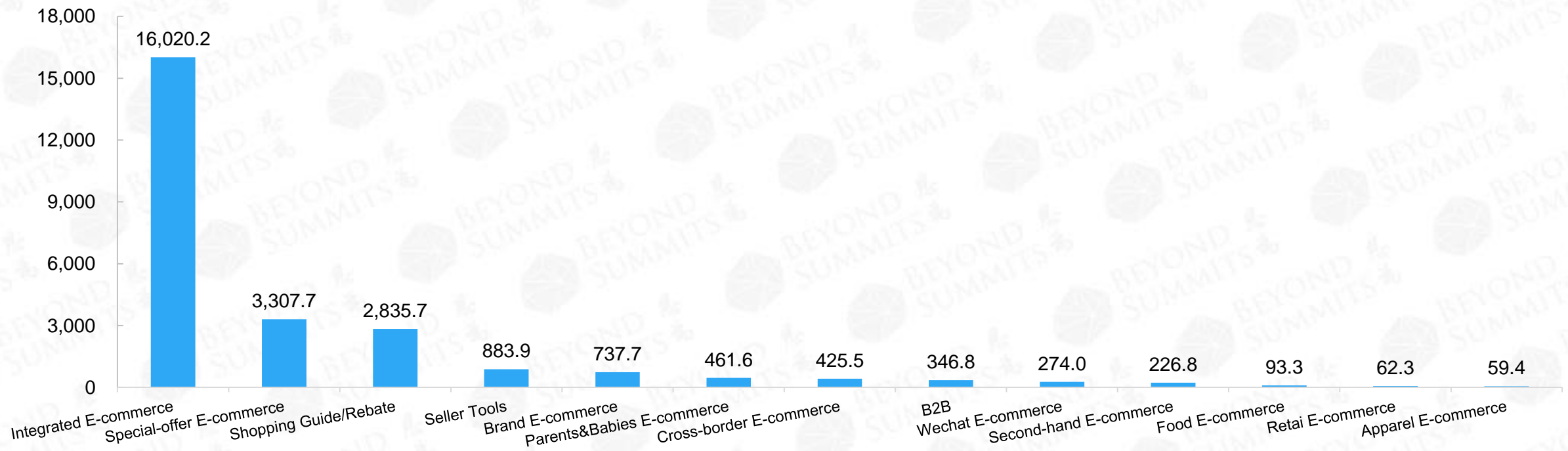
Source：Analysys

Mobile Social: Male mobile social users held over 53% of the total mobile social users. The majority of the users were 80s and 90s. The geographical distribution of mobile social users turned out to be similar with that of overall mobile Internet users in China.
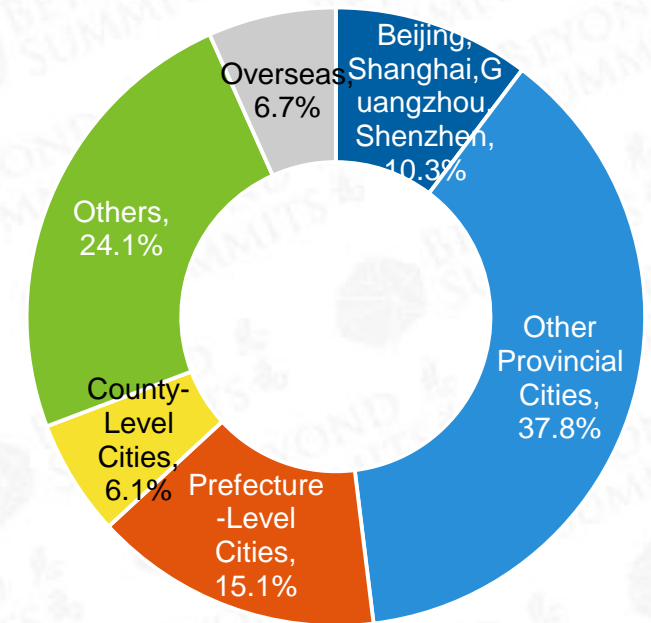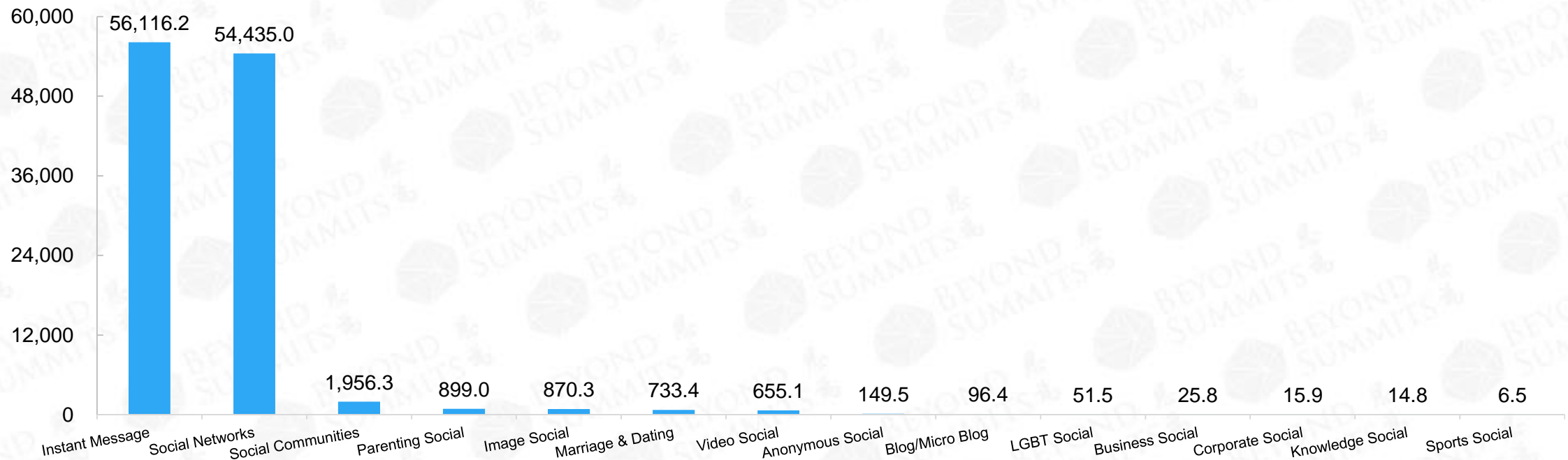
2015 Mobile Social App User Gender

Female, 46.7%

Male, 53.3%

2015 Mobile Social App User Age

41 Above, 10.3%

36-40, 5.1%

31-35, 9.5%

Below 24, 37.8%

25-30, 37.3%

2015 Mobile Social App User Location

Overseas, 6.7%

Beijing, Shanghai,Guangzhou, Shenzhen, 10.3%

Others, 24.1%

County-Level Cities, 6.1%

Other Provincial Cities, 37.8%

Prefecture-Level Cities, 15.1%

Source : Analysys

Mobile Social: Mobil social, as one of the most robust segmented markets, have saw 560 million MAU of instant message Apps and 540 million MAU of social network Apps in 2015.
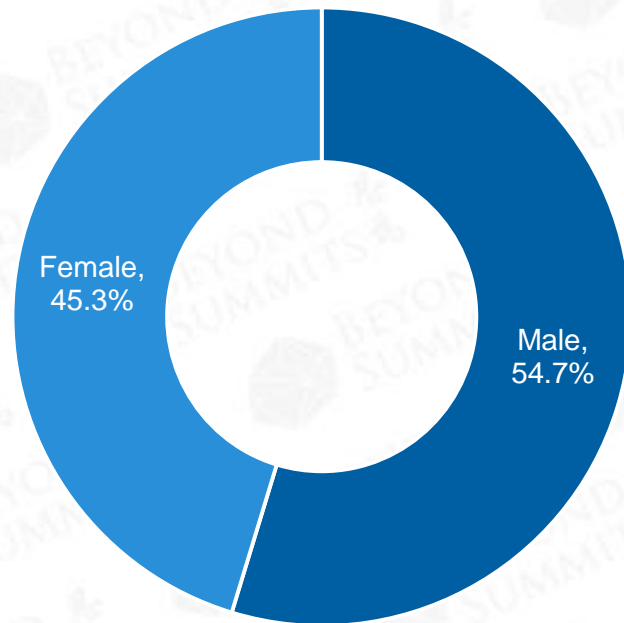
2015 Monthly Active Users of Mobile Social App（10,000 people）

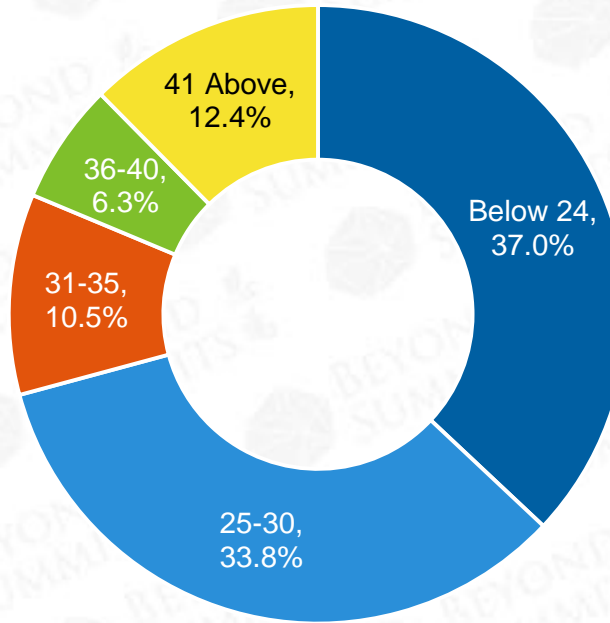| Category	Value
Instant Message	56,116.2
Social Networks	54,435.0
Social Communities	1,956.3
Parenting Social	899.0
Image Social	870.3
Marriage & Dating	733.4
Video Social	655.1
Anonymous Social	149.5
Blog/Micro Blog	96.4
LGBT Social	51.5
Business Social	25.8
Corporate Social	15.9
Knowledge Social	14.8
Sports Social	6.5

Source：Analysys

Mobile Video: More males preferred to use mobile video Apps. Mobile video users were mainly 80s and 90s and located similarly with the overall demography of mobile Internet users.
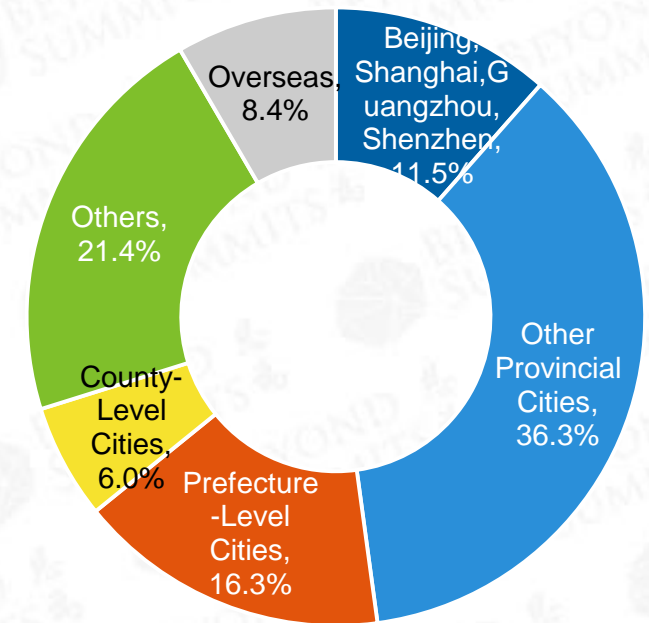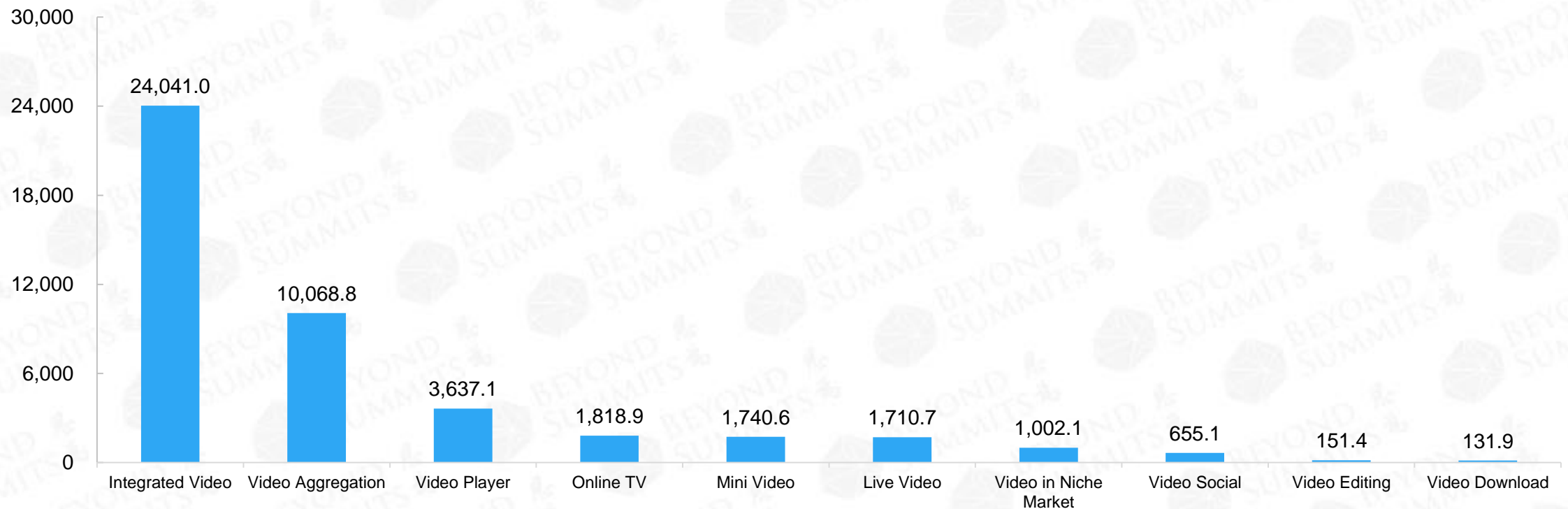
2015 Mobile Video App User Gender

- Male, 54.7%
- Female, 45.3%

2015 Mobile Video App User Age

- Below 24, 37.0%
- 25-30, 33.8%
- 31-35, 10.5%
- 36-40, 6.3%
- 41 Above, 12.4%

2015 Mobile Video App User Location

- Beijing, Shanghai, Guangzhou, Shenzhen, 11.5%
- Other Provincial Cities, 36.3%
- Prefecture-Level Cities, 16.3%
- County-Level Cities, 6.0%
- Others, 21.4%
- Overseas, 8.4%

Source : Analysys

Mobile Video: As of mobile video sector, video Apps had 240 million MAU in 2015, meaning it overwhelmingly beat other segmented markets of mobile video.

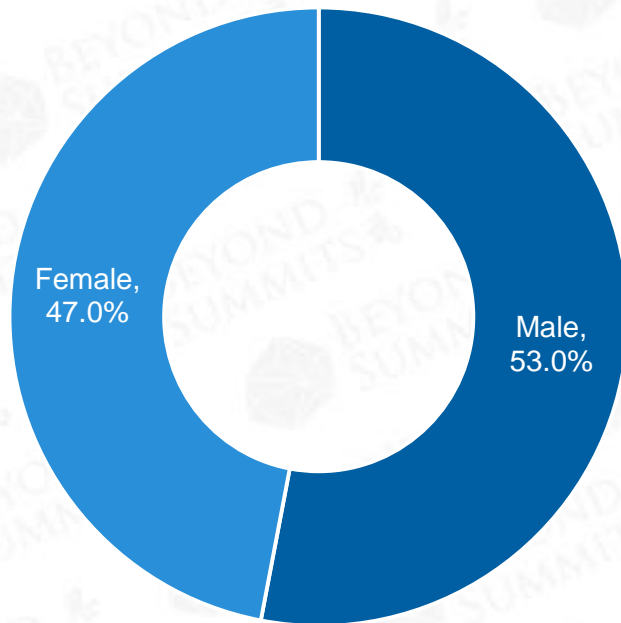**2015 Monthly Active Users of Mobile Video App（10,000 people）**
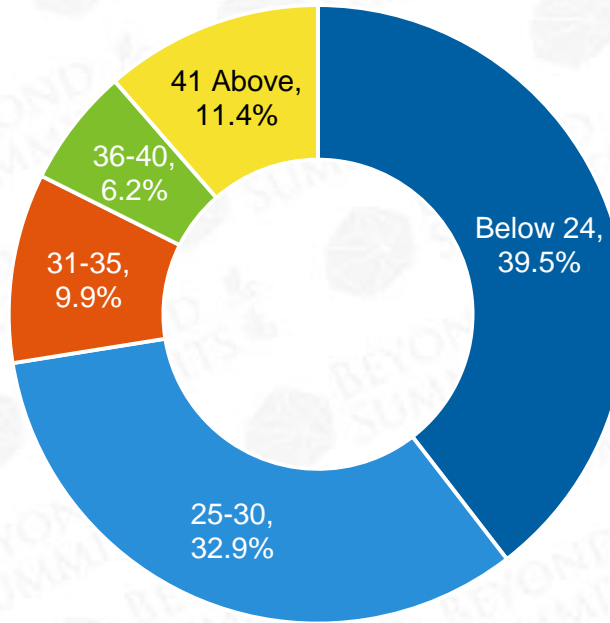

Source：Analysys

Mobile Music: Male users of Mobile music Apps were slightly more than female users. Mobile music users were mainly 80s and 90s, and their locations were evenly distributed in China.

2015 Mobile Music App User Gender

Female, 47.0%

Male, 53.0%

2015 Mobile Music App User Age

41 Above, 11.4%

36-40, 6.2%

31-35, 9.9%

Below 24, 39.5%

25-30, 32.9%

2015 Mobile Music App User Location

Overseas, 6.6%

Beijing, Shanghai, Guangzhou, Shenzhen, 10.9%

Others, 25.2%

Other Provincial Cities, 33.9%

County-Level Cities, 6.8%

Prefecture-Level Cities, 16.7%

Source : Analysys
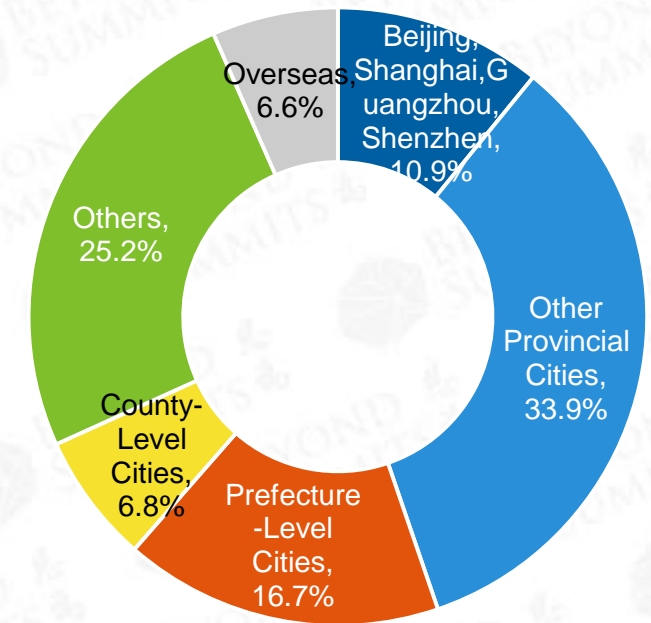
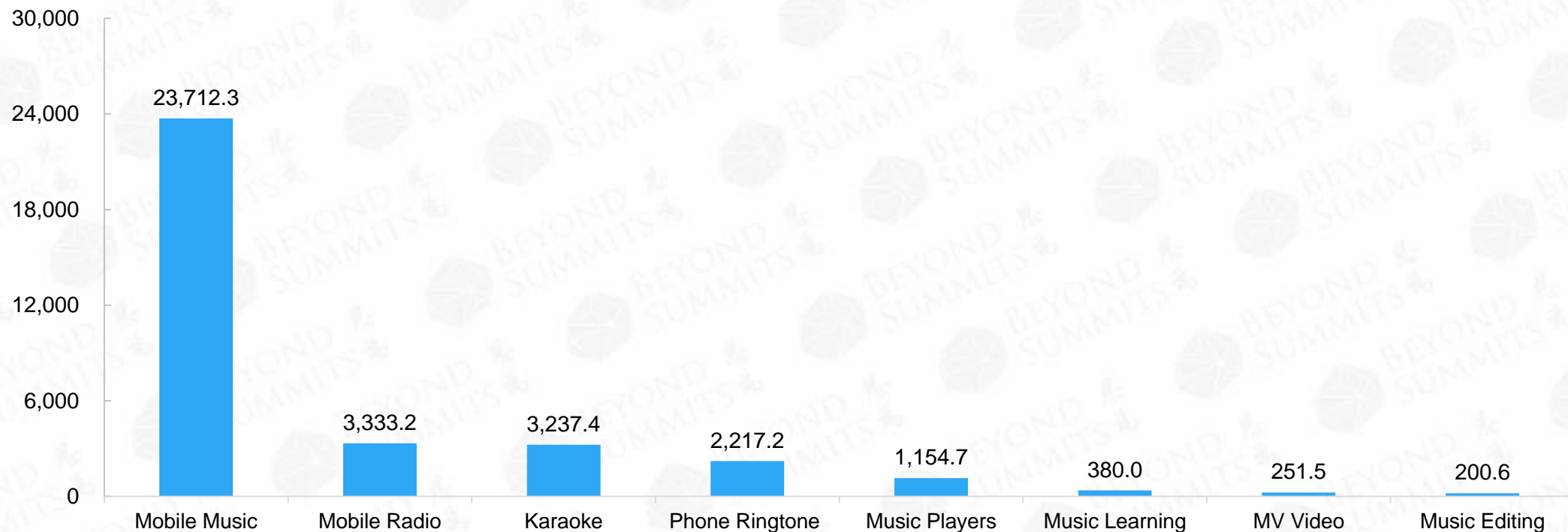**Mobile Music:** Mobile music MAU hit 230 million in 2015, standing out from other segmented apps in mobile music field, such as mobile radio Apps, karaoke Apps and phone ringtone Apps.

2015 Monthly Active Users of Mobile Music App（10,000 people）

	Value
Mobile Music	23,712.3
Mobile Radio	3,333.2
Karaoke	3,237.4
Phone Ringtone	2,217.2
Music Players	1,154.7
Music Learning	380.0
MV Video	251.5
Music Editing	200.6

Source：Analysys

User Behaviors and TOP APPs in 10 Mobile Internet Markets

Category	Using Period	Times of APP Use Per Day	TOP APPs
Education	Mobile education users' peak time was 8p.m. with coverage rate of 15.8% and fell after that time.	Mobile education App users will open apps mostly at 8p.m., 9.2% of total times per day.	Homework Help Xiao Ban Long YuanTiKu
Finance	Two peak time for mobile finance App users were 10 a.m. and 2 p.m. with 17.8% and 17.3% coverage rate.	Two peak time for APP opening were also 10 a.m. and 2p.m.	Alipay Tonghuashun China Construction Bank APP
Travel	The usage of mobile travel apps had no obvious fluctuation between 8a.m. and 10p.m., with 9% coverage rate.	For mobile travel apps, they have an around 5% opening rate from morning to night.	Qunar 12306 Officla APP Ctrip
Auto	The peak time for mobile auto App users was 8p.m., with 12.5% coverage rate.	The peak opening time for mobile auto App was 8p.m., with opening rate of 7% in a day.	Jiakaobaodian Didi Taxi JXEDT
Life	The two peak time of mobile life service Apps were 11a.m. and 5p.m. with coverage rate of 12.3% and 11.6%.	The two peak opening time of mobile life service App were 11a.m. and 5p.m.	Meituan Dianping 58Tongcheng

User Behavior and TOP APPs in 10 Mobile Internet Markets

Category	Using Period	Times of APP Use Per Day	TOP APPs
Health & Medical	The peak time for using mobile health & medical Apps was 8p.m. with 13.7% coverage rate.	The peak opening time of mobile health & medical Apps was 8p.m., with opening rate of 7.6% in a day.	Pregnant Manager Babytree Meet you
Shopping	The peak time of mobile shopping App was 12 at noon and 9 p.m., two hours later than the overall mobile Internet usage peak.	The peak opening time of mobile shopping Apps was 12 at noon and 9p.m. with opening rates of 6.6% and 7.1% each.	Taobao JD Tmall
Social	Daily usage rate of mobile social apps was much higher than the average usage rate of the overall mobile app market. Its peak time was 8p.m.	The peak opening time of mobile social apps was 8p.m. and the usage frequency of mobile social turned to be higher from 5 p.m. to 10 p.m.	Wechat QQ Weibo
Video	Two peak time of mobile video Apps was 12 at noon and 8 p.m.	The peak opening time of mobile video Apps was 12 at noon and 9 p.m. with opening rates of 6.3% and 7.9% each.	QQ Video iQIYI Stormplayer
Music	The peak usage time of mobile music App was 7p.m. with 13.1% coverage rate.	The peak opening time of mobile music App was 8p.m., with opening rate of 6.8% in a day.	QQ Music Kuwo Music ShouJiDuoDuo

Your Global All-media Marketer

Visit our website to learn more: https://beyondsummits.com/

We have collaborating offices in

· SH · BJ · HK · TYO · SEL · SYD · MOS · BER · LON · PAR · ROM · NYC · SF ·