

Being University of Post and Telecommunication

No.10 Xitucheng Road,
Haidian District,
Beijing, China

Dear Telecommunication Company,

We thank you for choosing us to address your company's costumers purchasing situation. We have now completed our comprehensive report, which you will find attached.

Again, thank you for choosing us. We eagerly await an opportunity to deal with you again in the future. Should you have any concerns, we can be contacted during normal business hours at 1 234 234 3456 or at customerservice@yahoo.com

Sincerely,
Wenqi Gao

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1 Opening

China has been going through an explosive internet adoption period, with mobile playing a key role in getting people online.

More and more people are using Internet on the phone. What make this all happened? How big changed has mobile Internet made?

2 The relationship between Mobile Internet and our lives

2.1 What is Mobile Internet?

The mobile Internet refers to access to the World Wide Web, i.e. the use of browser-based Internet services, from a handheld mobile device, such as a smart phone or a feature phone, connected to a mobile network or other wireless network.

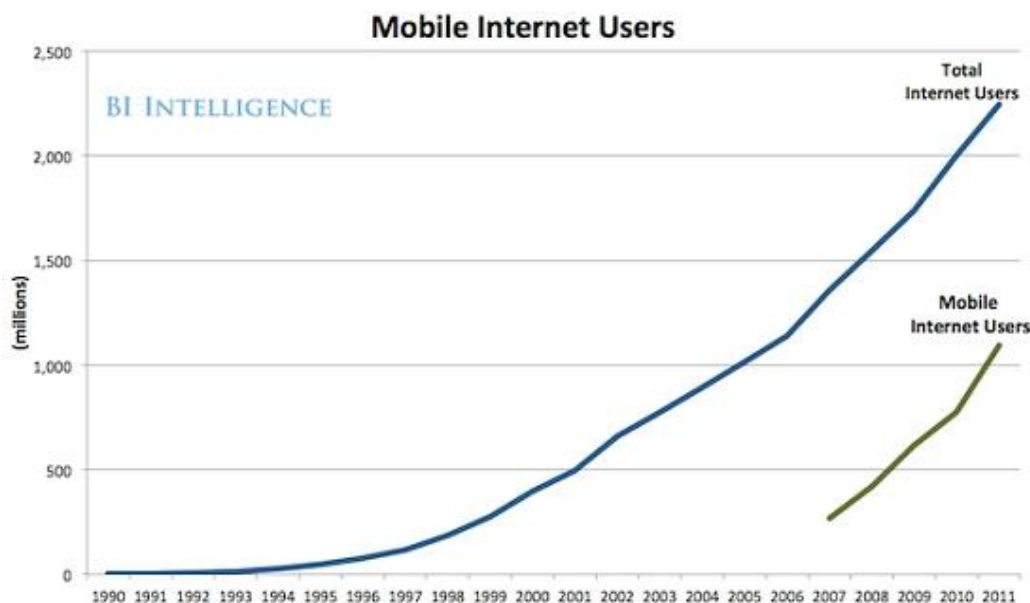
Traditionally, access to the Web has been via fixed-line services on laptops and desktop computers. However, the Web is becoming more accessible by portable and wireless devices. *An early 2010ITU (International Telecommunication Union) report said that with the current growth rates, web access by people on the go via laptops and smart mobile devices – is likely to exceed web access from desktop computers within the next five years.* ^[1] The shift to mobile Web access has been accelerating with the rise since 2007 of larger multitouch smart phones, and of multitouch tablet computers since 2010. Both platforms provide better Internet access, screens, and mobile browsers or application-based user Web experiences than previous generations of mobile devices have done. Web designers may work separately on such pages.

2.1.1 The distinction between mobile Web applications and native applications

The distinction between mobile Web applications and native applications is anticipated to become increasingly blurred, as mobile browsers gain direct access to the hardware of mobile devices (including accelerometers and GPS chips), and the speed and abilities of browser-based applications improve. Persistent storage and access to sophisticated user interface graphics functions may further reduce the need for the development of platform-specific native applications.

2.1.2The prototype of the mobile Internet

The mobile Internet is the combination of mobile communication and Internet. Nowadays, mobile communication and Internet are the most potential to become the fastest growing, the most prospects of the market, and the most attractive business in the world. Their growth rates are beyond the expectations by the specialists, so we can foresee that the mobile Internet will create economic miracles. The advantages of the mobile Internet are the large number of its users. By the end of September 2012, the global mobile Internet users have reached to 1.5 billion.



By the end of April 2014 in China, the total number of mobile Internet users came to 848 million, occupied 67.8% of the mobile phone users. The mobile Internet users reached to 500 million, accounting for more than eighty percent of the total number of Internet users. The mobile phone is keeping the domination of Internet terminals. The mobile Internet development is becoming popularity in our country. ^[2]As a result, the mobile Internet has become the indispensable part in our life.

2.2 Some research about Chinese mobile Internet

2.2.1 The implement to surf

And now, the latest report published by state-affiliated research organization China Internet Network Information Center (CNNIC) shows that the percentage of Chinese users accessing the Internet via mobile grew to 83.4 percent as of June 2014, for the first time surpassing the percentage of users who access the internet via PCs (80.9 percent).



The figure for mobile internet access is up 2.4 percentage points in just six months from the end of 2013. On the other hand, desktop computer and laptop usage both continued their decline — the former by 0.1 percentage point to 69.6 percent, and the latter by 0.4 percentage point to 43.7 percent. In total, 80.9 percent of users went through traditional PC access (including desktop computers and laptops but excluding tablets) to go online.



2.2.2 China's Internet population

New numbers released today also show that the overall number of new internet users is still climbing, even if the rate of growth may not be as fast as before.

As of June 2014, China had 632 million internet users and 527 million mobile internet users, according to CNNIC. This means the country tacked on 14 million new internet users and 27 million new mobile internet users in just six months. The internet penetration rate stood at 46.9 percent, up 1.1 percent from the end of 2013.

The amount of time each internet user spends online on average a week is about 25.9 hours, up 0.9 hours from the end of 2013. CNNIC credits this to more Wi-Fi access across the country, as well as the maturity of 3G coverage and the onset of 4G access.

2.2.3 The users do online

CNNIC notes that there has been a "rapid growth" in the use of mobile payment services, with the percentage of users increasing from 25.1 percent to 38.9 percent. In turn, this has also led the growth of m-commerce, group buying and lifestyle services such as online travel booking.

In particular, mobile shoppers numbered 205 million in China as of June 2014, growing 42 percent in just six months. The portion of mobile internet users who shopped online also rose from 28.9 percent to 38.9 percent.



Meanwhile, messaging continues to be a popular usage for smartphone users in China. The number of instant messaging users rose to 564 million by June 2014, an increase of 32.08 million users from end 2013, while the usage rate hit a high of 89.3 percent.

As mobile becomes the number one way for internet users in China to go online, dissecting what they use the platform for is definitely going to be key for companies to figure out how to retain users, and it seems like we can expect the rivalry between Baidu, Alibaba and Tencent to heat up going forward.

2.3 The affection of mobile Internet

In 2013, "Internet +" became a popular word. The traditional industries are eager to have the "marriage" with the Internet, especially the mobile Internet. From newspapers, websites to hospitals, Banks, from reading, education to entertainment, shopping, almost all walks of life are testing the waters of mobile Internet terminal. *"people's thinking on the Internet may be upgraded to version 2.0, change into the mobile Internet thinking"*, said Jiang Xiping, a secretary-general of Information Research Center, working in the Chinese academy of social sciences.

2.3.1 Financial

According to the report ^[3], in 2014, China mobile shopping market have the size of 628.76 billion Yuan, the highest scale of the mobile Internet industry. In the face of the vast mobile shopping market, Alibaba, Jingdong, Dangdang, Amazon China and other major electrical contractors are moving fast to occupy the mobile Internet terminal.

Mobile Internet financial has began to enter into a new stage of development which is becoming scale and have complementary to the traditional off-line financial services and integration from the past which was small and scattered. As of February 2014, the balance of accounts treasure has breakthrough 81 million, scale break through 400 billion Yuan.

Xu Shengyuan, managing director of Intel Capital China, the investment arm of US-based chip

giant Intel Corp, said every sector related to mobile Internet could attract Intel Capital's attention.

"The mobile-Internet industry provides much convenience to consumers and constitutes a huge vertical market," Xu said. "There will definitely be some new large-scale companies coming out of this industry."^[4]

On the side of online travel, mobile Internet terminal has great power. As of October 2013, Ctrip mobile hotel reservation accounted for more than 40% from its peak, Elong has contributed more than 25% from the mobile business. In the future, Tourism may be around PC, realize the mobile industry actually.

"The reason of why Mobile Internet penetration into traditional industries so quickly, extensive and in-depth, is because of the characteristics of its low cost and high efficiency", people's dean GuanJian Wen believes that "the productivity has been further liberated, and create a broader development space for social progress and innovation ".

Gu Jiang, the researcher at the Chinese academy of sciences policy, believed that the mobile Internet era which affects the core competitiveness of enterprises is undergoing profound changes. If the traditional industries want to live and develop, they must take the initiative to embrace the Internet and constant innovation.

2.3.2 Social communication style innovation in anytime and anywhere

Daily use of mobile Internet terminal reached to 1.65 hours per capita, the mobile Internet is breaking through the time and space limit for social communication in a large step, opening a "mobile social communication era".

You can use the running application to record data movement and share the route; you can use camera phones instantly and publish the photos on social networking sites, recording the life in bytes; you can also share information at any time, exchange experience and so on. The social communication in Mobile Internet era can ignore the distance between the users, makes everyone your neighbor.

As far as I concerned, in the future, the mobile Internet will be like air, water, food which are necessary for our life. Human senses will extent unlimitedly, the knowledge acquisition will be easier and the creativities will be promotes. Sharing the ideas, knowledge and wisdom easily will promote social harmony and progress.

2.3.3 Industrial upgrading, create a new form

The mobile games market grows more than twice than the same time of last year, mobile video subscribers reached to 247 million. Mobile Internet development is integration, development and innovation, broader, deeper and more standard process.

Mobile Internet integrated the intelligent terminal, digital technology and new technologies, established a new industrial chain, creating a new cultural industry shape.

Reading, games, music and other cultural industries have innovation with the help of the mobile Internet. The mobile game market's future gives a person with great imagination.

Mobile Internet not only provides an opportunity for a new round of cultural industry development, but also brings the innovation of cultural production and consumption patterns.

On the one hand, the mobile Internet innovate the production mode of culture.*"In literary creation, for example, a lot of novels write on the Internet. The authors write according to the reader's reflection."* GuanJianWen said, *"In the creation of the production chain, the fact of the creator and consumer, creators and consumers interact with consumers is forming a new pattern."*

On the other hand, the mobile Internet has changed the way of culture consuming. In December 2013, according to the report, China's online watch or download the video phone end users to 247 million, annual growth rate as high as 83.8%. Mobile Internet is making people liberated from the television broadcast time, liberated from cinema, sitting room and a personal computer.

From 2011 to 2013, China mobile Internet has experienced rapid development for three years. According to the report, it may enter a sustained period in 2014. The development trend of mobile Internet will be more efficient and better to serve society and life in the future.

3.Conclusions

Mobile Internet is having a great development in a high speed all over the world. It changed our lives. But each coin have two sides, the mobile Internet will bring us some security hidden danger as the bad side. And we should use it in purpose ways.

4. References

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