

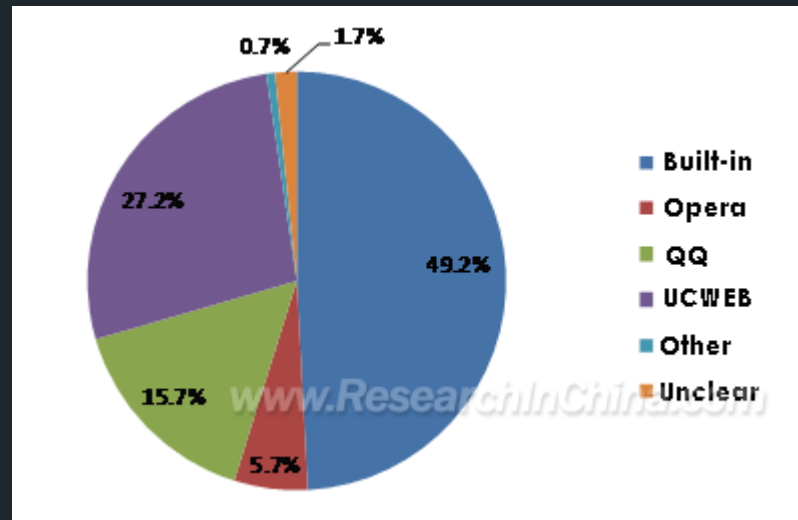
China Mobile Browser User Survey and Industry Report, 2010



Cooperated with 1diao cha.com, ResearchInChina conducted a questionnaire survey concerning mobile browser in August 2010. Collecting 600 samples, the survey mainly focused on people aged 20-50, with male and female covering 49% and 51% respectively. Furthermore, it covered 23 first-tier, second-tier and third-tier cities including Shanghai, Shenzhen, Beijing, Guangzhou and Chengdu, and involved people from many walks of life such as civil servants, teachers, military personnel, corporate executives & general staff, self-employed laborers, blue-collar workers and students.

The survey found that 49.2% of respondents were inclined to choose built-in browsers, and more than 60% of this part of respondents claimed that built-in browsers were already sufficient for their needs. Among the third-party mobile browsers, UCWEB, QQ and Opera accounted for 27.2%, 15.7% and 5.7% of the users respectively.

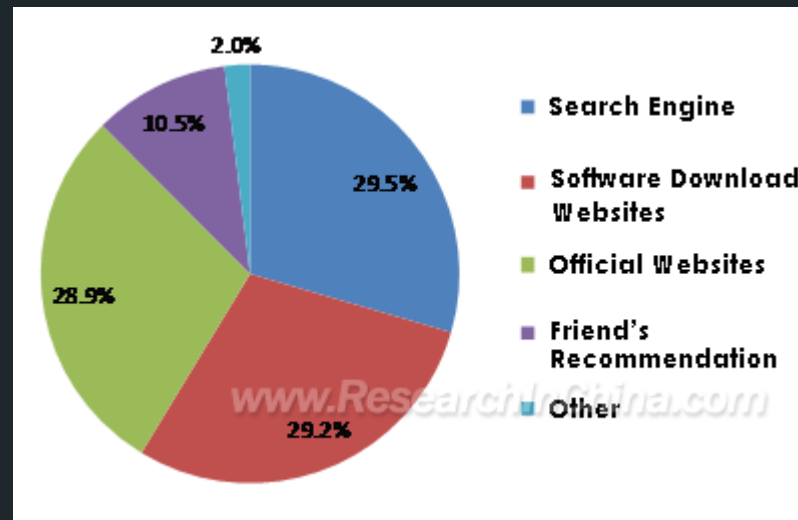
Distribution of Commonly Used Mobile Browsers



Source: ResearchInChina, 1diaocha.com

Meanwhile, among the means to obtain mobile browsers, search engine, software download website and official website held similar shares – each around 29% - of total respondents. It's noteworthy that over 10% of respondents would choose to download a mobile browser recommended by a friend, indicating that the user's praise is still an important factor for mobile browser manufacturers to seize market share.

Means of Mobile Browser Users to Obtain a Third-party Browser



Source: ResearchInChina, 1diaoCha.com

Additionally, respondents were generally satisfied with current mobile browsers, while 9.2% of respondents were somewhat dissatisfied. Respondents were most dissatisfied with slow web display, followed by web compatibility, traffic consumption and program stability. Around 14% and 27% of respondents respectively were dissatisfied with browser appearance and operating feeling, which indicated that mobile browser manufacturers should further enhance UI and interaction design in order to improve the user experience.

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