

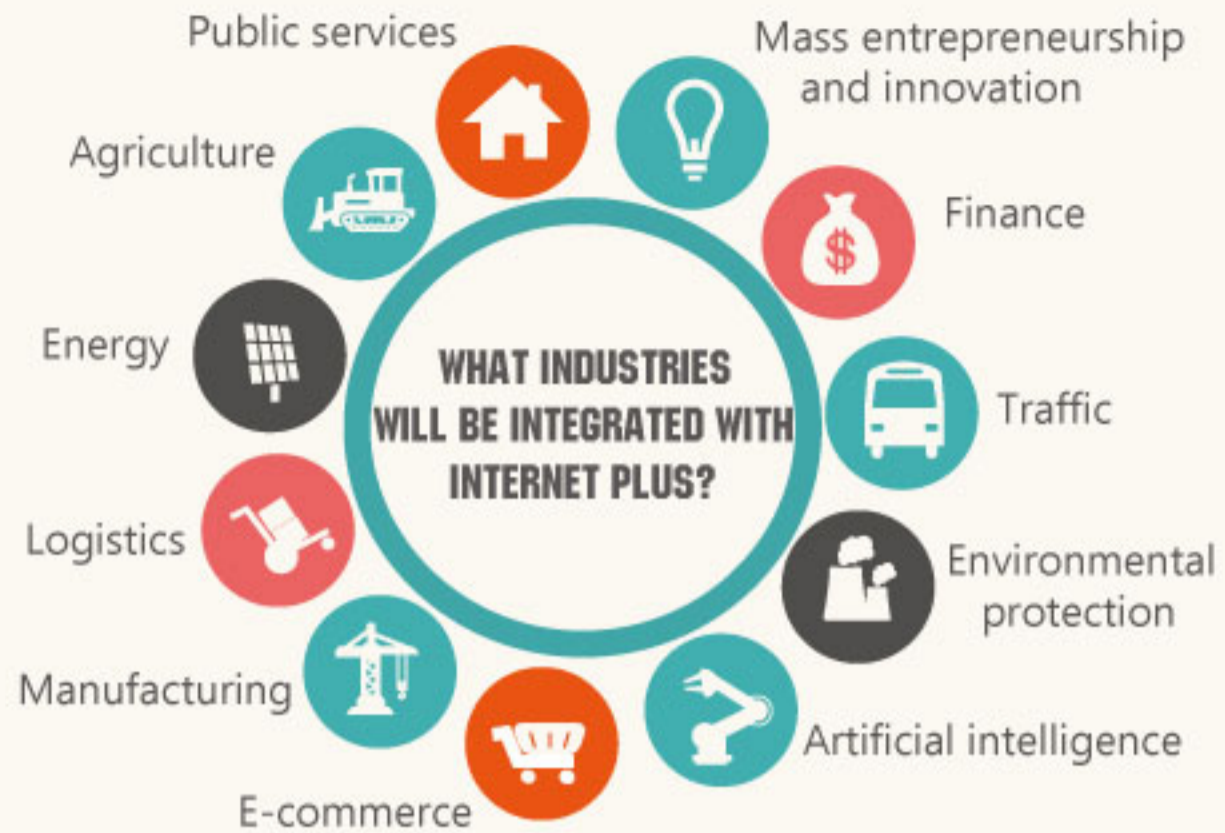
HOW IS INTERNET PLUS ALTERING CHINA?



The **Internet Plus** concept was first presented by **Chinese Premier Li Keqiang** in March 2015 when he delivered the government work report at the opening meeting of the third session of China's 12th National People's Congress.



On July 4, 2015, China unveiled its **Internet Plus action plan**, aiming to integrate **mobile Internet, cloud computing, big data** and the **Internet of Things** with traditional industries so as to fuel economic growth.



 **413 M**

The number of online shoppers was 413 m as of December 2015, an increase of **51.83 m** year on year.

The number of netizens who bought online financial products hit 90.26 m in 2015, an increase of **11.77 m** compared with 2014 figures.

90.26 M 



260 M

netizens booked air tickets, hotels, train tickets or tourism products online in 2015, an increase of **17.1%** compared with 2014 figures.

358 M

netizens paid online through mobile phones in 2015, an increase of **64.5%** year on year.



3.88 TN



Online retail transactions nationwide reached 3.88 tn yuan in 2015, an increase of **33.3%** year on year.

 **110 M**

The number of online education service users hit 110 m in 2015, accounting for **16%** of China's total internet users.

114 M

The number of online food delivery service users was 114 m as of December 2015, accounting for **16.5%** of China's total internet users.



96.64 M 

people used online taxi-hailing services in 2015, and **21.65 m** used private car-hailing services.

 **504 M**

The number of online video service users reached 504 m as of December 2015, an increase of **70.93 m** compared with 2014 levels.

152 M

The number of online medical service users was 152 m in 2015, accounting for **22.1%** of China's total internet users.



297 M  

The number of online literature service users hit 297 m in 2015, an increase of **2.89 m** compared with 2014 levels.

The number of online music service users hit 501 m in 2015, a growth of **23.30 m** compared with 2014 levels.

501 M   

Sources: www.gov.cn, China Internet Network Information Center