

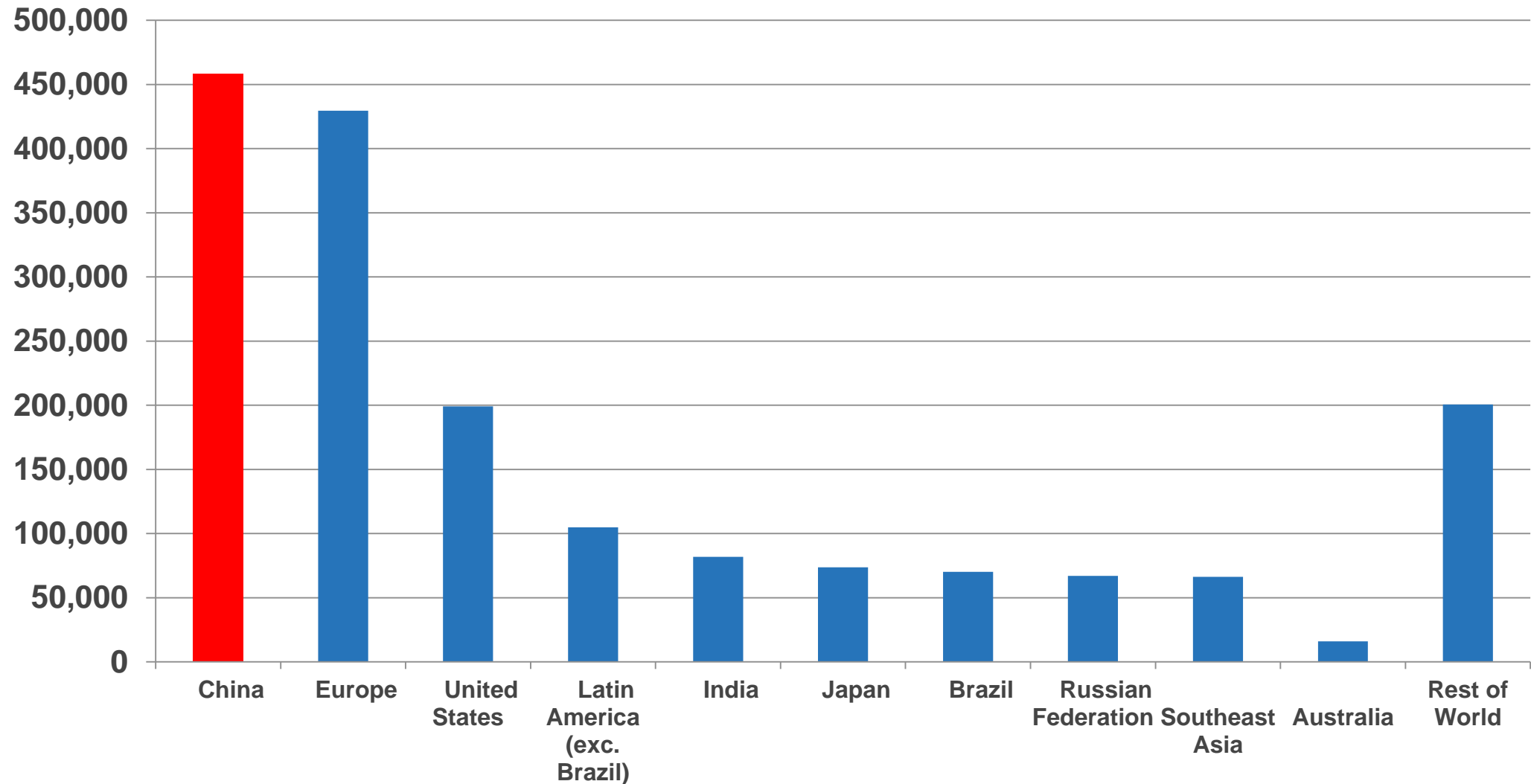
The Internet as China's Consumption Booster

5th FutureChina Global Forum, 18 July 2014, Singapore

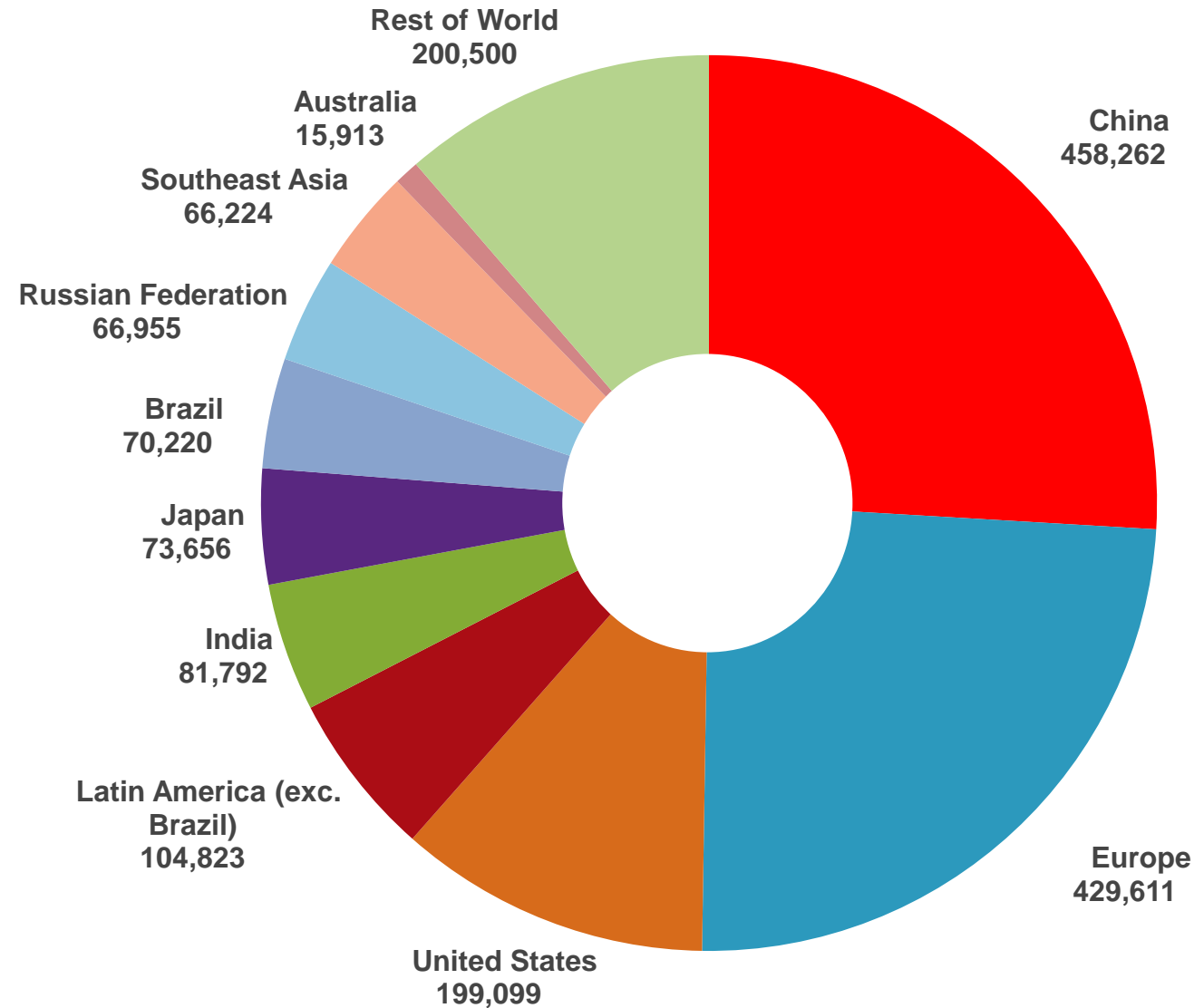
Joe Nguyen
Senior Vice President, Asia Pacific, comScore



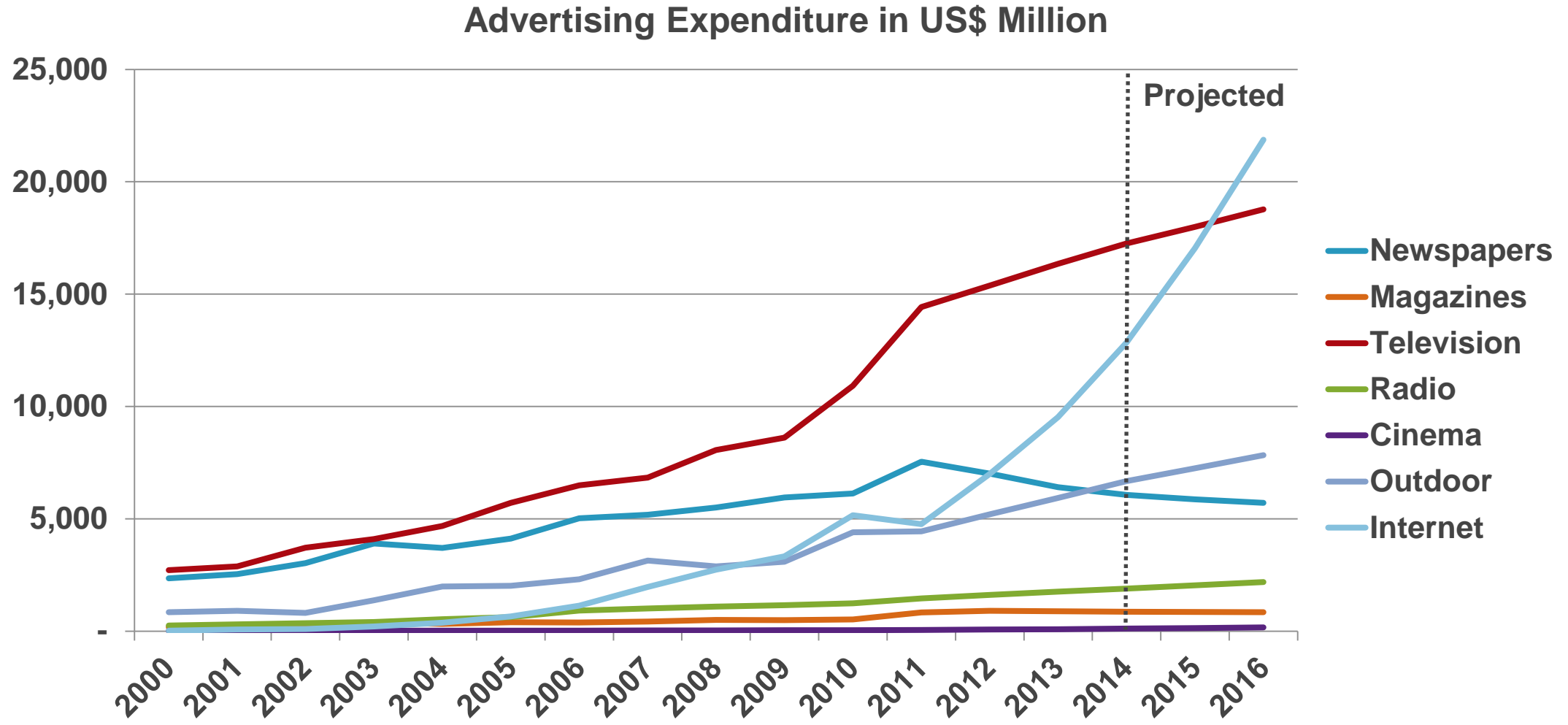
China Has the Largest Segment of Internet Users



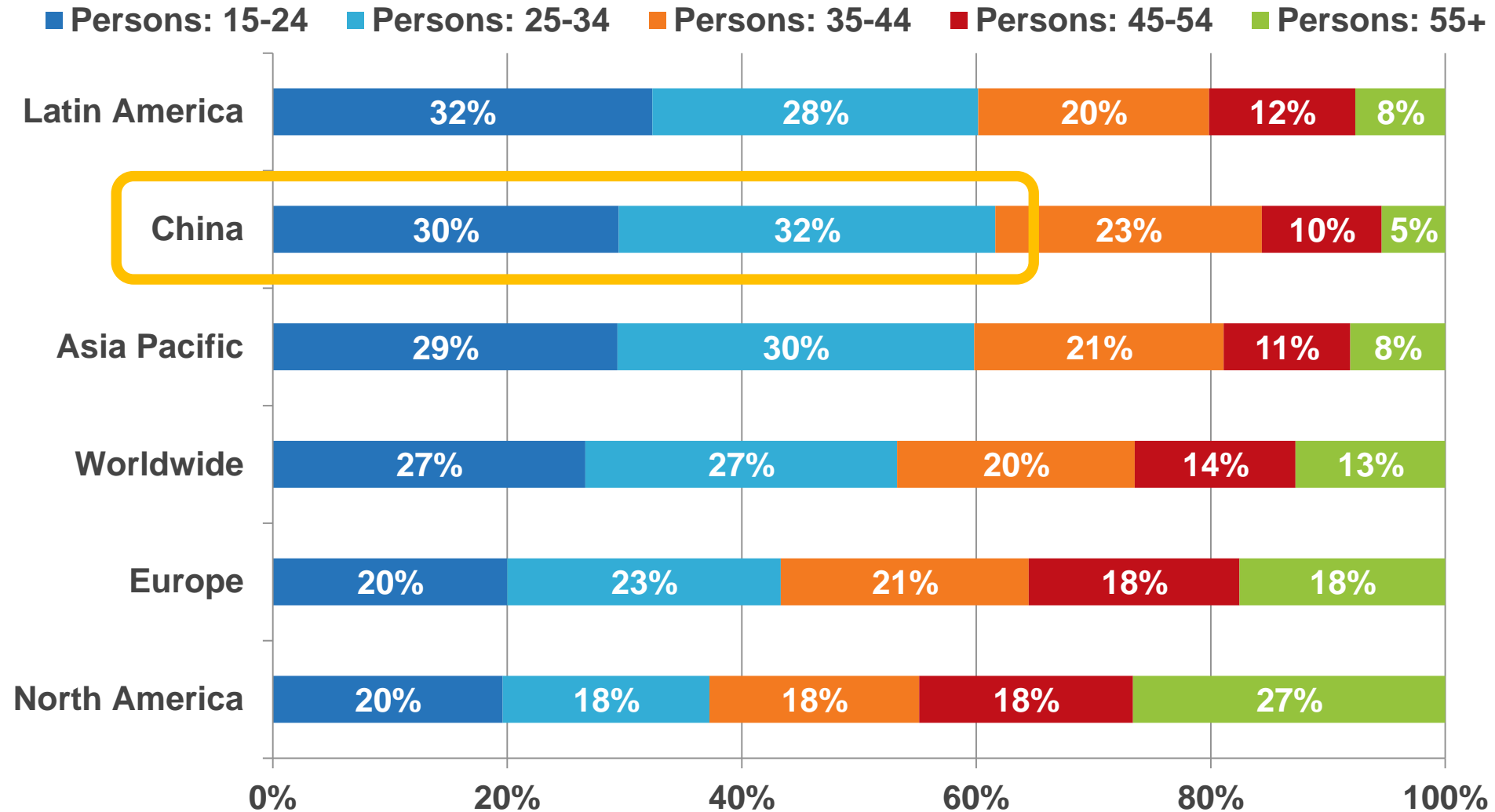
Over a Quarter of Worldwide Internet Users are from China



China's Online Ad Expenditure Projected to be Higher than TV in 2016

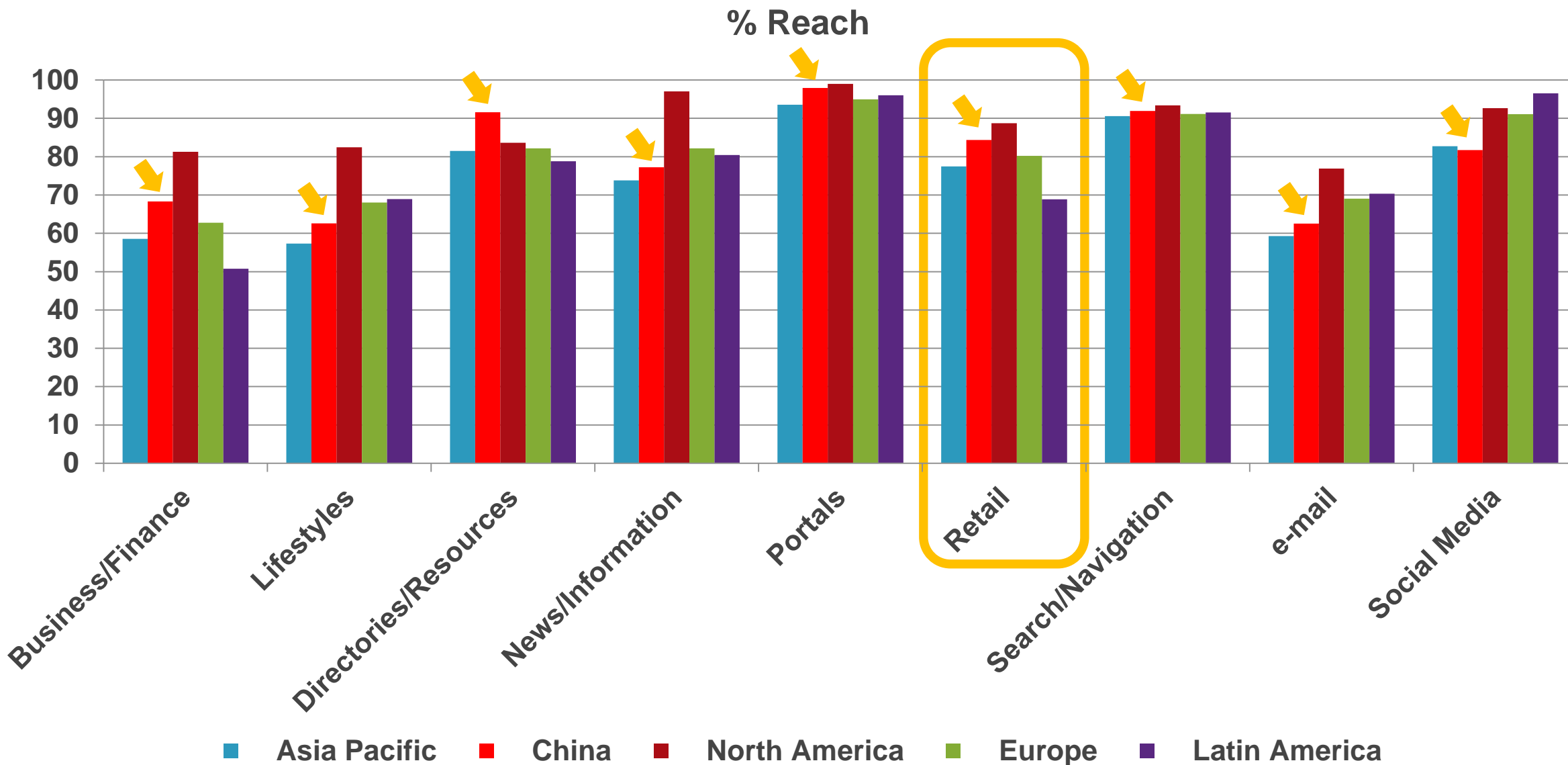


China Internet Users are Young

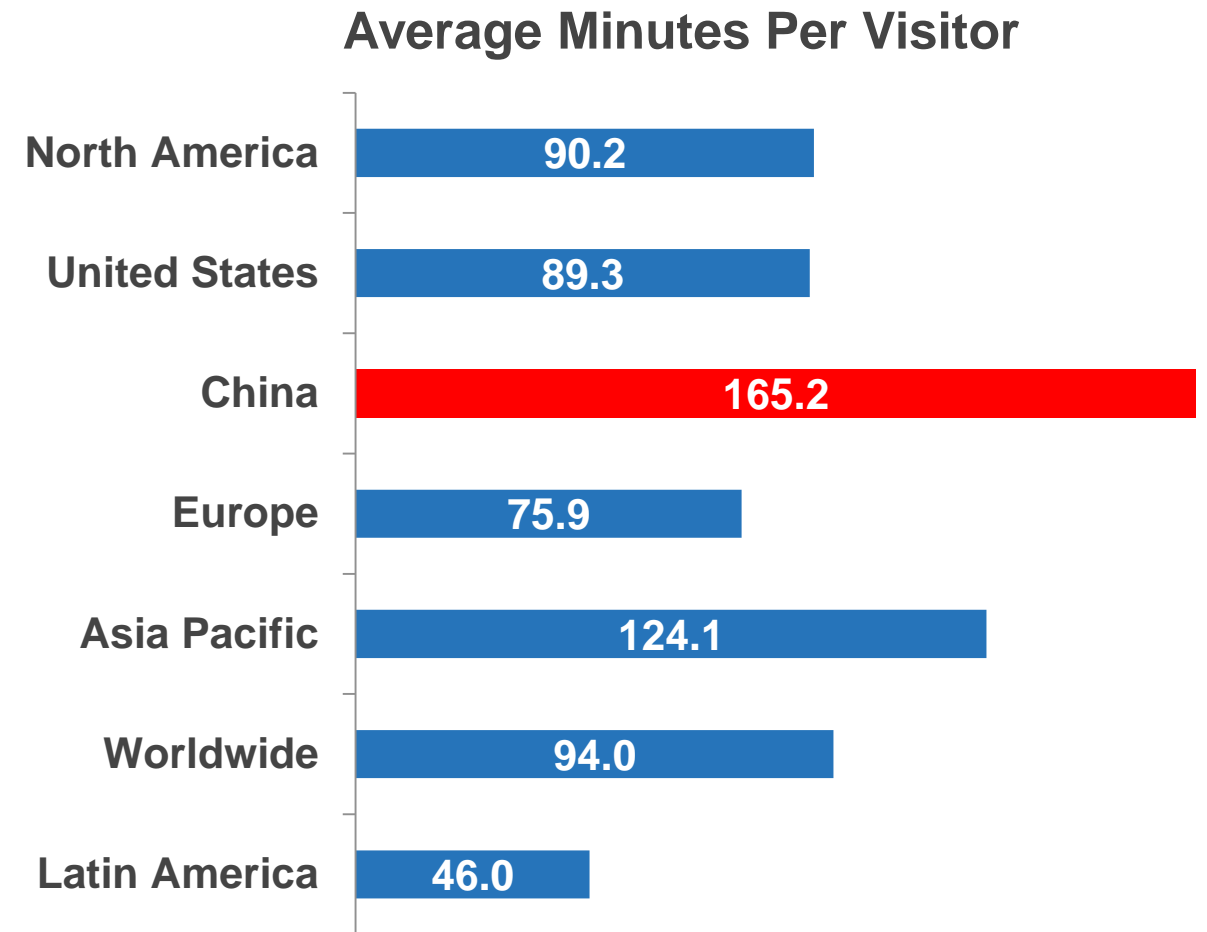
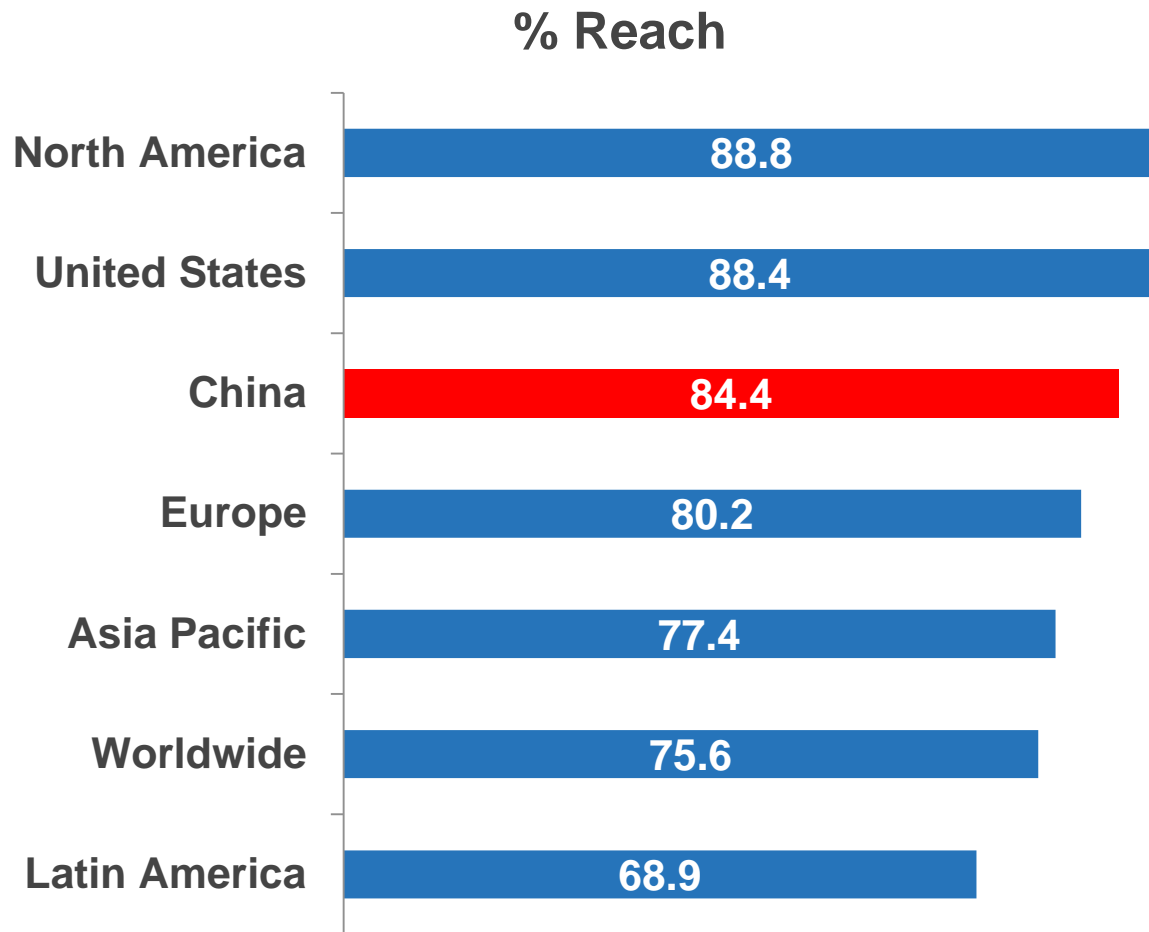


Source: comScore Media Metrix, May 2014, Universe: Home and Work desktop and laptop computers, Time Period: May 2014, Media: Total Internet, Measure: % Composition Unique Visitors, Date: 7/16/2014

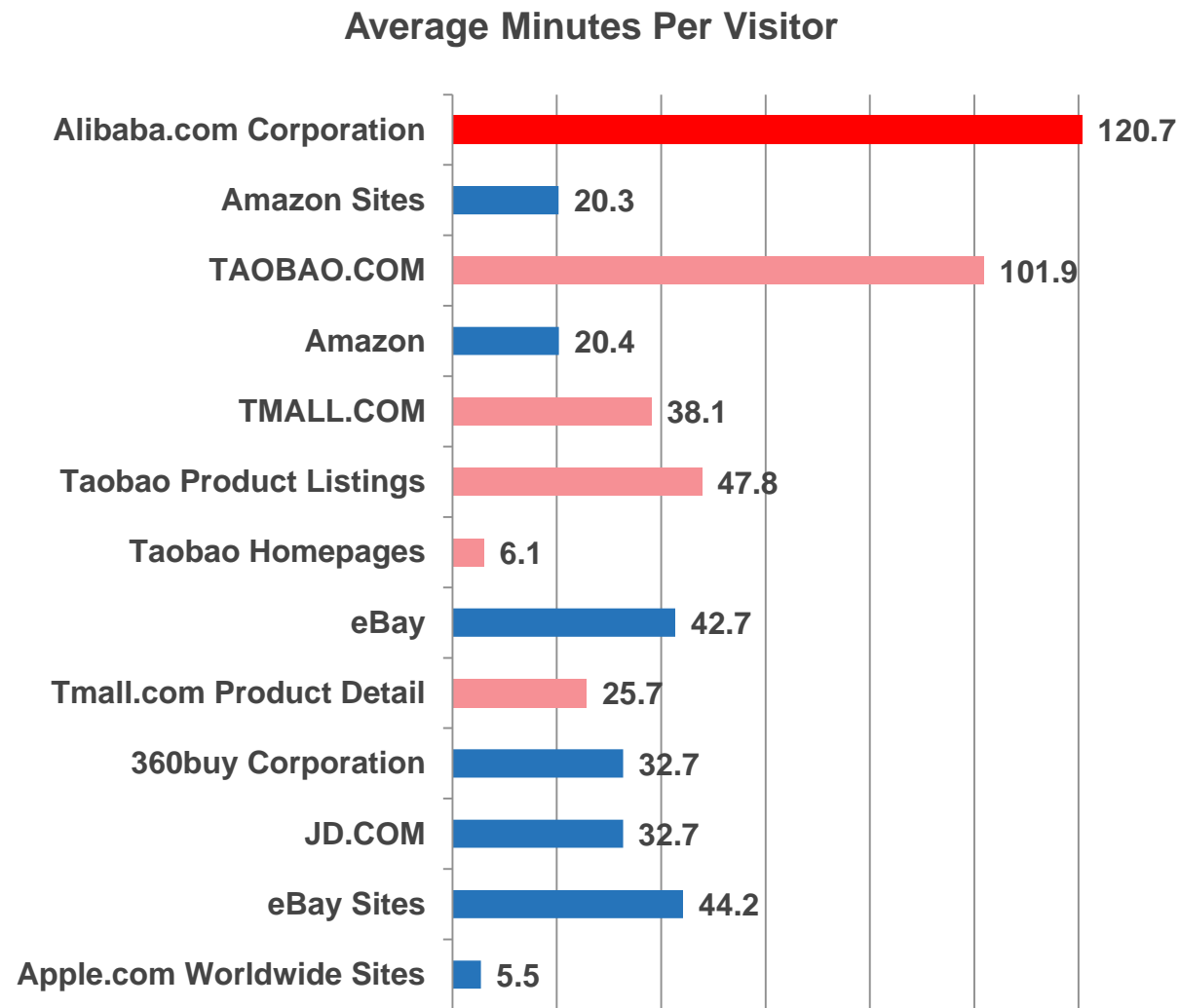
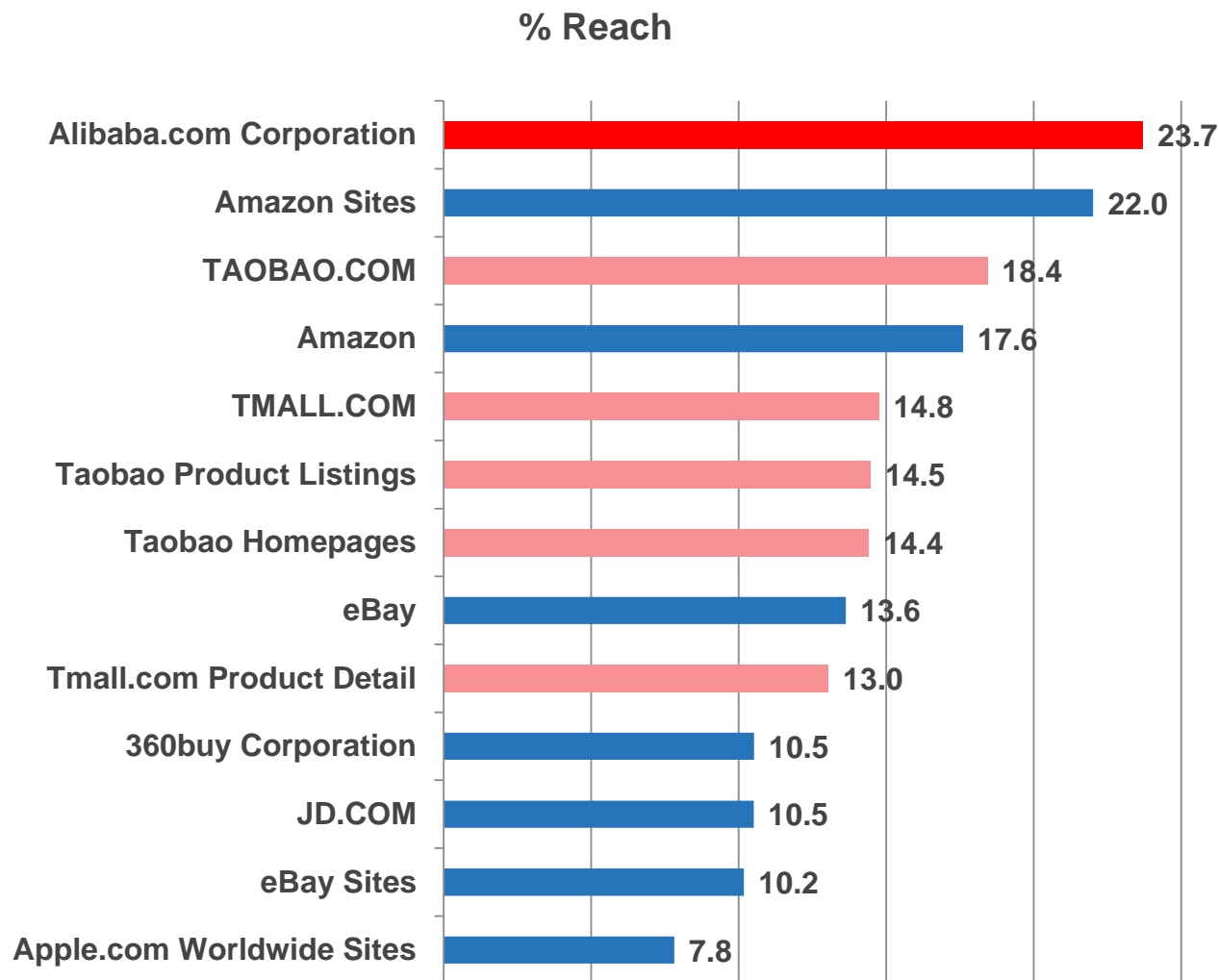
Where Do Consumers from China Go Online?



Consumers from China Spend More Time Shopping Online



Alibaba Reaches the Most Consumers Globally



Thank You

5th FutureChina Global Forum, 18 July 2014, Singapore

Joe Nguyen

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