

Internet Governance in China

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CNNIC

How is internet
developing in China?

Size of Internet Users and Internet Penetration Rate in China-----710Million



来源：CNIC 中国互联网络发展状况统计调查

2016.6

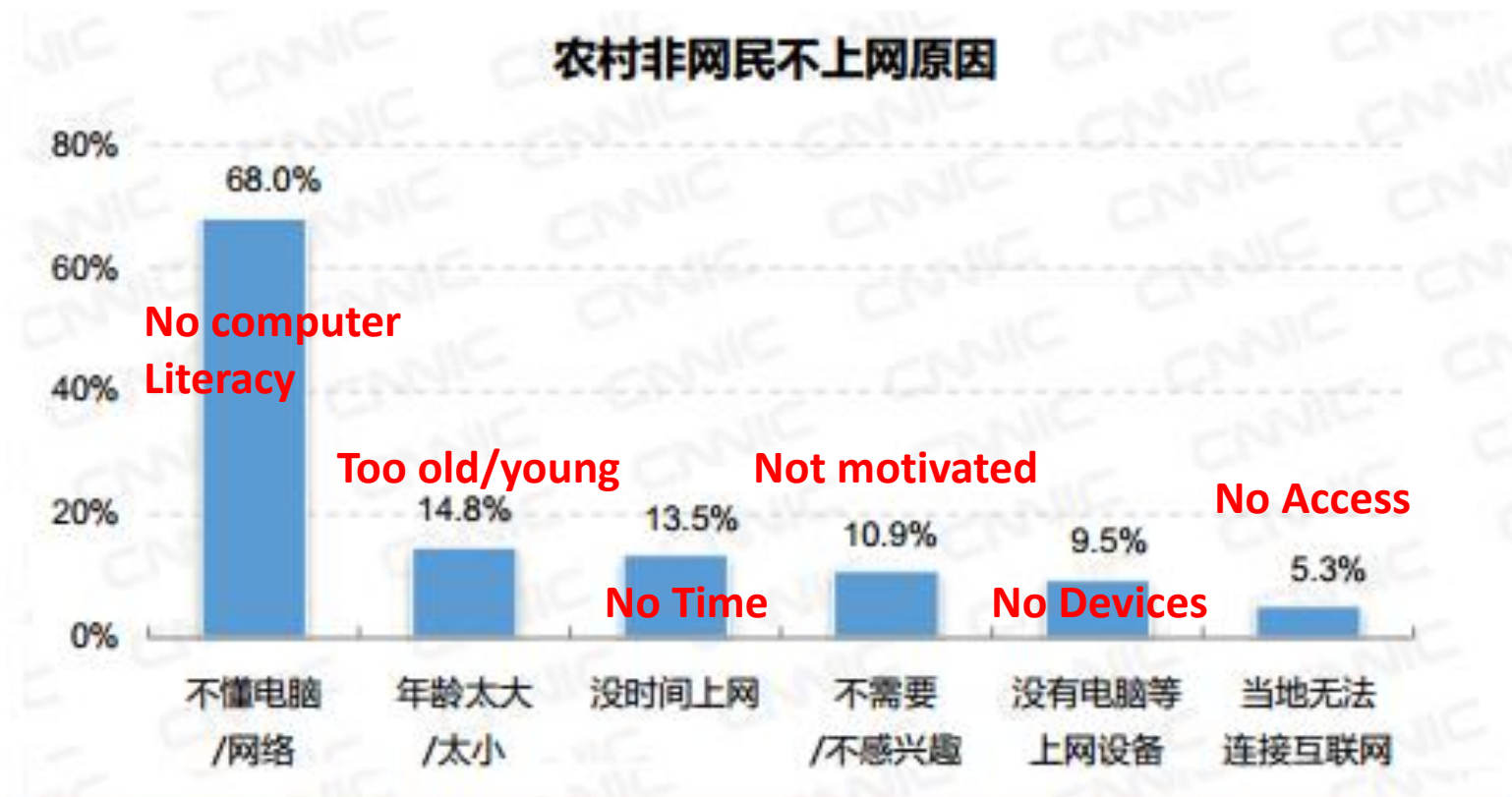
Size of Mobile Internet Users in China-----92.5%



来源：CNIC 中国互联网络发展状况统计调查

2016.6

Reasons for not Using Internet in Rural Areas



来源：CNIC 中国互联网络发展状况统计调查

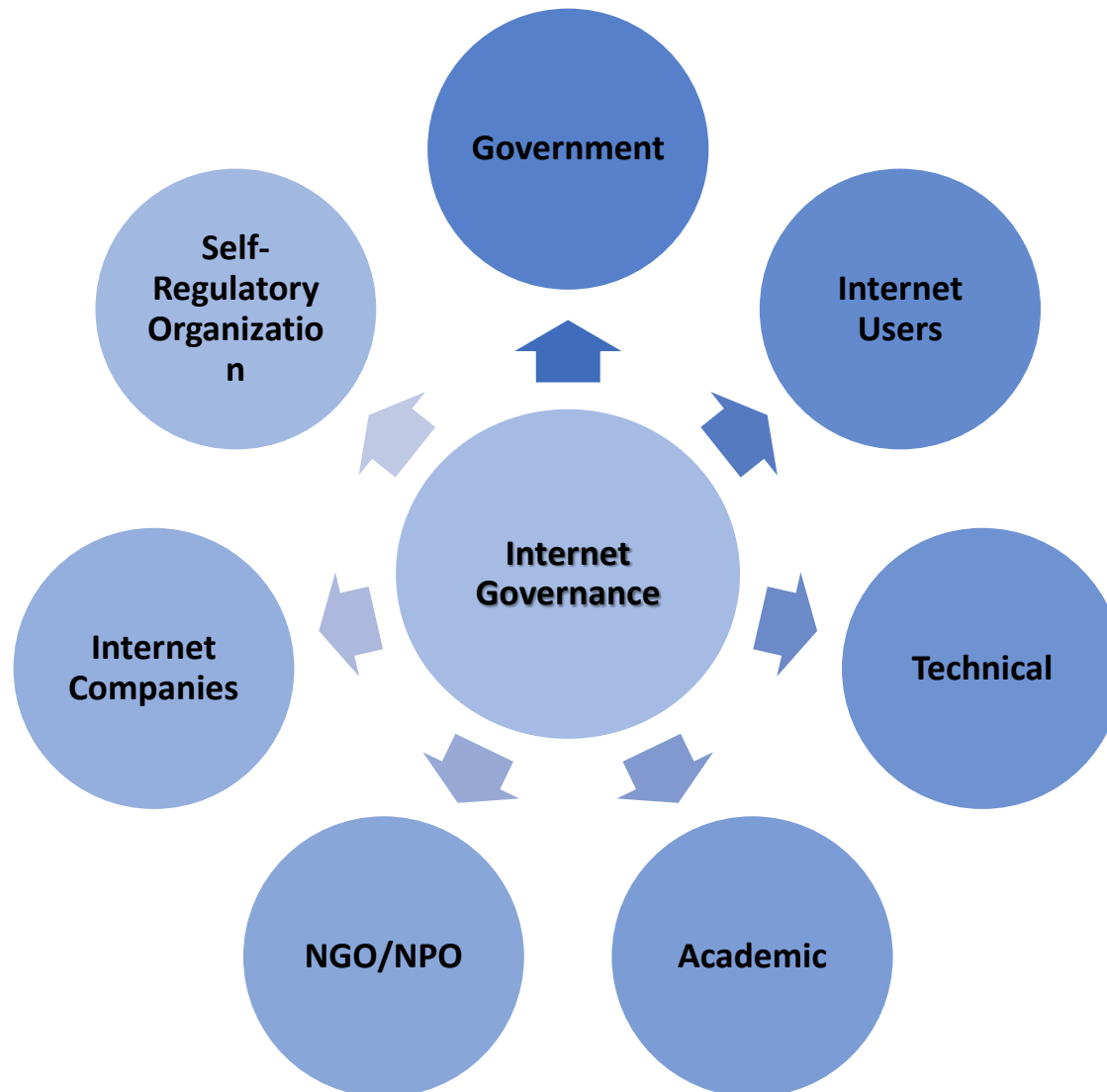
2016.6

Usage Rate of Internet Applications by Chinese Internet Users

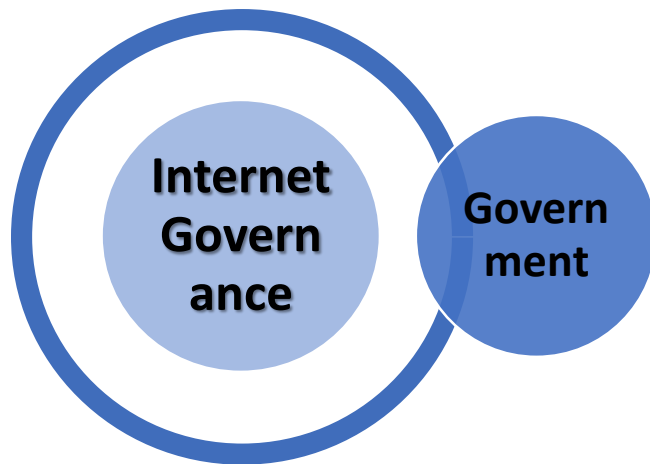
		2016.6	
应用		用户规模 (万)	网民使用率
Instant Messaging	即时通信	64177	90.4%
Search Engine	搜索引擎	59258	83.5%
Online News reading	网络新闻	57927	81.6%
On-line Video	网络视频	51391	72.4%
On-line Music	网络音乐	50214	70.8%
E-payment	网上支付	45476	64.1%
Online Shopping	网络购物	44772	63.1%
Online Games	网络游戏	39108	55.1%
Online Banking	网上银行	34057	48.0%
Internet Literature	网络文学	30759	43.3%
Travel Booking	旅行预订 ⁶	26361	37.1%
Email	电子邮件	26143	36.8%

Who is taking care of the internet issues in China?

Major Actors behind Internet Governance in China



Major Actors behind Internet Governance in China-----Government



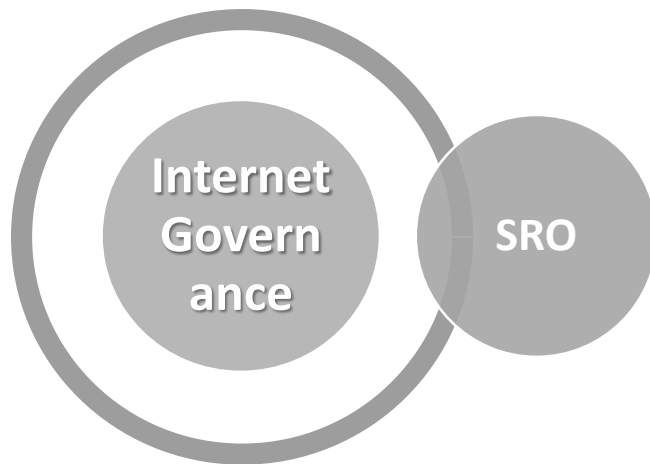
Multi-Agency Effort

General Management, Specific Projects;
Direct, Indirect

Cross-Agency Oversight

Reflection of the off-line Society Governance

Major Actors behind Internet Governance in China-----Self-regulatory Organization



Code of Practice

e.g. Public Pledge on Self-discipline for China Internet Industry;

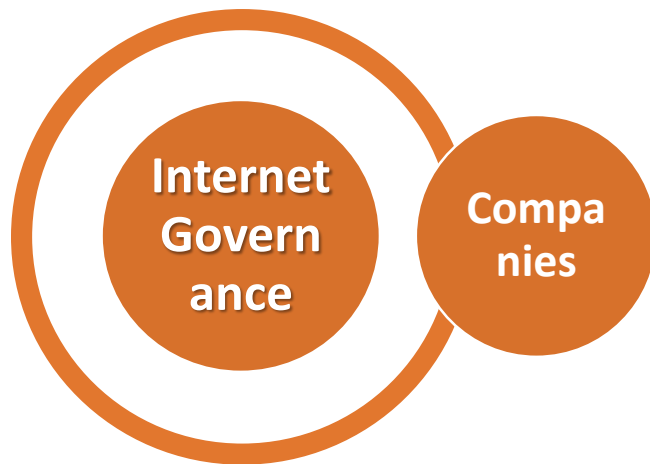
Anti-regulation Activities Reporting

Inspection, statistics, Analysis, Process

Education

Capacity Building, Improving Literacy

Major Actors behind Internet Governance in China-----Internet Companies



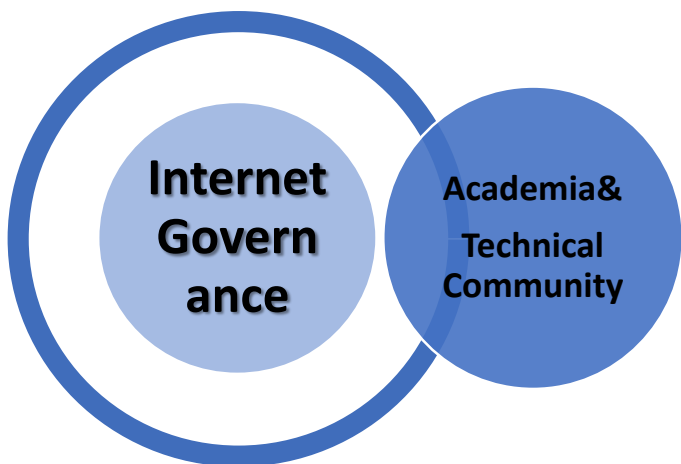
Social Responsibility

e.g. False Information Exposure Zone by Sina Blog

Business Benefits

Understand future policy direction, state of market, formulate standards

Major Actors behind Internet Governance in China-----Academia and Technical Community



Neutrality

less influenced by complicated policy factors

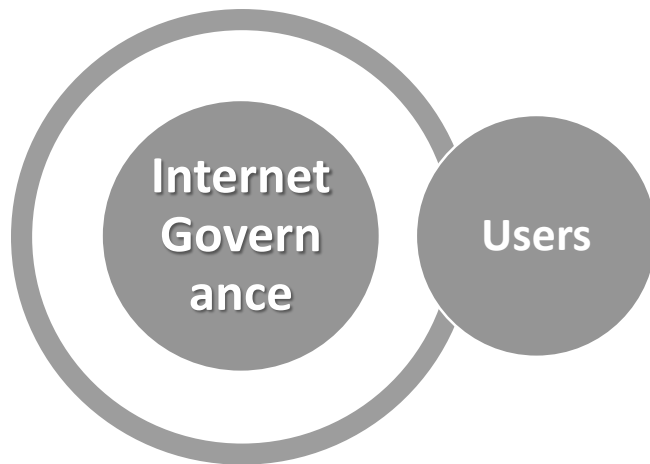
Forward-looking

stand closer to the most advanced technologies, can better grasp the development trend of Internet technology

Openness

open to every possibility with less limitation.

Major Actors behind Internet Governance in China-----Internet Users



Self-Protection

Protect their own rights and interests

Moral Motivation

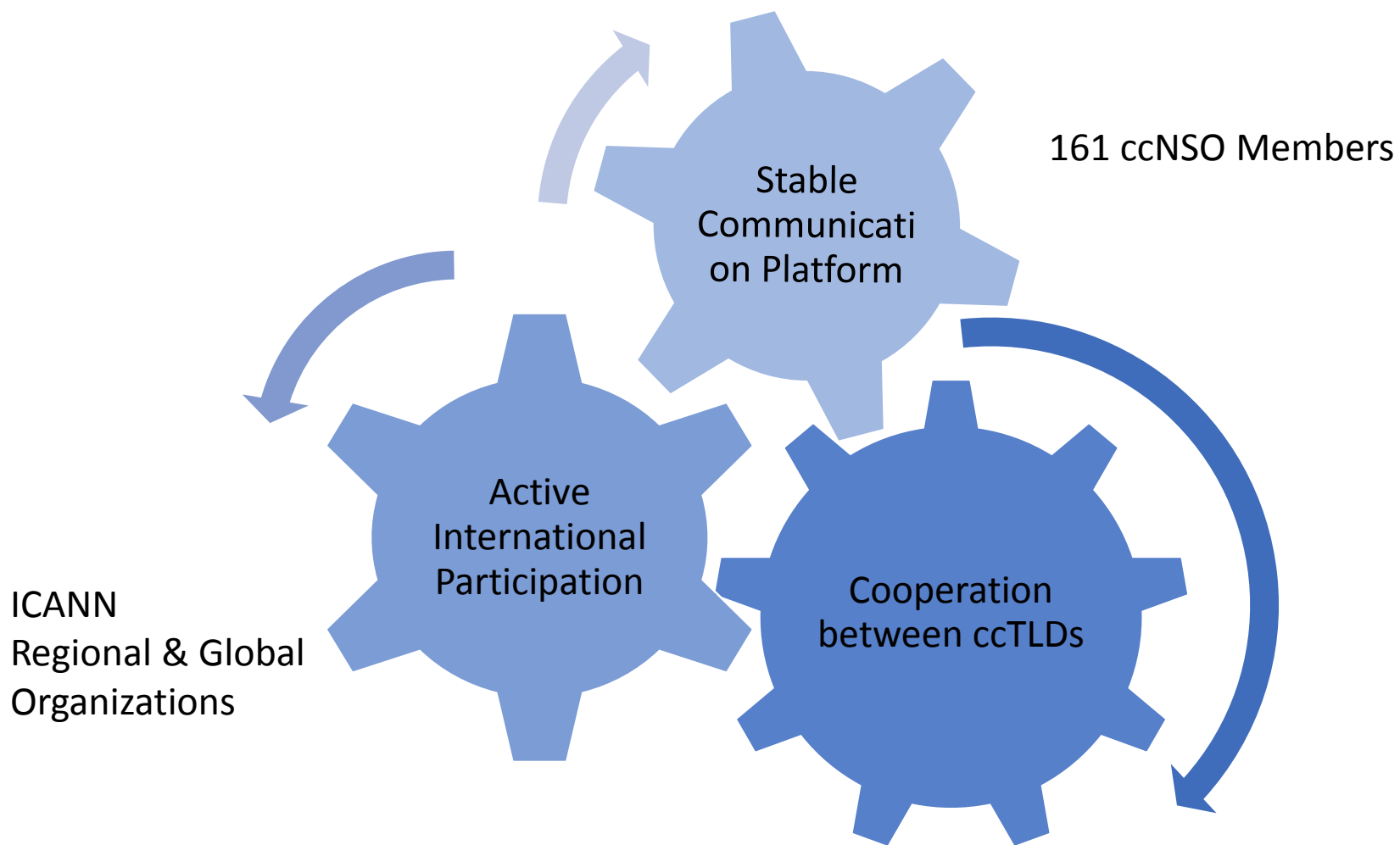
Yearning for good order

Voluntary Spirits

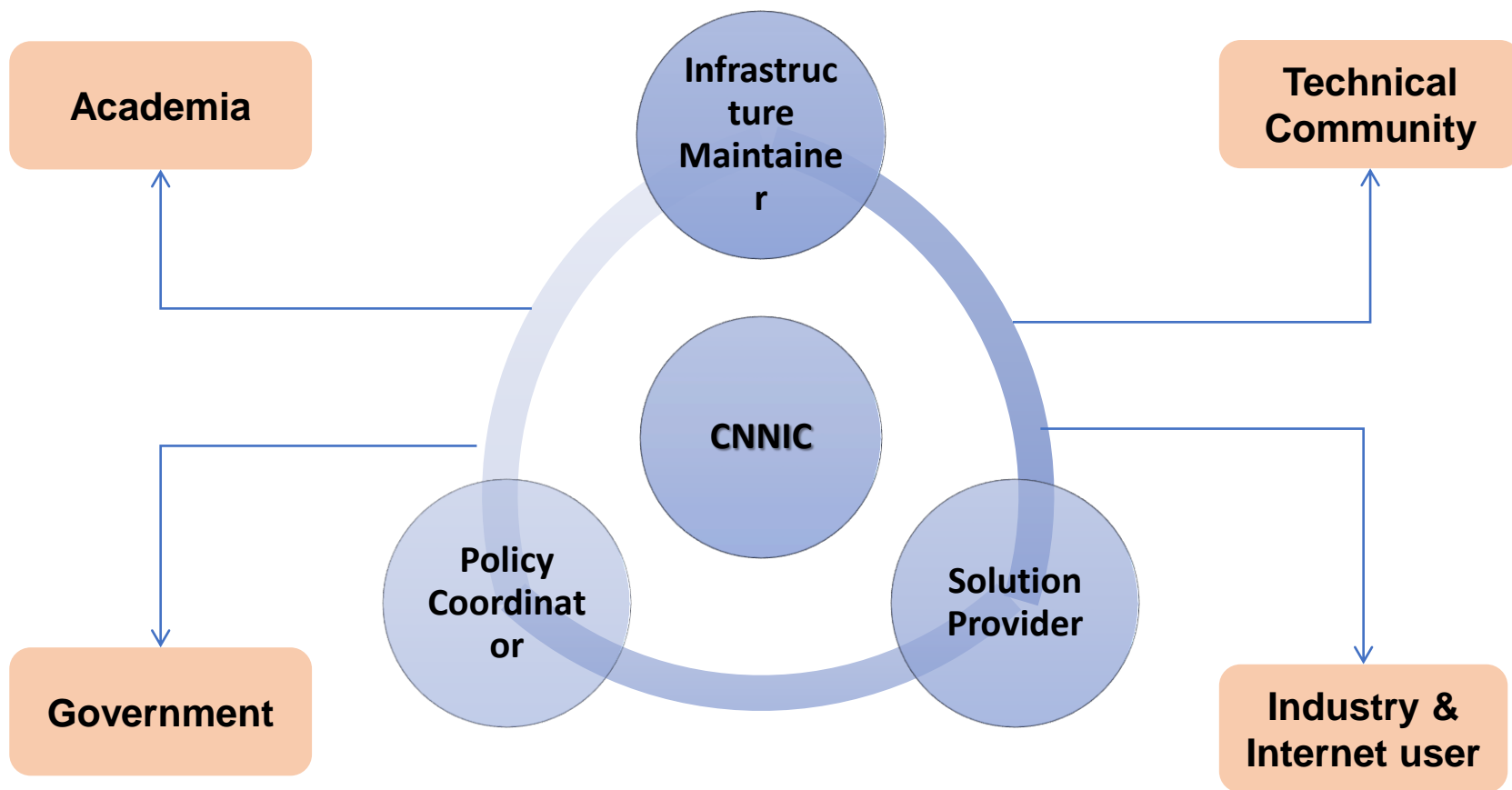
Voluntary Organization, Community Initiative

Why CNNIC talk about Internet Governance?

Natural Advantage for ccTLDs to Participate



CNNIC in China's IG ecosystem



Thank you!

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