

“e-Content development in China has seen tremendous growth”

factfile

Population of the country: **1.3 billion** people (1,321,851,888 as of mid-2007)

Total Number of Internet connections: **162,000,000**

Total Number of Telephone lines:

Main lines in use: **372 million** (August 2007)

Total number of Mobile connections/users:

Mobile cellular: **515 million** (August 2007)

Total Number of PC installations?

Internet users: **162 million** (June 2007)

Total number of websites

Domestic webpages: **4.47 billion** (2007)

Local Webpage Contents: **22,306 GB** (2007)

Total numbers of universities?

605 universities with undergraduate programs (2006)

Percentage of literate population?

90.9% of the population is literate (2006)

Percentage of educated population?

141.09 million (2001)

Percentage of youth population?

Youth Ages 10-24, **319,900,000** (2006)

Sources:

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<http://www.internetworldstats.com/asia/cn.htm>

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http://en.wikipedia.org/wiki/People's_Republic_of_China

<http://www.cpirc.org.cn/en/e5cendata1.htm>

<http://www.prb.org/Countries/China.aspx>

How would you define the meaning of e-Content in your country, in terms of its true meaning and practical implication?

e-Content is any information, tools and applications in digital format, which can be transmitted efficiently over network

5 pillars

of e-Content development in China

- ↳ Infrastructure
- ↳ Applications
- ↳ Business Drives
- ↳ Culture
- ↳ Languages

Q What is the current status of e-Content in your country - across all industry and aspects.

The e-Content development in China has seen tremendous growth, with more and more information are digitalized and delivered electronically. The value and significance of e-Content is widely recognized and initiatives of creating better and more e-Content have been witnessed across the county. Nevertheless, improvements and efforts need to be devoted to the effective use and applications of e-Content.

Q What area of e-Content is best developed in your country? For example, e-health, e-biz, e-culture, e-gov, e-entertainment, e-learning, e-science, or e-inclusion.

China has been developed rapidly in all aspects of e-Content and all-round growth is witnessed. The areas in e-Science, e-Entertainment and e-Business have been particularly outstanding in terms of the applications and quality.

Q Which sector in your country is more aggressive in developing e-Content - business or private sector; government or civil society?

Both public and private sectors have been developing very aggressively in e-Content. With the effective practice of market economy and policies to encourage the e-Content development, the private sector's growth and achievements, especially in the business sector, are particularly remarkable.

Q How would you describe the gradual progress of development of e-Content in your country in terms of its rise? Any timelines?

Ever since the internet is adopted in China, the e-Content development has undergone exponential growth. With the major commercial portals as the driving force, the e-Content development has experienced its first dramatic boom at the turn of millennium.

The policies of promoting e-Government and public services have continued the wave of development in early few years of 21st century. The recent widely adopted web 2.0 technologies, e-Content development has seen another dramatic boom in these 2-3 years.

Q Can you list the major initiatives, which influenced and aggravated the development of e-Content in your country?

1. Local portals launched.
2. Development of mobile value-added services.
3. Web 2.0 technologies & applications

Q How would you describe the major bottlenecks on the path of e-Content development in your country?

The penetration of broadband services in remote areas is one of the major limiting factor for the e-Content development. Another major bottleneck is the delay of launching 3G services in mobile.

Q In majority of the countries, e-Content development is significantly dependent on ICT infrastructure and ICT facilities. But, in some countries that are quite developed, ICT has become part of daily life and e-content development is primarily subjected to the initiatives of an individual/organization/government, etc. Whereas, in some countries, especially those, which are developing and under developed, e-content development is largely dependent on ICT infrastructure. What is the situation in your country? Please explain in detail.

ICT Infrastructure development has continued to be one of the most important agenda of China, despite its remarkable growth and achievements in the past few years. In 2006, the country has 900 million households connected with telephone lines and internet users amounted to 160 million. 96% of the rural counties are

equipped with the necessary infrastructure to internet connection. ICT has become an important industry in China, which contributed 7.5% of China's GDP in 2006. Versatile e-Contents and applications are available to most of the consumers and become an integral part of business operation. Some of which has achieved world-class quality and competitiveness.

Q How would you describe the ICT scenario in your country? Please describe in terms of infrastructure, penetration, acceptance and policies.

Telephone penetration is very high among the developing countries but still short of the average penetration rate in developed countries. Internet penetration, especially broadband penetration, still needs many improvements to reach the standard of a developed country. ICT is well adopted in business environment but a significant number of rural households have not enjoyed life of digital era and the use of ICT is simply not in their daily life. Policies and business development have created a favorable environment to push for further development of ICT in the country and it is expected that ICT adoption will continue to grow in the future.

Q How do you see the future of e-Content development in your country?

ICT infrastructure will continue to improve and penetration rate can be expected to experience increased growth in the coming years. It is forecasted that by 2010, the country will have a total number of 600 million mobile users, 400 million of fixed line users and 200 million of internet users.

ICT and information industry will continue to evolve as a major business sector in China and e-Content is expected to experience continual growth. With the introduction of digital TV and strong development trends in games and animation, the e-

Content quality and influences in China is expected to become an important player in the world market. The use of eContent in various business sectors is expected to become a major management trend and will create significant positive impact to the modernizations of the businesses of China.

Digital divide between urban and rural area will be narrowed, with the government's strong initiatives to improve the countryside's internet capability and promote the use of ICT technologies to tackle the social issues experienced in the rural and agricultural development.

The society in China is expected to evolve into a digital society, like most of the countries in the West.

Q Please explain which medium is the most preferred medium for e-content development? Print? Or TV? Or Internet/Web? Or Radio? Or Mobile/Wireless? Or a combination of some of these?

Internet and Wireless e-Content are the most preferred medium

E-LEARNING

e-School Teaching and Learning Courseware (<http://www.bwcss.edu.hk/~e-schoolbag/>)

This is a learning website which is designed and produced by our teachers. Unlike those websites produced by commercial sectors, our purpose of making this website is mainly focused on providing better education. Without being influenced by any commercial consideration, teachers can concentrate on designing a more suitable learning environment / platform for children.

E-GOVERNANCE

Smart Channel (also known as e-Channel) - Self-service Clearance System for Drivers and Passengers at Immigration Check Points

With a view to fostering quality and efficient immigration clearance services to exceeding 200 million travelers plus 7.5 million drivers of goods vehicle and private car crossing the border annually, the Hong Kong Immigration Department (ImmD) has developed and introduced Smart Channel since December 2004. It integrates state-of-the-art technology to substitute human effort in performing labor-intensive tasks and causes behavioral change of vehicle

Best Practices

drivers and travelers who are enabled to conduct self-service clearance.

Smart Channel which is equipped with visual and audio guidance is characterized by easy and simple usage as only two simple steps are all required for users. With the implementation of Smart Channel, average clearance time is trimmed down and privacy of users is well protected.

E-BUSINESS

DigitalCopyright.hk, One-Stop Digital Content Marketplace (<http://www.digitalcopyright.hk>)

This project aims at preserving creativity and realizing the profitability of creativity in the digital economy. Digitalcopyright.hk is not only a one-stop trusted e-business marketplace, but also a centralized clearance solution to bridge both digital content owners and consumers who treasure creativity.

E-CULTURE

The Palace Museum - Treasures of the Chinese Finest Culture (<http://www.dpm.org.cn>)

The website demonstrates remarkable efforts of cultural preservation. The website of the Palace

Museum utilizes multi-media technologies to showcase every aspects of the Palace Museum, including its history, architecture, artifacts, publications, and conservation programs.

E-ENTERTAINMENT

Xplus Personalized Digital Media Distribution Platform

(<http://www.xplus.com>) The Xplus platform provides user-friendly tools for individuals and SMEs to create their own original on-line magazines and newspapers, distributed through its network of 11 million subscribers. The platform has built on a technology to record and predict preferences of each of the subscribers and feed the personalized contents to the subscribers.

E-SCIENCE

China Digital Science and Technology Museum (<http://www.cdstm.cn>)

The website serves as a well display of scientific concepts and knowledge for the general public. Through its well utilization of information technologies, multi-media graphics and virtual reality technologies, the website presents a thorough and easy-to-understand knowledge base for essen-

tial concepts in Science and Technology. It also devotes specific sections to children and teenagers to arouse their interests in science and technologies through interactive games and learning experiences.

E-HEALTH

Continuing Medical

Education for Medical Practitioners (<http://cme.hkdu.org/>)

The objective of the site is to offer a one stop solution to satisfy the continuing medical education (CME) needs of doctors in Hong Kong and overseas. Doctors all over the world have the same need to upkeep themselves with the rapid medical

advances through continuing education for delivery of patient care.

E-INCLUSION

China Mobile Information Networks for the Rural Areas

(<http://www.12582.com>)
“China Mobile information network for Chinese rural

area” promotes the construction of new rural area which benefits 800,000,000 farmers nationwide. Farmer can get abundant information of agriculture by such various modes as sending messages to 12582, direct dialing 12582 and logging on www.12582.com.