
Internet Broadband Usage in Taiwan January-July 2005 Survey Report

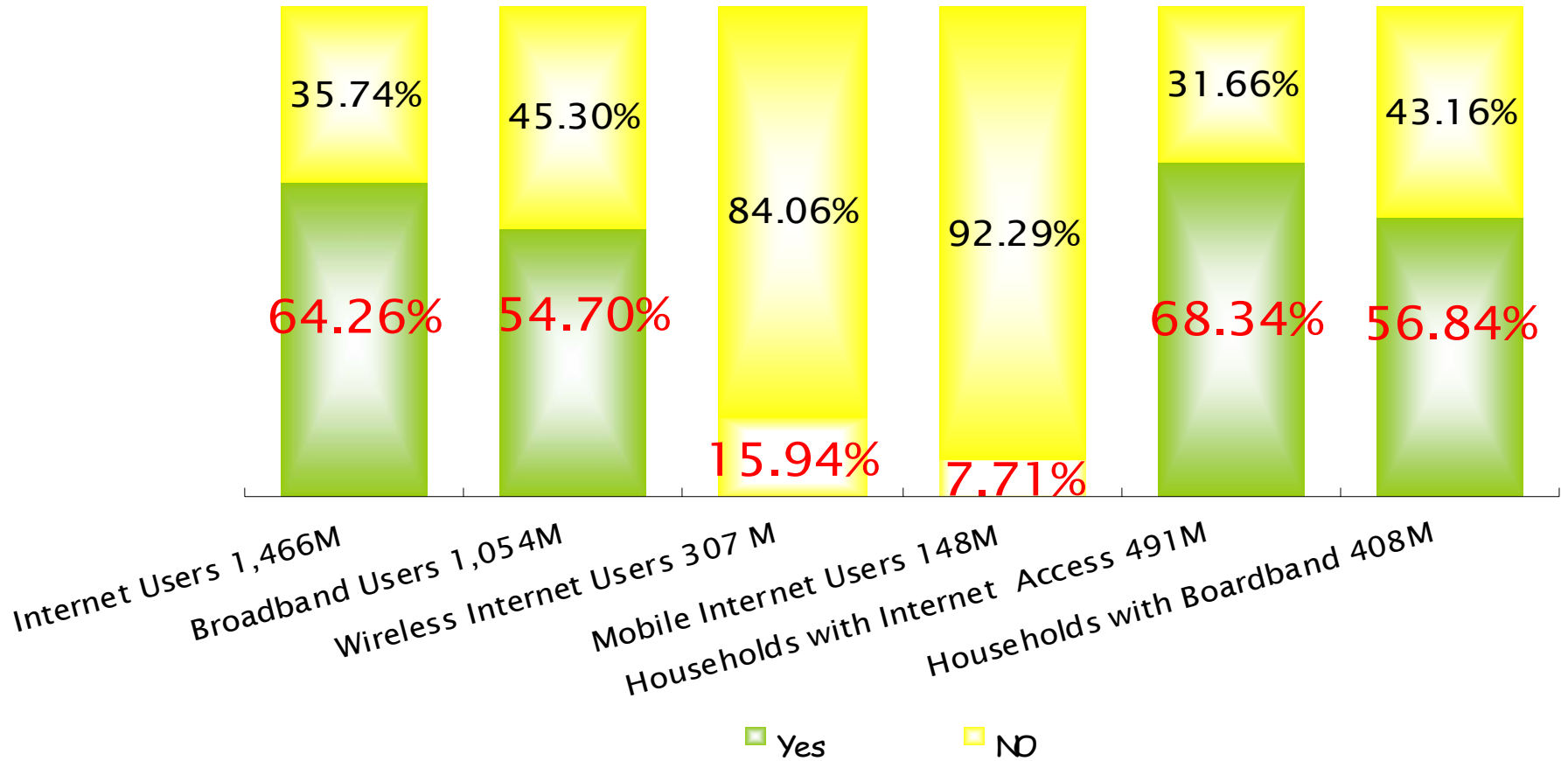


Survey Methodology

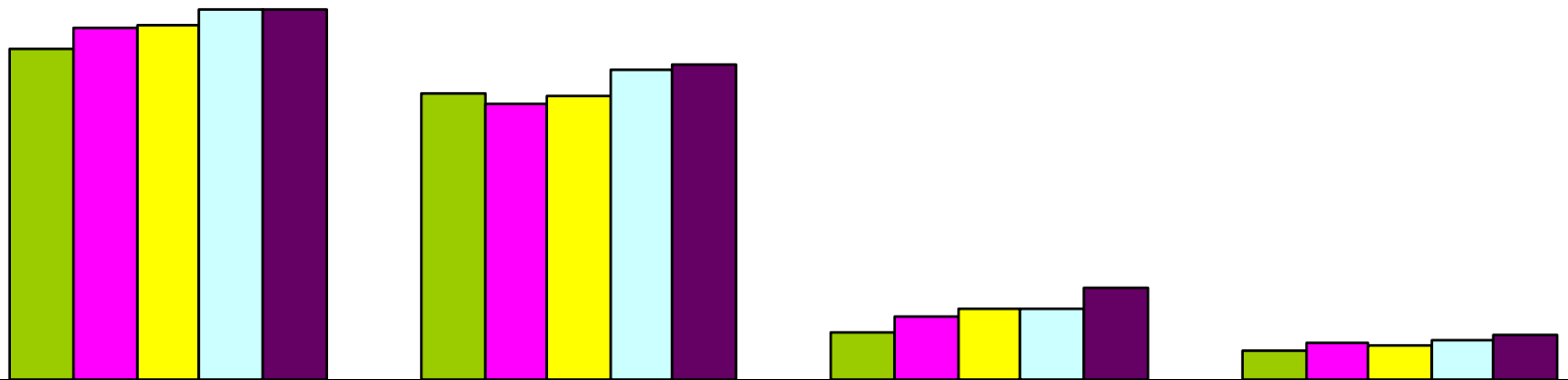
- Survey Time
 - June 2005
- Target
 - Residents in Taiwan age 12 and above who live with their families
- Sample Numbers
 - 3,059 valid samples

In General

Some Figures



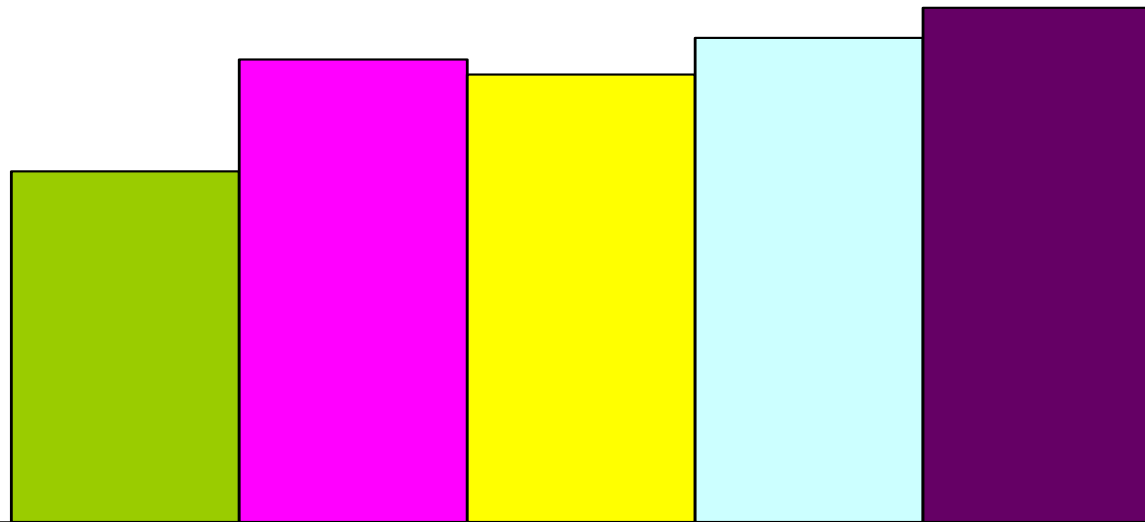
Growth: Individual Users



	Intertnet Users	Broadband Users	Wireless Internet Users	Mobile Internet Users
■ Jul-03	57.23%	49.55%	7.98%	5.20%
■ Jan-04	61.01%	47.52%	11.12%	6.17%
■ Jul-04	61.17%	48.99%	12.46%	5.69%
■ Jan-05	64.14%	53.78%	12.44%	6.66%
■ Jul-05	64.26%	54.70%	15.94%	7.71%

■ Jul-03 ■ Jan-04 ■ Jul-04 ■ Jan-05 ■ Jul-05

Growth: Households with Broadband



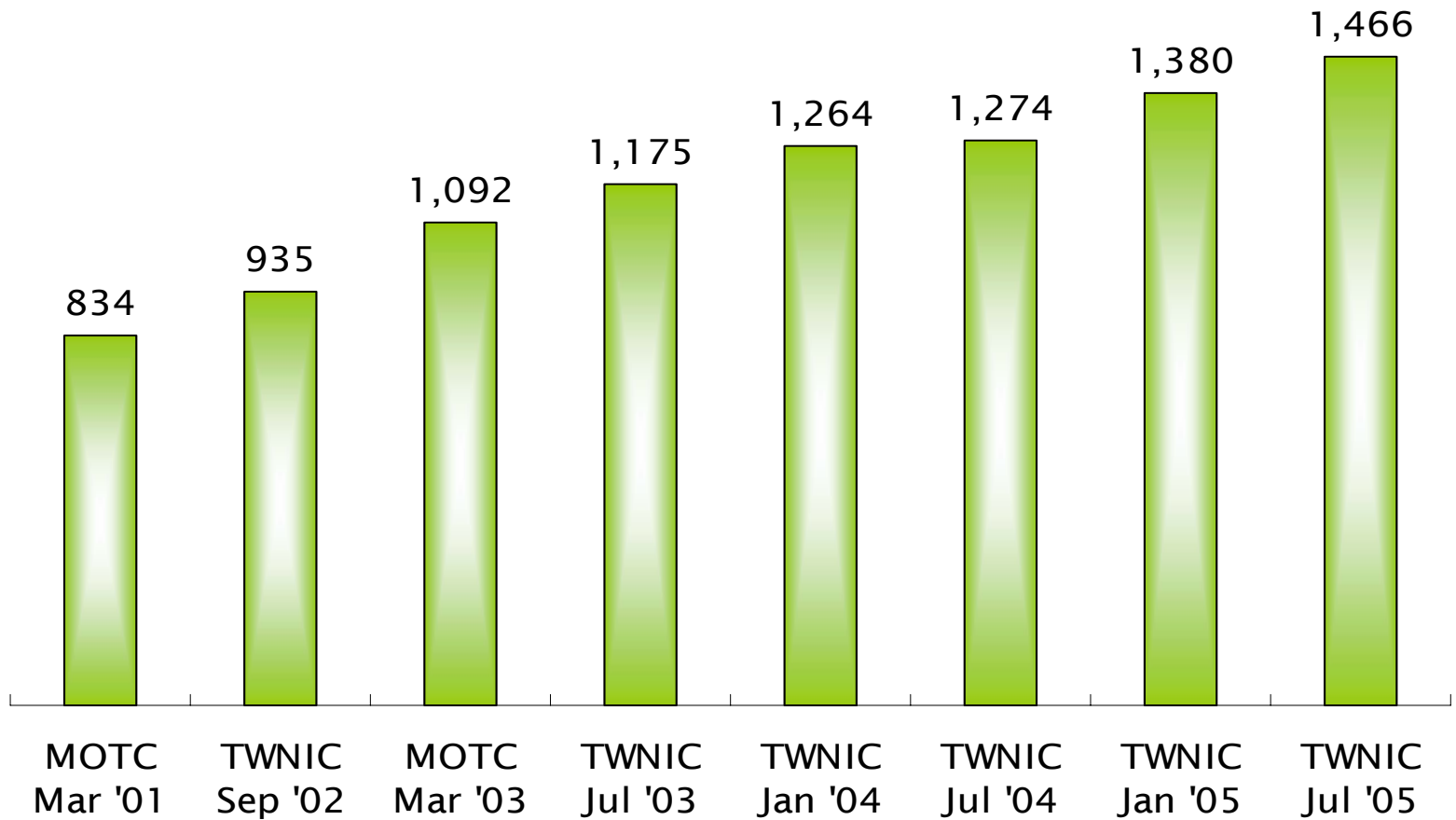
Households with Broadband

■ Jul-03	38.91%
■ Jan-04	51.15%
■ Jul-04	49.47%
■ Jan-05	53.62%
■ Jul-05	56.84%

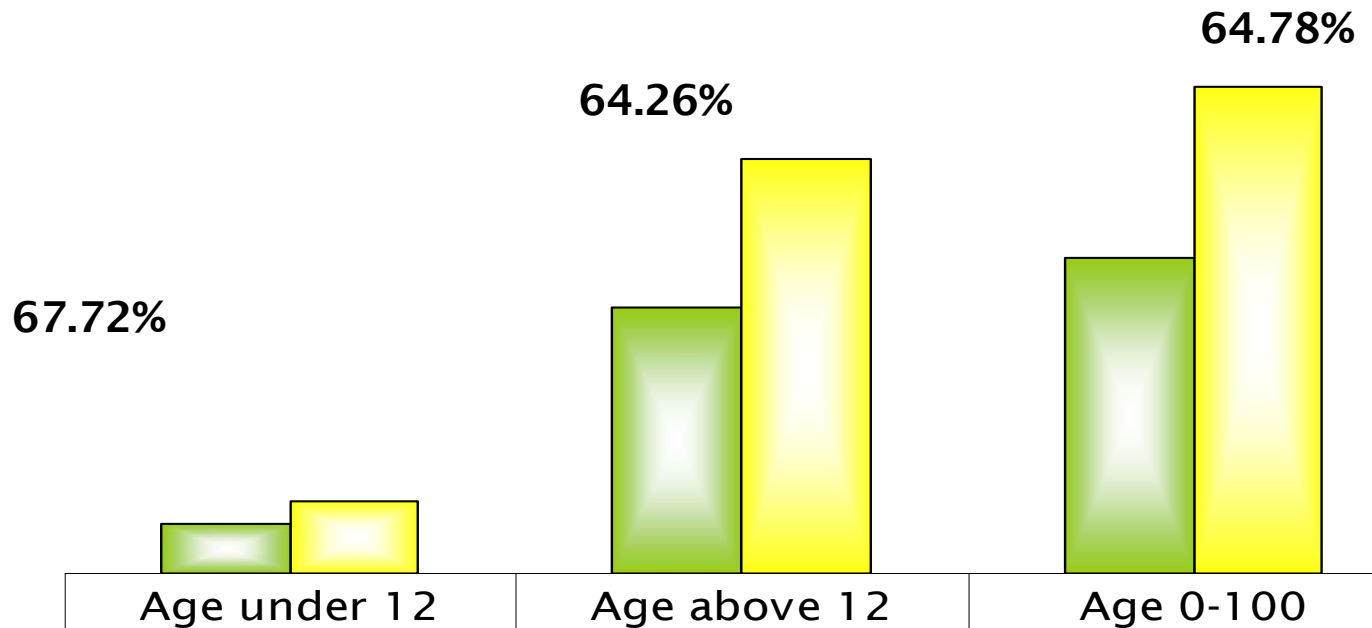
■ Jul-03 ■ Jan-04 ■ Jul-04 ■ Jan-05 ■ Jul-05

Internet Users

Internet Users in Taiwan

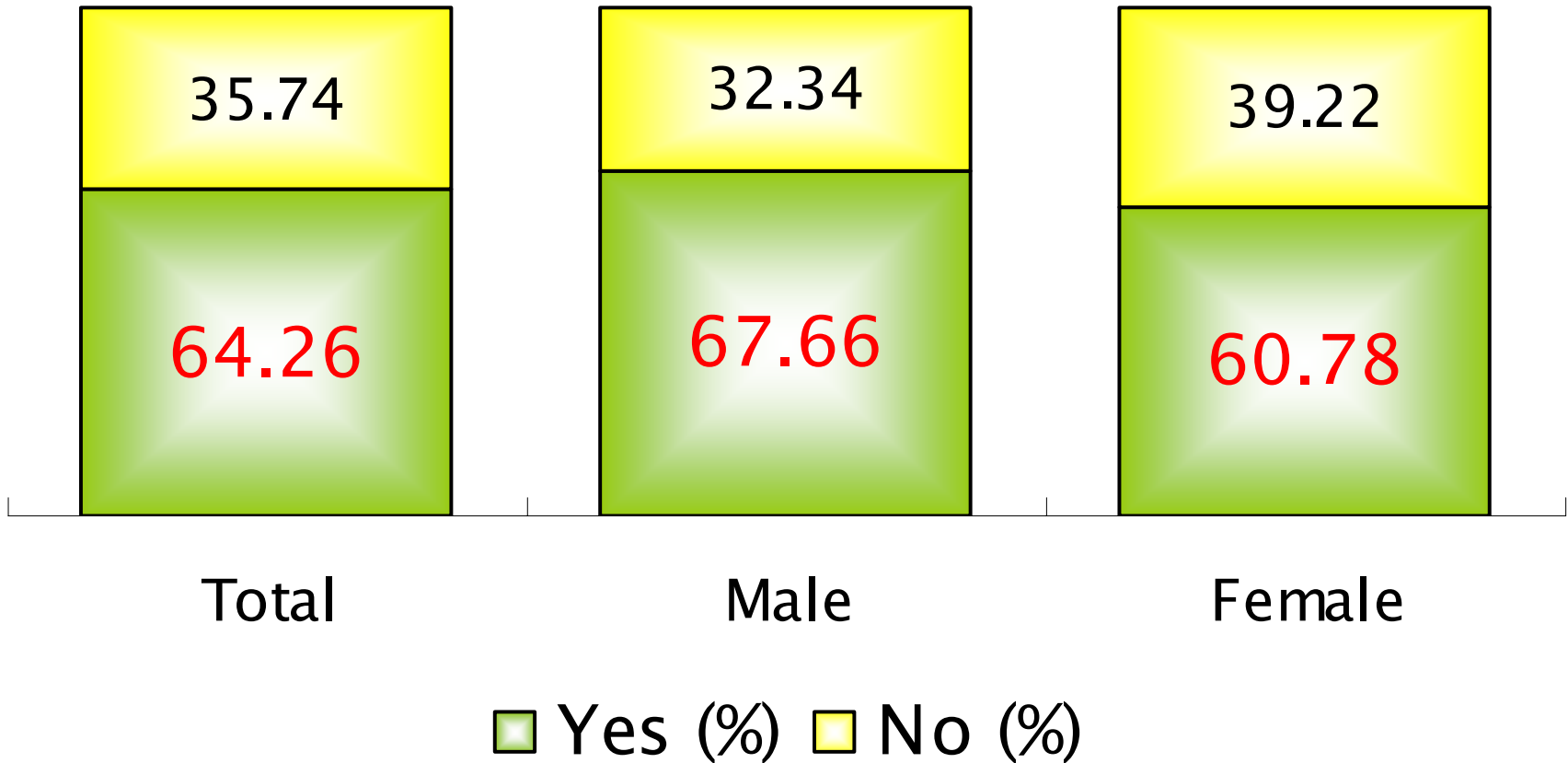


Estimated Population of Internet Users in Taiwan

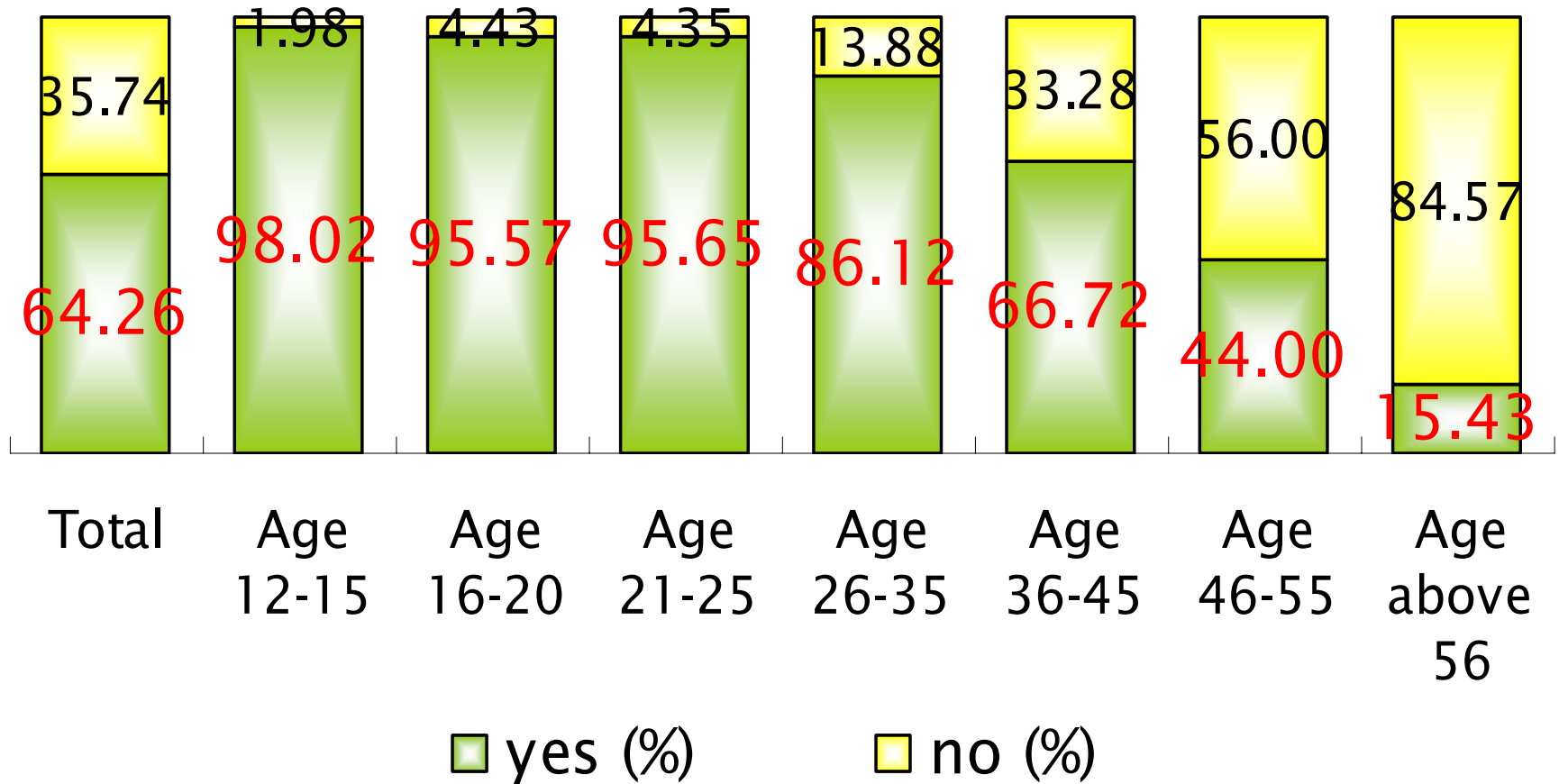


	Age under 12	Age above 12	Age 0-100
Internet Users	2,281,162	12,378,985	14,660,147
Polulation	3,368,534	19,263,641	22,632,175

Internet Users: Male and Female



Internet Users: Ages

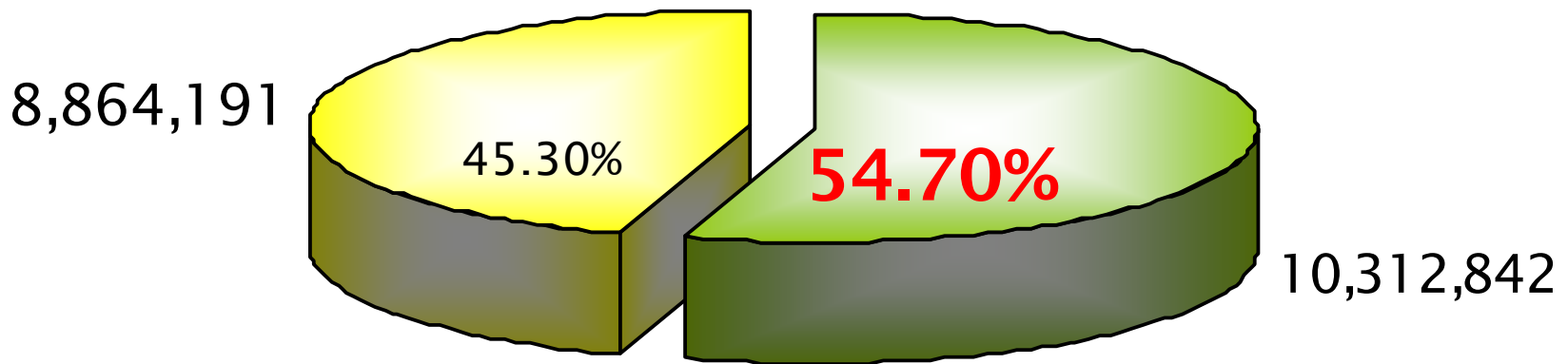


Internet Accessing Methods

- Among the interviewees who have had experiences using the Internet
 - 78.59% use ADSL
 - 8.17% use Paid Dial-Up Connection

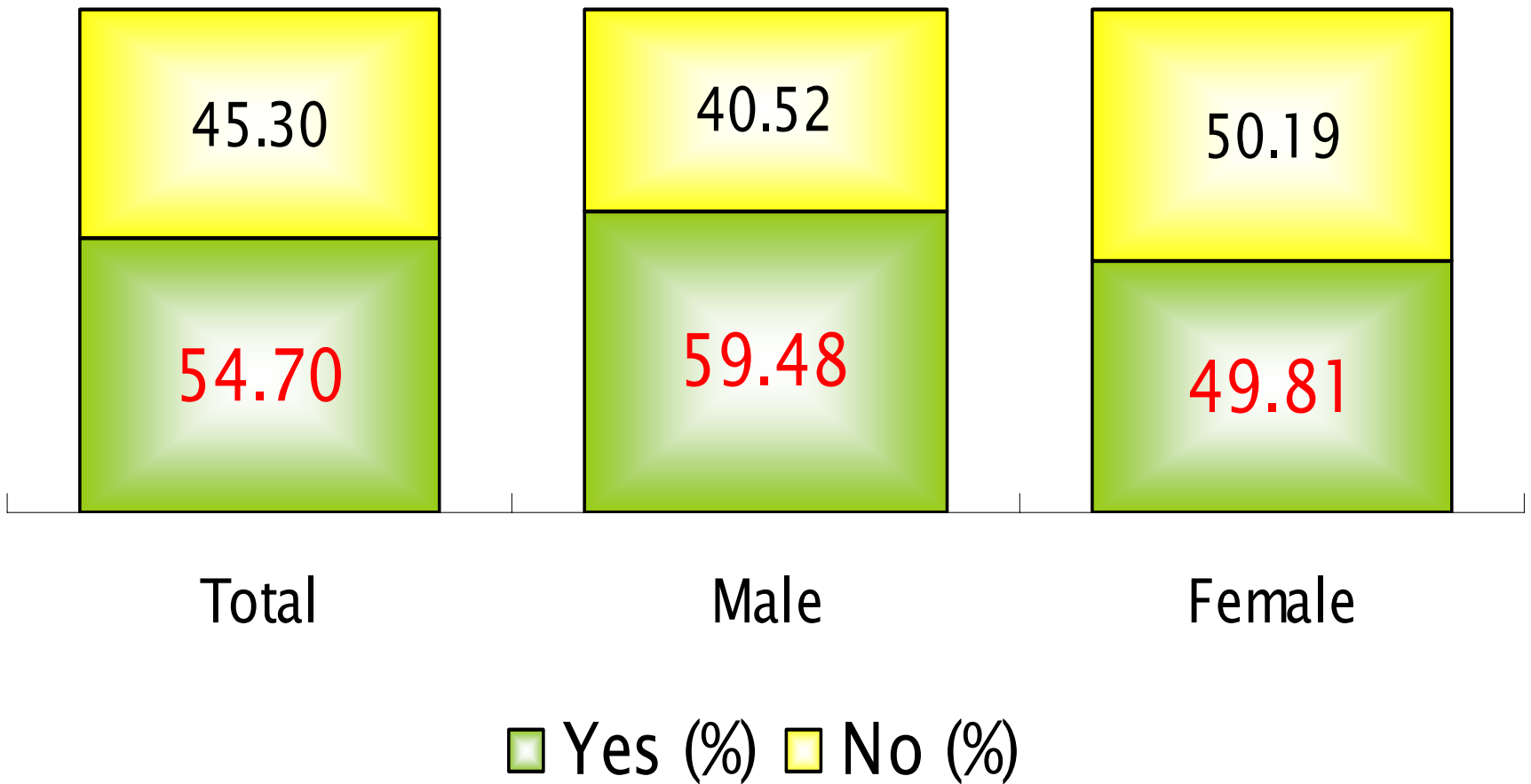
Broadband Users

Broadband Users in Taiwan

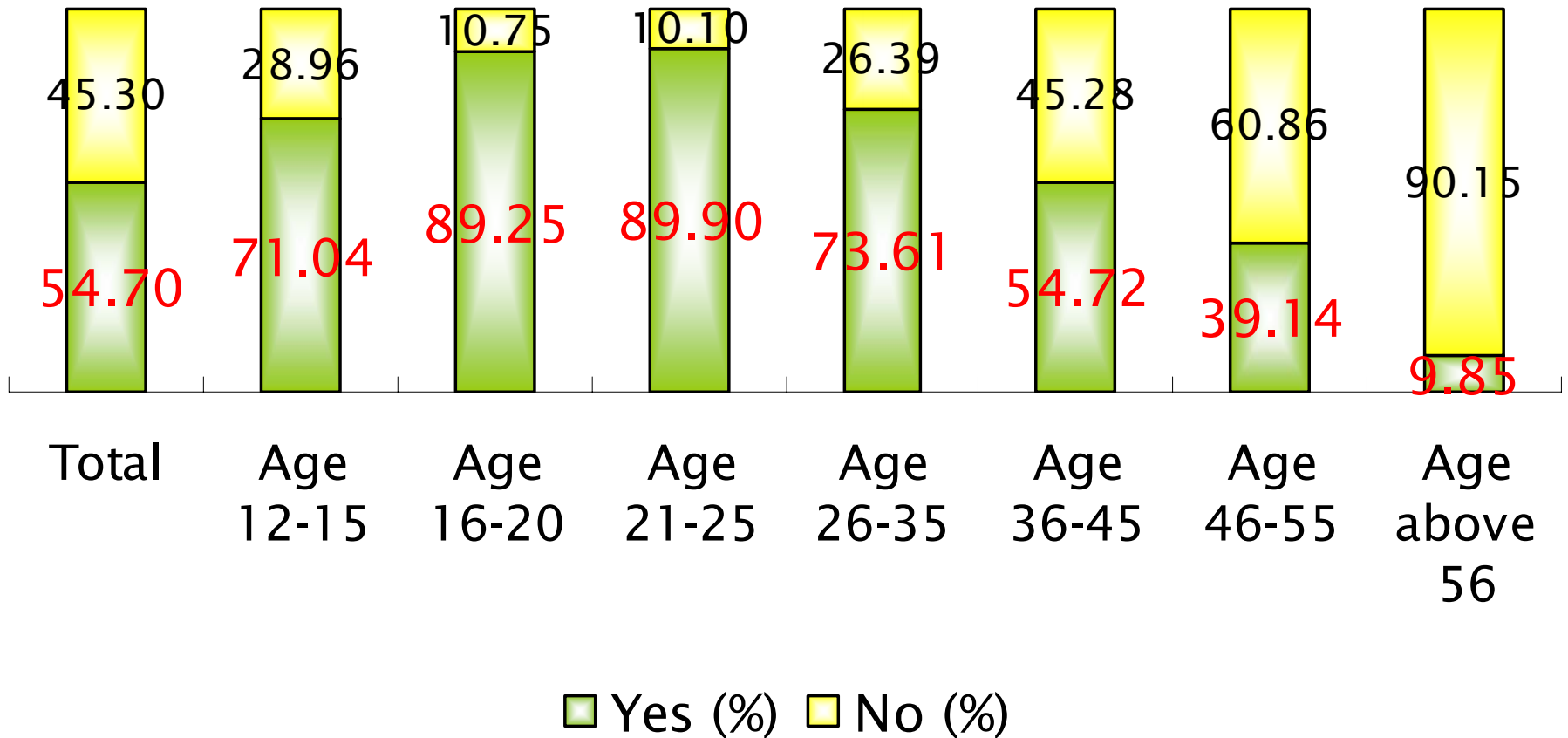


- Individual with experiences using broadband
- Individual without experiences using broadband

Broadband Users: Male and Female



Broadband Users: Ages



Time Broadband Users Spent Online

- Weekdays
 - 45.11% spent 1~4 hours on line
 - Most get on line at 20:00-23:00
- Weekend
 - 25.99% spent 1~3 hours on line
 - Most get on line at 20:00-23:00 and 14:00-17:00

Purposes of Broadband Usage

- Top 10 purposes (Multiple Choices)
 - 63.52% Web page browsing
 - 43.82% Email
 - 29.59% Information Search
 - 21.16% On-line Game
 - 20.69% On-line Chatting (msn, icq...)
 - 9.14% On-line Shopping
 - 8.45% Audio/Video Download
 - 8.17% Software Download
 - 5.04% Newsgroup
 - 4.77% Data Uploading

Q&A
