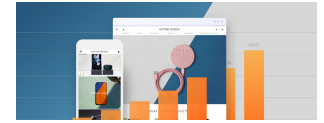




PREDICTION OR REALITY: MOBILE E-COMMERCE TO TAKE HALF THE WHOLE BY 2018



Forrester 2018 2930 54%

E-commerce has become an integral part of people’s lives. However, so far, the actual sales performance on terminals like smart phones and tablets has not a large-scale influence in the field of electronic commerce. Not long ago, a report recently released by Forrester, an Internet Data Research Information Center, forecasts that by 2018, the amount of business transactions on mobile terminals will reach 293 billion dollars, accounting for 54% of total sales online. This means that four years later, mobile electronic commerce will occupy half of the e-commerce.

2010 6200 800 38% 31% 2018 55% 61%

Today, in the United States, there are 200 million smart phone users and 100 million tablet users, while in 2010, the numbers for these two types of users were respectively 62 million and 8million. The report further predicted:”Today, only a minority of these two types of users shop

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through smart phones and tablets. We estimate that, in fact, 38% of smart phone users and 31% of tablet users will make purchases on those devices this year. By 2018, those figures are expected to grow to 55% and 61%, respectively.”

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