

mediaman // 动线 - 天地互动,乾坤在线

10 // 2006
useletter

Useful information about the Internet in China



David Hiebaum

General Manager
mediaman Shanghai

Dear Readers,

The Internet in China is developing with tremendous speed. The Chinese online community currently totals over 123 million users and growing, about 20% more than the same period last year.

Reason enough to raise some questions about this market:

- Who are these Chinese users and how to get their attention...?
- What are they using the web for...?
- How can I align a global online strategy with the cultural aspects...?

Giving answers to those questions is part of our daily work. With our newly established internet agency, we create strategic online solutions for an emerging market.

In our regular Useletter, we are going to inform you about latest trends and techniques of the online world, especially as it applies to China.

If you would like to know more about us, please visit our website (www.mediaman.com.cn) or call our office directly: +86 (0)21 6299 4416

Wishing you a successful online communication!

Best,
David Hiebaum

Did you know that the average web user won't spend more than 30 seconds on a homepage? This makes the first impression – 'the interest creating factor' – critical to the success of your online presence. Knowing your target group, presenting the right information, usability-focused structure and fast presentation are common reasons why costumers will browse and return to a website.

Going the easy way and simply translate the English version of a website into Chinese might totally fail. Chinese users have different preferences in terms of information density, user guidance, color scheme or animated elements. They react to elements that a Western user would rather percieve as disturbing. ☒ These differences have to be considered when localizing a website. Simple measures such as a Usability Test will already help to avoid cultural misunderstandings.

Quick Check

Is your website ready for China?

- ✓ We have a Chinese website
- ✓ Our Website is adjusted to local needs
- ✓ We know how people find to our site
- ✓ We know who is visiting our website
- ✓ We know where people click on our site
- ✓ We got our website usability checked

[Internet in China](#)



Chinese users especially don't like to watch passively, they are looking for interaction, and that's the biggest advantage of the internet: Having the option to start a dialogue with your customers and adapting your content according to their individual needs.

Looking for more information?
Visit our website → www.mediaman.com.cn.

- Currently 123 million users in China are online for 16.9 hours/week
- Main users are 'early adopters' - young, educated males with higher income
- Instant Messaging, Games and Entertainment pages are most popular.

About mediaman

- 4 years in China with intermusca
- One of the top online-agencies in Germany
- Specializing in strategic online solutions
- Experts in website localization
- Located in Shanghai
- [visit our website](#)

Contact

david@mediaman.com.cn // T +86-21 6299 4416
If you wish to unsubscribe this Newsletter, → [click here](#)

Imprint

mediaman (China)
Suite 601, 68 Chang Ping Road, Shanghai 200041
People's Republic of China
Tel: 021 6299 4416
Fax: 021 6299 4417
E-mail: hello@mediaman.com.cn

Copyright 2006 mediaman // the communication architects