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FASHION CHINA



# Networks in China

CHINA  
INTERCONTINENTAL  
PRESS



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## N in China

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Zhao Shijun  
Translated by  
Nie Peng & Xu Weifeng

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# Contents

## 007 Internet "New Life Movement"

- 008 The New Life On-line
- 008 Cool IT guys
- 012 On-line players
- 014 Network buddies the world over
- 016 Network scribblers and fantasy writers
- 020 Exploring treasures on the Internet
- 024 Impression on Internet bars
- 029 "Have you QQ'ed today?"
- 032 Diaries on the growth of "Chinese Penguin"
- 036 Fang Xingdong and "Blog China"
- 040 Sina has the secret, Baidu is considerate
- 040 Sina's secret of success
- 043 "Just Baidu it if you have a question!"

## 052 From Radio Paging to Cellphone Entertainment

- 056 Collecting Bps
- 057 Discarding "dageda" (early cellphones)
- 058 The most in "thumb generation"
- 062 Short message stars



069 **Digital Imaging: Opening a Door  
to the Audio-visual World**

- 072 "DV guest" era is coming
- 074 Interview: Mr. Zhao's DV concept
- 078 Interview: Digital image concept of the "post-'80s"

109 **China's Informatization  
Process**

- 110 Scan: Digital cities
- 114 Long-distance education for  
elementary and middle  
schools in the countryside
- 118 TV in the e-era

085 **Zhongguancun Memories**

- 089 Brief history of Zhongguancun
- 091 Thriving years for vendors
- 099 Lenovo's twenty years
- 102 From "Computing Institute" to "Legend"
- 105 The era of Legend
- 106 Lenovo = Dream + Innovation



# Preface



□ The year 1996 is memorable for witnessing China's entry into the digital era. In that year some Chinese Internet pioneers introduced into China the book *Being Digital* that was published in United States in 1994. With this best seller, the number of Chinese Internet users rocketed almost overnight. Now, with just eight or nine years having gone past, Chinese Internet beats expectations by growing at an annual rate of 16%. The number of Chinese Internet users is approaching 100 million with the second largest scale in the world. □ It is quite easy to have access to the Internet in China, especially in cities. All you need is a simple username and a pin for dial-up. The Internet fees will be automatically charged to the telephone account, so you need not register or pay monthly rent for Internet access. An individual user of the broadband in Beijing just needs to pay fees equivalent to 149 U.S. dollars a year. The wireless Internet is almost free of charge in many public facilities. In case you are stranded at an airport because of a flight delay, you can easily pass the boring time if you have a computer at hand.

□ As China has the largest population in the world, "being digital" is beyond a fascinating prediction – computer has actually become an indispensable tool in the life of more and more Chinese. People have gradually got used to acquiring latest information they need through the mouse and the keyboard. The invention of the Internet has brought Chinese people into a boundless world that has never existed before. The Internet has ever-expanding functions. People can search data, read news, receive messages and chat with friends on-line. If they want, they can also work at home and shop around on the Web or even open their own on-line store... The Internet penetrates time and space so that Chinese can enjoy such convenience and quickness as if any other part of the world were just "a foot away." The Web draws people closer, enabling



them to chat, quarrel, fall in love, discuss various issues and even practice Zen online... A virtual world that is built upon people's collective consciousness has profound influences on every individual in the real world – it enriches Chinese people's expression modes and expands their scope of self-presentation.   Cellphones are seen as key products that drive a new boom in the electronic industry, and China is a perfect example. To this day, there are more than 400 million Cellphones owners in China. As more and more practical functions are integrated with Cellphones, the role of Cellphones has also evolved from traditional communication products into new consumer goods that provide multi-functional entertainment. The great success in the world market as a result of adding the photographic feature to Cellphones has not only triggered an upsurge in changing Cellphones in China, but also prompted Chinese cell communication services to be more in line with the vogue. At the Beijing Capital International Airport, even a foreigner who has just alighted from a plane can buy a local SIM mobile card for easy connections.   Other digital products, such as digital camera, MP3, DV and laptop, have also become trendy youngsters' top choices besides mobile phones. Statistics showed that 1.392 million MP3s were sold in the Chinese mainland in 2003 with revenues hitting 1.6 billion yuan, while around 7 million were sold in 2005 and the total revenue was expected to top 6.5 billion yuan. An information revolution characteristic of digital information resources, networks and multimedia has quietly emerged in China. Chinese in the e-era can feel the shock waves of the new life every day, as well as experiencing the close connections among people, between people and the world, and between humans and nature...







# Internet: “New Life Movement”

The Internet can be called the greatest invention of human beings in the 20th century. With the rapid development of science and technology, the network has made people's study, work and life become increasingly fast-paced and convenient. According to latest statistics from the China Internet Network Information Center, the total number of Chinese Internet users has reached 111 million, including 64.3 million broadband users. The average weekly Internet access time was 15.9 hours per user. Males account for 58.7% of the Internet users, and females 41.3%. Meanwhile, the time people spend on-line has been steadily on the rise in recent years, and the Internet is gradually penetrating into various fields of society. As a result, surfing the Internet is becoming a habit of more and more Chinese.



# The New Life On-line

## Cool IT guys

If you browse the information of inviting applications for jobs published in various media, you will find that the occupation of IT engineers always present at the outstanding places. Concerned investigations indicate that software development, telecom and Internet are thought to be the most prosperous professions by Chinese young people – the grasp of the newest hi-tech knowledge and capabilities, the good working environment, the high educational quality and high income of IT personnel and the increasingly projecting importance of IT industry. More and more IT heroes are pushed into the name list of "magnates", which makes IT guys the most fashionable "fortune pets" in this age.

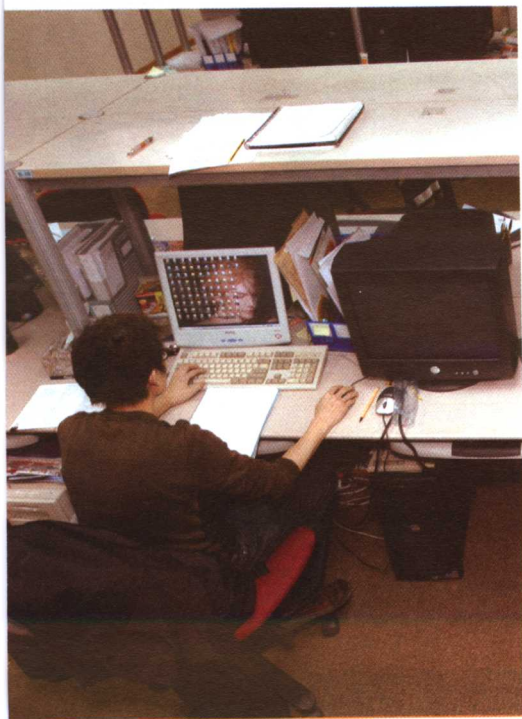
The year of 2004 witnessed Xiao Ma get his master's diploma in the major of computer from a key university in Beijing and become a network engineer for a big gateway websites. The company is situated in the splendid Central Business District of Beijing. Being afraid of being far away from the company and heavy traffics, he rents a single flat nearby with less than 50 m so that he can get to the business building where the company is only by 15 minutes of walking. Therefore, he does not need to get up and rinse until 8:30 everyday. After having breakfast – usually ham bread and milk bought from the supermarket on the first floor the day before, he puts up clean jean and grid shirt (in winter he adds a soft nap coat) and puts his notebook computer, video frequency mobile of newest style and cabinet ipod into his bag one by one. He

is getting ready to get out – he connects his own computer with that in the company because it would be more convenient for him to use two computers. Ipod is used on the ways to and fro to listen to Guo Degang's pieces of comic dialogues downloaded from the Internet just now – it is recently a fashion for colleagues in the company to listen to and talk about Guo Degang with each other, which is rather interesting...

Xiao Ma arrives at his company just after 9 o'clock. Although the company does not require clock-in, all his colleagues arrive at around nine. The first thing after turning on the computer is to check if any new comments or links are added to his blog he updated in the previous night. Then he must check his e-mails. Business e-mails account for one third at the most, and the rest are mostly jokes

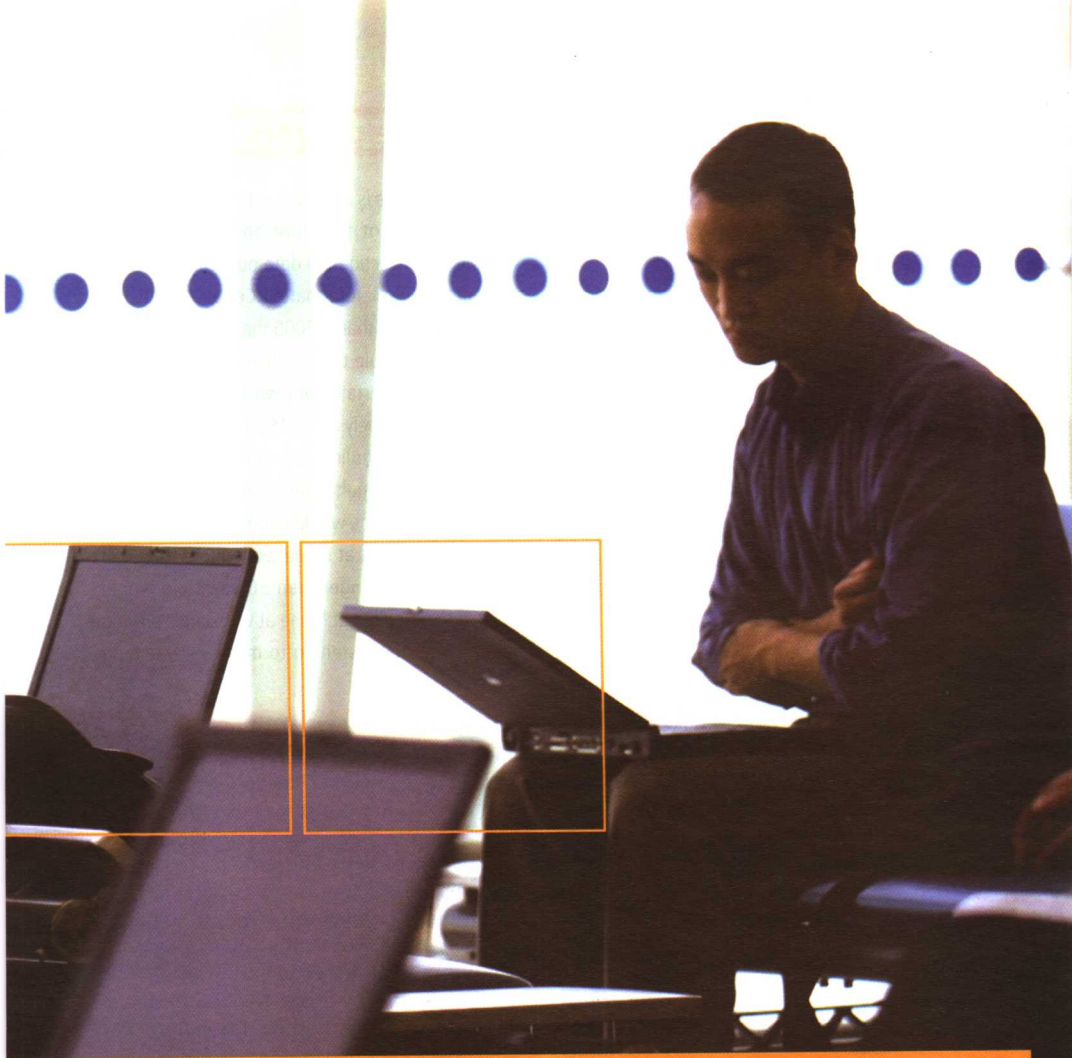
and pictures sent to him by his classmates or friends, or tourist spots and hotel information they've found out lately. Xiao Chen, who sits next to him, is probably chatting with him through MSN about his online shop. As a digital fan, Xiao Chen is keen on collecting latest digital products, but he loses interest in older ones very soon. Fortunately, some people, who like to explore treasures from sand on the Internet, are honest buyers of his second-hand goods. Xiao Chen has also moved his blog to the on-line shop in order to exchange ideas about digital products with the buyers.

Xiao Ma has known his own work well. His salary is a bit more than 7000 yuan RMB, not as high as that of his schoolmates as software engineers, yet he has more leisure time and all the off hours belong to himself. He likes to play the stand-alone games all by himself on the computer at home. His purpose of playing games is not to be a winner during such a short time but to find the weakness of the game software, which is not easy for an ordinary player...



## FACTBOX

○ The Phoenix TV reported on May 18, 2006 that many Chinese-run enterprises appeared on Silicon Valley's latest rankings of the top 150 enterprises: Synnex ranked No. 14 with nearly 5.8 billion U.S. dollars in revenue. Yahoo!, which was co-founded by Jerry Yang and has become a household name today, ranked No. 15 on the list. Yang was the richest one of the five Chinese listed among America's 400 wealthiest people. He ranked No. 93 on the wealth list with an estimated fortune of 19.5 billion HK dollars. As for Silicon Valley's top 150 big enterprises list, Nvidia co-founded by Jen-Hsun Huang ranked No. 26, Atmel co-founded by Tsung-Ching Wu ranked No. 37, Lam Research founded by David K. Lam ranked No. 44, Cadence Design Systems, whose predecessor is ECAD and co-founders include Paul Huang,



ranked No. 46, and BEA Systems co-founded by Alfred Chuang ranked 47. Komag co-founded by Tu Chen ranked No. 63, OmniVision Technologies, co-founded by Raymond Wu and Shaw Hong, ranked No. 71, NetGear co-founded by Patrick Lo ranked No. 75, FoundryNetworks co-founded by Lee Chen ranked No. 79, Web Ex co-founded by Min Zhu ranked No. 88, and NetIQ, co-founded by Ching-Fa Hwang and Herdaw Che among others, ranked No. 93. ESS Technology, with Fred SL Chan as chairman of the board, ranked No. 118, Interwoven founded by Ong Peng Tsin ranked No. 125, Avanex co-founded by Simon Cao ranked No. 128, and Trident Microsystems founded by Frank C. Lin ranked No. 150.

(Source: <http://www.phoenixtv.com>)



## On-line players

Going online is an important way of leisure and amusement for more and more Chinese people. The investigation data publicized by China Internet Network Information Center (CNNIC) up to now indicates that in 2005 the primary purposes for Chinese people to go online are getting information and entertainment with the inverse proportions respectively as 39.1% and 35.7%. A spot check about the holiday arrangement of the residents both in Shanghai and Shenzhen shows that nearly 40% citizens would choose to rest and entertain themselves at home while more than half of the people younger than 30 years old would choose to go online at home at weekends: playing games, chatting, listening to music or watching



Dongdong, at the age of 19 is now studying in a professional technology college in Shenzhen. The college assignments are not intense so that he has a lot of time to play network games. Like all the parents antipathetic to their children's indulging in network games, Dongdong's parents think that if he plays on like that he will vainly spend a large amount of precious time and draw a blank. It would be better for him to do some job in his spare time. Dongdong snaps back that he can also earn money by playing games though he earns not enough nowadays.

Dongdong has a few partners also wild about network games. Recently they find a new-blown server for network games and practice the upgrading in turns for 24 hours a day in the weekends. It is naturally quicker for them to be together in upgrading the games than only one. After only two or three days, they have brought quite a few of the roles in the games to higher grades. This kind of



games usually requires the players to be promoted by buying “equipments” to reinforce their strength when they have got to some grade. Dongdong and his partners respectively guard some key points of upgrading where “equipments” and experience values are centralized. They hold back the subsequent players so that they can control the price of the equipments that the other players should buy by controlling the number of the game equipments put out by this server. After one month, Dongdong earns more than 1000 yuan by playing network games.

movies. The total amount of the yearly market of China's Network Games in 2004 is 5.53 billions RMB and the total population of the users of China's Network Games is more than 35 millions.

Except the fans of network traveling like Dongdong, more network people would like to get multi-media resources online including music, films, TV programs and a variety of electronic reading matters by downloading materials, transferring things to each other and browsing pages. Because the network amusements are abundant, convenient and rather cheaper, many people from students to the white collars can afford them and find delight in them.

In 1997, the first generation of tourist websites began to appear in Chinese mainland and now there are more than 5000 tourist websites with a rather large scale. They offer tourists a large amount of information of tourist services: recommended routines, prices of sights, hotels and airline tickets and comments of net friends. People can not only obtain concerned information but also book hotels, buy tickets as well as sign up to join in some tourist group or recruit partners for self-help tours. According to the statistics of the National Tourist Bureau, the yearly dealing amount of Chinese domestic tours online has reached 4 to 5 billions RMB.

