

# Top 5 social networking site – taiwan

[Sociology](#), [Social Networking](#)



Mobile phone and social networking site - market research Researcher Name:

Sam Ng Date: 5 August 2011 1 | Page Social Networking Site No. 1 -

(Facebook)

- How many users are there on the site? In Taiwan, there are approximately 10, 192, 740 audiences ([http://www. checkfacebook. com/](http://www.checkfacebook.com/))
- How many active users are there? Facebook said it hit 9 million monthly active users in Taiwan in January 2011. ([http://www. clickz. asia/2334/facebook-gains-popularity-in-taiwan](http://www.clickz.asia/2334/facebook-gains-popularity-in-taiwan))
- How many users access the site via their pc? According to the static of the Taiwan Network Information Center, 91. % users use non-mobile access the network. ([http://www. twnic. net. tw/](http://www.twnic.net.tw/)) 10, 192, 740 times 91. 1% = 928. 6 millions
- How many users access the site via their mobile According to the static of the Taiwan Network Information Center, 8. 9% users use mobile access the network. ([http://www. twnic. net. tw/](http://www.twnic.net.tw/)). 10, 192, 740 times 8. 9% = 907, 153
- Is there an ' app' or a modified website view for mobile phone access? ' Yes. It has both mobile app and mobile site. ([http://zh-hk. facebook. com/mobile/? v= texts](http://zh-hk.facebook.com/mobile/?v=texts))
- Who are the main audience? Demographics (age, gender, country)
- Sex: female 49. 2% and male 50. % Age: 25 - 34 is 37. 0% 18 - 24 is 28. 5% 35 - 44 is 14. 6% 14 - 17 is 11. 5% To view country information, please check at [http://www. checkfacebook. com/](http://www.checkfacebook.com/)

- What are the main features of the social networking site? (daily status updates, games, avatars? ) The main features include Daily status updates, news feed, like page, Easter eggs, message and inbox. ([http://en.wikipedia.org/wiki/Facebook\\_features](http://en.wikipedia.org/wiki/Facebook_features))
- Are there any features of the site that you have to pay for (e. g you can get a better profile page if you pay a small amount? ) We can pay for virtual gift and virtual goods. [http://www.facebook.com/payments\\_terms/](http://www.facebook.com/payments_terms/))
- Are there any games in the site where you can pay a little amount to progress further within the game? Provide some examples. Empires & Allies by Zynga, Happy Farm, City ville (<http://apps.facebook.com/silvergames/>).

What payment methods are available on the site? Are these different for mobile phones vs. pc? paypal, credit card, MyCard, mobile phone, Bank transfer, Western Union QuickPay, Easocard, Gamania GASH GASH/BeanFun Member Account, Gamania GASH - Card Redemption, DaoPay. ([http://www.facebook.com/payments\\_terms/](http://www.facebook.com/payments_terms/))

Please provide any other interesting information regarding the social networking site. Not applicable 3 Page Social Networking Site No. 2 - (Wretch. cc)

- How many users are there on the site? The official site said they have 10, 282, 840 visitors per month. ([http://tw.emarketing.yahoo.com/wretch/superior/wretch/wretch\\_01.php?menu\\_tree=A&menu\\_sub\\_tree=a](http://tw.emarketing.yahoo.com/wretch/superior/wretch/wretch_01.php?menu_tree=A&menu_sub_tree=a))

- How many active users are there? According to the online statistic, it has 4.4 million daily visitors. (<http://www.wolframalpha.com/input/?i=Wretch.cc>)
- How many users access the site via their pc?
- With reference to question 3 for Facebook, we estimate (4.4 million times 91.1% = 4 million daily visitors) access the site via PCs.
- How many users access the site via their mobile With reference to question 3 for Facebook, we estimate (4.4 million times 8.9% = 0.39 million daily visitors) access the site via mobiles.
- Is there an 'app' or a modified website view for mobile phone access? ' It has a mobile site ([tw.m.wretch.yahoo.com](http://tw.m.wretch.yahoo.com)) and some mobile apps. (<http://itunes.apple.com/hk/app/wretchcam/id407676372?mt=8>)
- Who are the main audience?

Demographics (age, gender, country) Based on internet averages, wretch.cc is visited more frequently by females who are in the age range 35-44, have no children, have no college education and browse this site from school. (<http://www.alexa.com/siteinfo/wretch.cc>) According to the online statistics, 90.7% of the visitors are located at Taiwan and 2.5% are located at Hong Kong. (<http://www.alexa.com/siteinfo/wretch.cc>)

- What are the main features of the social networking site? (daily status updates, games, avatars? ) The main features are blog, album and message board.
- The users can also exchange name cards and add friends in the site.

Are there any features of the site that you have to pay for (e.g. you can get a better profile page if you pay a small amount? ) Album: increase album

<https://assignbuster.com/top-5-social-networking-site-taiwan/>

storage, no ad, album backgroundmusic, onlinephotorotation, customize album list title, recover deleted album, maximize album title length Blog: increase folder number, increase catalog number, increase links number, increase maximum reply number, blog background music, friend protection Friend: increase maximum friend number, customize friend page title, ncrease friend catalog number 4.

Page Media: increase catalog number, increase reply number, increase favorite video number, customize video page title Profile: customize background music, visit counter Message board: increase message number, no ad, visit counter, customize title, use album music, comment alert <http://bill.wretch.cc/function.php>

Are there any games in the site where you can pay a little amount to progress further within the game? Provide some examples.

What payment methods are available on the site? Are these different for mobile phones vs. c? It supports ATM transfer, credit card and paying at 7-11 [http://help.cc.tw.yahoo.com/cp\\_info.html?id=1213](http://help.cc.tw.yahoo.com/cp_info.html?id=1213). Please provide any other interesting information regarding the social networking site. Wretch is the largest multimedia database in Taiwan - as of the beginning of 2010, there are 3.5 billion photos, 500 million blog postings, and 15 million video clips. (internal statistics) Each and every day, the users would submit more than 5 million photos to the Wretch. (internal statistics) (<http://www.wretch.cc/blog/ycorpblog/11345185>). 5| Page Social Networking Site No. 3 - Gamer.com.tw)

How many users are there on the site? The official site said they have 2, 500, 000 users. (<http://prj.gamer.com.tw/bahaAD/>) 2. How many active users are there? The official site said they have 1, 500, 000 active users. (<http://prj.gamer.com.tw/bahaAD/>) According to the online statistic, they have 1. 4 million daily visitors. ([http://www.wolframalpha.com/entities/web\\_domains/gamer.com.tw/5s/ci/ql/](http://www.wolframalpha.com/entities/web_domains/gamer.com.tw/5s/ci/ql/))

How many users access the site via their pc? With reference to question 3 for Facebook, we estimate (2, 500, 000 times 91. 1% = 2277500) access the site via PCs. . How many users access the site via their mobile With reference to question 3 for Facebook, we estimate (2, 500, 000 times 8. 9% = 222500) access the site via mobiles..

Is there an ' app' or a modified website view for mobile phone access?

Who are the main audience? Demographics (age, gender, country) Gender: Male 78% and Female 22% Age: 16 - 20 is 38% 21 - 25 is 29% 26 - 30 is 16% Country: 96% Taiwan people. The official site also provides the job and education statistic of the users. (<http://prj.gamer.com.tw/bahaAD/userall.html>)

What are the main features of the social networking site? (daily status updates, games, avatars? ) This site provide game information, blog and forum, E-card and computer graphic gallery. (<http://acg.gamer.com.tw/wikimenu.php?s=13710>)

Are there any features of the site that you have to pay for (e. g you can get a better profile page if you pay a small amount? ) They do not charge anymoneyfrom the users. However, the users can earn virtual money by

posting in the forum and reply others' questions. The virtual money can be used to buy gifts and play games. (<http://wiki2.gamer.com.w/wiki.php?n=13710%3A%E7%B6%93%E9%A9%97%E5%80%BC%E5%92%8C%E5%B7%B4%E5%B9%A3&ss=13710>)

Are there any games in the site where you can pay a little amount to progress further within the game? Provide some examples. They provide different kind of games such as " Magic School" (online RPC), " Troubled Times in China" (online RPC) and Monopoly. (<http://acg.gamer.com.tw/apiList.php?s=12>) 10 What payment methods are available on the site? Are these different for mobile phones vs. pc? Not applicable xt. Please provide any other interesting information regarding the social networking site.

- How many users are there on the site? There are approximately 4, 000, 000 users on the site. (<http://evchk.wikia.com/wiki/%E4%BC%8A%E8%8E%89%E8%A8%E8%AB%96%E5%8D%80>)
- How many active users are there? Based on the online statistics, the number of daily pageviews is 4, 910, 809 and the number of daily visitors is 316, 695. (<http://webinformation.co/www.eyny.com>)
- How many users access the site via their pc? With reference to question 3 for Facebook, we estimate (4, 000, 000 times 91. 1% = 3644000) access the site via PCs.. . How many users access the site via their mobile With reference to question 3 for Facebook, we estimate (4, 000, 000 times 8. 9% = 356000) access the site via mobiles..
- Is there an ' app' or a modified website view for mobile phone access? '

- Who are the main audience? Demographics (age, gender, country)  
Age: 18 - 24 is the most represented at eyny. com Gender: the ratio of male and female is fifty-fifty. (<http://www.alexa.com/siteinfo/eyny.com>) Country: Taiwan 85. 8% and Hong Kong 7. 0% (<http://www.websitelooker.com/www/eyny.com>)
- What are the main features of the social networking site? (daily status updates, games, avatars? ) Forum, blog, Wikipedia and share video

Are there any features of the site that you have to pay for (e. g you can get a better profile page if you pay a small amount? ) Unlimited picture view, unlimited downloading attachments, unlimited search function and unlimited in-site message. (<http://www07.eyny.com/thread-224266-1-1.html>)

Are there any games in the site where you can pay a little amount to progress further within the game? Provide some examples. Not applicable. |

Page 10. What payment methods are available on the site? Are these different for mobile phones vs. pc? Bank Transfer (ATM, online banking, pay in banks) and cheque (mail to the office). (<http://www07.eyny.com/thread-224266-1-1.html>) Please provide any other interesting information regarding the social networking site. Maximum online user is 24287. (<http://evchk.wikia.com/wiki/%E4%BC%8A%E8%8E%89%E8%A8%E8%AB%96%E5%8D%80>) Alexa Traffic Rank 7 in Taiwan, Rank 31 in Macao, Rank 65 in Hong Kong (<http://www.alexa.com/siteinfo/eyny.com>) Social Networking Site No. 5 (PIXNET) . How many users are there on the site?

- How many active users are there? According to the online statistics, the number of daily page views is around 8. 5 million and the number



of daily visitors is around 2.4 million. (<http://www.wolframalpha.com/input/?i=www.pixnet.net>).

- How many users access the site via their pc? With reference to question 3 for Facebook, around 91.1% users access the site via PCs.
- How many users access the site via their mobile With reference to question 3 for Facebook, around 8.9% users access the site via Mobiles.
- Is there an 'app' or a modified website view for mobile phone access? ' It has a mobile app ([http://cn.androidzoom.com/android\\_applications/social/pixnet-mobile-controlpanel\\_lfrv.html](http://cn.androidzoom.com/android_applications/social/pixnet-mobile-controlpanel_lfrv.html)) and a mobile site. (<http://m.pixnet.net/>)
- Who are the main audience? Demographics (age, gender, country) Age: 25 - 34 and 45 to 54 year olds are the most similar to the general internet population Gender: male is slightly more than female. Country: 80.9% Taiwan, 6.6% Hong Kong, 2.6% China and 2.3% United States (<http://www.alexa.com/siteinfo/pixnet.net>)
- What are the main features of the social networking site? daily status updates, games, avatars? ) Album, blog, message board, exchange name card.

Are there any features of the site that you have to pay for (e.g. you can get a better profile page if you pay a small amount? ) The site provides the following features that we have to pay for: - increase monthly upload size (not included video) and unlimited video upload - choose blog domain name - unlimited album back up - unlimited visitor tracking - album folder management (add, move and delete) - more RSS subscriptions - the latest

month blog statistic (<https://bill.pixnet.tw/vip/vipnew>) . Are there any games in the site where you can pay a little amount to progress further within the game? Provide some examples. Chinese Dragon (flash game), Happy Farm (social game), Pocket Monster (webpage game) (<http://pixnet.gamebase.com.tw/>)

What payment methods are available on the site? Are these different for mobile phones vs. pc? ATM transfer, 7-11 ibon payment, credit card online payment and mobile phone Micro Payment ([http://help.pixnet.tw/index/qa?faq\\_id=95](http://help.pixnet.tw/index/qa?faq_id=95)). Please provide any other interesting information regarding the social networking site.