

A Survey on Broadband Usage in Taiwan

A Summary Report

April 2013



Taiwan Network Information Center

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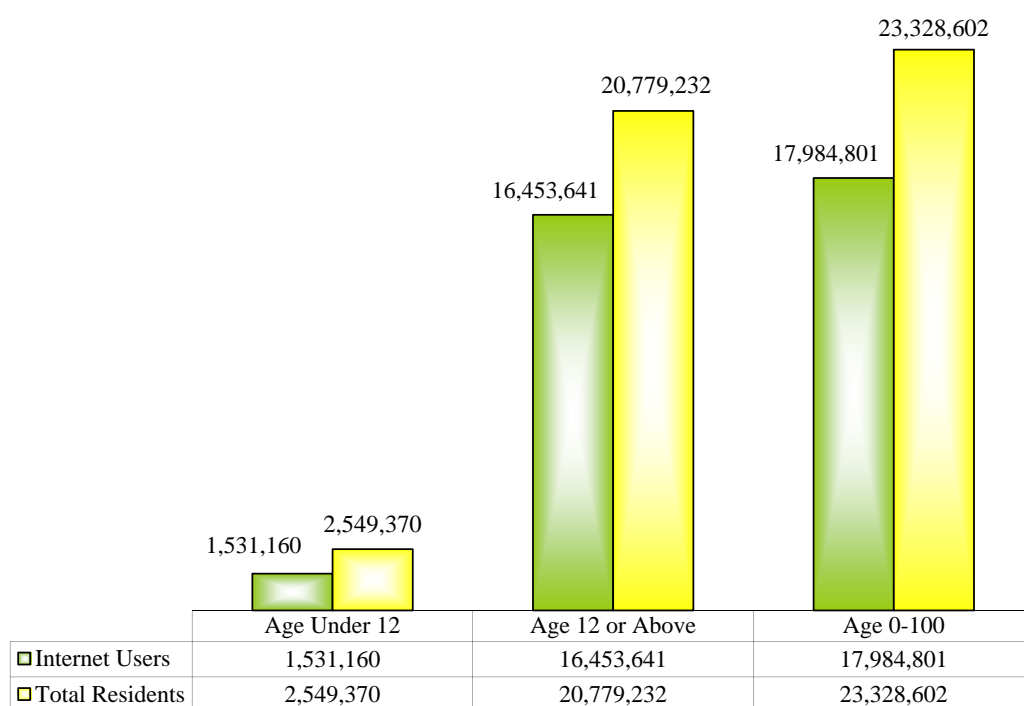
1. Survey Methodology

Survey Period	Mar. 11, 2013 to Jun. 17, 2013
Sample Number	3,166 valid samples
Target	Residents in Taiwan aged 12 and above
Population	8,185,853 households in 5 municipalities and 17 cities/counties in Taiwan. *Demographic information based on the Dec. 2012 Monthly Demographic Statistics Report released by the Ministry of Interior
Survey Method	Computer-assisted telephone interview survey (CATI)
Sampling Method	A stratified simple random sampling was used by separating the population elements into strata of 5 municipalities and 17 cities/counties in Taiwan. The sample size of each stratum was determined by using the Neyman allocation method.
Estimation Method	<ul style="list-style-type: none"> ● Method for estimating the total number of Internet users: Three variables, namely, cities/areas, gender, and age groups, were used for weighing the random stratified samples of interviewees in Taiwan. (The sample was based on a total of 23,328,602 residents. The demographic data was released by the Ministry of Interior in Feb. 2013.) ● Method for estimating the total number of Internet households: Two variables, namely, the cities/areas and the number of members in the household, were used for weighing the random stratified samples. (Demographic information: 8,185,853 households, according to the Dec. 2012 Monthly Demographic Statistics Report released by the Ministry of Interior)

2. Estimated Population and Penetration Rate of Internet Users

(1) Estimated Population of Internet Users in Taiwan

There are 1.53 million Taiwan residents aged 12 and under who have Internet experience, whereas 16.45 million Taiwan residents aged 12 and above have Internet experience. The total estimated population of Internet users in Taiwan is 17.98 million.



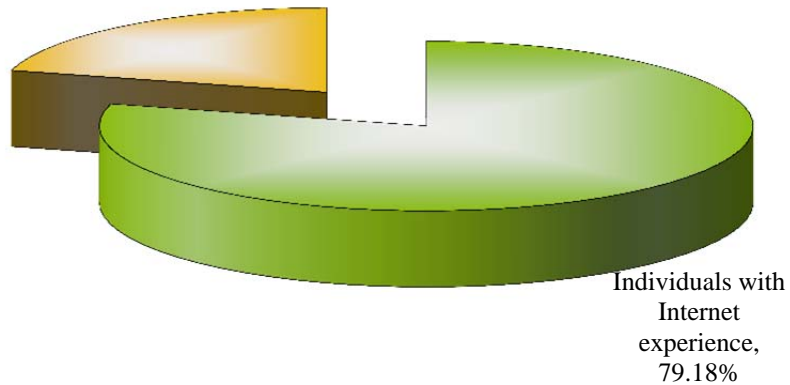
Unit: Head Count

2. Estimated Population and Penetration Rate of Internet Users

(2) Percentage of Internet Users Aged 12 and Above

The percentage of Internet users in Taiwan aged 12 and above is 79.18% (16.45 million).

Individuals without Internet experience, 20.82%

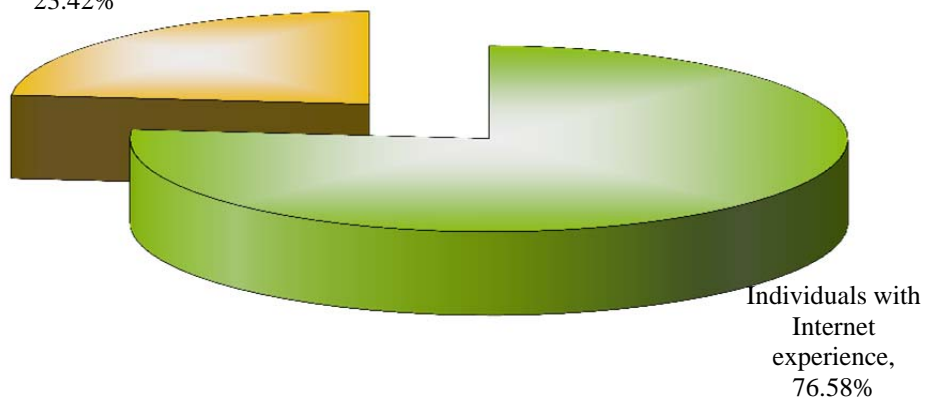


* Sampling Error : $\pm 1.06\%$ (95% Confidence level)

(3) Percentage of Internet Users Aged 12 and Above Who Used the Internet in the Past Six Months

The percentage of Internet users in Taiwan aged 12 and above who used the Internet in the past six months is 76.58% (15.91 million).

Individuals without Internet experience, 23.42%

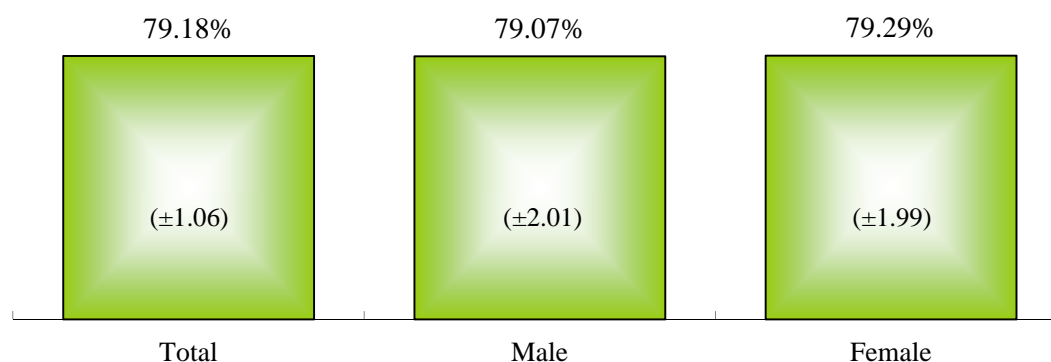


* Sampling Error : $\pm 1.08\%$ (95% Confidence level)

2. Estimated Population and Penetration Rate of Internet Users

(4) Gender Difference in Internet Users

The percentage of male Internet users aged 12 and above is 79.07% (8.21 million), whereas the percentage of female Internet users in the same age group is 79.29% (8.24 million). The percentage of female users is slightly higher than that of the male users.



* Digits inside the parentheses are the sampling errors (%)

(5) Internet Users Who Used the Internet in the Past Six Months — Gender Difference in Internet Users

The percentage of male Internet users aged 12 and above who used the Internet in the past six months is 76.87% (7.99 million), whereas the percentage for females is 76.30% (7.93 million). The percentage of male users is slightly higher than that of the female users.

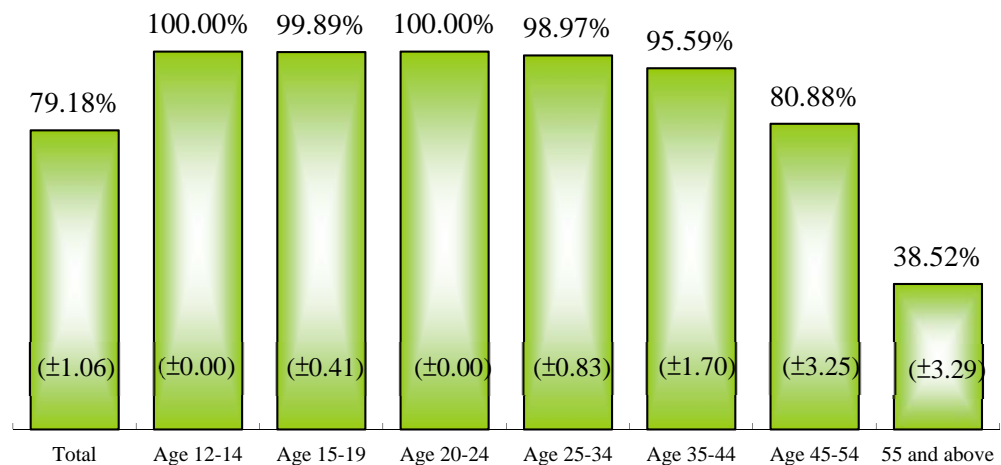


* Digits inside parentheses are the sampling errors (%)

2. Estimated Population and Penetration Rate of Internet Users

(6) Percentage of Internet Users in Different Age Groups

The percentage of residents of Taiwan who used the Internet was the highest for ages 12 to 14, 15 to 19, 20 to 24, 25 to 34, and 35 to 44 or more than 95.59%. The second highest percentage was that for ages 45 to 54 at 80.88% (3.02 million people), whereas lowest percentage were for those with ages over 55 at 38.52% (2.13 million people).

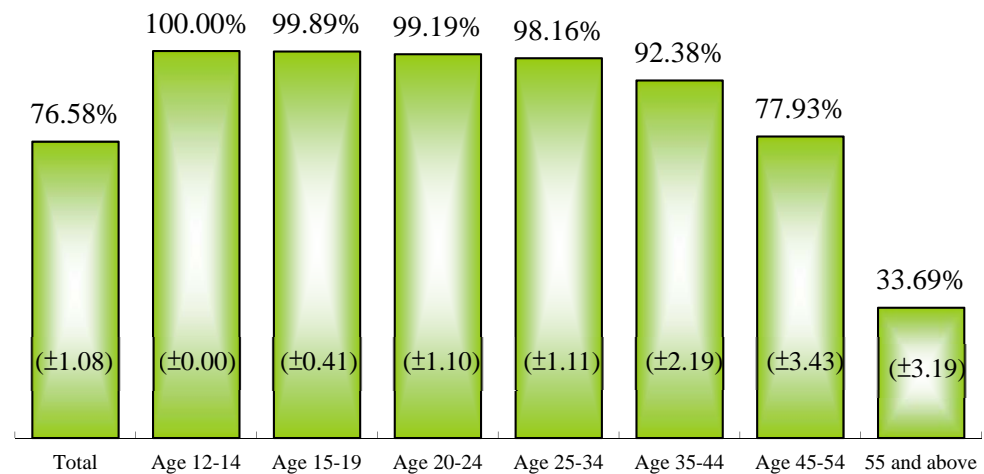


* Digits inside the parentheses are the sampling errors: %

2. Estimated Population and Penetration Rate of Internet Users

(7) Percentages of Internet Users in The Past Six Months in Different Age Groups

The percentage of residents of Taiwan who used the Internet in the recent half year were the highest for ages 12 to 14, 15 to 19, 20 to 24, and 25 to 34, comprising more than 98.16%. The second highest percentage was for people with ages 35 to 44 with 92.38%, whereas the lowest percentage was for people with ages over 55 with 33.69% (1.87 million people).

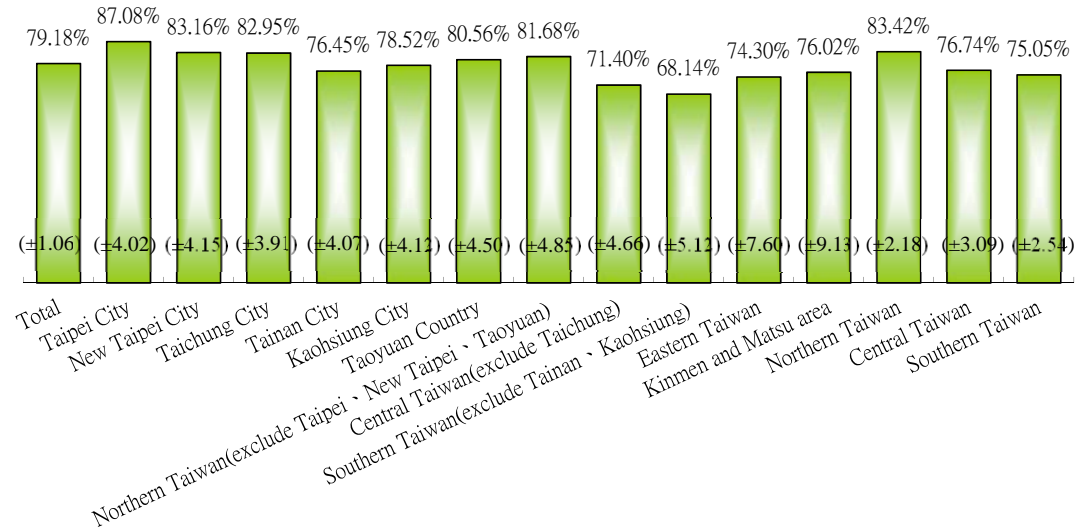


* Digits inside the parentheses are the sampling errors (%)

2. Estimated Population and Penetration of Internet Users

(8) Percentage of Internet Users in Different Areas of Taiwan

The percentages of Internet users in different areas of Taiwan who have Internet experience are as follows: 87.08% for TaipeiCity, 83.42% for Northern Taiwan, and other areas with 68.00% and above.

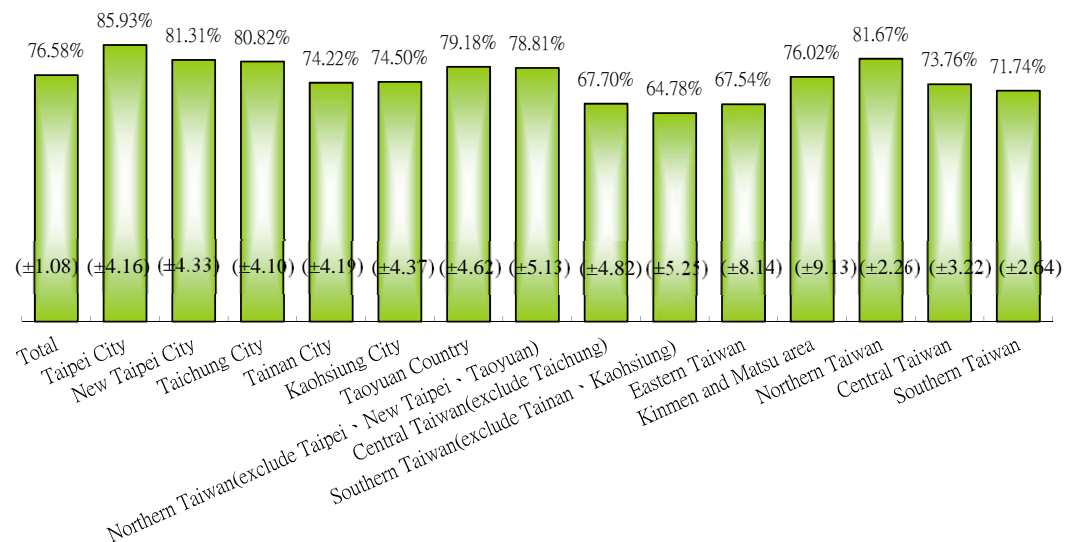


* Digits inside the parentheses are the sampling errors (%)

2. Estimated Population and Penetration of Internet Users

(9) Percentage of Internet Users in the Past Six Months in Different Areas of Taiwan

The percentages of Internet users in the past six months in different areas of Taiwan are as follows: 85.93% (2.05 million) for Taipei City, 81.67% (7.56 million) for Northern Taiwan, and other areas with 64.00% and above.

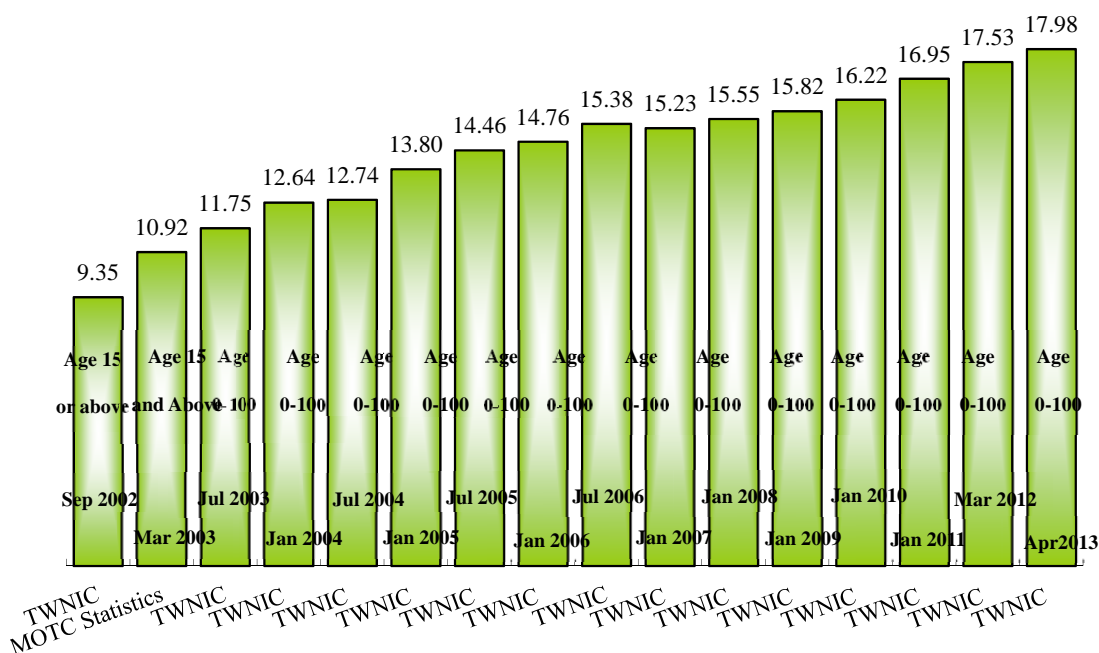


* Digits inside the parentheses are the sampling errors (%)

3. Internet Users in Taiwan 2002–2013

(1) Growth of Internet Users in Taiwan

The chart shows the growing number of Internet users in Taiwan. By the end of April 2013, 17.98 million Taiwan residents from ages 0–100 have had Internet experience.



❖ Unit: Million

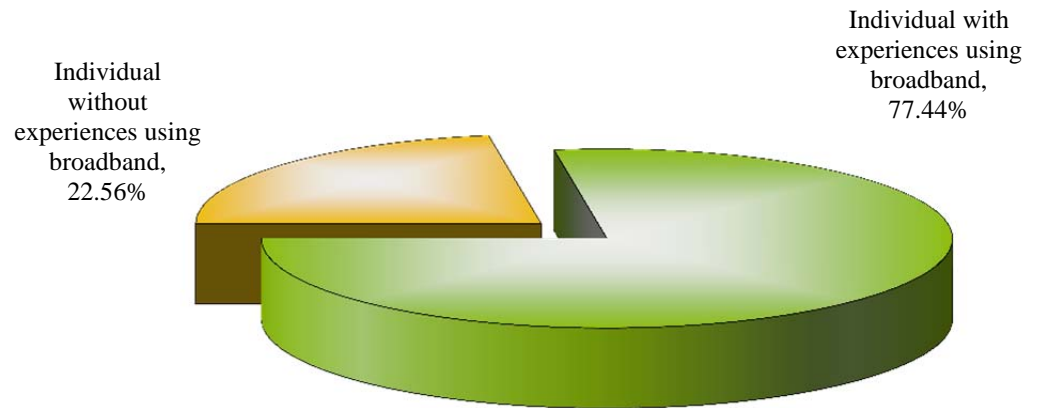
❖ The data of the Taiwan Network Information Center (TWNIC) for September 2002 and Ministry of Transportation and Communications (MOTC) for March 2003 are based on the population of Taiwan residents aged 15 and above.

❖ Other data are based on the population of Taiwan residents with ages 0–100.

4. Estimated Population and Penetration Rate of Broadband Users

(1) Percentage of Broadband Users in Taiwan

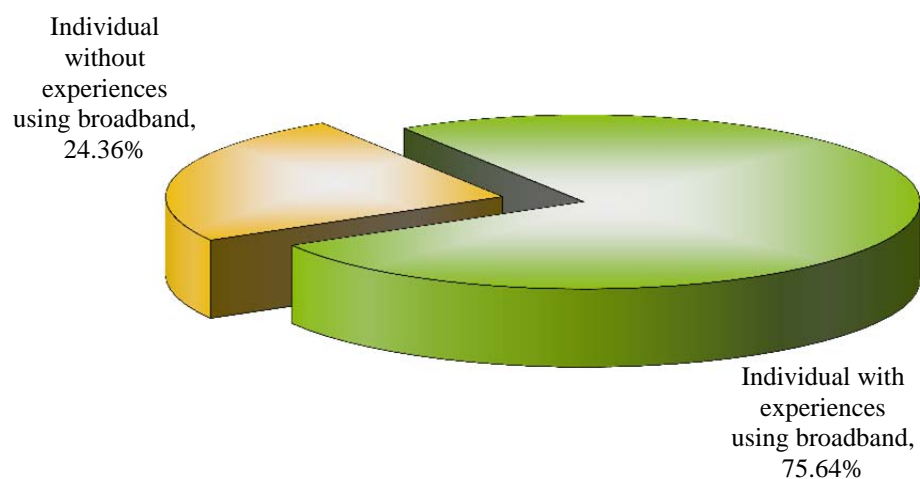
There are 77.44% (16.09 million) of Taiwan residents age 12 and above who have broadband experience.



* Sampling Error : $\pm 1.10\%$ (95% Confidence level)

(2) Percentage of Broadband Users in the Past Six Months in Taiwan

There are 75.64% (15.72 million) of Taiwan residents aged 12 and above who have broadband experience.



* Sampling Error : $\pm 1.38\%$ (95% Confidence level)

4. Estimated Population and Penetration Rate of Broadband Users

(3) Gender Difference in Broadband Users

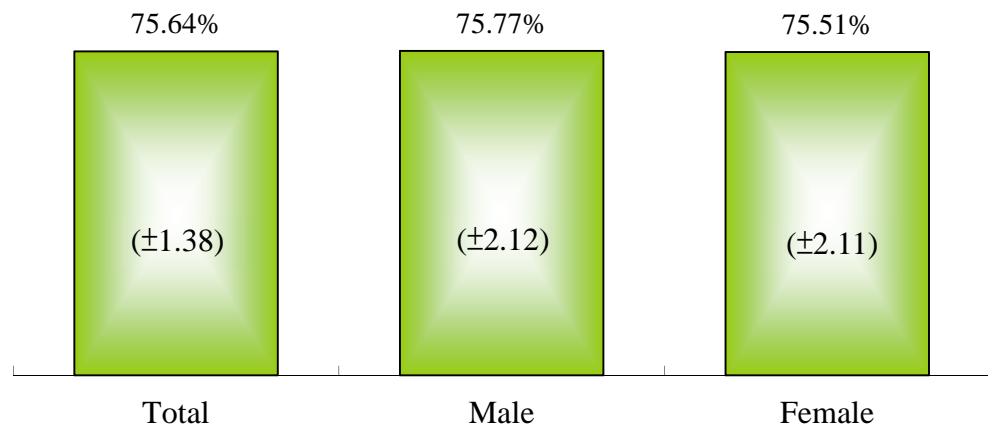
The percentage of male broadband users in Taiwan aged 12 and above is 77.27% (8.03 million). The percentage of female broadband users in the same age group is 77.61% (8.06 million). The percentage of female users is higher than that of the male users.



* Digits inside the parentheses are the sampling errors (%)

(4) Gender Difference in Broadband Users in the Past Six Months

The percentage of male broadband users in Taiwan aged 12 and above is 75.77% (7.87 million). The percentage of female broadband users in the same age group is 75.51% (7.85 million). The percentage of male users is higher than that of the female users.

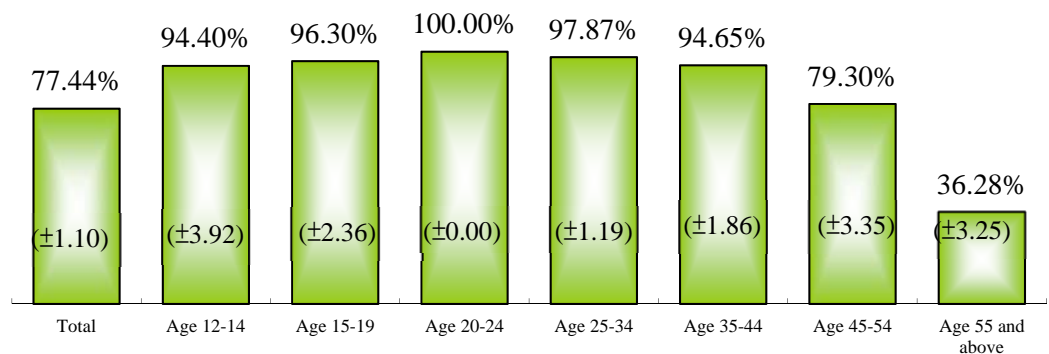


* Digits inside the parentheses are the sampling errors (%)

4. Estimated Population and Penetration Rate of Broadband Users

(5) Percentage of Broadband Users in Different Age Groups

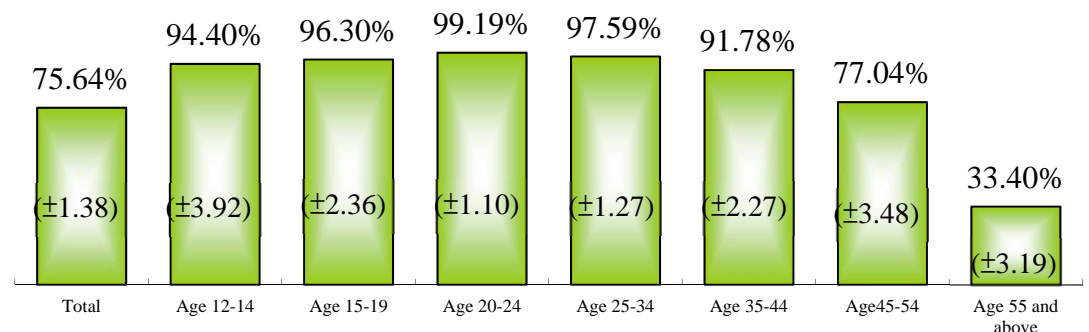
The percentage of residents of Taiwan who used wideband was the highest for ages 12 to 14, 15 to 19, 20 to 24, 25 to 34, and 35 to 44 at more than 94.40%. The second highest percentage was for people ages 45 to 54 at 79.30% (2.96 million people), whereas the lowest at the age over 55 at only 36.28% (2.01 million people).



* Digits inside the parentheses are the sampling errors (%)

(6) Percentage of Broadband Users in the Past Six Months in Different Age Groups

The percentage of residents of Taiwan who used wideband in the recent half year was the highest for those with ages 12 to 14, 15 to 19, 20 to 24, and 25 to 34 at more than 94.40%. The second highest were those with ages 35 to 44 at 91.78% (3.40 million people) and the lowest were those with ages over 55 comprising 33.40% (1.85 million people).

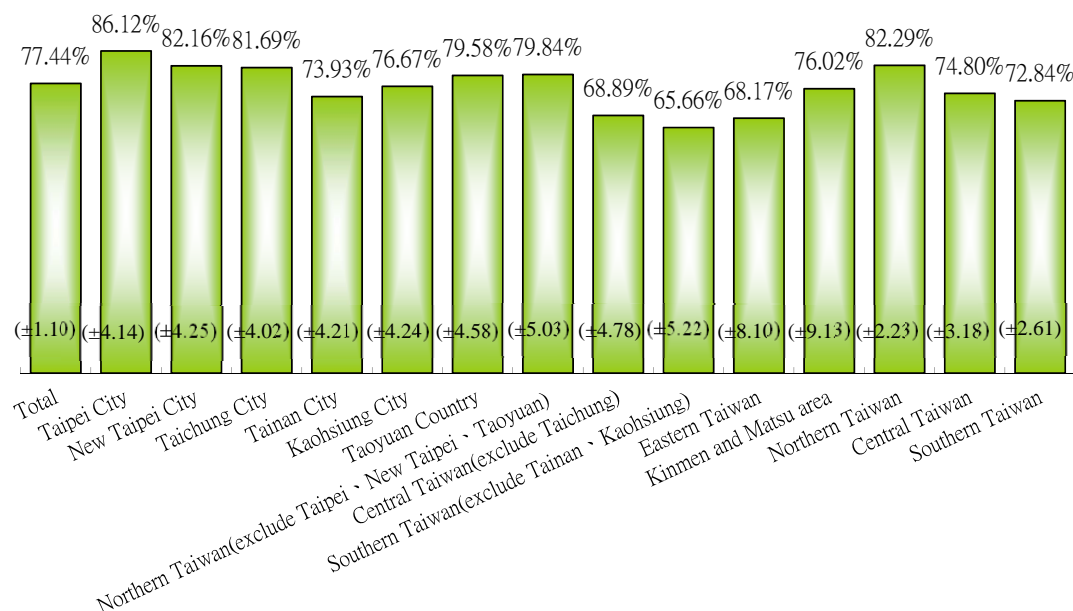


* Digits inside the parentheses are the sampling errors (%)

4. Estimated Population and Penetration Rate of Broadband Users

(7) Percentage of Broadband Users in Different Areas

The percentages of broadband users in different areas of Taiwan are as follows: 86.12% (2.05 million) for Taipei City, 82.29% (7.62 million) for Northern Taiwan, and other areas with 65.00% and above.

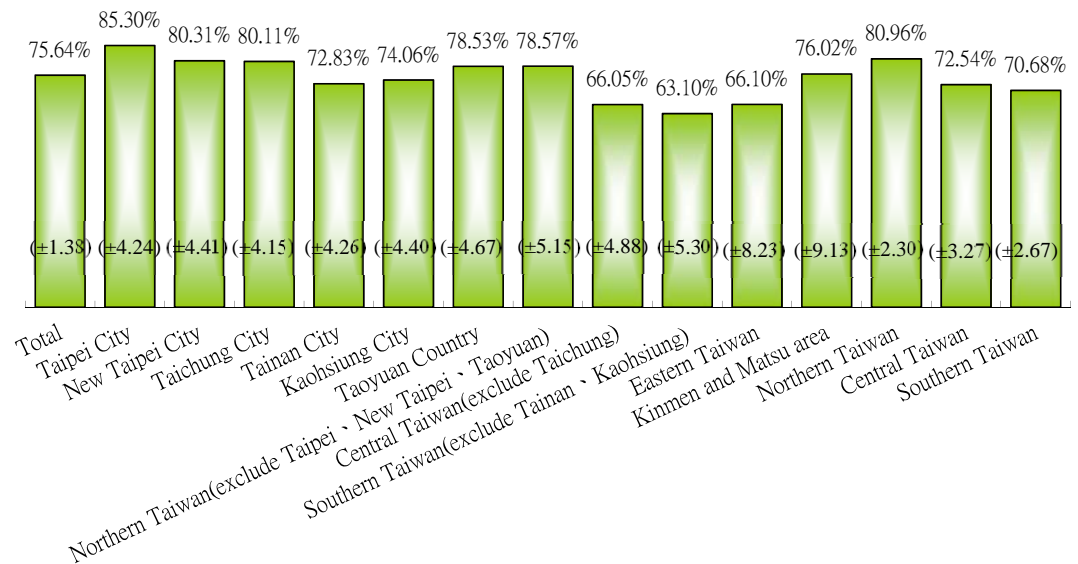


* Digits inside the parentheses are the sampling errors (%)

4. Estimated Population and Penetration Rate of Broadband Users

(8) Percentage of Broadband Users in the Past Six Months in Different Areas

The percentages of broadband users in the past six months in different areas of Taiwan are as follows: 85.30% (2.03 million) for Taipei City, 80.96% (7.50 million) for Northern Taiwan, and other areas with 63.00% and above.

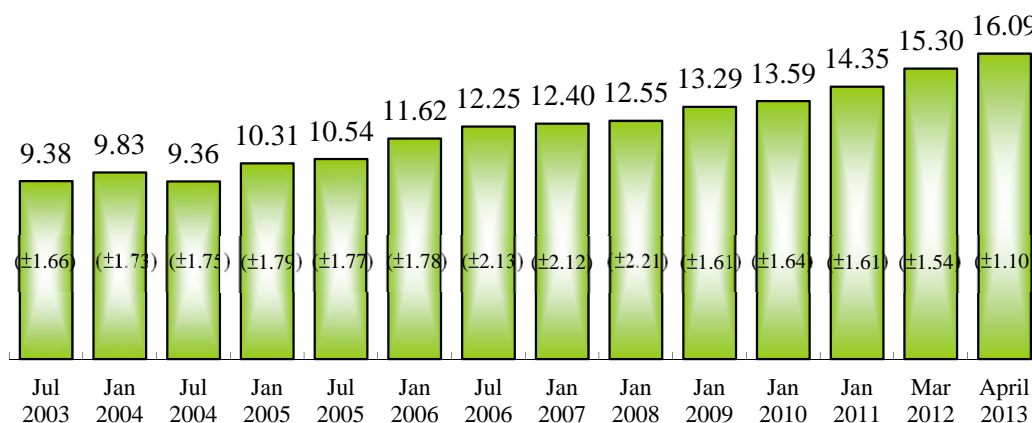


* Digits inside the parentheses are the sampling errors (%)

5. Broadband Users in Taiwan, 2003-2013

(1) Growth of Broadband Users in Taiwan

The chart shows the growing number of broadband users in Taiwan. By the end of April 2013, there are 16.09 million residents in Taiwan with broadband experience.



❖ Unit: Million

❖ The TWNIC data are based on the population of residents in Taiwan aged 12 and above.

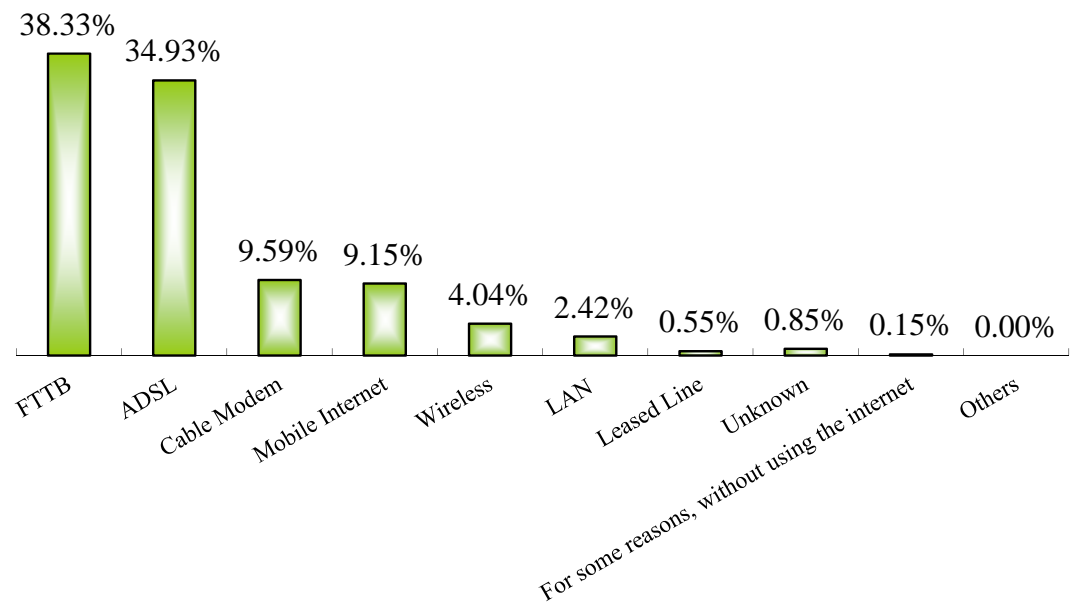
❖ Source: TWNIC Survey.

❖ Digits inside the parentheses are the sampling errors (%)

6. Analysis on the Behavior of Internet Users

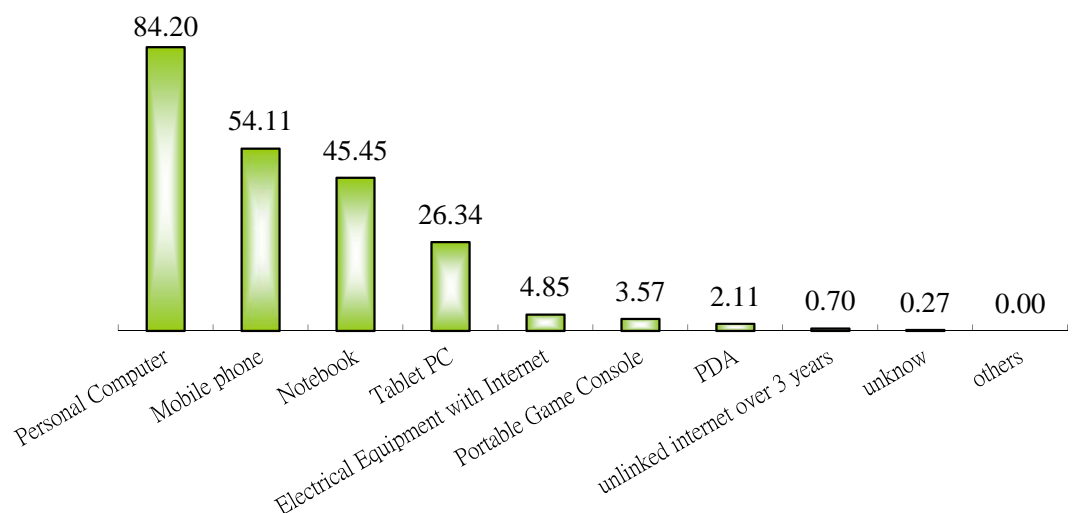
(1) Percentage of Internet Accessing Methods

Among the interviewees using network over the age of 12 in Taiwan, with fiber to homewas most popular method and accounted for 38.33%, ADSL coming in next at 34.93%.



(2) Access Options for Internet Users (Multiple Choices)

Among the interviewees with Internet experience aged 12 and above, 84.20% use personal computers to access the Internet, 54.11% use mobile phones, and 45.45% use notebook.

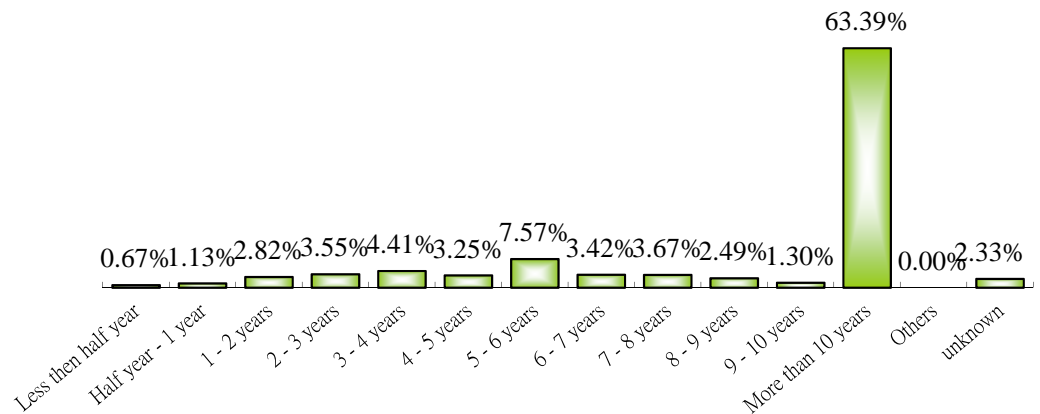


Unit: Percentage of Responses

6. Analysis on the Behavior of Internet Users

(3) Percentage of Internet Use

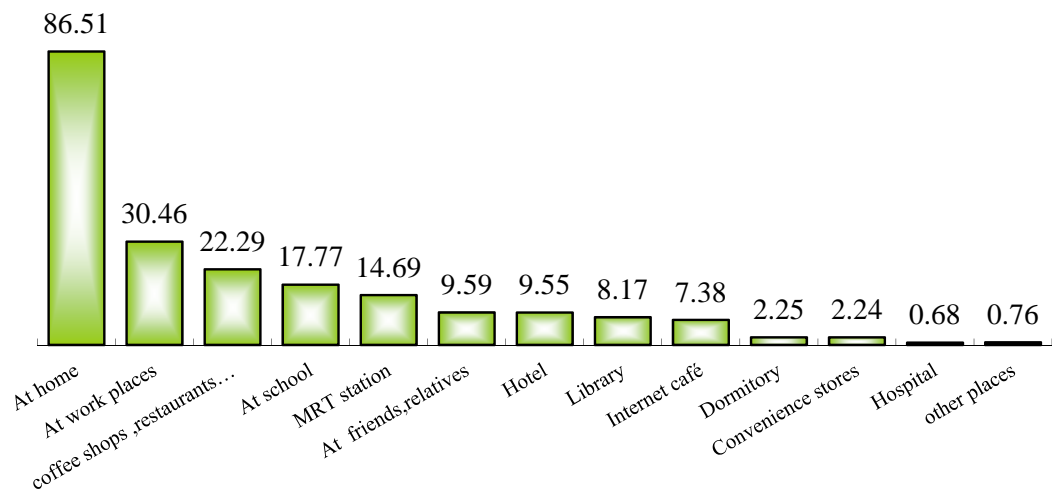
Among the interviewees with Internet experience aged 12 and above, 63.39% have used the Internet for more than 10 years, 7.57% for 5–6 years, and 81.84% for 5 years and above.



7. Analysis on the Behavior of Broadband Users

(1) Places where Broadband Users Get Online (Multiple Choices)

Most broadband users access the Internet at home, with a relative frequency of 86.51%. Others access the Internet at work and in coffee shops, restaurants...with relative frequencies of 30.46% and 22.29%, respectively.

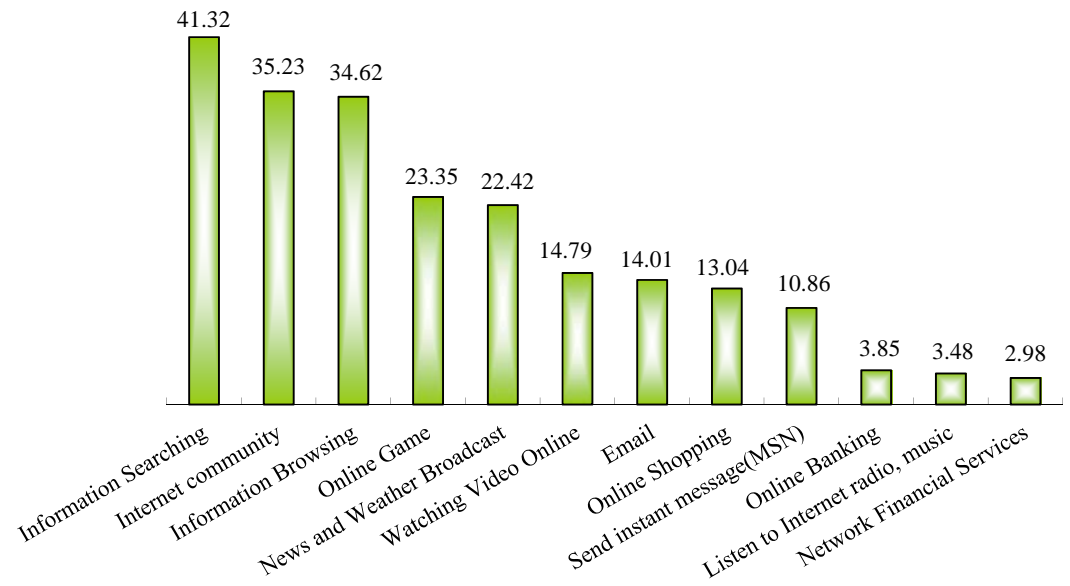


Unit: Percentage of Responses

7. Analysis on the Behavior of Broadband Users

(2) Purposes of Broadband Usage (Multiple Choices)

Search News was the most commonly used wideband online method, with Network Community and Browse Information and Page ranking next among the interviewees using wideband.

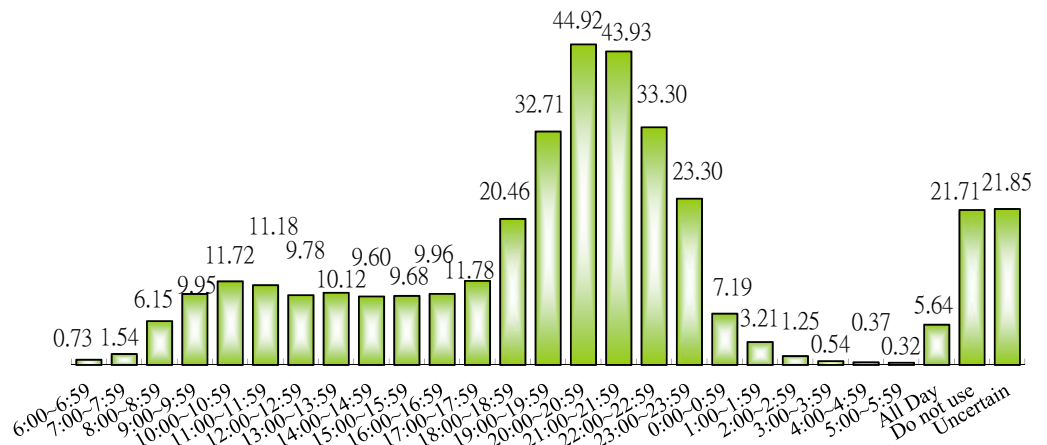


Unit: Percentage of Responses

7. Analysis on the Behavior of Broadband Users

(3) Favorite Time Slot for Using Broadband on a Weekday

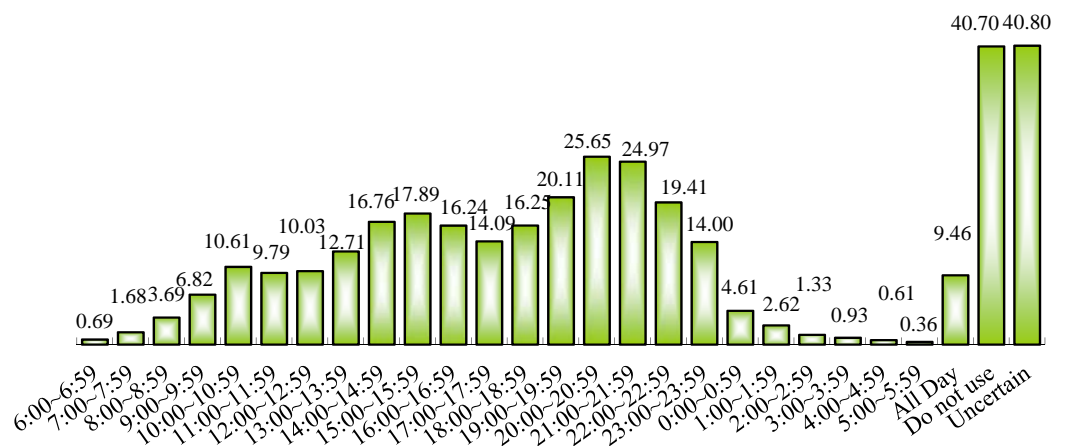
Among 2,412 interviewees aged of 12 and above who used wideband online, the highest frequency of use interval was 6:00PM to 12:00PM.



Unit: %

(4) Amount of Time Broadband Users Spend Online on Weekends

Among 2,439 interviewees aged of 12 and above who used wideband online, the highest frequencies of use intervals were 8:00PM to 9:00PM, and 9:00PM to 10:00PM.

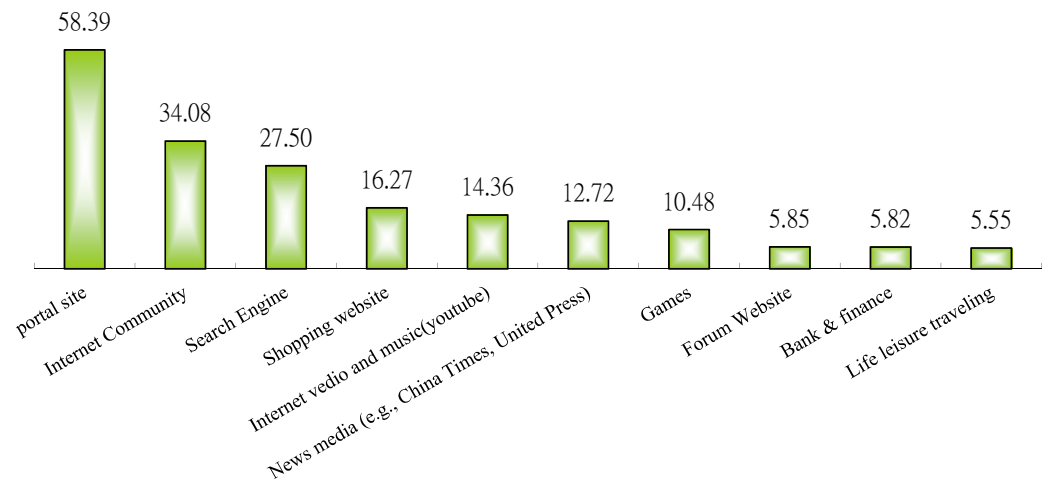


Unit: %

7. Analysis on the Behavior of Broadband Users

(5) Types of Websites Frequently Accessed by Users (Multiple Choices)

Among the residents of Taiwan aged of 12 and above who used wideband to access a network, Portal Website was the most commonly use wideband, with Network Community and Search Engine ranking next, and Shopping Website, Network Video, News and Media, and Games Website ranking third.



Unit: Percentage of Responses

(6) Types of Broadband Access

Among interviewees using non-dial-up Internet, 63.71% access the Internet in fixed places, 1.71% use mobile Internet, and 34.58% connect to the Internet using both fixed and mobile Internet.

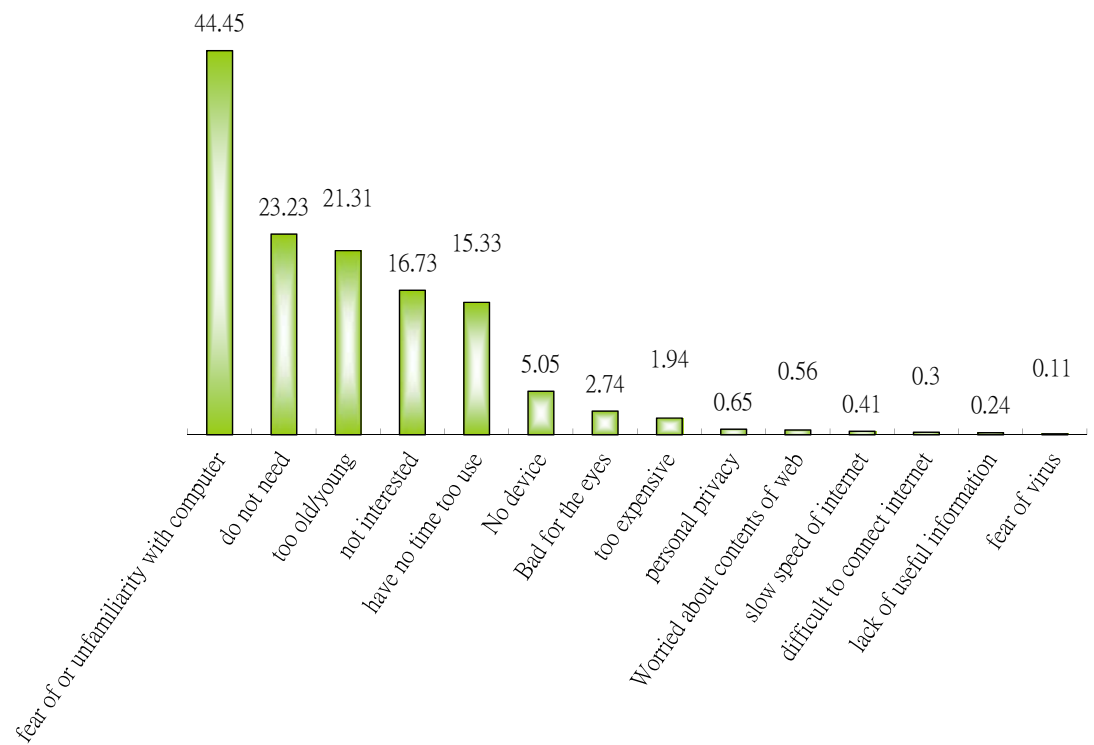


Unit: %

7. Analysis on the Behavior of Broadband Users

(7) Reasons for residents aged of 12 and above in Taiwan not to use the Internet (multiple choices)

The most popular reason for not using the Internet was “fear of or unfamiliarity with computer”, next was “do not need”, and the third was “too old/young”.

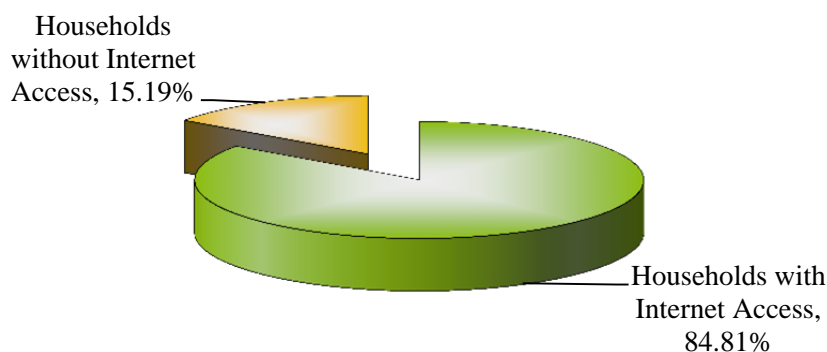


Unit: Percentage of Responses

8. Estimated Population and Penetration Rate of Internet Households

(1) Percentage of Households in Taiwan with Internet Access

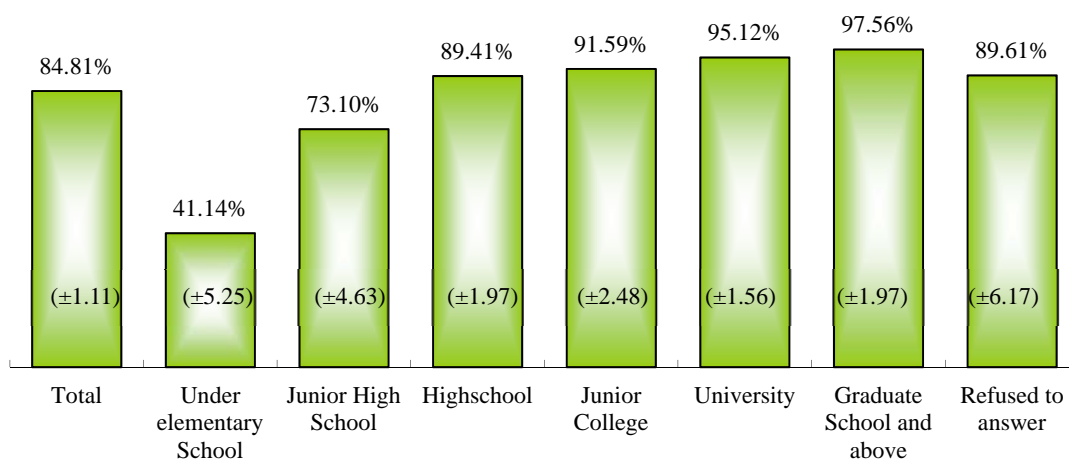
Of all the households in Taiwan, 84.81% have access to the Internet and 15.19% do not.



* Sampling Error : $\pm 1.11\%$ (Confidence level 95%)

(2) The Educational Backgrounds of the Economic Heads of Households with Internet Access

Based on the educational backgrounds of the economic heads of households, 97.56% have master's degrees and above, 91.59% have junior college degrees, and 95.12% have university degrees.

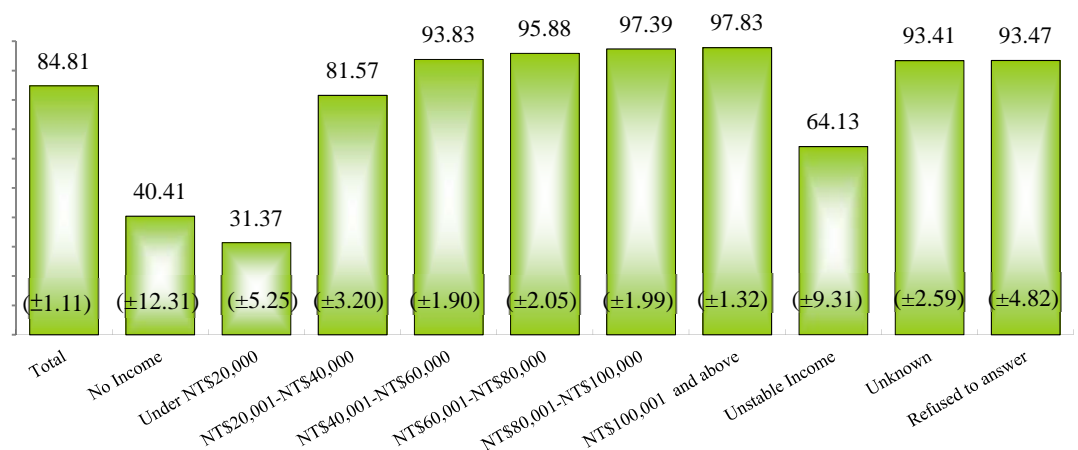


* Digits inside the parentheses are the sampling errors (%)

8. Estimated Population and Penetration Rate of Internet Households

(3) Percentage of Internet Households According to Monthly Income

Ranking based on average monthly income indicated that the percentage of family internet usage percentage in Taiwan was the highest for those with an average monthly income of 40,001 to 60,000, 60,001 to 80,000, 80,001 to 100,000 and above 100,001, comprising 93.83%. The second highest were for those with average monthly income of 20,001 to 40,000 at 81.57% (1.15 million households).

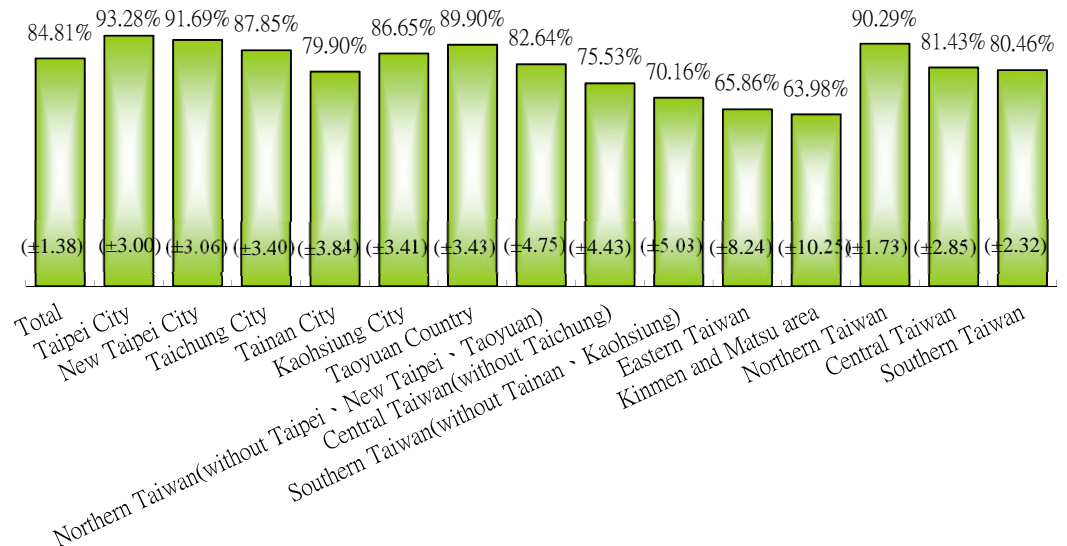


*Digits inside the parentheses are the sampling errors (%)

8. Estimated Population and Penetration Rate of Internet Households

(4) Percentage of Households with Internet Access in Different Areas of Taiwan

The percentages of Internet users in different areas of Taiwan are as follows: 93.28% (0.95 million) for Taipei City, 90.29% (3.44 million) for Northern Taiwan, and other areas with 63.00% and above.

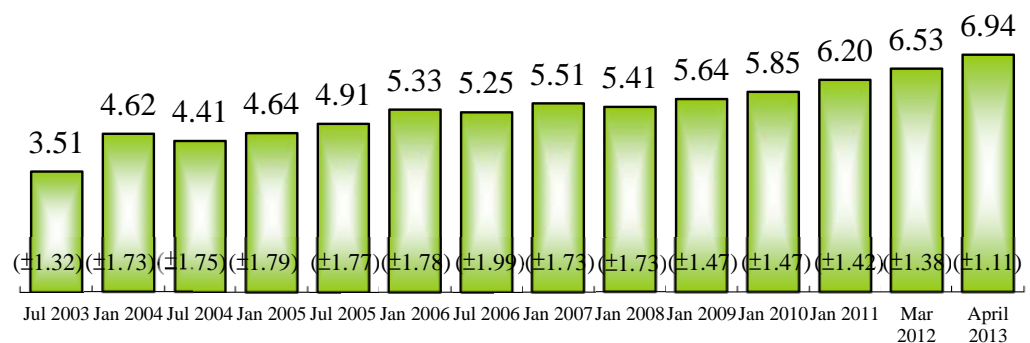


* Digits inside the parentheses are the sampling errors (%)

9. Internet Households in Taiwan, 2003-2013

(1) Growth of Internet Households in Taiwan

From the chart below, we can say that there are a growing number of households with Internet access in Taiwan. In fact, by the end of April 2013, 6.94 million households in Taiwan have accessed to the Internet.

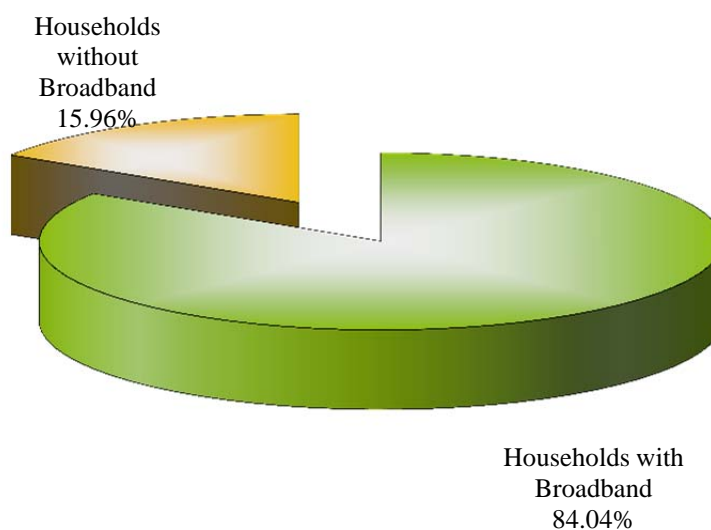


- ❖ Unit: Million
- ❖ The TWNIC data are based on the strata of the 23 cities/counties in Taiwan.
- ❖ Source: TWNIC Survey.
- ❖ Digits inside the parentheses are the sampling errors (%)

10. Estimated Population and Penetration of Broadband Households

(1) Percentage Broadband and Non-Broadband households

Of all households in Taiwan, 84.04% (6.88 million) are broadband subscribers.

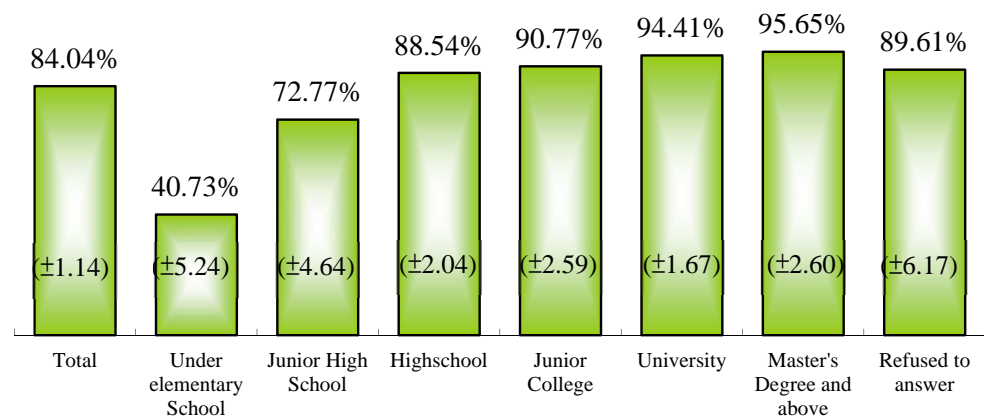


* Sampling Error : $\pm 1.14\%$ (95% Confidence level)

10. Estimated Population and Penetration of Broadband Households

(2) The Educational Backgrounds of the Economic Heads of Broadband Households

Ranking based on educational degree of economic household heads indicated that family wideband usage percentage was the highest for those with “Institute and above” at 95.65% (0.60 million households) then “College” and “Junior College” at namely 94.41% and 90.77% respectively (1.89 million and 1.15 million households). Finally, those under “Senior Middle School” ranked last at 88.54% (2.02 million households).

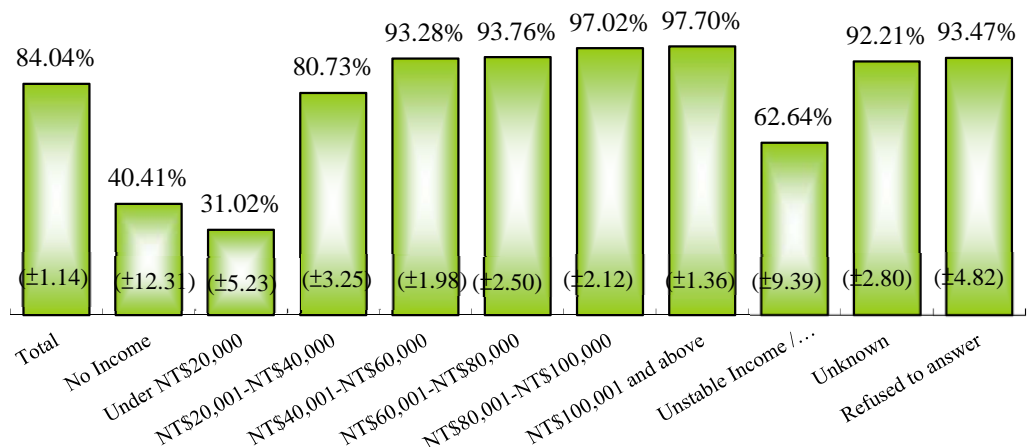


* Digits inside the parentheses are the sampling errors (%)

10. Estimated Population and Penetration of Broadband Households

(3) Average Household Monthly Income and Broadband Subscription

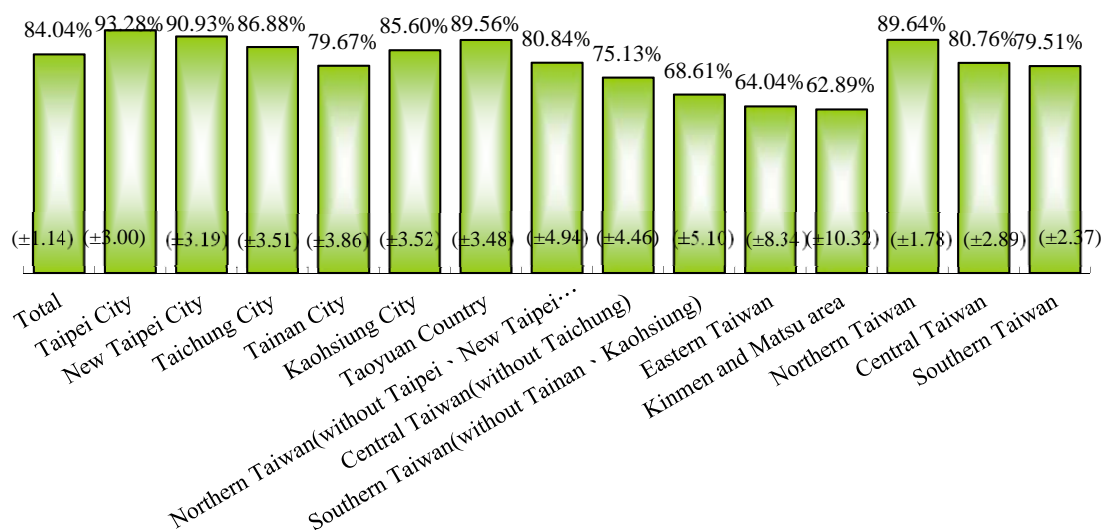
Households with an income of NTD 100,001 and above have the highest percentage of broadband subscription rate (97.70%). The households in the income group of NTD 80,001–100,000 monthly have a broadband subscription rate of 97.02% and those in the income group of NTD 60,001–80,000 monthly have a subscription rate of 93.76%.



* Digits inside the parentheses are the sampling errors (%)

(4) Percentages of Broadband Households in Different Areas in Taiwan

The percentages of broadband households in different areas in Taiwan are as follows: 93.28% (0.95 million) for Taipei City, 89.64% (3.41 million) for Northern Taiwan, and other areas with 62.00% and above.

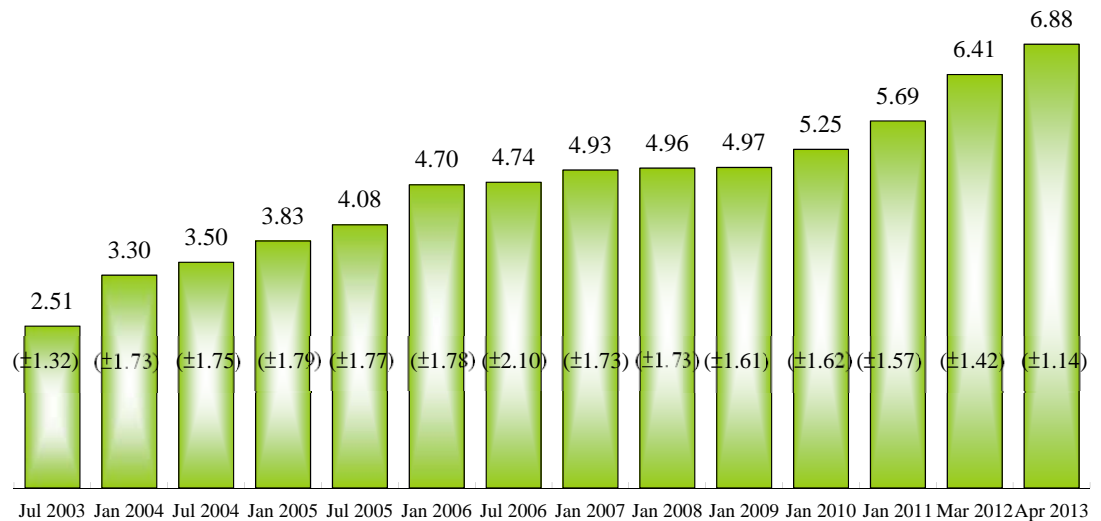


* Digits inside the parentheses are the sampling errors (%)

11. Broadband Households in Taiwan, 2003–2013

(1) Growth of Broadband Households in Taiwan

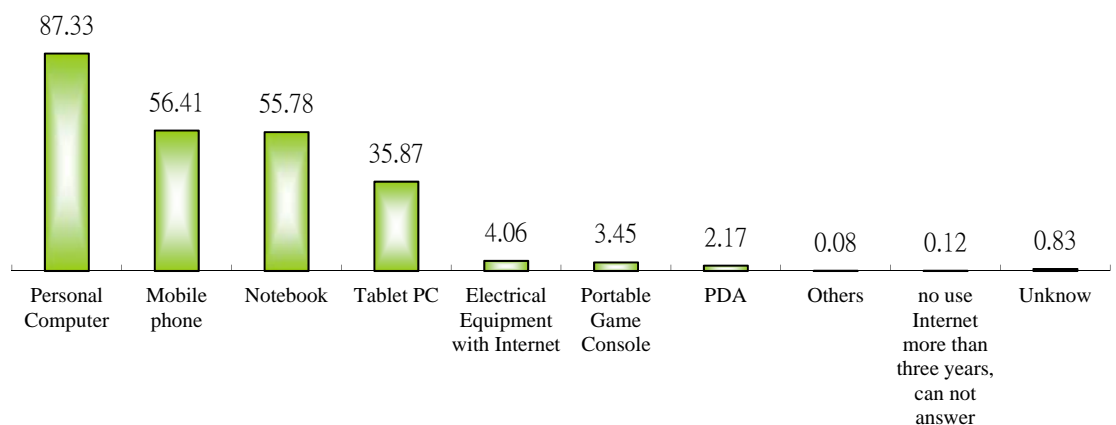
From the chart below, we can see that there are a growing number of broadband households in Taiwan. By the end of April 2013, 6.88 million households in Taiwan have had broadband experience.



12. Analysis of the Equipment for Internet Households

(1) Equipment for Internet Household (Multiple Choices)

Among households with access to network, the most commonly used equipment was a personal computer followed by mobile phones.

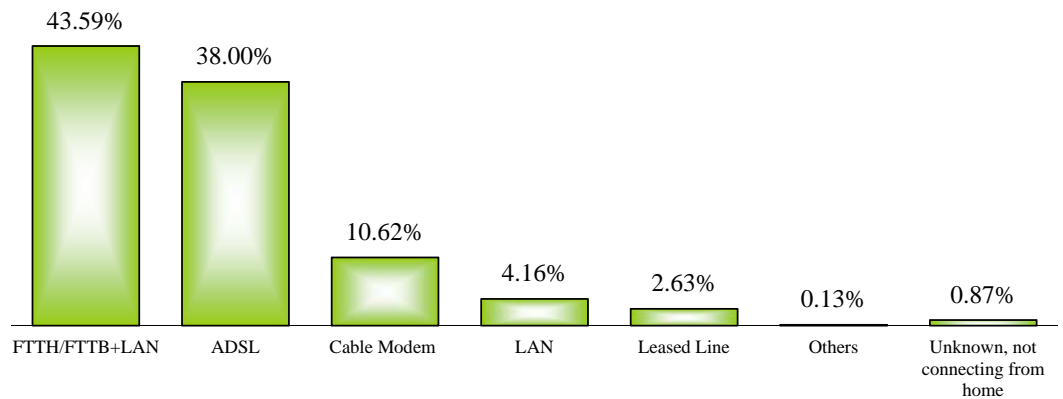


Unit: Percentage of Responses

12. Analysis of the Equipment for Internet Households

(2) Access Options for Internet Households

Ranking based on online method indicated that the most popular method was with fiber to the home, accounting for 43.59%, ADSL, accounting for 38.00% ranking second.

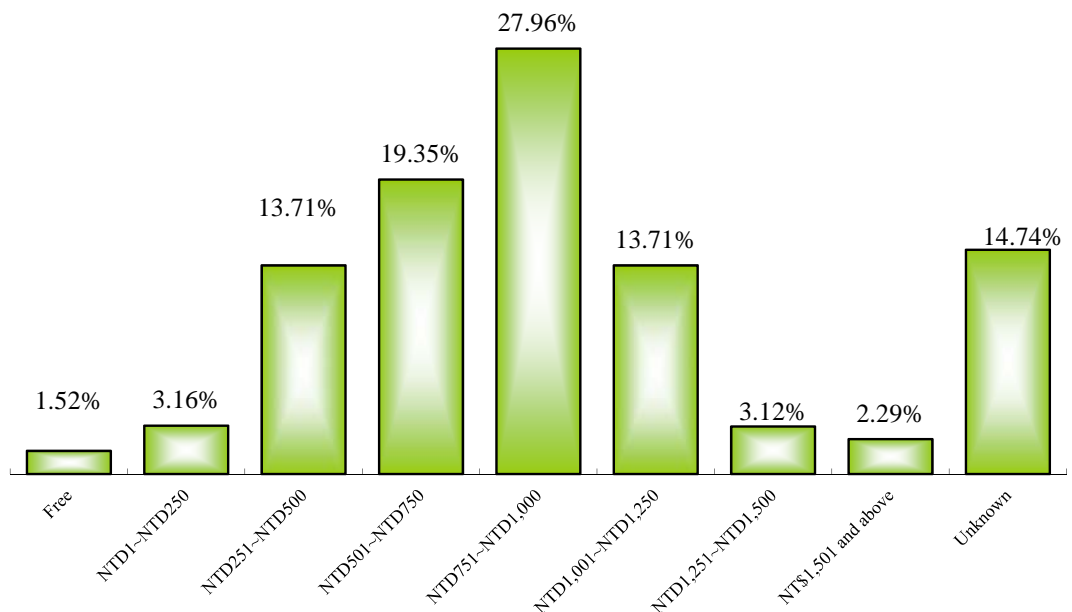


Unit: %

13. Analysis on the Behavior of Broadband Households

(1) Average Monthly Expenditures on Broadband

Of all broadband users surveyed, 27.96% spend NTD 751–1,000 for broadband.

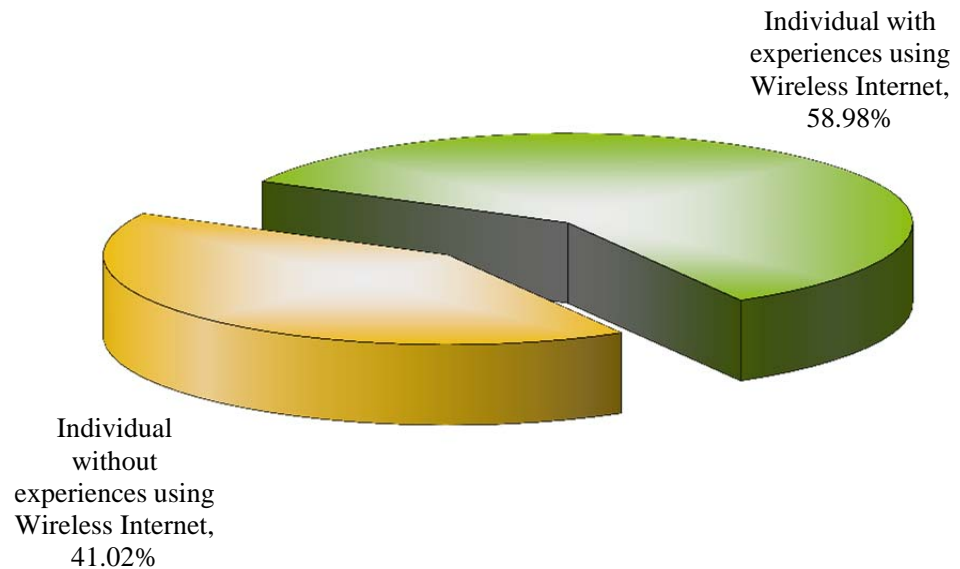


Unit: %

14. Estimated Population and Penetration Rate of Wireless Internet Users

(1) Estimated Penetration Rate of Residents using Wireless Internet

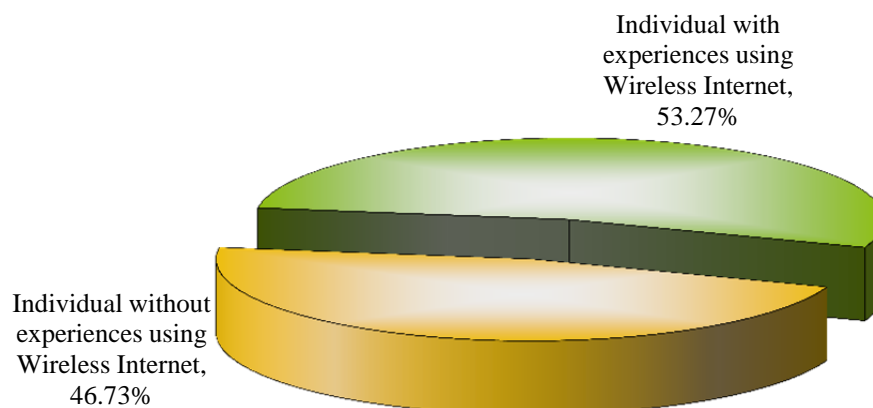
Of the surveyed Taiwan residents aged 12 and above, 58.98% (12.25 million) have had wireless Internet experience.



* Sampling Error : $\pm 1.38\%$ (95% Confidence level)

(2) Estimated Penetration Rate of Residents using Wireless Internet in the Past Six Months

Of the surveyed Taiwan residents aged 12 and above, 53.27% (11.06 million) have used wireless Internet in the past six months.

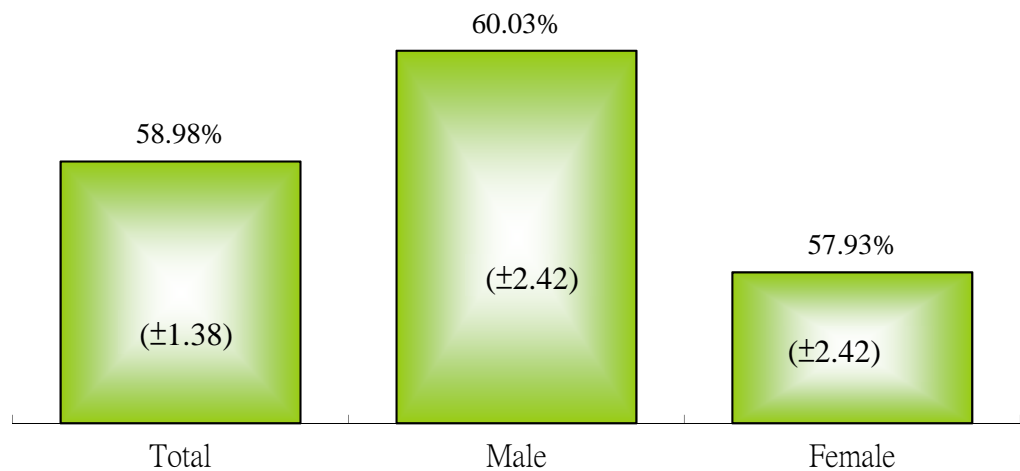


* Sampling Error : $\pm 1.44\%$ (Confidence level 95%)

14. Estimated Population and Penetration Rate of Wireless Internet Users

(3) Percentage of Wireless Internet Users Based on Gender

Of those surveyed, 60.03% of males have wireless Internet experience (6.24 million), while females with wireless Internet experience comprise 57.93% (6.02 million).



* Digits inside the parentheses are the sampling errors (%)

(4) Percentage of Wireless Internet Users in the Past Six Months Based on Gender

Males who have used wireless Internet in the past six months comprise 54.22% (5.63 million), whereas females who have done the same comprise 52.32% (544 million).

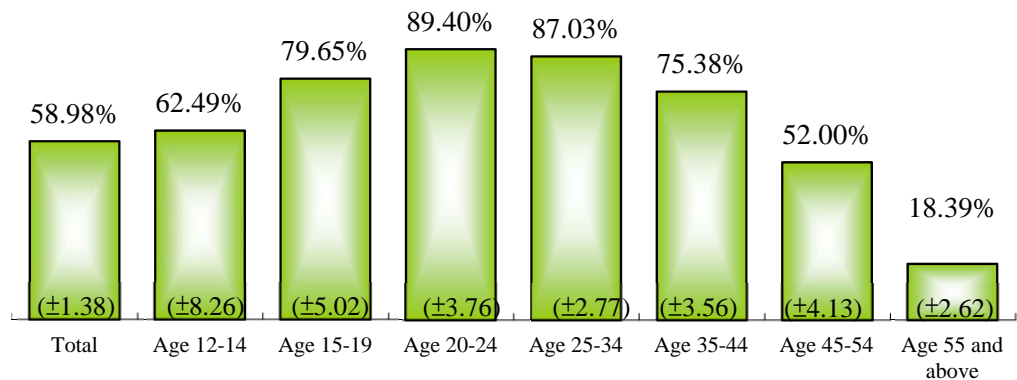


* Digits inside the parentheses are the sampling errors (%)

14. Estimated Population and Penetration Rate of Wireless Internet Users

(5) Percentage of Wireless Internet Users in Different Age Groups

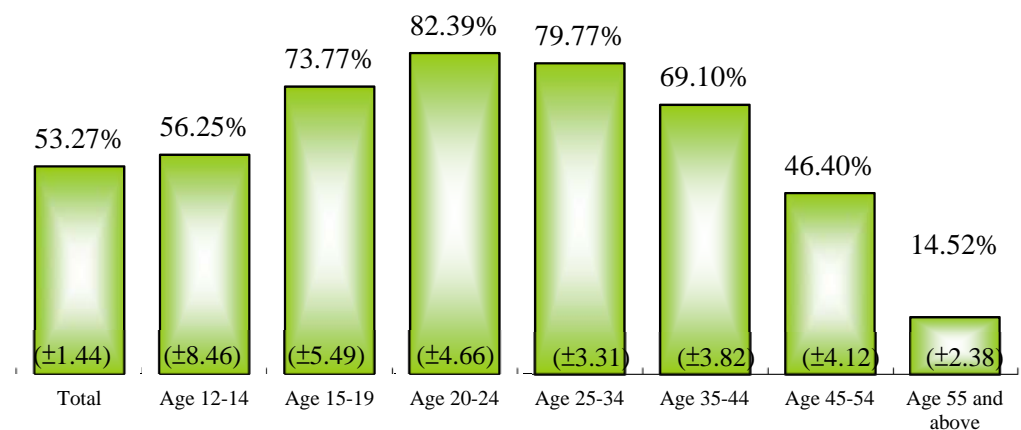
In terms of age groups, the age group of 20–24 ranks at the top, with 89.40% (1.47 million) wireless Internet users, followed by the 25–34 age group with 87.03% (3.24 million), and the over 55 age group with 18.39% (1.02 million).



* Digits inside the parentheses are the sampling errors (%)

(6) Percentage of Wireless Internet Users in the Past Six Months in Different Age Groups

In terms of age groups, the age group of 20–24 ranks at the top, with 82.39% (1.35 million) wireless Internet users who have accessed the Internet in the past six months. It is followed by the age groups 25–34 with 79.77% (2.97 million), 15–19 with 73.77% (1.18 million), 35–44 with 69.10% (2.56 million), and 55 and above with 14.52% (0.80 million).

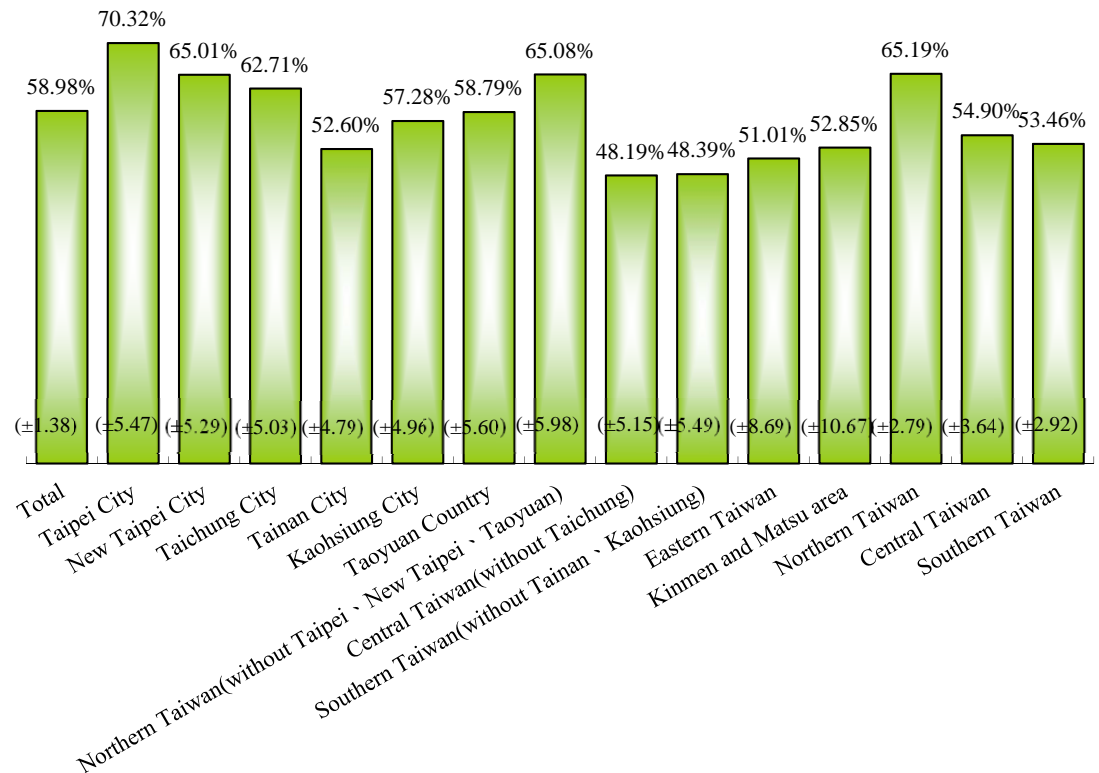


* Digits inside the parentheses are the sampling errors (%)

14. Estimated Population and Penetration Rate of Wireless Internet Users

(7) Percentage of Wireless Internet Users in Different Areas of Taiwan

The percentages of wireless Internet users in different areas of Taiwan are as follows: 70.32% (1.68 million) for Taipei City, 65.19% (6.04 million) for Northern Taiwan, and other areas with 48.19 % and above.

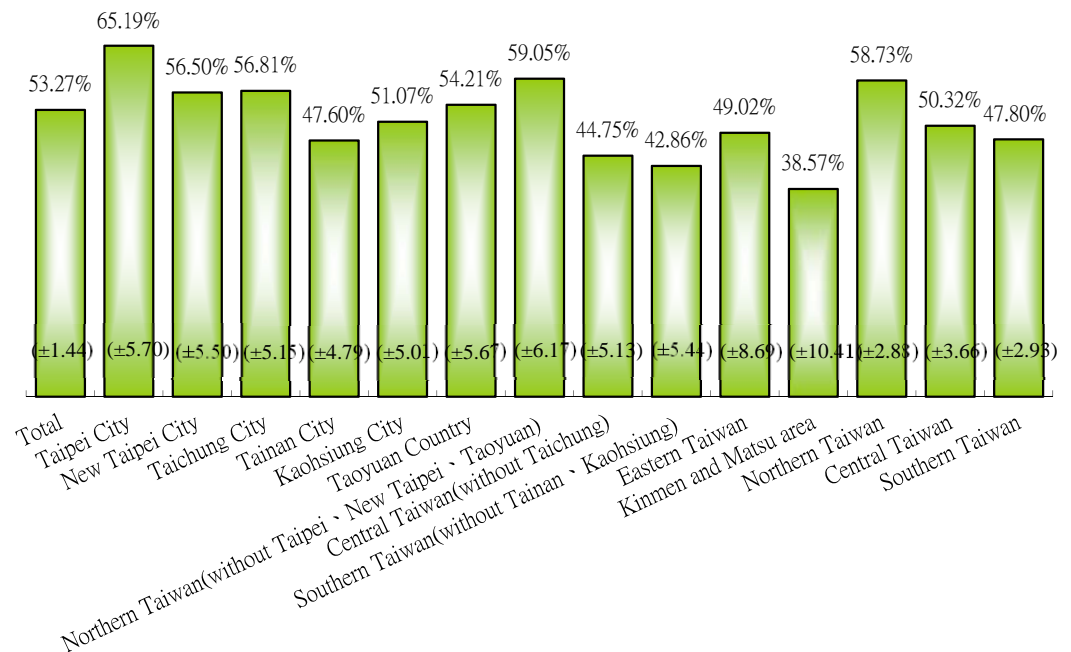


* Digits inside the parentheses are the sampling errors (%)

14. Estimated Population and Penetration Rate of Wireless Internet Users

(8) Percentage of Wireless Internet Users in the Past Six Months in Different Areas of Taiwan

The percentages of wireless Internet users who have accessed the Internet in the past six months are as follows: 65.19% (1.55 million) for Taipei City, 58.73% (5.44 million) for Northern Taiwan, and other areas with 38.57% and above.

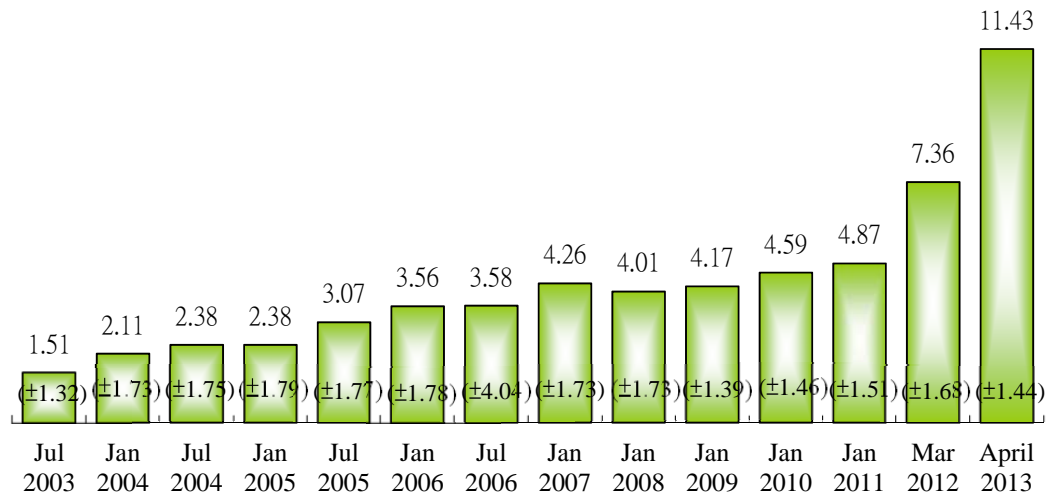


* Digits inside the parentheses are the sampling errors (%)

15. Wireless Internet Users in Taiwan, 2003–2013

(1) Growth of Wireless Internet Users in Taiwan

This chart shows a growing number of wireless Internet users in Taiwan. By the end of April 2013, 11.43 million of Taiwan residents have experienced using wireless Internet.

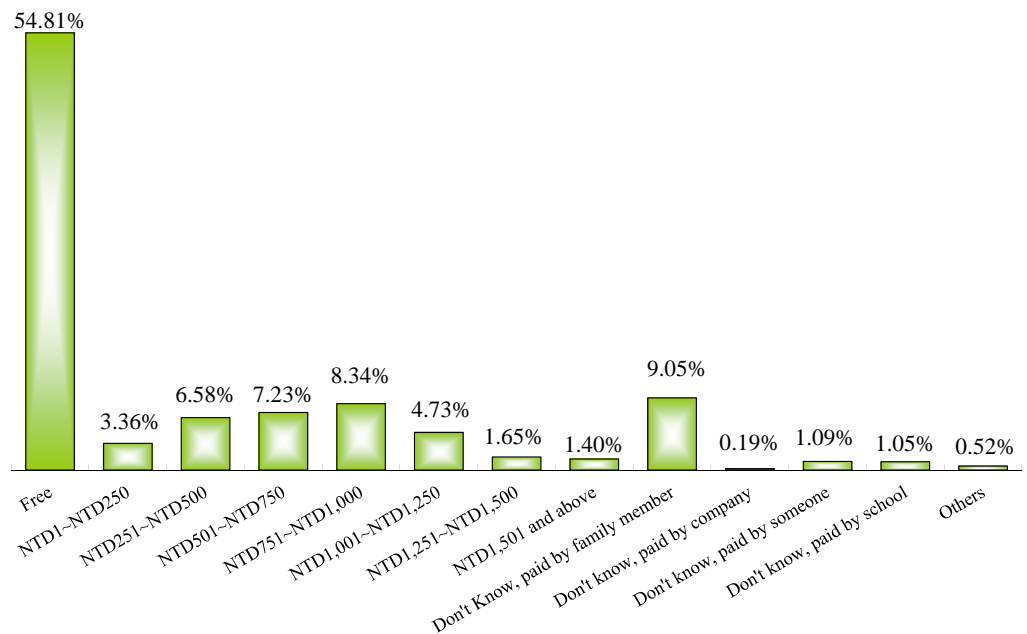


- ❖ Unit: Million
- ❖ The TWNIC data are based on a population of residents in Taiwan aged 12 and above.
- ❖ The definition of wireless Internet: Using laptop and PDA through WLAN or by using WAP, GPRS, PDA, PHS, or 3G mobile phone (send MMS or Mobile Internet) to access the Internet.
- ❖ Source: TWNIC Survey.
- ❖ Digits inside the parentheses are the sampling errors (%)

16. Analysis on the Behavior of Wireless Internet Users

(1) Expenditures of Wireless Internet Users

Among the wireless Internet users, 54.81% use wireless Internet without charge, 8.34% spend NTD 751–1,000 for its use, and 9.05% say that they are not aware of the expenditure because it is paid for by a family member.

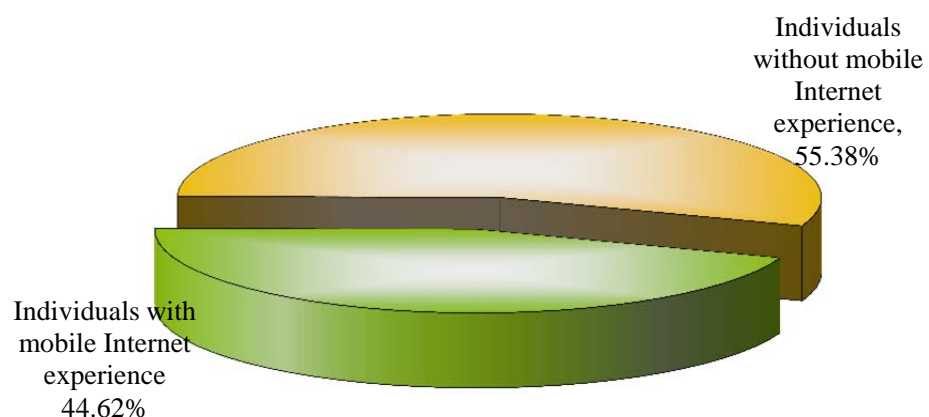


Unit : %

17. Estimated Population and Penetration Rate of Mobile Internet Users

(1) Percentage of Mobile Internet Users in Taiwan

Of the surveyed Taiwan residents aged 12 and above, 44.62% (9.27 million) have had mobile Internet experience.

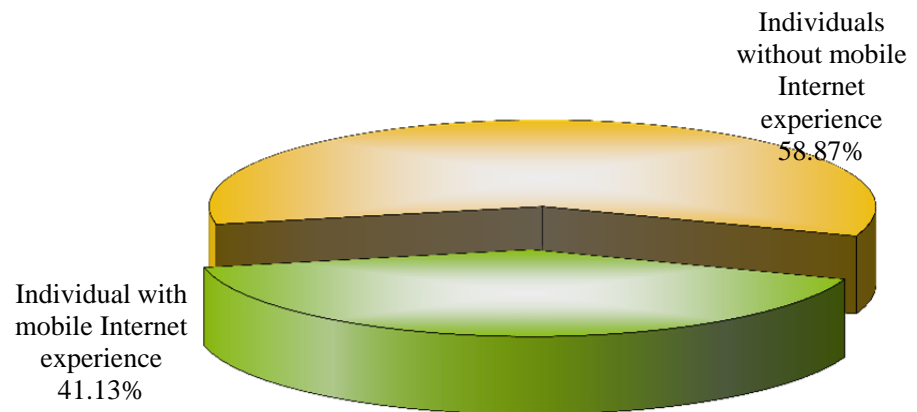


* Sampling Error : $\pm 1.49\%$ (95% Confidence level)

17. Estimated Population and Penetration Rate of Mobile Internet Users

(2) Percentage of Mobile Internet Users in the Past Six Months in Taiwan

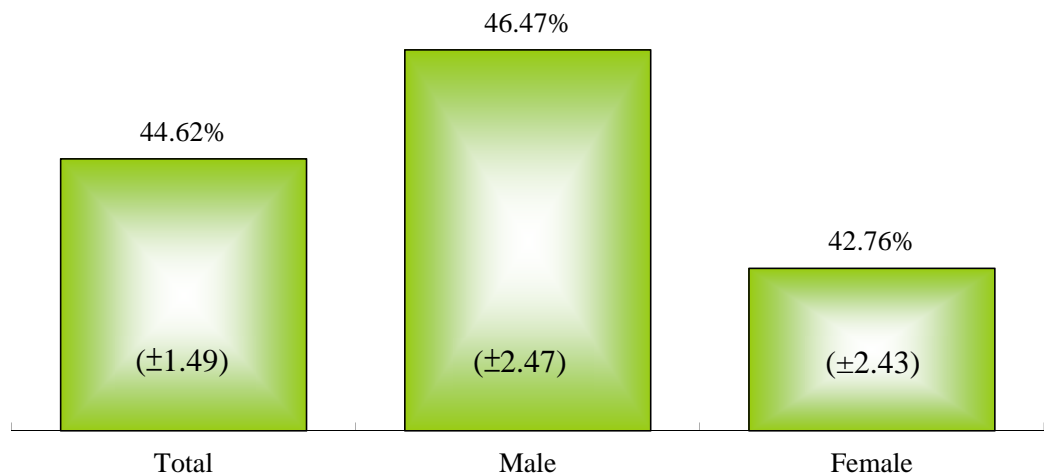
Of the surveyed Taiwan residents aged 12 and above, 41.13% (8.55 million) have used mobile Internet in the past six months.



* Sampling Error : $\pm 1.49\%$ (95% confidence level)

(3) Gender Difference in Mobile Internet Users

Of the surveyed residents, 46.47% (4.83 million) and 42.76% (4.44 million) of males and females have used mobile Internet, respectively.



* Digits inside the parentheses are the sampling errors (%)

17. Estimated Population and Penetration Rate of Mobile Internet Users

(4) Gender Difference in Mobile Internet Users in the Past Six Months

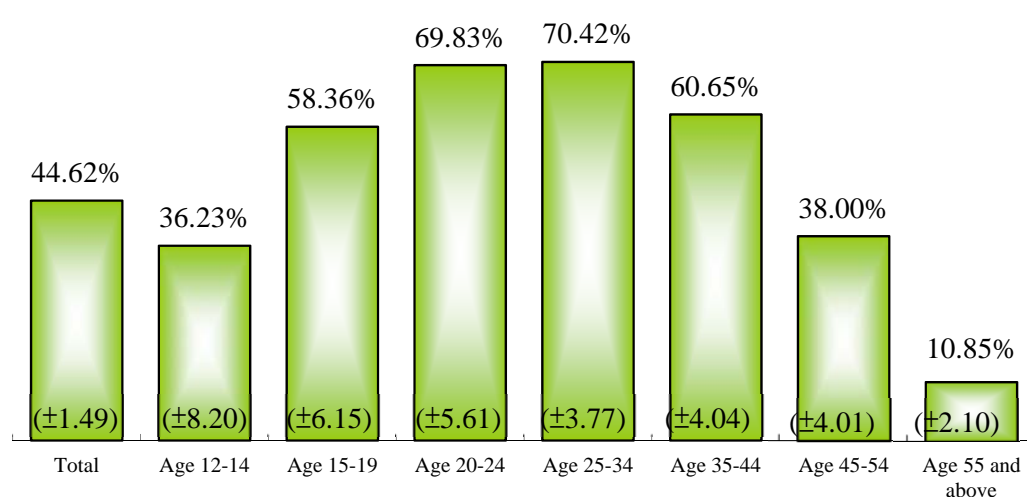
Of the surveyed residents, 42.62% (4.43 million) and 39.63% (4.12 million) of males and females, respectively, have used mobile Internet in the past six months.



* Digits inside the parentheses are the sampling errors (%)

(5) Percentage of Mobile Internet Users for Different Age Groups

The 25–34 age group has the highest percentage of mobile Internet users, with 70.42% (2.62 million), followed by the 20–24 age group with 69.83% (1.15 million), and the 55 and above age group with 10.85% (0.60 million).

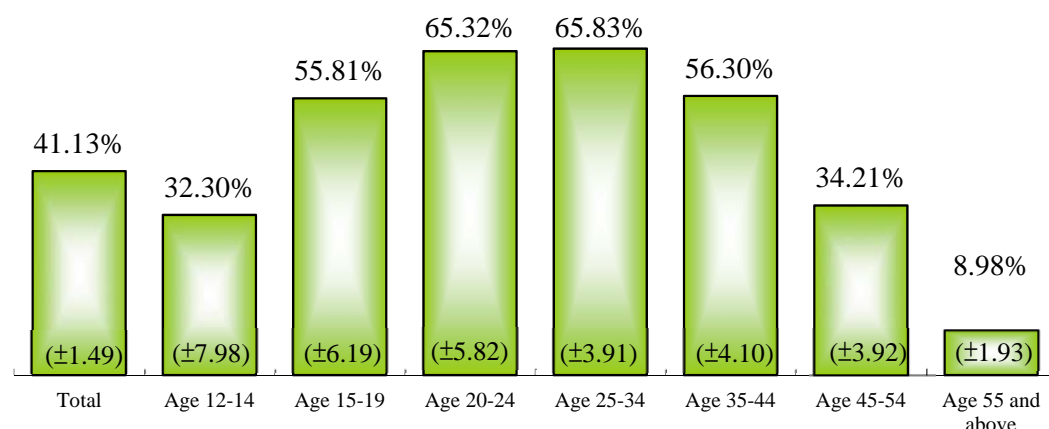


* Digits inside the parentheses are the sampling errors (%)

17. Estimated Population and Penetration Rate of Mobile Internet Users

(6) Percentage of Mobile Internet Users in the Past Six Months in Different Age Groups

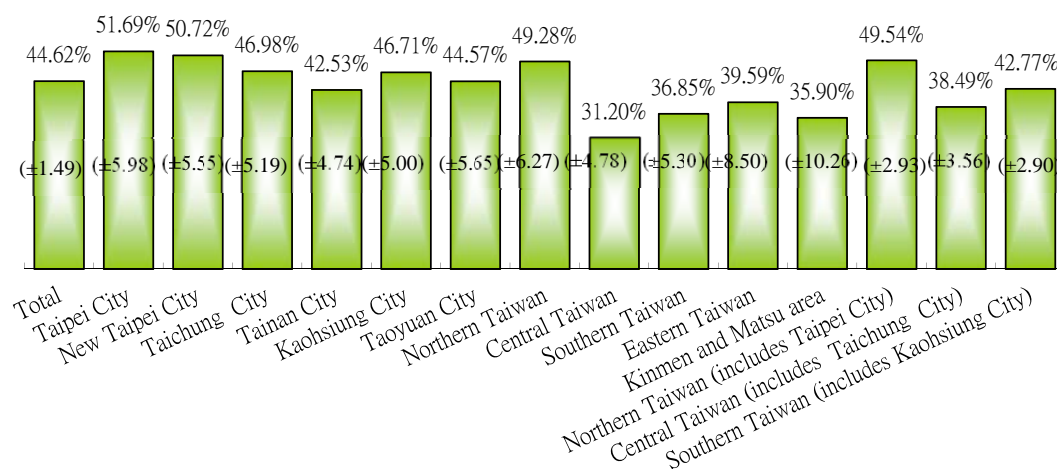
The 25–34 age group has the highest percentage of mobile Internet users in the past six months, with 65.83% (2.45million). It is followed by the 20–24 age group with 65.32% (1.07 million), and the 55 and above age group with 8.98% (0.50million).



* Digits inside the parentheses are the sampling errors (%)

(7) Percentage of Internet Users with Mobile Internet in Different Areas of Taiwan

The percentages of mobile Internet users aged 12 and above in the different areas of Taiwan are as follows: Taipei City and New Taipei City with 51.69% and 50.72% respectively, Northern Taiwan with 49.54%, and other areas with a percentage of above 31.2%.

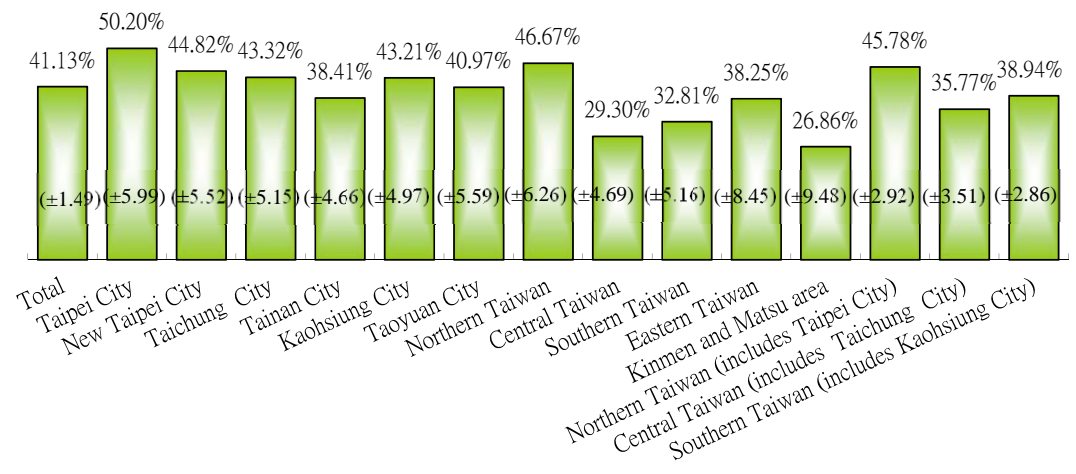


* Digits inside the parentheses are the sampling errors (%)

17. Estimated Population and Penetration Rate of Mobile Internet Users

(8) Percentage of Internet Users with Mobile Internet in the past Six Months in Different Areas of Taiwan

The percentages of Internet users with mobile Internet in the past six months in different areas of Taiwan are as follows: Taipei City and New Taipei City with 50.20% and 44.82% respectively, Northern Taiwan with 45.78%, and other areas with a percentage of above 26.86%.

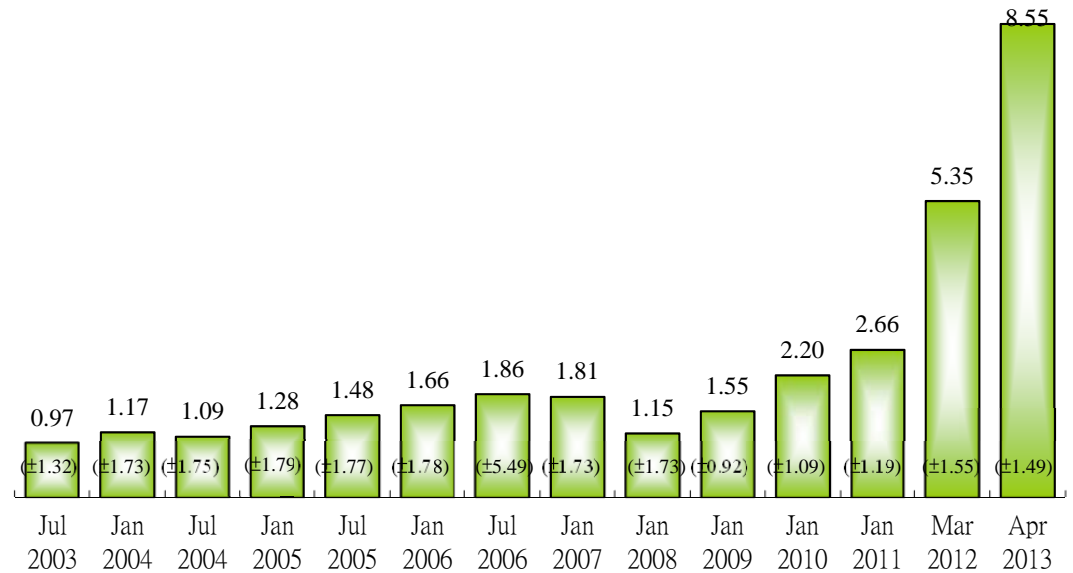


* Digits inside the parentheses are the sampling errors (%)

18. Mobile Internet Users in Taiwan, 2003-2013

(1) Growth of Mobile Internet Users in Taiwan

This chart shows that there is a growing number of mobile Internet Users in Taiwan. By the end of April 2013, 8.55 million Taiwan residents have had mobile Internet experience.



❖ Unit: Million

❖ The TWNIC data are based on a population of residents in Taiwan aged 12 and above.

❖ The definition of mobile Internet: using WAP, GPRS, PDA, PHS, or 3G mobile phone (send MMS or Mobile Internet) to access internet.

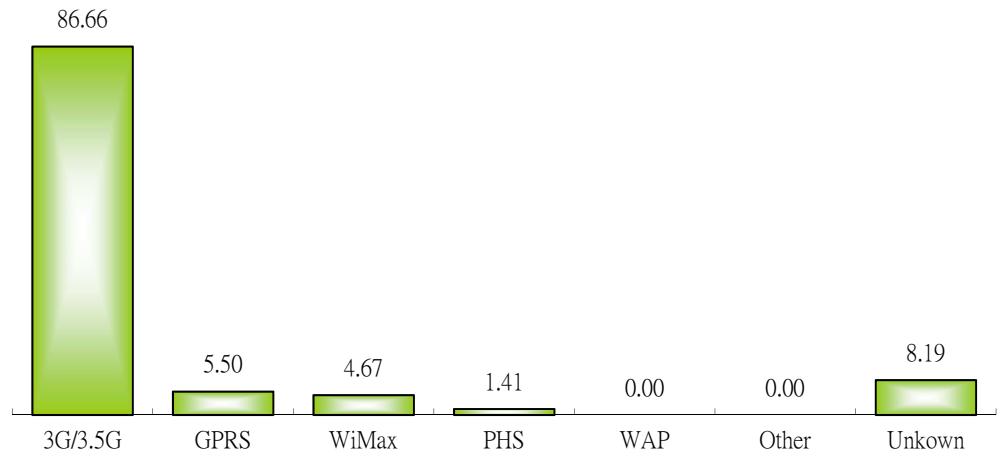
❖ Source: TWNIC Survey.

❖ Digits inside the parentheses are the sampling errors (%)

19. Analysis on the Behavior of Mobile Internet Users

(1) Access Options for Mobile Internet Users (Multiple Choices)

Of all interviewees, 86.66% access mobile Internet by using 3G/3.5G, 5.50% access mobile Internet by using GPRS.

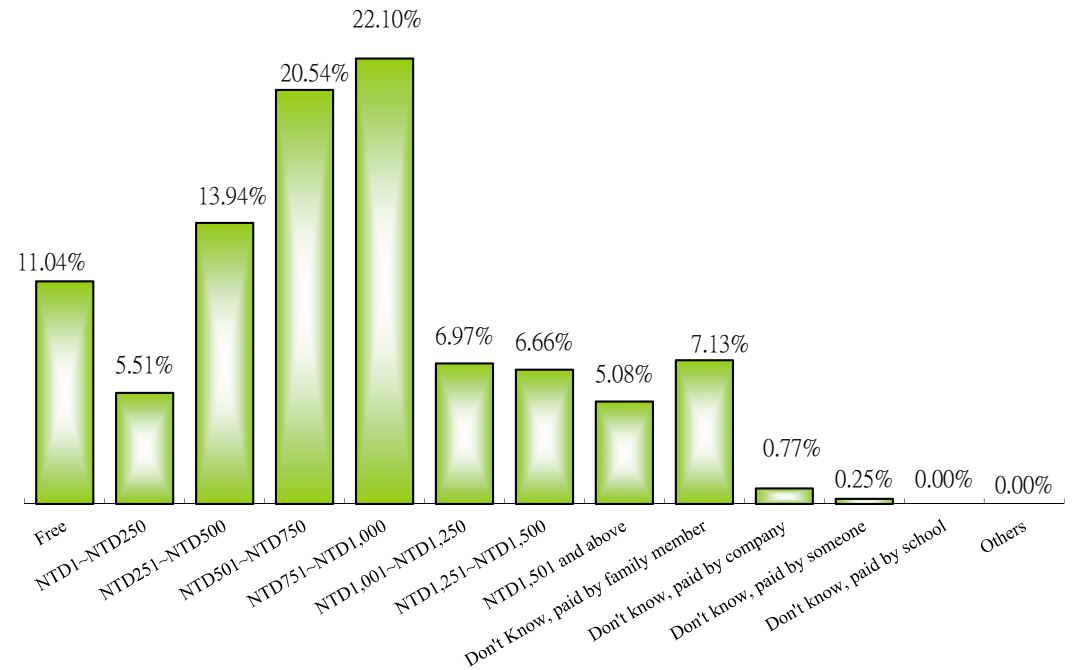


Unit: Percentage of Relative Responses

19. Analysis on the Behavior of Mobile Internet Users

(2) Monthly Expenditures on Mobile Internet Service

Of the surveyed mobile Internet users, 22.10% spent under NTD 751–1,000 on mobile Internet services, followed by users who spent under NTD 501–750 with 20.54%.

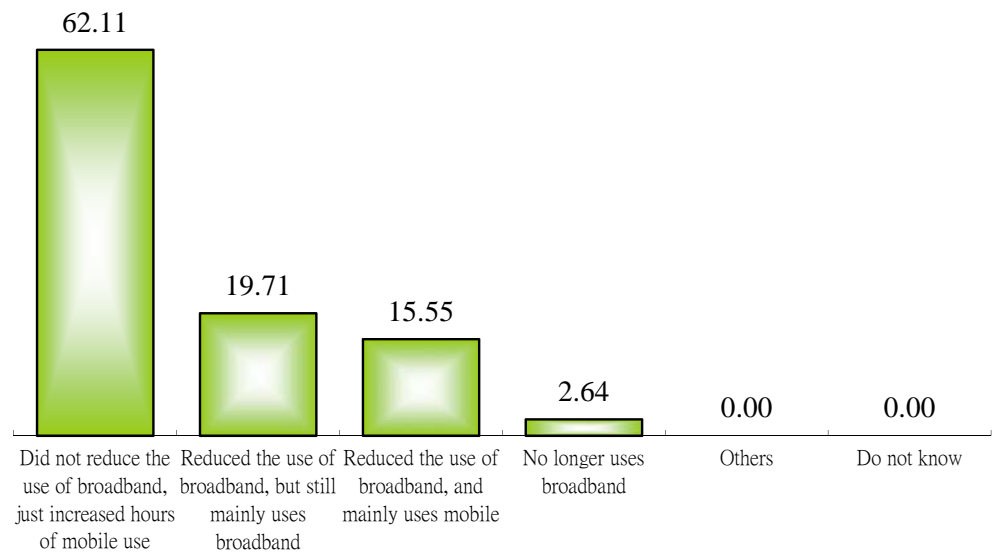


Unit : %

19. Analysis on Behavior of Mobile Internet Users

(3) The Percentage of Users Not Using Broadband due to Mobile Internet

Among the residents of Taiwan aged 12 and above who have experienced using mobile Internet services, 62.11% “didn’t reduce the use of broadband but increased use of mobile internet.” They are followed by those who “reduced the use of broadband but still mainly use broadband” with 19.71% and those who “reduced the use of broadband and mainly uses mobile” with 15.55%.

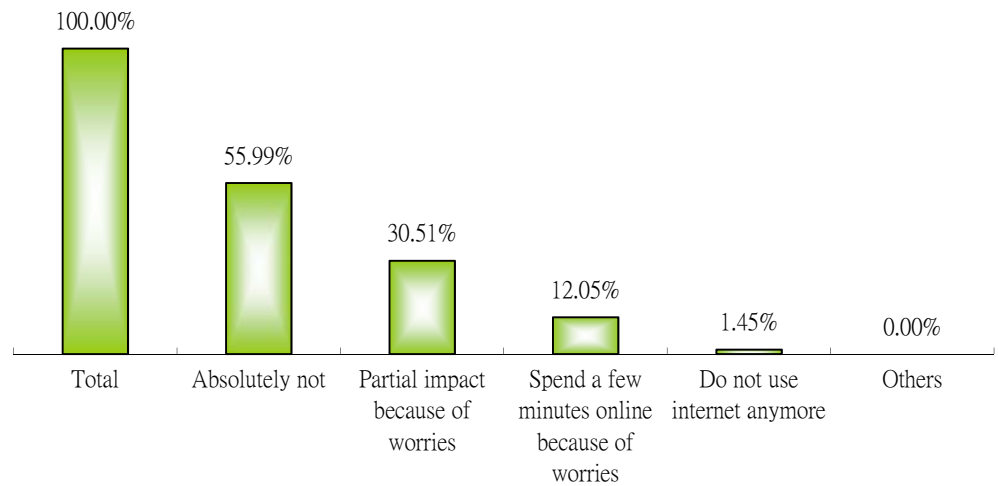


Unit : %

20. Analysis of the Situation of Using Internet Information Security

(1) Whether residents aged 12 and above in Taiwan worry about internet information security

Among residents aged of 12 and above in Taiwan who are online, 55.99% did not reduce their online activities due to concerns on internet information security, whereas 44.04% would be affected due to concerns on internet information security.

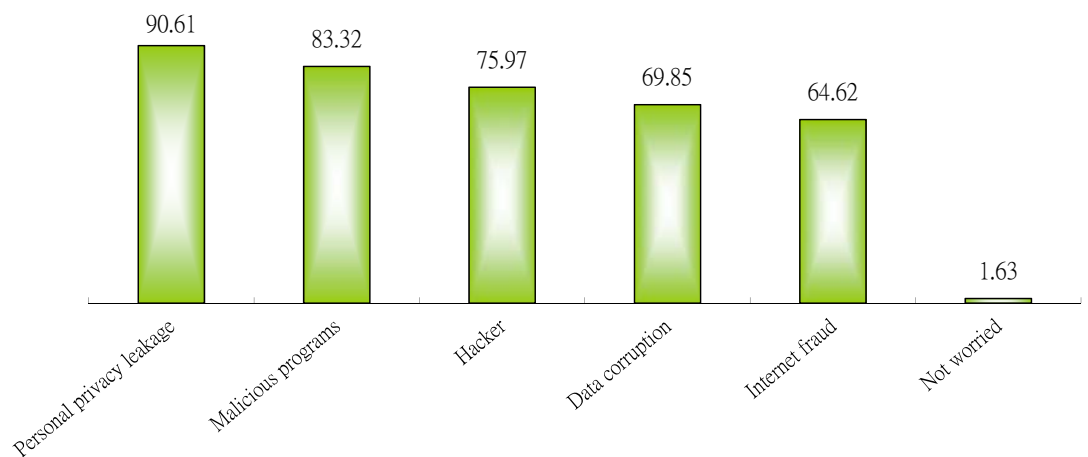


Unit: %

20. Analysis of the Situation of Using Internet Information Security

(2) Concern over invasive types damaging information security (multiple choices)

The percentage of Taiwan residents worried about damage to information property was the highest in terms of “Personal Privacy leakage”, with a relative frequency of 90.61 people, second was “Malware Programs”, with a relative frequency of 83.32 people), and “Hacker” with a relative frequency of 75.97 people. “Data Corruption”(relative frequency: 69.85 people) and “Internet fraud” (relative frequency: 64.62 people) ranked third.

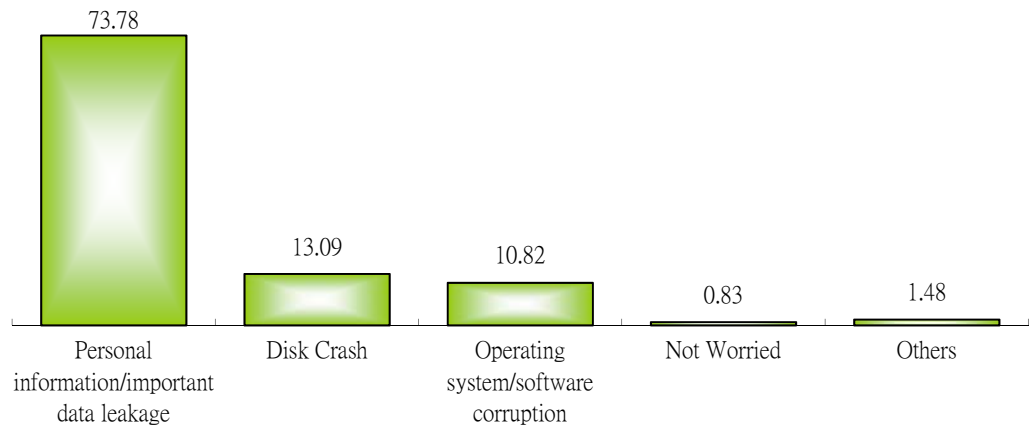


Unit: Percentage of Relative Responses

20. Analysis of the Situation of Using Internet Information Security

(3) Concern over Losses Caused by Information Security Intrusion

Among the residents of Taiwan aged 12 and above who have concerns over the use of Internet causing loss, “Leakage of Personal Information/Important Data” had the highest percentage at 73.78%, followed by “Disk Failure” with 13.09%, and “Operating System/Software Damage” with 10.82%.

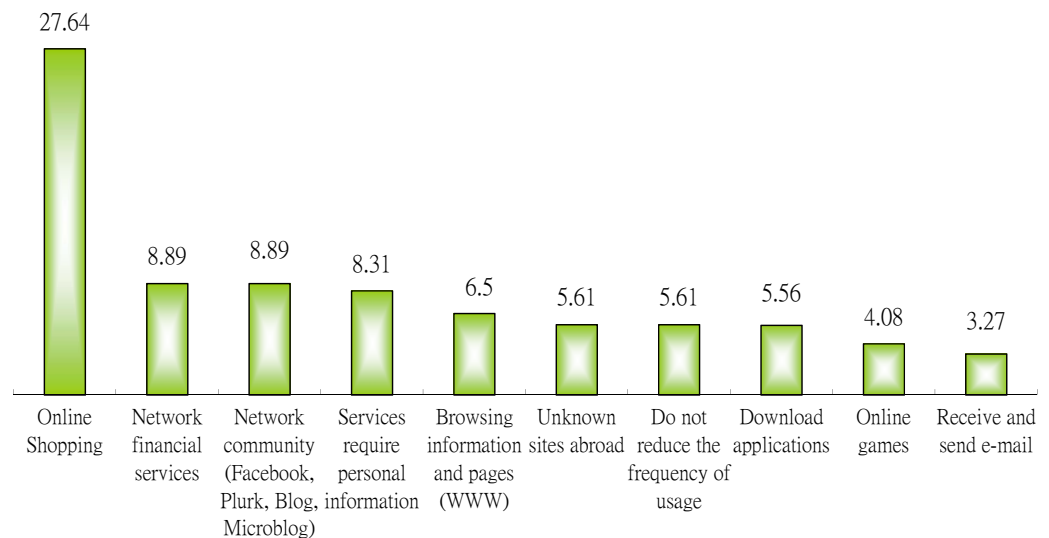


Unit: %

20. Analysis of the Situation of Using Internet Information Security

- (4) Concerns over Information security causes a reduction in the use of Internet services(Multiple Choices)

The “Online Shopping” had the highest percentage of popular websites, followed by “Online Financial Services”, “Network Community” (Facebook, Plurk, Blog, and Microblog), and “Services Required Personal Information Input”.

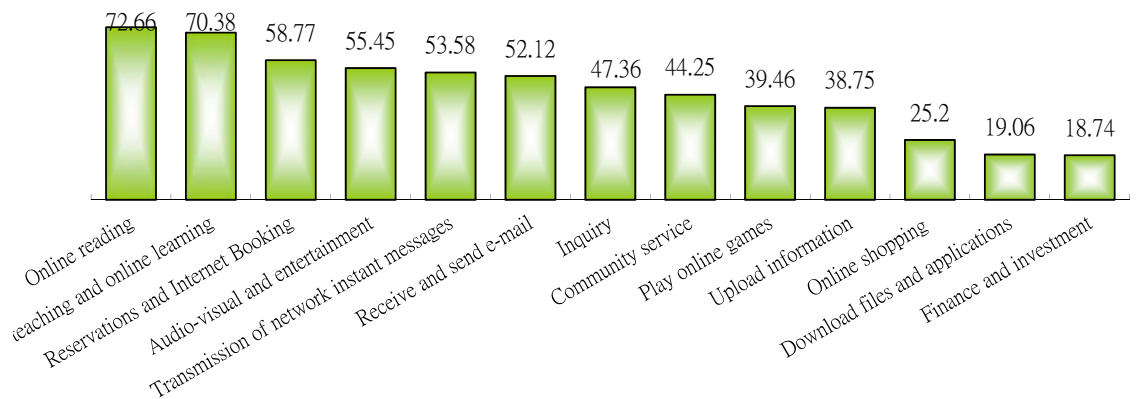


Unit:Percentage of Responses

20. Analysis of the Situation of Using Internet Information Security

(5) Concerns over Information security causes a reduction in the use of Internet services (multiple choices)

Among interviewees using wideband aged of 12 and above in Taiwan, “Online Reading” without being fully affected had highest percentage with 72.66%, followed by “Distance Education and Online Learning” with 70.38%. These percentages indicate these two services are the most trusted by Internet residents. “Reservations and Internet Booking”, “Audio-Visual and Entertainment”, “Transmission of Network Instant Information”, and “Reading and Sending Email” likewise had higher percentage without being fully affected at more than 50%.

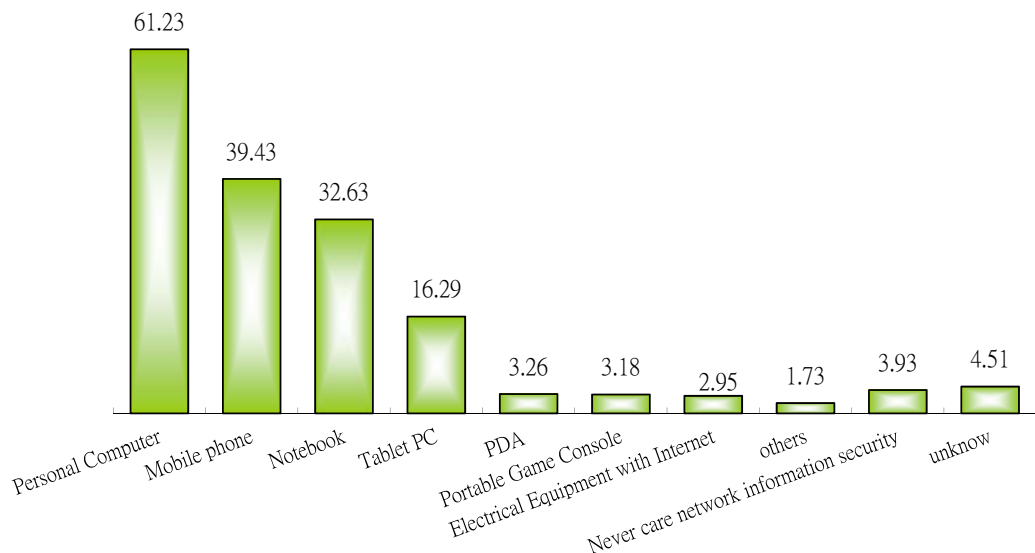


Unit: Percentage of Responses

21. Analysis of the Behavior of Playing Online Games

(1) Situation of Caring for Internet Information Security Equipment (Multiple Choices)

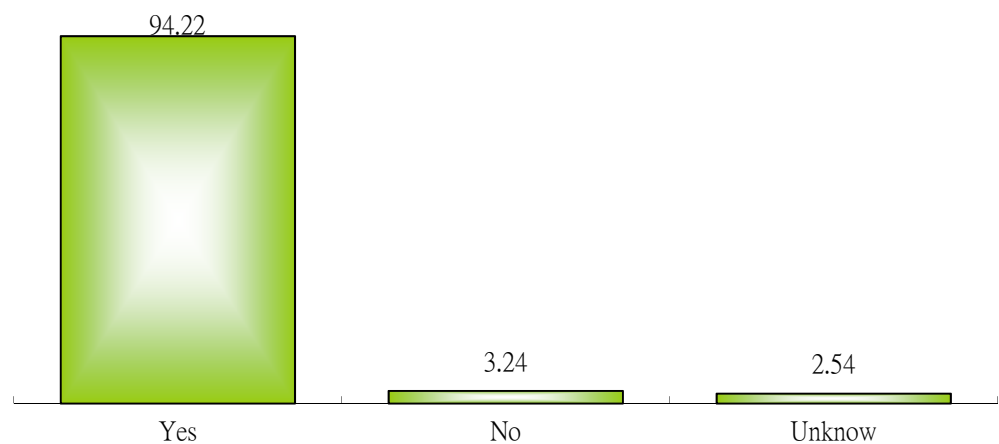
“Personal Computers” had the highest percentage concerns over Internet Information security (relative frequency: 61.23 people), followed by “Mobile phones”(relative frequency:39.43 people),and “Notebook”(relative frequency: 32.63 people). “Pad” (relative frequency:16.29 people) ranked third.



Unit:Percentage of Responses

(2) Percentage of Information Security Measures Use

Among the interviewees, 94.22% use computer firewall, whereas the remaining 3.24% did not use thecomputer firewall.

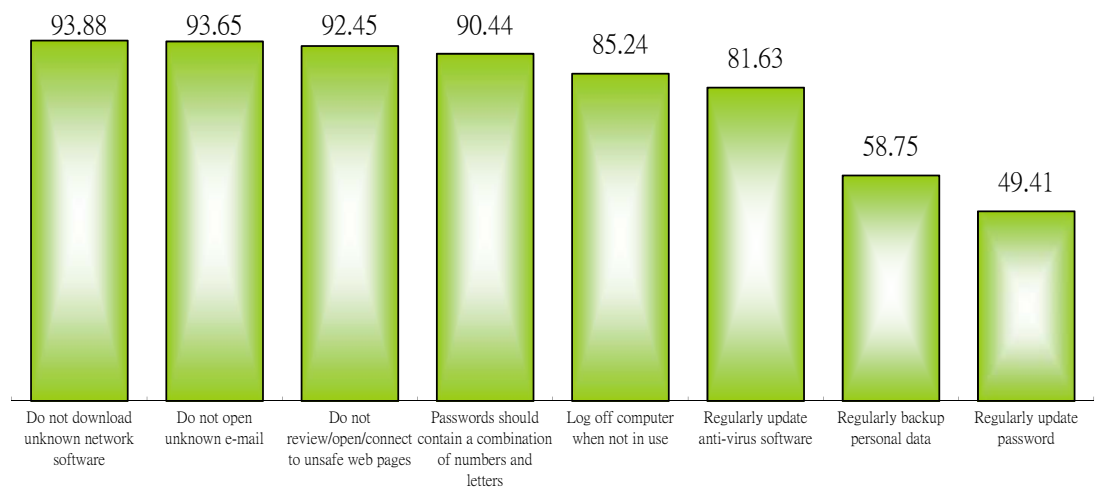


Unit: %

21. Analysis of the Behavior of Playing Online Games

(3) Situation of Internet Users Pay Attention and Execute Internet Information Security Measures (Multiple Choices)

Most of the interviewees were concerned with Internet information security, and paid attention to security measures, such as “Do not download unknown Internet software”, “Do not open unknown Email”, “Do not look through/open/link unsafe webpages”, and “Use passwords with combined numbers and letters”. “Regularly updated password settings” and “Regularly backup information data” had lower percentages.

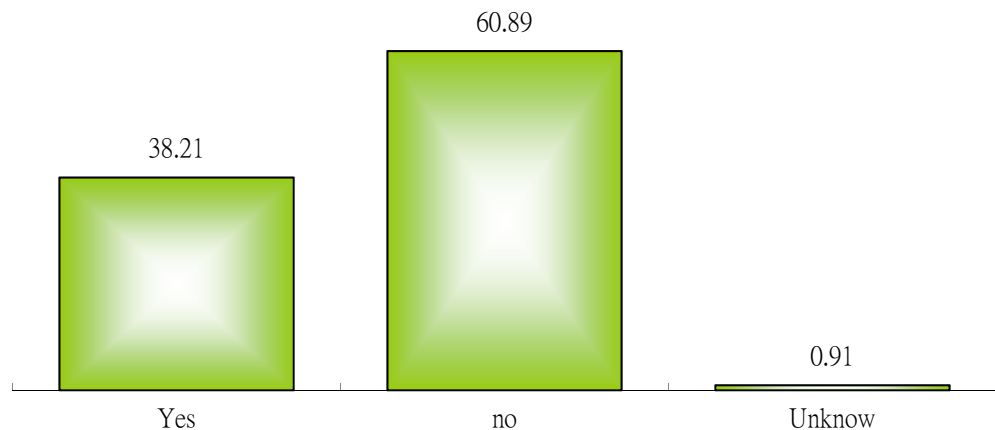


Unit: Percentage of Responses

22. Analysis of the Internet Information Security Experience

(1) Percentage of Internet Users Whose Computer had become infected by a Virus During This Year

Among the interviewees, 38.21% have had experience with computers becoming infected with a virus during this year, whereas 60.89% have not had any experience.

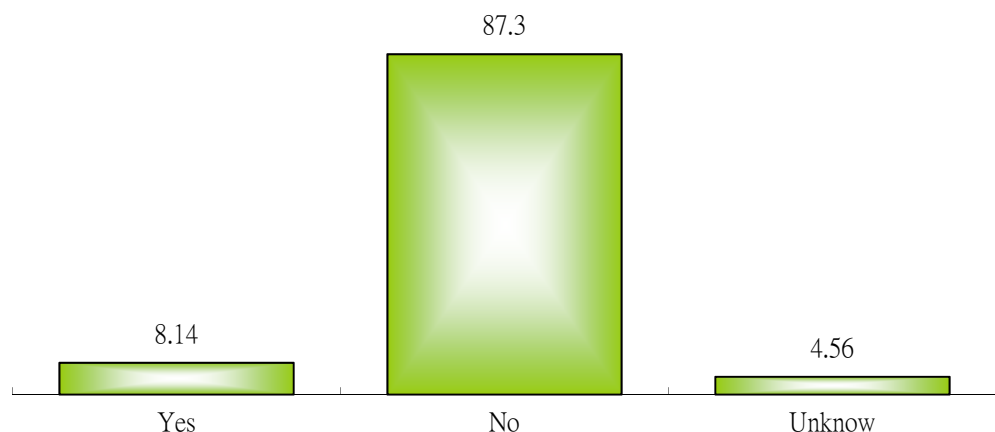


Unit: %

22. Analysis of the Internet Information Security Experience

(2) Percentage of Internet Users Whose Computer Has Attacked by Hackers During This Year

Among the interviewees, 87.30% have not had any experience of attacks by hackers during the year, whereas 8.14% have had experience of hacker attack.

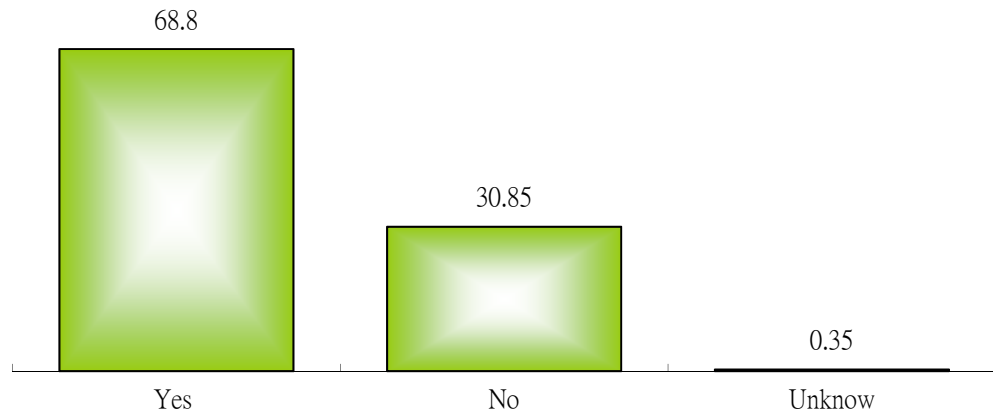


Unit: %

23. Analysis of the Behavior of Internet Payment

(3) Percentage of Internet Users Asked to Enter Personal Information But Gave Up Internet Service During This Year

Among the interviewees, 68.80% indicated they had experienced being asked to enter personal information but gave up Internet service during the year, whereas 30.85% indicated they have not experienced being asked.

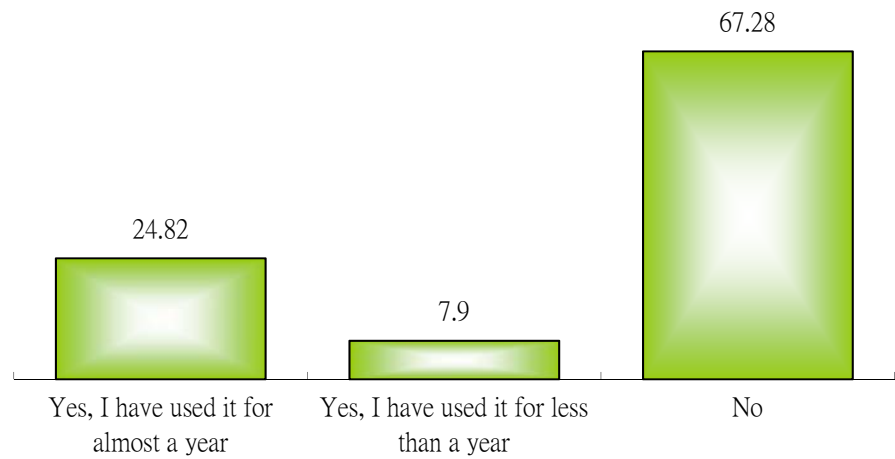


Unit: %

23. Analysis of the Behavior of Internet Payment

(1) Situation of Internet payment

Among the interviewees, 24.82% have used Internet payment service during the past year, 7.90% have not used it in the recent year, and 67.28% have never used the Internet payment service.

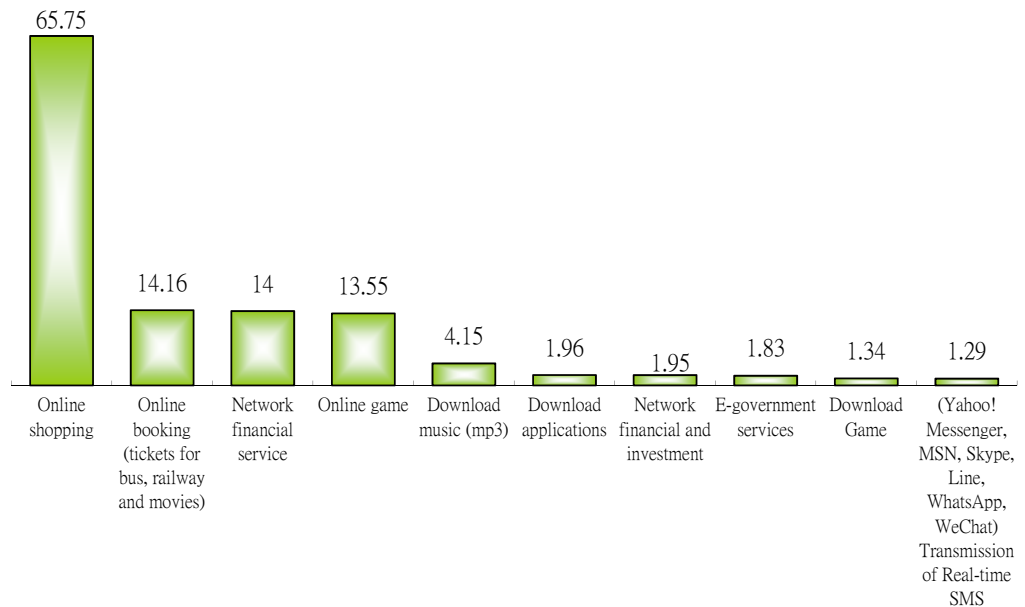


Unit: %

23. Analysis of the Behavior of Internet Payment

(2) Services paid for through Internet Payment (Multiple Choices)

Among the interviewees who have used services paid for through Internet payments, “Online shopping” ranked highest with a relative frequency of 65.75 people, followed by “Reservations and Internet Booking” with a relative frequency of 14.16 people and “Online Gaming” with a relative frequency of 13.55 people.



Unit:Percentage of Responses