



建构全新资讯艺术

User Generated Content Topics

Fred Ju
CEO, waptx

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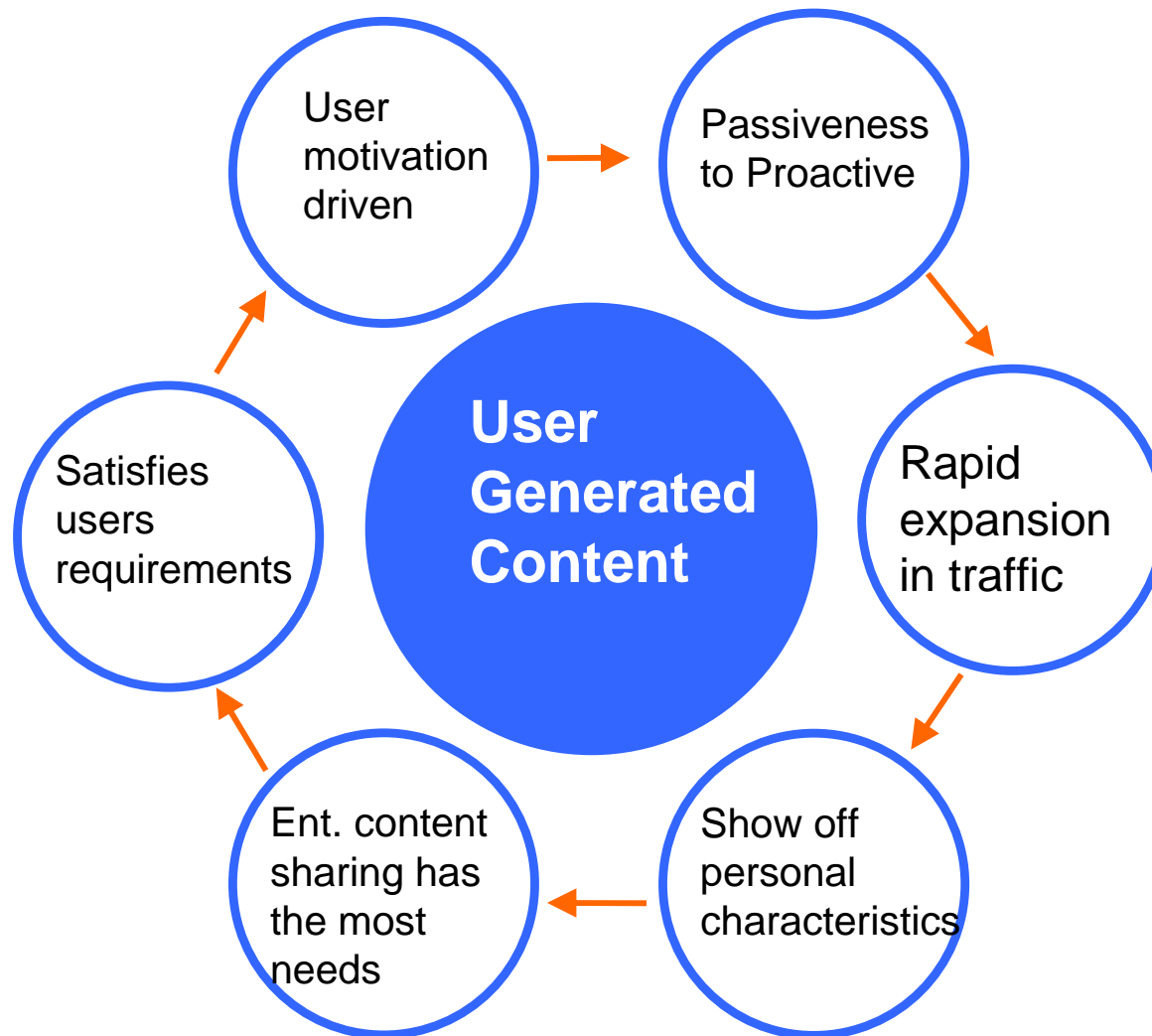
W A P 天 下 ， 与 你 同 行 ！

- ▶ WAP天下 pronounces as Wa Pu Tian Xia, means WAP WORLD in Chinese
- ▶ Leading wireless interactive off-portal industry in China

Numbers - As of end of Sept, 2006

- Over 10,000,000 registered users
- 400,000 Daily unique visitors
- 150,000 Con-current users (peak)
- 70,000,000 Daily Page views
- 150G of Data transmission per day

UGC?!



UGC Stages

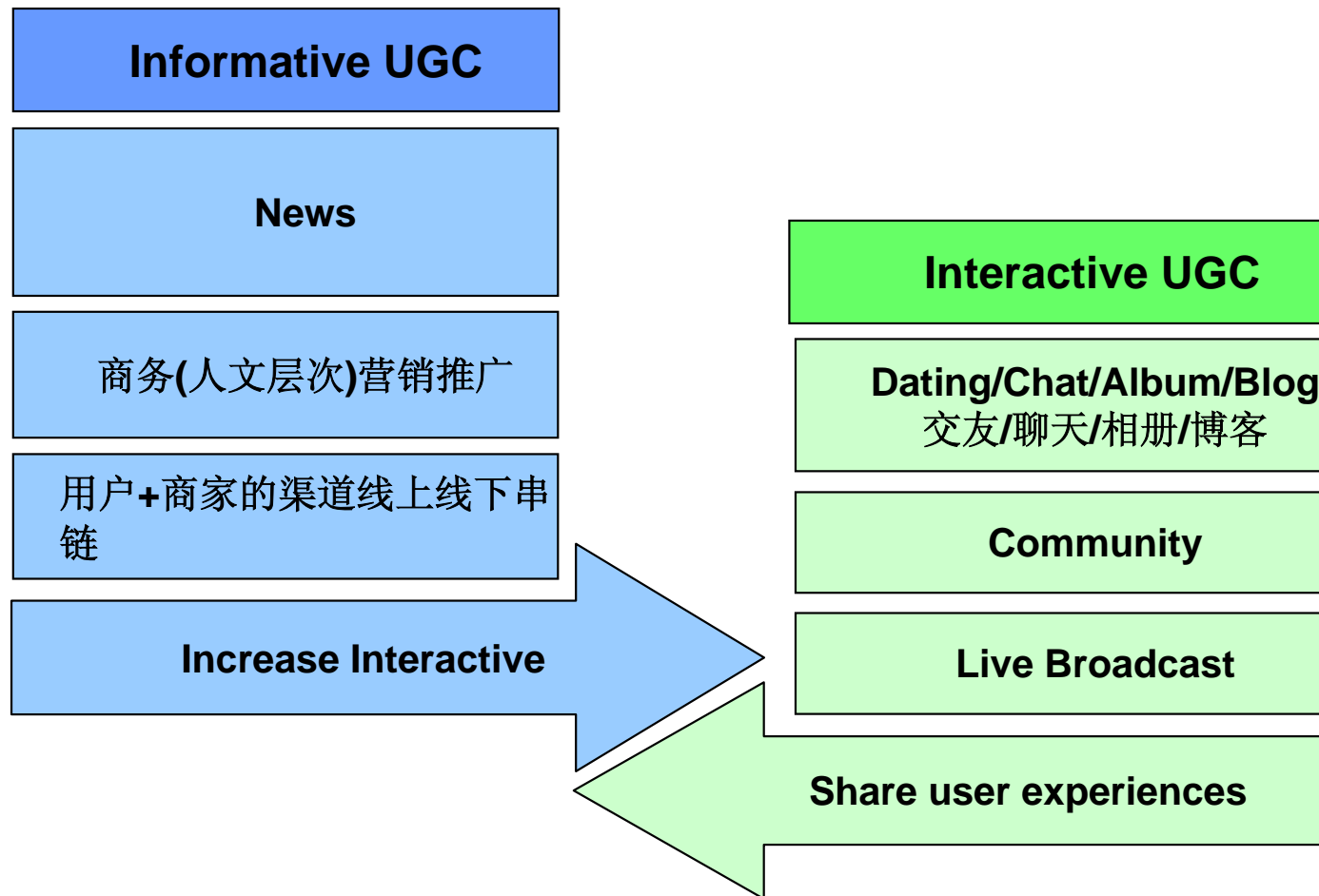
Users generate content,
and forward interesting
information to others -
waptx.com UGC version 1

Users can upload
pictures, article
contents and
personalize services

Users can make
comments, but can
not share contents

Information browsing
only, cannot express
views

UGC for wireless internet portals



UGC Wording

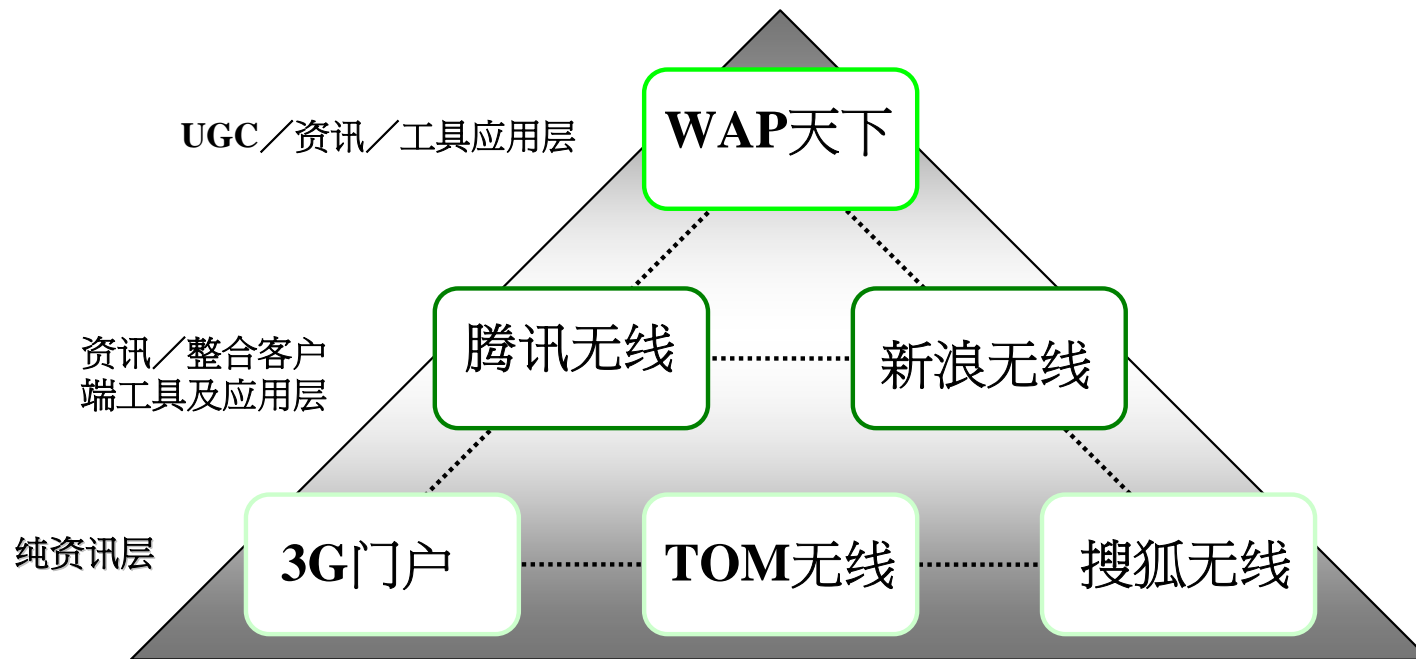
We like to
Share

每个人都将因为乐于
Share而更丰富。

**Share,
Recommend,
Forward,**

**Creativity, Trials,
courage, simplicity**

Industry Outlooks





wap天下
waptx.com

Thanks

今天你UGC了吗？

请即可访问：

wap.waptx.com



W A P 天 下 ， 与 你 同 行 ！