
30

100732

2017

1987 9 14

Across the Great Wall we can reach every corner in the world.

2018

2018/6 19

[1]

[2]

1980

1994

[3]

1994 2006

[4]

[5]

		1.0	2.0	3.0	
	1994	1994—2001	2001—2008	2009—2014	2015—2024
		3% 3370 2001	22% 3 2008	50% 7 2015	70% 10 2024
	0.4% 1600 1995	8.6% 5.73 2002	23.9% 15.87 2008	40% 30 2015	65% 50 2024
		B2C	SNS		
		8848			
	AOL Compuserve	Netscape Yahoo Amazon	Google Yahoo eBay	Facebook Youtube Twitter	Google Apple Facebook
			20	2014	4

[1][3][4][5]

[2][6][7]

20

2014 3

2014 4

2018/6

2009

net 64K WEB1.0 1994—2002 Sprint BBS
1994 4 20 NCFC Inter

1998

WEB1.0 BBS 1994
BBS
1995 8 100 BBS BBS
BBS BBS
BBS BBS

WEB2.0 2002—2009

WEB2.0

WEB1.0 WEB2.0

WEB2.0

WEB1.0

BBS

2010 10

2011 7

2012

2011 6

2011 1

(WeChat)

03

2017 7

5 ^[1]

2014

2014

+

+

7

[1]eMarketer 2017

5 2017 7 21 <http://www.199it.com/archives/613243.html>

[1]

[2]

[3]

7.72
27

[4]

[5]

[1][2][3]
300 300 300
[4][5]

1998 101 46 2015

2018/6 25

[1]

[1]

26 2018/6

2006

431-432