

160930

160930

7

1

2

2016-2018

4

1

2015

2015

2014

2015 10

2

+

1

201512

6.886.20

Analysys

20154

2015

101.014.3%

iReader26.5%

QQ

10.1%

2

300

3

2015

3

1

4G

iiMedia Research

2015-2016

2015

5.63

17.3%

2

IDC

1

3

2015

4

Opera ASA

Opera ASA

130

Opera ASA

Opera ASA

5

4

2016

-2018

/	2014	2015	2016	2017	2018
	-6,503.95	-476.49	1,172.43	1,278.90	1,597.30
	-719.08	-2,192.73	-418.28	848.36	1,804.31
	-16,754.46	-13,046.47	-3,591.65	2,337.09	5,562.61
	96.25	0.19	108.43	275.42	375.60

4

4

2016

1-4

2016

1-4

266.25

2016

22.71%

2016

1-4

2016

1-4

-56.64

2015

358.51

2016

1-4

2016

1-4

-3,460.85

2015

593.68

3.170.06

2015

1,979.54

146,192.69

1		12,380.70	12,380.70	-	-
1.1		9,228.18	9,228.18	-	-
1.2		3,152.52	3,152.52	-	-
2		5,000.00	134,124.39	129,124.39	2,582.49
2.1		5,000.00	134,124.39	129,124.39	2,582.49
3		17,380.70	146,505.09	129,124.39	742.92
4		312.40	312.40	-	-
4.1		0.34	0.34	-	-
4.2		312.06	312.06	-	-
5		312.40	312.40	-	-
6		17,068.30	146,192.69	129,124.39	756.52

2016 -2018

	2014	2015	2016	2017	2018
	8,178.30	9,757.70	11,322.34	13,531.27	16,115.30

	-	19.31%	16.03%	19.51%	19.10%
		19.31%			18.20%

19.31%

2016 -201818.20%

201642016

1-43,467.69201630.63%

2016-2018

2016-20182016

1-4

5

		%			
1		10.54%	1,930.05	14,049.89	1,480.86
2		29.00%	981.67	14,188.85	

2007

2

3

3

5

<

> 160930

2020年