160930

160930

**7**

**1**

**2** **2016-2018**

4

1

2015

2015 2014 2015 10

2

+

1

2015 12

6.88 6.20

Analysys

2015 4 2015

101.0 14.3%

iReader 26.5% QQ

17.4% 10.1%

2

2.2 300

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

4

4

4

4

**8**

**146,192.69**

**21,583. 33** **1**

**2**

**2016-2018**

2015 12 100% 2015 12

2015 10 31 146,220.43

146,000.00 2015

2015 12 100%

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 -2018 18.20%

2016 4 2016

1-4 3,467.69 2016 30.63%

2016-2018

2016-2018 2016

1-4

**9**

5

| | | | | | |
|---|---|---|---|---|---|
| | | % | | | |
| | | | C | | |
| 1 | | 10.54% | 1,930.05 | 14,049.89 | 1,480.86 |
| 2 | | 29.00% | 981.67 | | |

2007

2

3

3

5

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