

# Internet User Base in Asian Countries: An Analytical Review

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**Abstract** - Internet is the most important for lots of task in today's age. The speed of the Internet has been changes the customer base and introduced many services. Earlier Internet was mainly used for the activities of sharing of information and resources, uploading and downloading content and mainly communicating with others with several means. The development of Internet services had started in 1990's but in the last decade the entire arena of Internet has been changed with rapid growth. The Internet service among the users was 9% and in 2005 in Asia. Thereafter the Internet has grown and within 2010 the user base touches 23%. Importantly the most user based countries from Asia are India and China. This is a conceptual paper and mainly talks about the users perspective in Asia. However several information on other parts of the world have been also provided.

**Keywords:** Internet, www, Asia, International, Digital Divide, ICTD, Social Computing, Community Informatics, Internet Users, Digital Nation, Information Society.

## I. INTRODUCTION

According to the Internet World Stats (IWS), the estimated population of the world is 7,259,902,243. And significantly Asia alone holds the population of 55.6% (4,032,466,882). Thus in Internet context also, India stands 1<sup>st</sup> among other continents. According to the statistics provided by the IWS total Internet users in the Asia in November, 2015 is 48.2% while rest of the world share 51.8%. Number wise the total users are 1,622,084,293. It is important to note that in 2005 the world population was 6.5 billion (ITU) and Internet users was 16%. While in 2014 the users have increased rapidly and touch 40% of the total population. Importantly 32% of these Internet users are from the developing world while 78% are from the developed world while 78% are from the developed countries. Asia has significant contribution in many Internet related contexts.

## II. OBJECTIVES

The main aim in addition to objectives of this theoretical study and review summary is depicted as under

- To know basic about the internet services.
- To know about basic and emerging internet services in Asia compare to world.
- To learn more about the internet population around the world with reference to Asian countries.

- To know the future potentials of internet users in the world.
- To learn about the SWOT of the Internet Systems in Asia and World.

## III. INTERNET: THE RISE

Internet is the network of networks. It comprises with the huge computers and similar systems. It provided extensive information and similar research and connected by the hypertext documents and many applications which include the www, email, P2P network, telephony and also sharing of the files. During 1960's Internet was mainly practiced in the ARPANET in United States for the defense related activities and gradually the services and offering made to other establishments and areas such as 'academic and research units'. The initial step of commercial of internet started in 1980s. In the late of 1980's the internet become common in most leading universities and academic units. Internet uses grew from western part to the developing world in 1990's and mainly in mid of 1990's. In between 1995-2015 the internet use grows around hundred times. There are many reason for this rise which includes the commercialization of the internet, ease installing, and uses, development of applications and features for the internet and webs, increasing information and data with multimedia products need in common platform easiness in internet and whole Information Technology polices and governance and so on. The users of the internet also have risen due to initiation of the healthy internet connections, broadband technologies instead of dial-up internet and so on.

### *Internet and World*

- Several applications and services such as Faster worldwide browser.
- Faster downloading of documents and videos.
- Use of the telephony, radio, television and also video conferencing.
- Virtual private networks and remote information and system management.
- Online gearing and multimedia applications.
- Several media and social communication for personal information sharing such as Facebook, twitter etc.

- g. Use of online transaction in banking or by any other commercial platforms (e-commerce and e-business).

Government of each and every country have been started (and already taken initiatives) the steps for internet systems development and better information and internet engineering process. Worldwide the user base of internet touches 3,424,971,237 and according to the ITU the internet

users touches 40% while earlier in 2010 the internet use sharing was 30%. The IWS in their research provided that Asia has 48.2% internet users among its total populations. In the world the highest user based stood by the US (Other than Asia), with 286,942, 362 total population. Whereas the Fourth position in the world hold Brazil with the user base of 120, 111, 118. A details information of Internet users [26] (Asia & Rest of the World) according to the percentage is provided in Fig: 1.

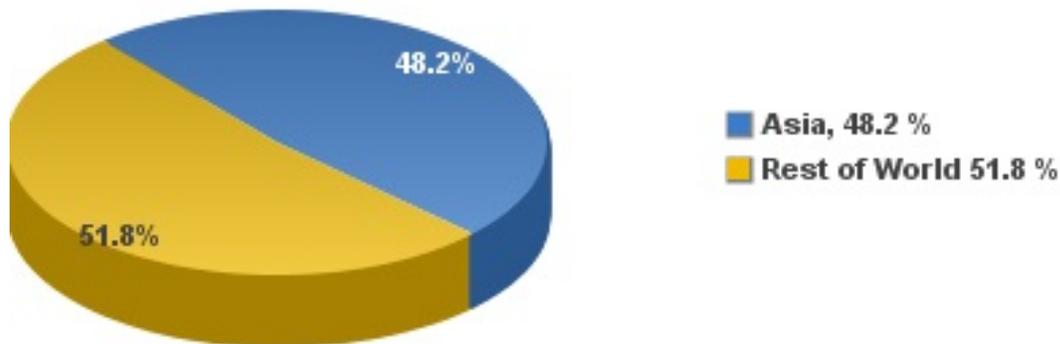


Fig.1 Showing the Asian Percentage Of Internet Users Compare To Other Continents (Source: Iws, 2015 Nov)

#### IV. INTERNET AND ASIA

The internet system has grown rapidly in the Asian countries. According to the report of Wikipedia, China hold first position in internet user base in the Asian Countries. Among the total population of China 50%+ users the internet and percentages wise it hold 82 position. The second country is India with internet user base of 462,124,989. Among the Indians 34.8% are internet users while internationally it ranked 126. Japan is with 3<sup>rd</sup> user based country with 89.9% users and internationally percentage wise it ranked 13. Russia is another country which ranked 4<sup>th</sup> by number of users and with 46% of total population Vs internet population. Similarly Bangladesh holds 9<sup>th</sup> position in terms of internet users and it holds 112 rank as far as percentage of population. The total population is 63, 354, 000. Indonesia ranked 12 in terms of users and 143 worldwide; based on population Vs internet population. The Philippines ranked 15<sup>th</sup> and according to the total population in the world it ranked 121. The South Korea hold 17<sup>th</sup> rank in terms of users and population percentage wise ranked 22 as far as internet is concerned. In South Korea 84.77% population habituated and uses internet corrections. Interestingly the South Korea is hold first position in terms of internet speed; worldwide. A detail of IWS data [26] is provided in Table: 1.

Vietnam ranked 18<sup>th</sup> position and 104<sup>th</sup> in terms of percentage (43.90%). Turkey, a Muslim country also holds a good rank in the world with 19<sup>th</sup> position and 94 in terms of percentage of the users (46.25%). Pakistan hold 21<sup>st</sup> position worldwide with percentage based 147<sup>th</sup>. In Pakistan, 17-8% people are using the internet services. Iran holds the 25<sup>th</sup> position with total 31.4 % of internet users and percentage wise it ranks 68<sup>th</sup> in the world. Malaysia is the 13<sup>th</sup> ranked country in Asia and 29<sup>th</sup> worldwide with total internet base of 19, 842,134. Internationally percentage wise Malaysia stands on 51<sup>st</sup> (66.77%).

The 14<sup>th</sup> position in Asia secured by the Thailand; while the international positions hold 132<sup>nd</sup>. The Taiwan holds 15<sup>th</sup> position in Asia and internationally 31<sup>st</sup> based on percentage of total internet population i.e. 29<sup>th</sup> (80.00%).

A list of countries with user base is depicted by the IWS is shows the following interesting data

1. China holds 674.0 Million users.
2. India with 375.0 Million users.
3. Indonesia 78.0 Million users.
4. Bangladesh 53.9 Million users.
5. Philippines 47.1 Million users.
6. Vietnam 47.3 Million users.
7. South Korea 45.3 Million users.
8. Pakistan 29.1 Million users.
9. Malaysia 20.6 Million users.

TABLE 1 DEPICTED THE INTERNET USERS IN ASIA (IWS-2015)

ASIA	Internet Users 30-Nov-2015	Penetration (% Population)	Users % Asia
Afganistan	4,005,414	12.3 %	0.2 %
Armenia	2,126,716	69.6 %	0.1 %
Azerbaijan	5,851,753	61.0 %	0.4 %
Bangladesh	53,941,000	31.9 %	3.3 %
Bhutan	254,998	34.4 %	0.0 %
Brunei Darussalam	318,900	74.2 %	0.0 %
Cambodia	5,000,000	31.8 %	0.3 %
China	674,000,000	49.5 %	41.6 %
Georgia	2,411,370	48.9 %	0.1 %
Hong Kong	5,751,357	80.5 %	0.4 %
India	375,000,000	30.0 %	23.1 %
Indonesia	78,000,000	30.5 %	4.8 %
Japan	114,963,827	90.6 %	7.1 %
Kazakhstan	9,966,444	54.9 %	0.6 %
Korea, North	7,200	0.0 %	0.0 %
Korea, South	45,314,248	92.3 %	2.8 %
Kyrgystan	2,194,400	38.7 %	0.1 %
Laos	985,586	14.3 %	0.1 %
Macao	413,608	69.8 %	0.0 %
Malaysia	20,596,847	67.5 %	1.3 %
Maldives	230,000	58.5 %	0.0 %
Mongolia	1,300,000	43.4 %	0.1 %
Myanmar	7,100,000	12.6 %	0.4 %
Nepal	5,700,000	18.1 %	0.4 %
Pakistan	29,128,970	14.6 %	1.8 %
Philippines	47,134,843	43.0 %	2.9 %
Singapore	4,653,067	82.0 %	0.3 %
Sri Lanka	5,689,800	25.8 %	0.4 %
Taiwan	19,666,364	84.0 %	1.2 %
Tajikistan	1,432,773	17.5 %	0.1 %
Thailand	38,000,000	55.9 %	2.3 %
Timor-Leste	290,000	23.6 %	0.0 %
Turkmenistan	638,233	12.2 %	0.0 %
Uzbekistan	12,716,575	43.6 %	0.8 %
Vietnam	47,300,000	50.1 %	2.9 %
TOTAL ASIA	1,622,084,293	40.2 %	100.0 %

Percentage wise top ten countries are

1. South Korea 92.3%
2. Japan 90.6%
3. Taiwan 84.0%
4. Singapore 82.0 %
5. Hongkong 80.5%
6. Brunei 74.2 %
7. Azerbaijan 61.0 %
8. Malaysia 67.5%
9. Moscow 69.8%
10. Armenia 69.6 %

The IWS report further stated that total internet users in the Asian Countries is 114,304,000 out of the total population of 4,032,466,882. In these countries among the services most important and popular are social networking, online banking and shopping, entertainment and so on. The IWS report shows that in Asia, total Facebook users reaches to the number 503, 708, 200 (as on 15<sup>th</sup> November, 2015). Based on the data of ILS the India is hold second position in terms of user base.

## V. FINDINGS

- a. As far as speed of the internet in Asia is concerned South Korea not only raked 1<sup>st</sup> but also has a good position in the world. The average connection speed of internet is 26.7 MBPS. The second position in Asian countries holds Japan (in the world), with average speed of 174 MBPS. The Hong Kong holds the MBPS of 16.8; while the global average internet speed is 5.6 MBPS and India lags 2.8 MBPS.
- b. Among the internet services most important and emerging the internet telephony, internet television, online banking, internet marketing, social networking, blogging, entertainment, telemedicine, e-governance and so on.

## VI. CONCLUSION

The number of users worldwide is increasing day by day and importantly in the Asian countries the Government of each and every county moving towards a better and healthy information and internet policy. Associations, foundations, and engineering establishments, NGOs are moving for better internet practice and removing digital divide, internet divide and information divide. Many countries have put big efforts in internet systems and better information infrastructure building.

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