

# 从城市到乡村：在线的日常生活

From Urban Area to Rural Area: Online Everyday life

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2017天猫双11全球狂欢节





Regional Analysis of Online Activities, 2017.11.11. Double 11 Festival (Source: *Online Urbanization*, Li Zi, Springer)



Quantity Kernel Density distribution of Taobao on-line commodity in prefecture-level(and above) city  
 (According to commodity data from Taobao in December, 2014. Resource: David Leo Veksler/CC BY-SA )

# 菜鸟网络 Cainiao Network

今日累计物流订单量

Delivery orders since midnight

475,310,303

今日累计电子面单生成量

e-Waybills generated since midnight

200,629,485

分拨中心数量

Sorting centers

746

网点数量

Delivery stations

18万

未来24小时繁忙指数

Sorting center workload forecasted for the coming 24 hours

12.Jpeg

- 正常 Normal
- 繁忙 Busy
- 极度繁忙 Very busy

2016.11.11.Cainiao logistic network with main express points in China on the map

Cainiao rural department connected 300 counties with 15000 villages with existing urban logistic system until 2016.4.

(Source: *Online Urbanization*, Li Zi, Springer)



### 村淘点消费排行榜

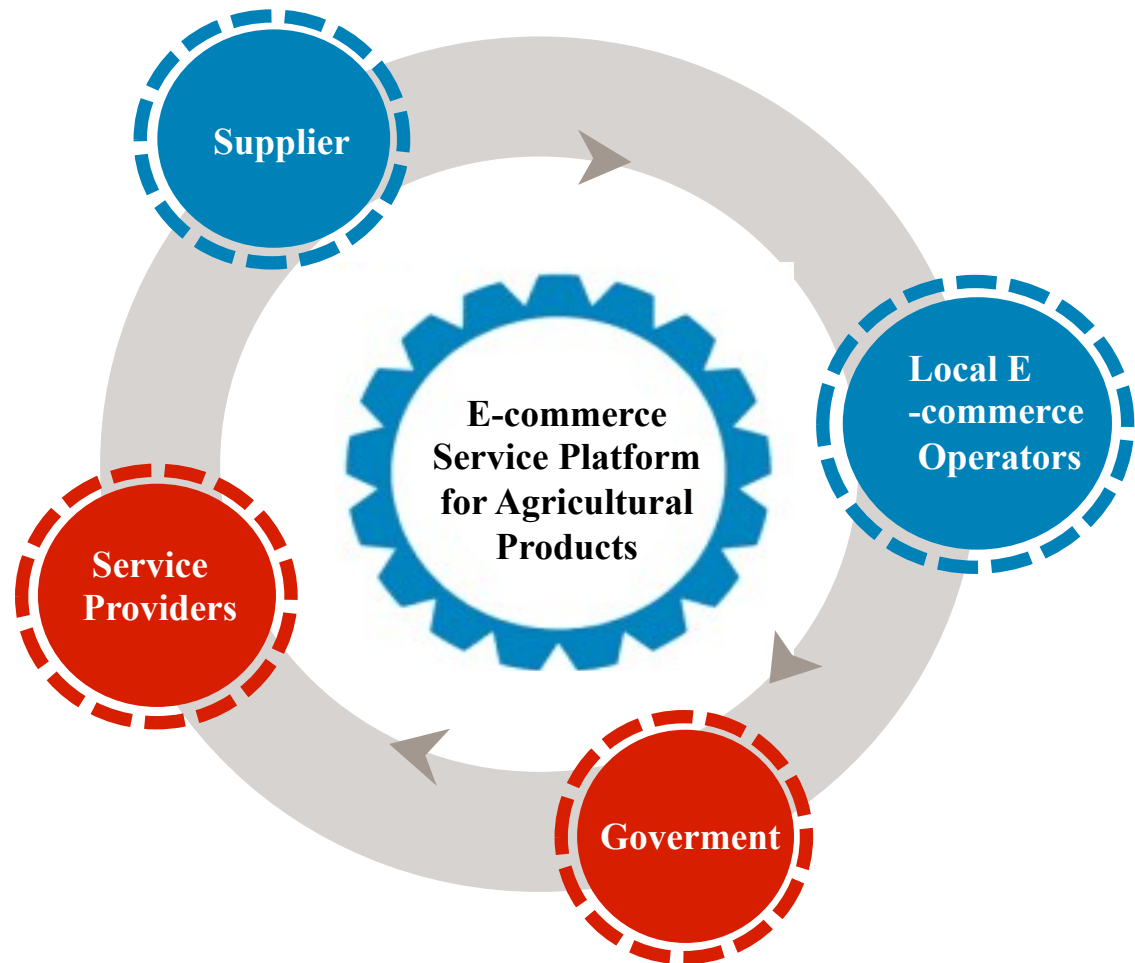
Most active Taobao rural service centers

- NO.6 安徽桐城大关镇金山村
- NO.7 山东岱岳范镇崔家官庄村
- NO.8 福建浦城河滨街道北山排村
- NO.9 江苏高邮龙虬镇龙虬社区
- NO.10 江苏盐都张庄街道仓头村

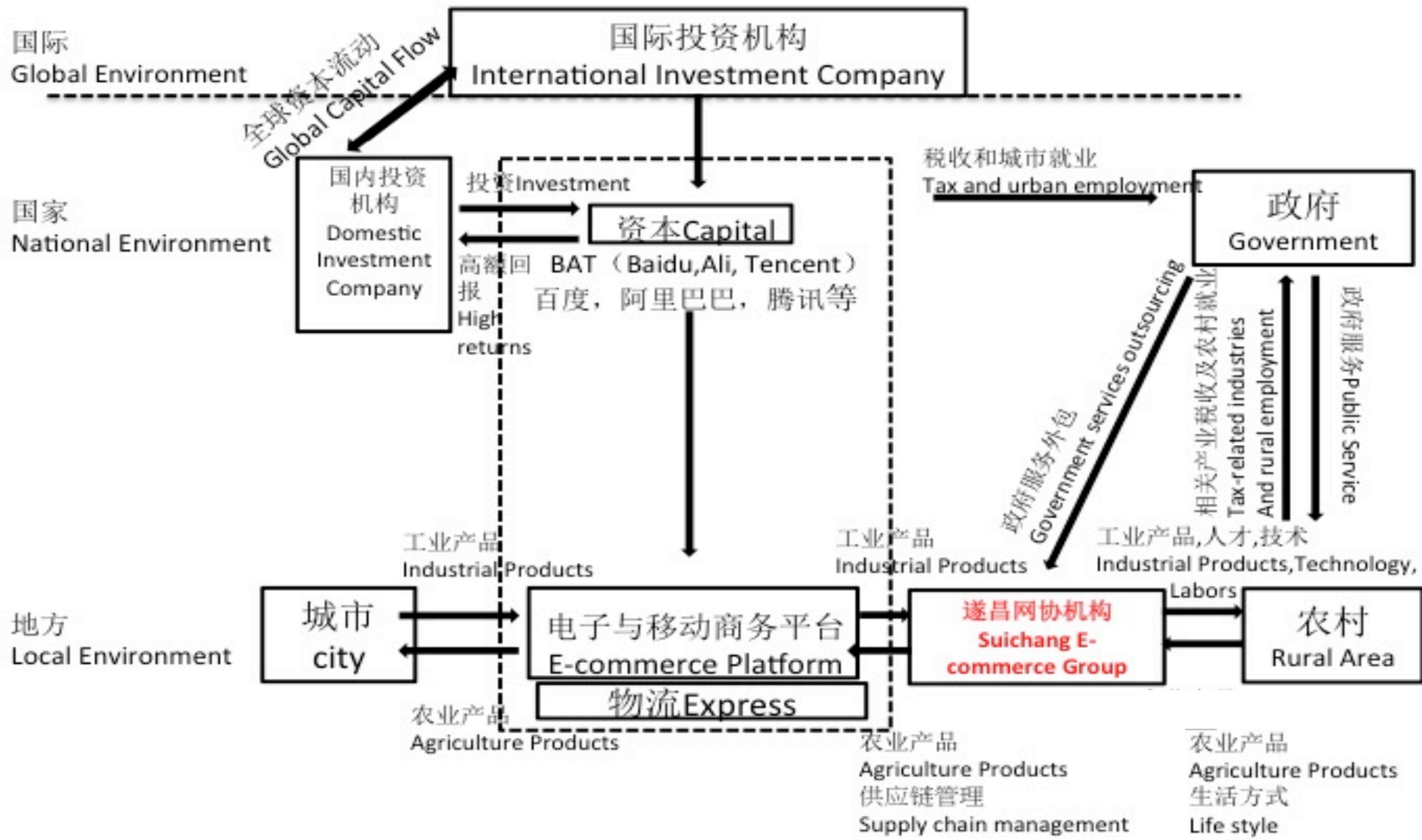
More than 16000 villages Rural Taobao e-commerce station in China until 2016.3.  
(Source: *Online Urbanization*, Li Zi, Springer)

## E-commerce Service Platform as Eco-system

Suichang Model drives ecological development of E-commerce in county region with local comprehensive e-commerce service provider as power, and promotes local traditional industries, especially bringing E-commerce to agriculture products. Comprehensive e-commerce service provider + E-businessman + traditional industries interact with each other. With catalysis of policy environment, economic development path in county region will be formed.



E-commerce Service Platform as Eco-system(Source: *Online Urbanization*, Li Zi, Springer)



Rural e-commerce service model in Suichang (Source: *Online Urbanization*, Li Zi, Springer)



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Ganjie E-commerce Service Center at Kengkou Village (Source: *Online Urbanization*, Li Zi, Springer)



# Thank you

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