

Note: We hired a Chinese-speaking investigator to examine other online education websites in competitors, with an emphasis on online education websites owned by U.S.-listed public Chinese companies. We looked at China Distance Education Holding's chinaacc.com and med66.com, and ChinaEdu Corporation's prcedu.com and chinaedu.com.

Legend:

BLACK – Our Questions

BLUE – Investigator's Answers

CEU Competitor Analysis

The purpose of this analysis is to compare www.edu-chn.com to some of its primary competitors. We want to determine if other companies in the online education business are marketing their materials in a way that is significantly different from CEU.

Website #1 → www.chinaacc.com

This website is managed by China Distance Education Holdings, and it's focused on accounting students.

- 1) Please explore the website and comment on the layout and what products appear to be offered for sale.
The layout is simple and clear and thus visitors can find whatever information very easily. The site has a great number of online tutoring services and accounting coursewares for sale, learning cards sold on site and an online book store selling accounting related books.
- 2) Aside from the fact that this website focuses on accounting, please discuss how this website differs from CEU. Is the layout more intuitive? Are there similar advertisements? How easy or difficult is it to find valuable information?
Its layout is more intuitive than www.edu-chn.com, but as intuitive as 360ve.
No advertisements of other companies or schools can be found on the site.
Yes, very easy. Various online tutoring courses, free exercises (to be published when the new teaching plan is released), famous instructors, latest news, as well as sales offices of learning offices in the country can be found easily.
- 3) Please search for any sections of the website that might contain a courseware or test material store. What sort of products are available, what are the price ranges, and is it easy to search for valuable information?
http://www.chinaacc.com/wangxiao/kjgx/kjgx_01.htm is the place where the courses are located. Online tutoring services contain online courseware (video and audio), exercises, answering questions online for 24 hours, download of courseware and exercises, etc. The coursewares on the site are only concerning accounting, including Certified Public Accountants, Senior Public Accountants, Junior Economist, Intermediate Economist, Intermediate Auditor, AICPA Tutoring, ACCA Tutoring, and so on. Click <http://member.chinaacc.com/selectcourse/center.shtm> and you will see all the courses listed on the left. Then click a specific course, and the information about the course including prices for different locations are shown before your eyes. Prices

vary for different courses and please see http://member.chinaacc.com/selectcourse/custom/custom_kjcy.shtm?param=21.

- 4) Please select one or two products to purchase and purchase them. Comment on any difficulty you have in the purchase process. Were you able to make a purchase online? Did you have to call someone? Are there learning cards that need to be filled with money? Please include screenshots of any error screens.
The purchase process goes smoothly.
Yes, online payment is available.
No, not necessary.
Yes, the learning cards need to be filled with money, which can be achieved online.
No errors.
- 5) Are the materials you purchased of high quality? How does the quality compare to the free material from CEU? Are answers included?
These lessons offer listening test. Would you still like me to purchase for you?
- 6) Are there any other sections that offer products for sale? Are there tutoring services, books, or online games for children? If so, please work through the procedure to make a purchase and comment on your findings.
In addition to online tutoring services and accounting coursewares for sale, the site also has learning cards sold on site and an online book store selling accounting related books. Please visit its online shop <http://member.chinaacc.com/shop/>. The payment can be made via post office, banks, online bank or Alipay or learning card, very convenient. The payment process goes smoothly.
- 7) Was there anything else unusual about the experience? Overall how does this website compare to CEU.
Since the site is just concerning accounting, its contents are more specific, covering state and local accounting policies, latest news about main examinations, practice advisory, etc. Its learning cards can be purchased in many provinces and areas of China and its online courseware are provided with listening test. In addition, an online school survey is provided to gather feedbacks from students and learning experience of students are shown on the homepage. Discounts are given to users who buy certain amounts.

Website #2 → www.med66.com

This website is managed by China Distance Education Holdings, and it's focused on healthcare students.

- 8) Please explore the website and comment on the layout and what products appear to be offered for sale.
The layout is simple and clear and thus visitors can find whatever information very easily. The site has a great number of online tutoring services and medical coursewares for sale, learning cards sold on site and an online book store selling medical related books.
- 9) Aside from the fact that this website focuses on medicine, please discuss how this website differs from CEU. Is the layout more intuitive? Are there similar advertisements? How easy or difficult is it to find valuable information?
Its layout is more intuitive than www.edu-chn.com, but as intuitive as 360ve.

No advertisements of other companies or schools can be found on the site.

Yes, very easy. Various online tutoring courses, famous instructors, latest medical news, information of examinations as well as sales offices of learning offices in the country can be found easily.

- 10) Please search for any sections of the website that might contain a courseware or test material store. What sort of products are available, what are the price ranges, and is it easy to search for valuable information?

<http://www.med66.com/asp/login/kcsq.asp> is the place where the courses are located.

Online tutoring services contain online courseware (video and audio), exercises, irregularly answering questions online, mock examinations, download of courseware and exercises, etc. The coursewares on the site are only concerning medicine, including Licensed Pharmacist, Clinical Pharmacist, Dentist, Public Health Pharmacist, Chinese Medicine Pharmacist, Chinese and Western Integral Medicine Pharmacist, General Physicians, Surgeon in Charge and so on. Click <http://www.med66.com/asp/login/kcsq.asp> and you will see all the courses listed on the left. Then click a specific course, and the information about the course including prices are shown before your eyes. Prices vary for different courses.

- 11) Please select one or two products to purchase and purchase them. Comment on any difficulty you have in the purchase process. Were you able to make a purchase online? Did you have to call someone? Are there learning cards that need to be filled with money? Please include screenshots of any error screens.

The purchase process goes smoothly.

Yes, online payment is available.

No, not necessary.

Yes, the learning cards need to be filled with money, which can be achieved online.

No errors.

- 12) Are the materials you purchased of high quality? How does the quality compare to the free material from CEU? Are answers included?

These lessons offer listening test. Would you still like me to purchase for you?

- 13) Are there any other sections that offer products for sale? Are there tutoring services, books, or online games for children? If so, please work through the procedure to make a purchase and comment on your findings.

In addition to online tutoring services and medical coursewares for sale, the site also has learning cards sold on site and an online book store selling medical related books. Please visit its online shop <http://www.med66.com/shop/>. The payment can be made via post office, banks, online bank or Alipay, credit card, or learning card, very convenient. The payment process goes smoothly.

- 14) Was there anything else unusual about the experience? Overall how does this website compare to CEU.

Since the site is just concerning medicine, its contents are more specific, covering interpretation of policies, latest news about main examinations, main online courses for various pharmacists, training and online multimedia courses for practical technique, etc. Its learning cards can be purchased in many provinces and areas of China and its online courseware are provided with listening test. In addition, learning experience, passage rate and past high scores of students are shown on the homepage. Discounts are given to users who buy certain amounts.

Website #3 → www.pcedu.com

This website is managed by ChinaEdu Corporation, and it's focused on primary and secondary school students.

- 15) Please explore the website and comment on the layout and what products appear to be offered for sale.
Its layout is simple and lovely. I think young students like it. In addition to some free tests, the site also offers paid services including searching and asking questions online, self-exercises, online tutoring and composition editing by famous instructors for primary, middle and high school students.
- 16) Please discuss how this website differs from CEU. Is the layout more intuitive? Are there similar advertisements? How easy or difficult is it to find valuable information?
Its layout is more intuitive than www.edu-chn.com.
No advertisements of other companies or schools can be found on the site.
Yes, very easy. Basic services like Answering Center, Composition, Tests, Courses, Knowledge Points, Famous Instructors and Ranking of Hot Questions can be easily accessed to.
- 17) Please search for any sections of the website that might contain a courseware or test material store. What sort of products are available, what are the price ranges, and is it easy to search for valuable information?
Please visit <http://course.pcedu.com/>, where new and hot courses are listed separately and can be searched according to subjects and grades. Please see the prices for synchronous courses and Number One Scholar courses at different locations respectively at http://www.chinaedu.com/chinaedunew/services/ser_21.asp and http://www.chinaedu.com/chinaedunew/services/ser_20.asp (presented with certain amounts of golden beans based on the total amount). Online registration and other information including prices are available on the site.
Yes, very easy.
- 18) Please select one or two products to purchase and purchase them. Comment on any difficulty you have in the purchase process. Were you able to make a purchase online? Did you have to call someone? Are there learning cards that need to be filled with money? Please include screenshots of any error screens.
The purchase process goes smoothly.
Yes, online payment is available.
No, not necessary.
No learning cards, but golden beans are required to purchase when used up.
No errors.
- 19) Are the materials you purchased of high quality? How does the quality compare to the free material from CEU? Are answers included?
These lessons offer listening test. Would you still like me to purchase for you? Free tests are better than free materials from CEU, as it is provided with answers and explanations.
- 20) Are there any other sections that offer products for sale? Are there tutoring services, books, or online games for children? If so, please work through the procedure to make a purchase and comment on your findings.

In addition to online tutoring services for sale, the site also offers the paid service of answering questions online (25 golden beans for a common question and 60 golden beans for a composition editing), doing tests (different amounts of golden beans required for different tests) and downloading materials (8 golden beans for downloading one material). RMB100 = 600 golden beans, RMB200= 1250 golden beans. The payment process goes smoothly.

- 21) Was there anything else unusual about the experience? Overall how does this website compare to CEU.

On the whole, the site is more suitable to primary and secondary students. This is because the site is very easy for them, famous instructors are prepared to answer their questions online and tests are provided with answers and explanations.

Website #4 → www.chinaedu.com

This website is managed by China Distance Education Holdings, and it's focused on students of all ages.

- 22) Please explore the website and comment on the layout and what products appear to be offered for sale.

The site is simple and user-friendly. In addition to learning cards, it offers paid services including searching and asking questions online (www.chinaedu.com can be redirected to www.prcedu.com), online synchronous tutoring, Number One Scholar courses, comprehensive courses and composition courses by famous instructors for primary, middle and high school students.

- 23) Please discuss how this website differs from CEU. Is the layout more intuitive? Are there similar advertisements? How easy or difficult is it to find valuable information? Its layout is more intuitive than www.edu-chn.com.

It also has the school alliance as CEU.

Yes, very easy. Basic services like Synchronous Learning, Answering Center, School Alliance, Parent School, Yoyo Zone, Students' Feedbacks, Branches and others can be easily accessed to.

- 24) Please search for any sections of the website that might contain a courseware or test material store. What sort of products are available, what are the price ranges, and is it easy to search for valuable information?

Please see synchronous courses and Number One Scholar courses as well as their prices at different locations respectively at http://www.chinaedu.com/chinaedunew/services/ser_21.asp and http://www.chinaedu.com/chinaedunew/services/ser_20.asp for primary and secondary students. Besides, online courses and an online store for young parents are also provided at <http://yoyo.chinaedu.com/> and <http://shop.chinaedu.com/>. Free listening tests (<http://www.chinaedu.com/101classroom/student/c1default.htm> for Grade-one students in middle schools), online registration and other information including all prices are available on the site.

Yes, very easy.

- 25) Please select one or two products to purchase and purchase them. Comment on any difficulty you have in the purchase process. Were you able to make a purchase

online? Did you have to call someone? Are there learning cards that need to be filled with money? Please include screenshots of any error screens.

The purchase process goes smoothly.

Yes, online payment is available.

No, not necessary.

Yes, learning cards need to be filled with money..

No errors.

- 26) Are the materials you purchased of high quality? How does the quality compare to the free material from CEU? Are answers included?

These lessons offer listening test. Would you still like me to purchase for you?.

- 27) Are there any other sections that offer products for sale? Are there tutoring services, books, or online games for children? If so, please work through the procedure to make a purchase and comment on your findings.

In addition to online tutoring services for sale, the site also offers the paid service of answering questions online and online tests (redirected to www.prcedu.com) and sells learning cards on site in many places of the country. The payment process goes smoothly.

- 28) Was there anything else unusual about the experience? Overall how does this website compare to CEU.

On the whole, the site is more suitable to primary and secondary students. The courses provided with listening test are of high quality and famous instructors are prepared to answer questions online within 24 hours. Its learning cards can be purchased in many places of China. In addition, students' feedbacks are also shown on the homepage.