

Rage Daily

Rage Daily appeared in 2008 .It's inspired by rage comic. Rage comic in 2007 originated in North America, the original author was using drawing tools, windows to draw a lot of pictures, although the style is rough, but the painting concise and clear, reacted strongly on the network, and then gradually spread beyond North America area.

Rage comic is a fixed expression templates and other different picture, with different facial expressions to account the reality of life, inner feelings. Vent personal feelings. satire absurd event. Because fixed comic expression, not paintings users can also create their own rage comic. Themes are often ashamed to life, but also a small amount of irony and serious social themes.

Rage comic introduced to China in 2008, and subsequently appeared with rage comic maker dedicated website. Every day in China "rage comic" website submission readers about 1,000 people,

July 11, 2010, Reddit user Downlow uploaded a series of original comic face, including one from a post-match press conference, Yao Ming face, this famous almost embarrassing shaped face rage comic is the most classic image. In addition, Jackie Chan, Barack Obama, Kim Jong-un Leonardo DiCaprio and other celebrities also have a higher rate of appearance, most of them from the theme movies or television programs.

In December 3, 2010. Chinese company produced Rage Daily - on the network or a dedicated phone software APP play a variety of news with rage comic form. Every day tens of millions of young people in China watch Rage Daily every day. Or watch video version Rage Daily on the network -Rage big event.

As far as I know, rage comic news reports appeared only in China and becomes popular.

Products:

- 1.Rage comic
- 2.Rage Dally
- 3.Rage big event
- 4.Rage games
- 5.Rage APP

In CHINA-More than one billion people have TV. But will they regularly turn on the TV and watch the program in it? No. Look at this picture . The HUTs(household using television) number in 2001 is -21.17% , and 24.07%in 2006 23.74%in2012.TV media as a traditional media mode-It has stopped growing market share. How about others traditional media mode-newspaper?In CHINA Total newspaper sales in 2013 is 48.24 billion. But in 2014?-33.53billion. 30.5%total sales fell. And Radio is not a real meaning communication mode in CHINA. Because most of

Chinese people do not spend time to listening to the radio specially. They like to listen when they driving. **Traditional media market share is declining. But people always need to accept new information. Where is the disappearance of the market share? Internet.**

Now is the era of social pressure , Rage Daily with humorous way to show news can make people feel relaxed . And in which irony allows the reader to vent personal feelings . Young people do not like old news broadcast - serious, timing, and can not be free to choose the content you want to receive the news. They want Rage Daily - **Relax. Humor. No Traditional Passive. And Self-selection.**

I think Rage Daily will become the mainstream of news broadcast platform, popular among young people, and became reading way to ease the pressure.

Rage Comic Expression - Leonardo DiCaprio. Jackie Chan. Kim Jong-un. Yao Ming. Barack Obama.

