

MARTIN GLOCKNER

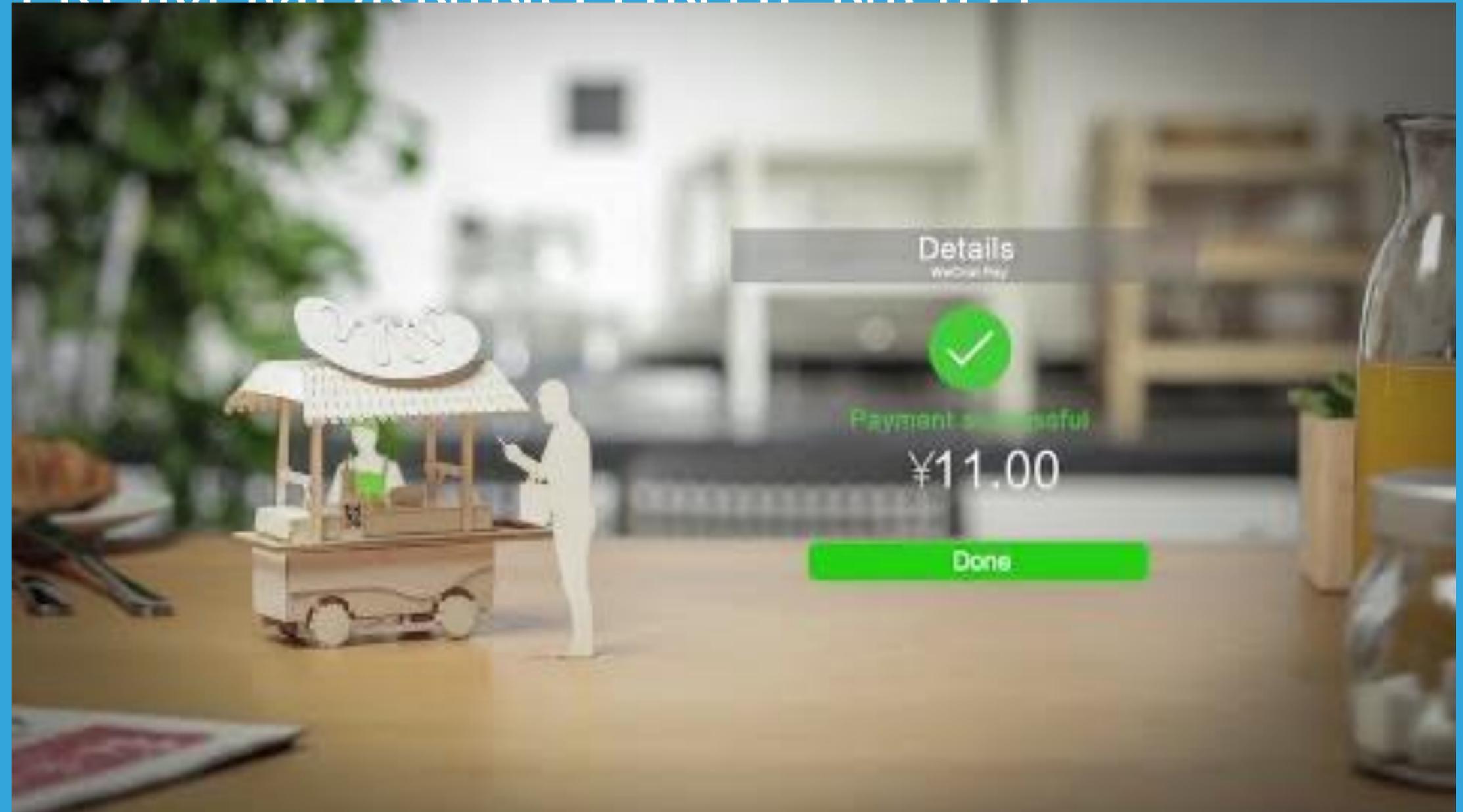
WECHAT



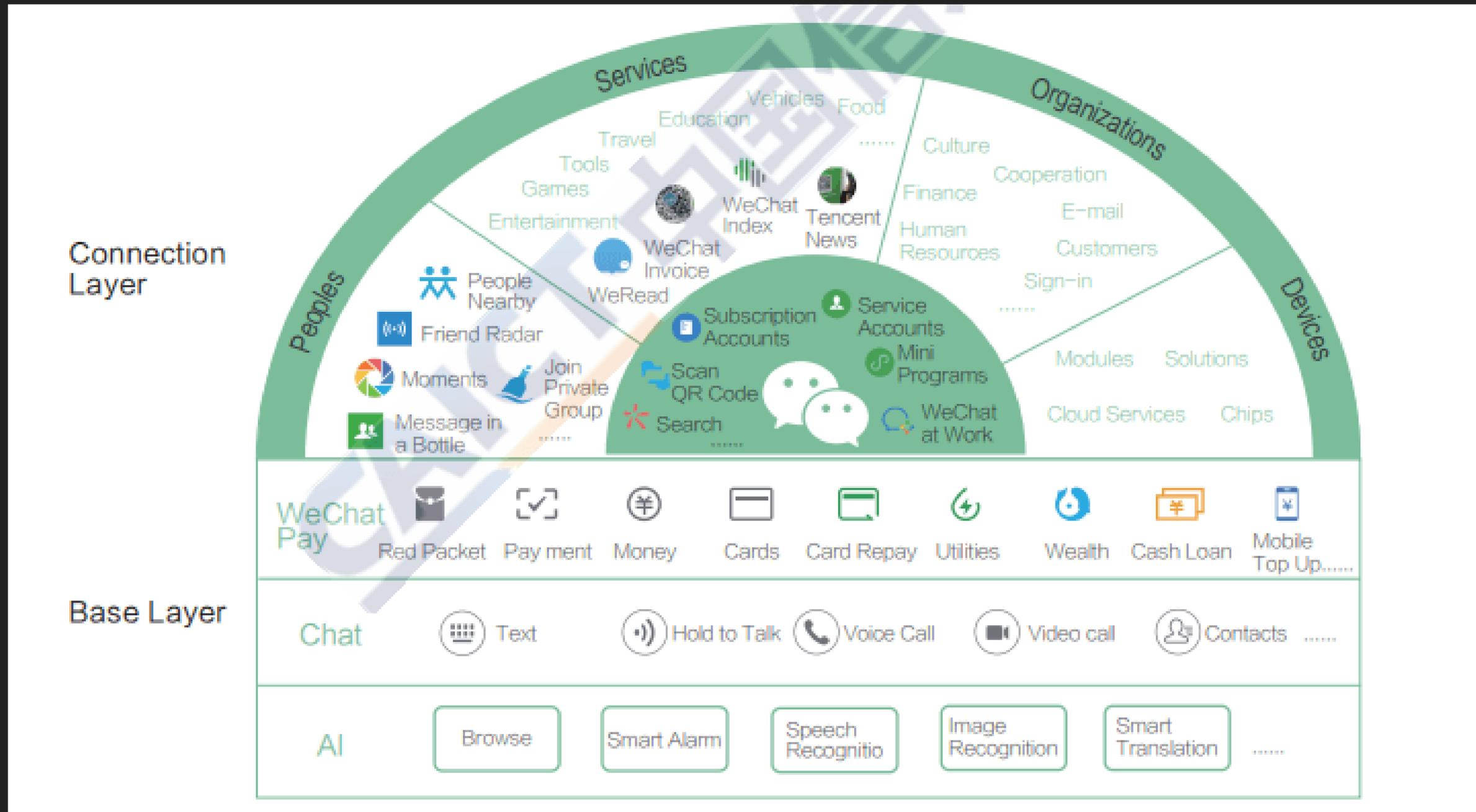
BAIDU, WEIBO, WEIXIN,
YOUKU, DIANPING, DIDI,
TAOBAO, KUAISHOU, SOHU,
ELEMÉ, ZHIFUBAO, DOUYIN...

which of these do YOU know?

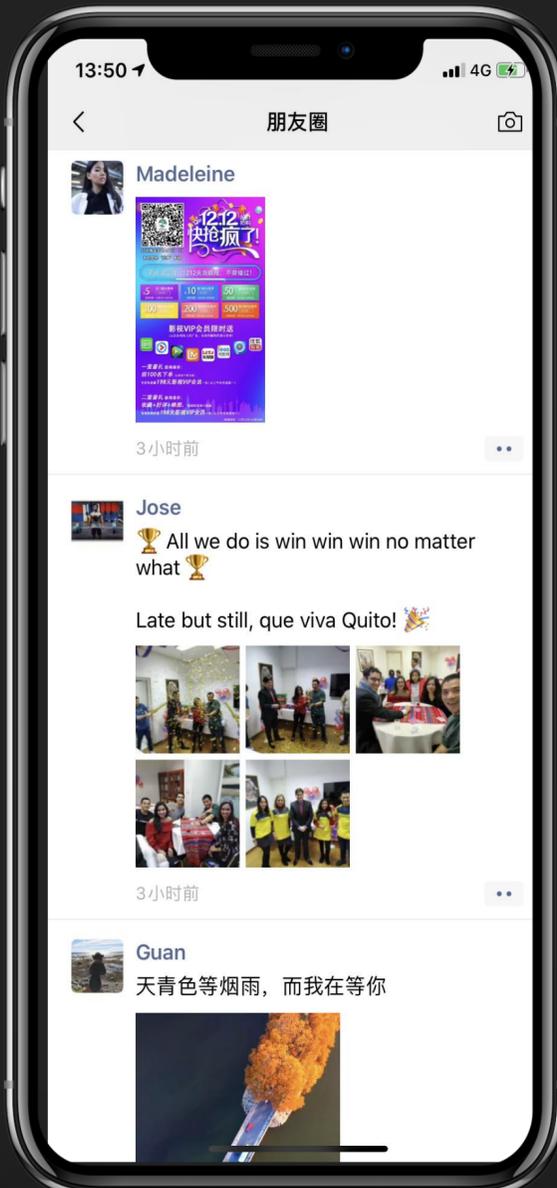
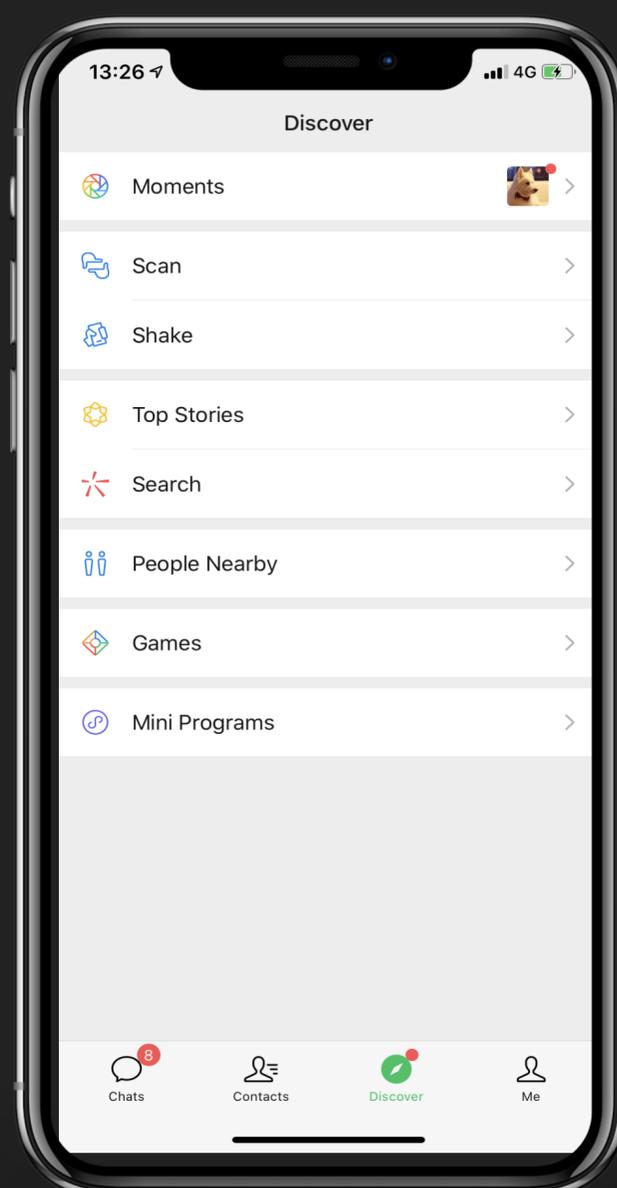
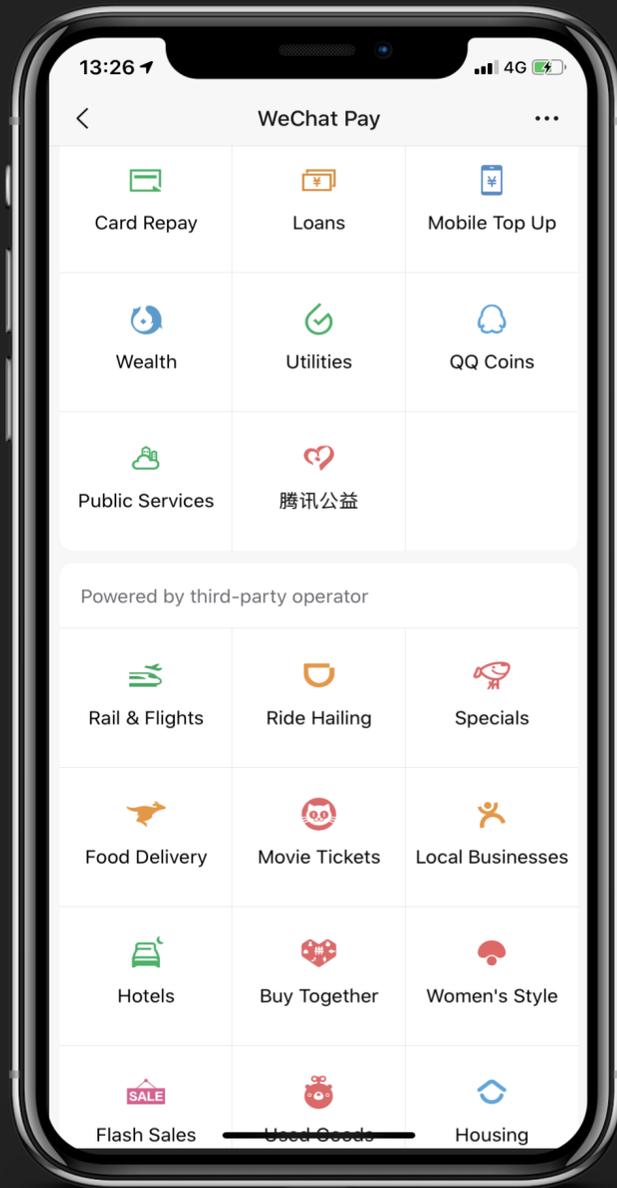
WECHAT IS THERE “AT EVERY POINT OF YOUR DAILY CONTACT WITH THE WORLD, FROM MORNING UNTIL NIGHT”



ONE ECOSYSTEM



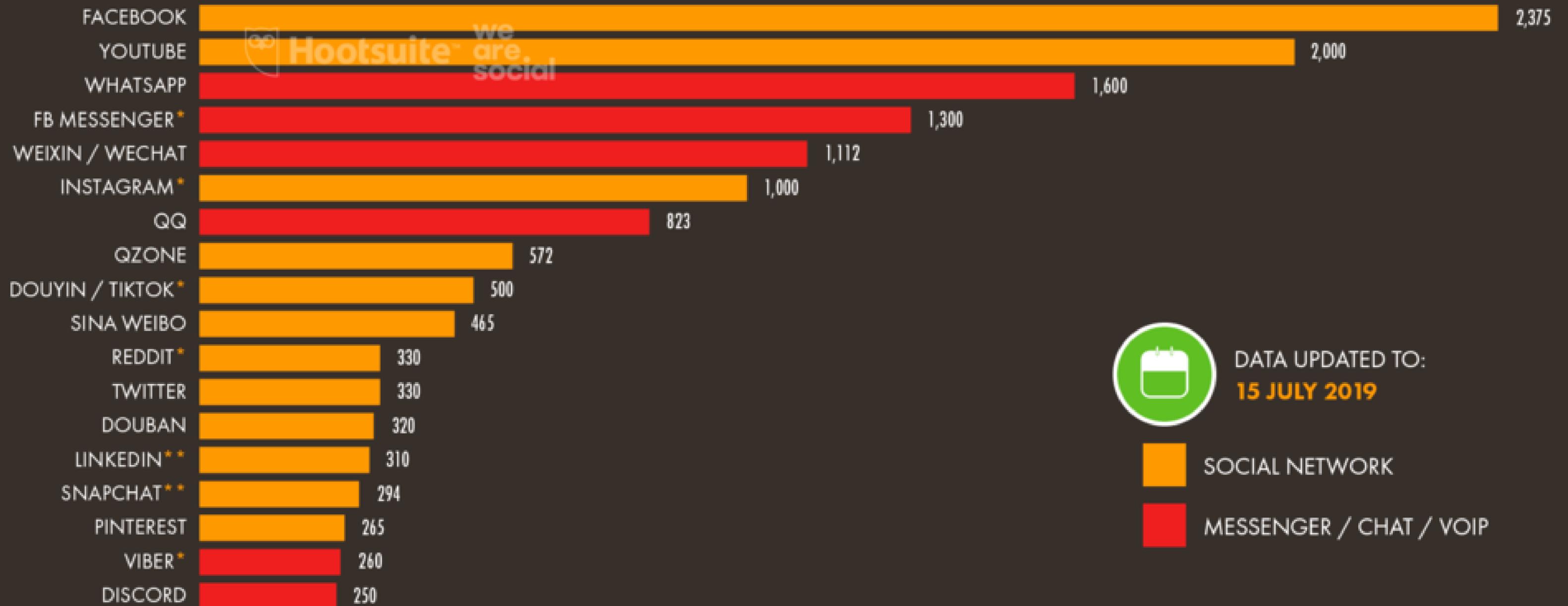
*“One Ring to rule them all, One Ring to find them,
One Ring to bring them all, and in the darkness bind them”*



JUL
2019

ACTIVE USERS OF TOP SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, OR UNIQUE MONTHLY VISITORS TO EACH PLATFORM, IN MILLIONS



WECHAT KEY FACTS

•1.15 billion monthly active WeChat users (Q3 19) •170 million WeChat mini program users per day hours

•Tencent claim one billion daily active users (Jan19)

•WeChat the fifth most-used app in the world

•45 billion WeChat messages sent on a daily basis over 2018

•90% users use WeChat daily

•410 million audio and video calls per day on WeChat

•46TB of data consumed on WeChat over one minute of the morning rush hour

•WeChat accounts for 34% of total mobile data traffic in China

•WeChat market penetration in China at 79%

•Around 30% of mobile internet time in China is spent on WeChat

•One million WeChat mini programs are used by 600 million people

•Average user opens four mini programs daily

•17 million active 'official accounts' as of late 2017

•900 million users of WeChat Pay on a monthly basis

•Tenpay market penetration at 84% (includes other Tencent payment apps)

•820 million users sent or received a Chinese New Year red package over WeChat in 2019

•2,000 mini games available on WeChat

•300 million players of WeChat mini games

•Mini games account for 33% of the top-100 mini programs, with 81% of mini programs users playing a game

•Top games played by over 100 million users

•WeChat Moments counts 750 million daily users

10 billion hits on WeChat Moments every 24

•30 million active users of WeChat at Work, 1.5 million enterprises

•83% of WeChat users use the general app for work

•Average user had 194 contacts (as of 2016)

•250,000 users use WeChat to access bus/metro services every minute during the morning rush hour

•Total Tencent revenue at \$11.7 billion in Q3 2018; profit at \$3.4 billion

•Current Tencent market cap around \$418 billion (Feb 2019)

•47% increase in advertising revenues in Q3 2018, which account for 20% of total revenue

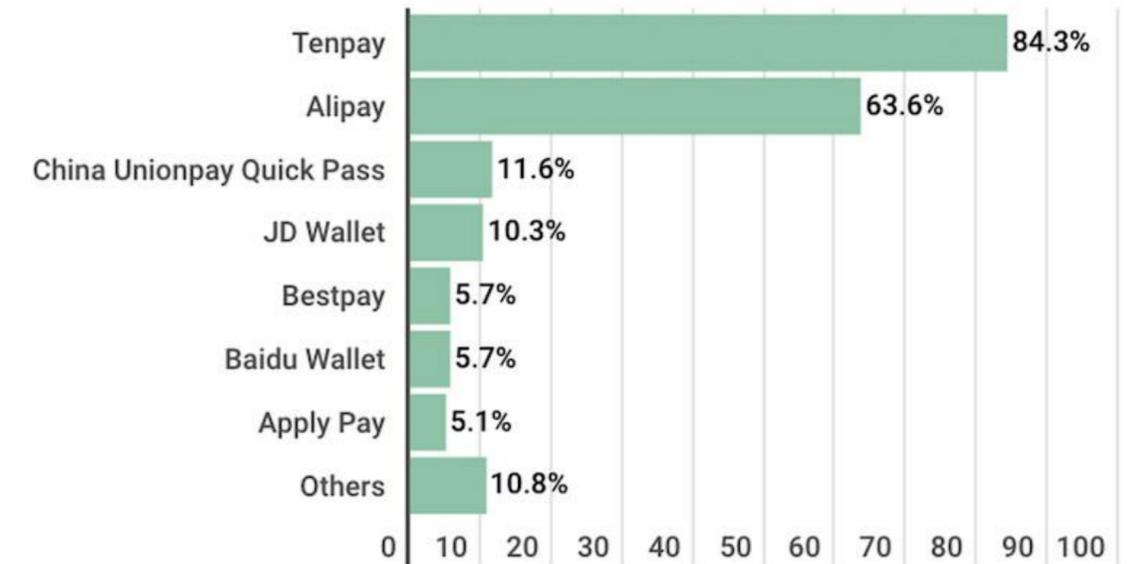
•WeChat drove \$50 billion into the Chinese economy in 2017

•80% of TOP500 companies use WeChatWork

WECHAT PAYMENT

- ▶ 92% of people in China's biggest cities use top payments apps WeChat Pay or Alipay
- ▶ 47% of China's rural community used digital payment services
- ▶ 820 million users sent or received a Chinese New Year red package over WeChat in 2019

Market Shares of Third-party Mobile Payment by Penetration Rate in Q3 2018 in China

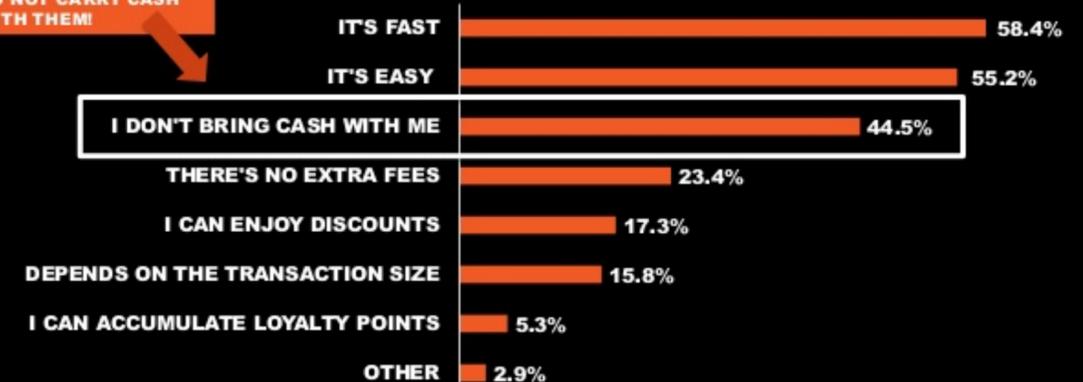


Source: Ipsos, November 2018



REASONS FOR USING MOBILE PAYMENTS FOR OFFLINE TRANSACTIONS

NEARLY HALF OF USERS CLAIMED THEY DO NOT CARRY CASH WITH THEM!



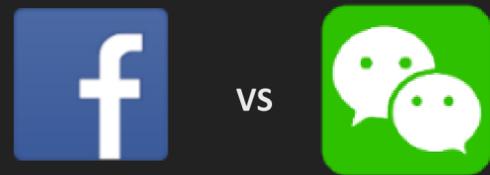
- Some popular global APPs are blocked in China for policy reasons
- Chinese users use local APPs instead, often they started life as a copy of the global APPs, but have morphed into something unique



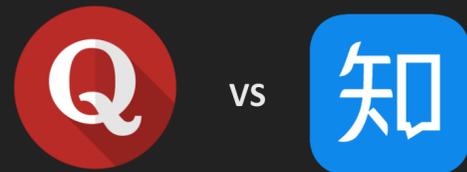
SIMILARITY & DIFFERENCE BETWEEN CHINA AND WESTERN APPS



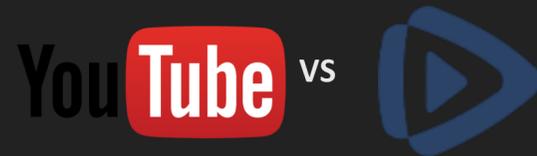
1. **Twitter VS Weibo** - Weibo thread comments and micro-topics categorisation. Unlike Twitter's success in building business relationships, Weibo's popularity is currently within lower tier cities, millennials and internet celebrities.



2. **Facebook VS WeChat** - WeChat accounts are more like media platforms than a social network, with lesser capacity for social interactions, and its full content is not open to public.



3. **Quora VS Zhihu** - Zhihu is a professional Q&A platform like Quora, albeit with unique Chinese features like Zhihu's daily news, Zhihu columns, Zhihu e-books etc.



4. **Youtube VS Youku** - Chinese video platforms have little professional content like product details, training curriculums, lectures etc, and there is no existing platform oriented towards professional videos.

WECHAT VS. WHATSAPP



Eco-system vs. instant messaging

- Wechat Pay function
- Wechat Moments
- Chat features – stickers, real-time location, sending money
- Official Subscription & Service Accounts

	Whatsapp	Wechat
Users	1.5 B	1.13 B
DAU	1 B	902 M
messages daily	65 B	38 B
voice messages	200 M	6 B
audio + video calls	155 M	410 M

Privacy concern due to China regulations. Vs data sharing with parent company Facebook.

Sources:

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TEXT

YOUR
QUESTIONS