

## Social and Media Networks - China - May 2014

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"In China, internet penetration was 46% at the end of 2013. The population accessing the internet using mobile phones was approximately 500 million, accounting for 81% of total internet users. The sheer size of China's internet and mobile population and growth potential provide the foundation for social and media networks to mushroom in China."

– Can Huang, Senior Research Analyst

This report looks at the following areas:

- What are the current usage levels of the mainstream social and media networks?
- Which activities are most popular on social and media networks?
- How will social and media networks evolve?
- Which social and media networks will be the 'next big thing'?
- How can brands and companies leverage social and media networks for communication and marketing?
- How will the development of mobile internet impact social and media networks in China?

Both social and media networks showed high levels of reach, and the difference between social and media networks is becoming increasingly blurred. Among social networks, Wechat, Qzone and Weibo are the most frequently accessed platforms. For media networks, video streaming service providers Youku and Tudou lead the pack in terms of frequency of use.

Social and media networks are increasingly important in fulfilling people's entertainment and shopping needs. They should leverage e-commerce and online shopping trends, acting as a portal for information searching and providing guidance for diverse demands.

In China's social and media networking ecosystem, a key advantage is that people accept brands' presence given careful and targeted marketing efforts. The relatively low anti-brand sentiment and behaviour provide opportunities for brands to leverage the networks as an important marketing channel.

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