

## Social Networks - China - May 2017

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“That consumers are showing a trend to ‘switch off’ does not mean that marketing on social networks is no longer important. Instead of keeping consumers online, marketing should offer people alternative ways to connect with the real world.”

– **Terra Xu, Senior Research Analyst**

This report looks at the following areas:

- **Switching off?**
- **From purely social to knowledge and information sharing**
- **Live streaming campaigns: interaction and information are key**

Compared with last year, there are fewer heavy users of leading social networks across tier one, two and three cities, and consumers are doing fewer types of activities on social networks. While consumers may be ‘switching off’, social networks are still becoming important information channels.

Over half of respondents claim to have watched a live streamed show in the last six months. Variety shows/live shows as well as lifestyle-related shows show growth potential. The biggest motivations for watching live streamed shows are to relax or to learn new knowledge and skills.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know  
 Covered in this Report  
 Demographic groups  
 Social and media networks users  
 Personal income

### Executive Summary

The market  
 Rural areas show potential  
 Figure 1: Internet users and year-on-year growth in China, 2009-16  
 Social networks become information channels, and live streaming is developing rapidly  
 Companies and brands  
 WeChat tops  
 Figure 2: Monthly active users of WeChat, QQ, Qzone and Sina Weibo, December 2013-16  
 YY Inc. leads live streaming sector but also faces fierce competition  
 The strategies: 'Super Apps' and paid content  
 The consumer  
 Declining heavy users of leading social networks  
 Figure 3: Heavy users of leading social networks, February 2017, January 2016 and March 2015  
 Fewer activities via social networks  
 Figure 4: Activities on social networks in the last 6 months, February 2017 and January 2016  
 Relevant content is more important than promotion to motivate repost  
 Figure 5: Reasons for reposting content from public accounts, February 2017  
 25-29s are core target audience of live streaming  
 Figure 6: Live streaming penetration in the last 6 months, by age, February 2017  
 Potentials within variety shows/live shows and lifestyle-related shows  
 Figure 7: Types of live streamed shows watched in the last 6 months, February 2017  
 Consumers watch live streamed shows to relax  
 Figure 8: Reasons for watching live streaming, February 2017  
 What we think

### Issues and Insights

Switching off?  
 The facts  
 The implications  
 From purely social to knowledge and information sharing  
 The facts

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The implications

Live streaming campaigns: interaction and information are key

The facts

The implications

### The Market – What You Need to Know

Total internet users saw a 6.2% increase in 2016

Social networks become news feeds

344 million users of live streaming by 2016

### Market Trends

Growth potential in rural areas

Figure 9: Internet users and year-on-year growth in China, 2009-16

Social networks become important information channels

Figure 10: Channels to read news on mobile phones, 2016

Live streamed shows bring brands closer to consumers

### Key Players – What You Need to Know

Tencent continues to dominate, WeChat taking the lead

'Super Apps' and paid content

Fierce competition in live streaming market

Innovation highlights

### Key Players

WeChat became No. 1

Figure 11: Monthly active users of WeChat, December 2013-16

QQ and Qzone losing appeal

Figure 12: Monthly active users of QQ and Qzone, December 2013-16

Sina Weibo maintains growth

Figure 13: Monthly active users of Sina Weibo, December 2013-16

YY Inc. leads live streaming while the competition is heating up

### Competitive strategies

The 'Super App'

Figure 14: Examples of Mini Programs on WeChat, May 2017

Paying to learn

More ways to leverage the power of KOLs

### Who's Innovating?

The 'Chatbots': from online retailer to social networks

Figure 15: KLM Emoji 'Chatbot' on Facebook Messenger, May 2017

Gifting, what's next after Red Pocket?

Figure 16: Starbucks Mini Programs on WeChat, May 2017

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## The Consumer – What You Need to Know

- Fewer heavy users
- Only 16% would repost for discounts
- 25-29s are core target audience of live streamed shows
- Variety shows/live shows and life-style related content have potential

## Usage of Social Networks

- WeChat dominates
- The users of Facebook and Instagram
  - Figure 17: Usage frequency of leading social networks, February 2017
- Fewer heavy users of leading social networks
  - Figure 18: Heavy users of leading social networks, February 2017, January 2016 and March 2015
- Females and the early 20s switching away from dominating social networks
  - Figure 19: Annual change of social network heavy users, by gender, February 2017, January 2016 and March 2015
- More heavy users in tier one cities
  - Figure 20: Annual change of social network heavy users, by city tier, February 2017, January 2016 and March 2015

## Activities on Social Networks

- Fewer types of activities on social networks
  - Figure 21: Repertoire of activities on social networks in the last 6 months, February 2017 and January 2016
  - Figure 22: Activities on social networks in the last 6 months, February 2017 and January 2016
- Switching off trend more apparent among females
  - Figure 23: Activities on social networks in the last 6 months, by gender, February 2017 and January 2016
- Switching-off less obvious among those in their 30s and high earners
  - Figure 24: Annual change of activities on social networks, February 2017 and January 2016

## Reasons for Reposting

- Informative and resonating content appeals more than promotions
  - Figure 25: Reasons for reposting content from public accounts, February 2017
- Event marketing works better on males and high earners
  - Figure 26: Key drivers of reasons for reposting, February 2017
- Humour is important for engaging the 20-24s
  - Figure 27: Reasons for reposting content from public accounts, by age, February 2017
- High earners are more likely to advertise for brands
  - Figure 28: Reasons for reposting content from public accounts, by monthly personal income, February 2017
- Reasons vary by the type of organisations people work for
  - Figure 29: Reasons for reposting content from public accounts, by company type, February 2017

## Live Streaming Penetration

- Consumers aged 25-29 are target audience
  - Figure 30: Live streaming penetration in the last 6 months, by age, February 2017
  - Figure 31: Live streaming penetration in the last 6 months, by personal income and education level, February 2017

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Live stream audiences tend to be heavy users of QQ, Qzone and Weibo

Figure 32: Social networks heavy users among live streaming audience, February 2017

### Types of Live Streaming Shows

A wide range of interest

Figure 33: Types of live streamed shows watched in the last 6 months, February 2017

Women are more interested in shopping-related, food/cooking and celebrity shows

Figure 34: Audience profile of live streamed shows, by gender and age, February 2017

Lifestyle related shows have monetisation potential

Figure 35: Audience profile of live streamed shows, by personal income and city tier, February 2017

### Reasons for Watching Live Streaming

Top reason: just to relax

Figure 36: Reasons for watching live streaming, February 2017

Different purposes between men and women

Figure 37: Reasons for watching live streaming, by gender, February 2017

20-24s watch live streaming to kill time and chase celebrities

Figure 38: Reasons for watching live streaming, by age, February 2017

### Meet the Mintropolitans

Biggest drop in Baidu Tieba, Qzone and Sina Weibo

Figure 39: Annual change of heavy users, by consumer classification, February 2017 and January 2016

Figure 40: Annual change of activities via social networks, by consumer classification, February 2017 and January 2016

Lifestyle related live streaming content appeals to Mintropolitans

Figure 41: Types of live streamed shows watched in the last 6 months, by consumer classification, February 2017

Getting information rather than killing time

Figure 42: Reasons for watching live streaming, by consumer classification, February 2017

### Appendix – Key Driver Analysis

Methodology

Interpretation of results

Figure 43: Key drivers of reasons for reposting – key driver output, February 2017

### Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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