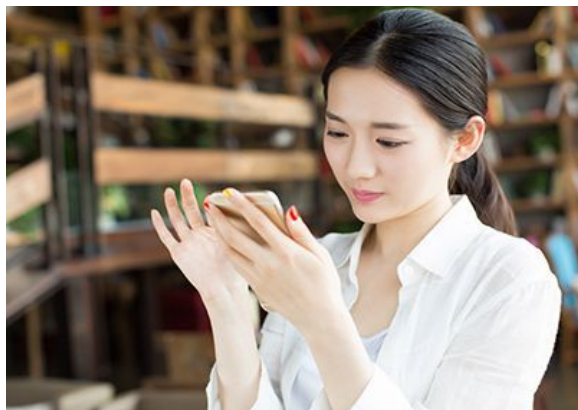


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“Although dominating positions rarely change, the social network market is changing fairly fast regarding functions: newsfeeds and short videos are introduced to better generate ad revenue, while dominator WeChat is building its operating system to keep its users. Also, social network shopping, grown on the grounds of online shopping, should not be overlooked by retailers.”

– **Yihe Huang, Research Analyst**

This report looks at the following areas:

- **Personal networks become an alternative shopping entrance**
- **Wordless social networks expect diversified media content**
- **Getting aware of social activities influencing personal portrait**

Although penetration of social networks may be difficult to increase, users are attracted by diversified formats of content. The integration of newsfeeds and short videos does not only attract users but also helps operators to generate more advertising revenue. Meanwhile, increasing number of users attach great importance to their images on social networks, making participating in social network campaigns more likely to be a way to showcase their thinking and value. Another trend worth looking at is the rise of social network shopping, which not only takes advantage of the word-of-mouth effect, but also frees consumers to conduct searching and researching procedures in their shopping journeys.

This Report provides an overview of Chinese consumers' habits in using social network platforms, including their usage and purchase of using various social network platforms. It also inspects how consumers think of the leading four platforms, ie WeChat, QQ, Weibo, and Tieba. This Report also explores drivers of participating in social network campaigns, shopping behaviours, and their attitudes towards content on social networks.

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