Social Media
Summary:

- In recent years, the rapidly changing media landscape in China has shown that the revenue and market share of digital media have been expanding. Among all digital media, social media is still the most active and potential one.

- With the fast growth of social media users in China, the penetration of social media has risen significantly, especially with the development of mobile devices.

- However, more users believed that social media has worsened their living quality. Social media has made people spend less time in reading printed content, and do have information security risks. It’s kind of entertaining experiences at the cost of health.

- Among social media platforms in China, WeChat and Sina Weibo have drawn the most attention. User retention for WeChat was rather high, as more than a quarter of users opened WeChat for over 30 times per day. However, Sina Weibo has more advantages in spreading speed and media influence.
Up to January 2016, the total number of active social media users in China amounted to 653 million, which was 47% of the total population. In addition, mobile social users of the total population also reached a high level of 42%.

Source: We are social, 2016 Q1
Considering users of all ages, the penetration of social media tended to be the highest among post-90s users. The older ages, the lower penetration. Generally, the penetration of social media in 2015 was much higher than 2014.

**Social Media Penetrating Users of All Ages**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-90s</td>
<td>52.8%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Post-80s</td>
<td>44.1%</td>
<td>60.2%</td>
</tr>
<tr>
<td>Post-70s</td>
<td>32.5%</td>
<td>53.3%</td>
</tr>
<tr>
<td>Post-60s</td>
<td>18.1%</td>
<td>31.6%</td>
</tr>
<tr>
<td>Post-50s+</td>
<td>5.1%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

Source: Kantar, Report on China’s Social Media Influence, 2016
From 2013 to 2015, more social media users were using them on mobile devices, reaching 86.9% in 2015.

Source: Kantar, Report on China’s Social Media Influence, 2016
According to the statistics in November 2015, the proportion of male social media users was higher than females, which was at 55.2%.

Source: CNNIC, Research on Social Application, 2015.11
From 2013 to 2015, the average age of social media users increased year by year. In addition, the proportion of post-50s, 60s, and 70s tended to increase.

Source: Kantar, Report on China’s Social Media Influence, 2016
Users who had middle school education occupied the largest percentage of all social media users.

Source: CNNIC, Research on Social Application, 2015.11
The proportion of users whose monthly income was CNY3,001-5,000 was comparatively higher than users with other income levels.

Source: CNNIC, Research on Social Application, 2015.11
In terms of social media users’ occupation, company staff held the largest proportion.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise/Company staff</td>
<td>31.0%</td>
</tr>
<tr>
<td>Self-employed/Freelance</td>
<td>15.7%</td>
</tr>
<tr>
<td>Professional technicians</td>
<td>13.7%</td>
</tr>
<tr>
<td>Student</td>
<td>9.8%</td>
</tr>
<tr>
<td>Business/Service</td>
<td>7.0%</td>
</tr>
<tr>
<td>Party and government department &amp; Public institution</td>
<td>6.1%</td>
</tr>
<tr>
<td>Unemployed/Laid off</td>
<td>4.7%</td>
</tr>
<tr>
<td>Manufacturing enterprises</td>
<td>4.0%</td>
</tr>
<tr>
<td>Others</td>
<td>3.9%</td>
</tr>
<tr>
<td>Migrant farmer workers</td>
<td>1.6%</td>
</tr>
<tr>
<td>Farmer</td>
<td>1.3%</td>
</tr>
<tr>
<td>Retired</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
In recent years, the structure of social media in China basically remained stable. Growth of WeChat usage tended to slow down. Friend module from Alipay came online in 2015, increasing the WeChat usage by 10%. Additionally, Momo and LinkedIn had a growing number of users in 2015 compared with 2014.

Social Media Usage (Active users)

Source: Kantar, Report on China's Social Media Influence, 2016

Note: Friend is a social module in Alipay
72.2% of Chinese Internet users use social media to interact with friends. In addition, being informed of news and information was also one of the main purposes.

<table>
<thead>
<tr>
<th>Main Purposes to Use Social Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interact with friends</td>
<td>72.2%</td>
</tr>
<tr>
<td>Know news and hot issues timely</td>
<td>64.3%</td>
</tr>
<tr>
<td>Focus on the content of interest</td>
<td>59.0%</td>
</tr>
<tr>
<td>Acquire useful knowledge and help</td>
<td>58.3%</td>
</tr>
<tr>
<td>Share useful knowledge</td>
<td>54.8%</td>
</tr>
<tr>
<td>Make more friends</td>
<td>40.4%</td>
</tr>
<tr>
<td>Comment on news and hot issues</td>
<td>37.0%</td>
</tr>
<tr>
<td>Discover potential customers and opportunities</td>
<td>31.1%</td>
</tr>
<tr>
<td>Find belongingness</td>
<td>26.9%</td>
</tr>
</tbody>
</table>

Source: CNNIC, Research on Social Application, 2015.11
Different social media can meet users’ various needs, including social needs. According to the survey, main functions of social media were watching videos and listening to the music, which accounted for 71.5%.

### Main Functions of Social Media

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch video/Listen to the music</td>
<td>71.5%</td>
</tr>
<tr>
<td>Instant messaging</td>
<td>62.3%</td>
</tr>
<tr>
<td>Share/Repost Information</td>
<td>61.9%</td>
</tr>
<tr>
<td>Receive/Send messages</td>
<td>60.7%</td>
</tr>
<tr>
<td>Focus on the content of interest</td>
<td>59.6%</td>
</tr>
<tr>
<td>Post pictures</td>
<td>58.6%</td>
</tr>
<tr>
<td>Post and update status</td>
<td>58.5%</td>
</tr>
<tr>
<td>Post journal/comment</td>
<td>57.7%</td>
</tr>
<tr>
<td>Online shopping</td>
<td>55.1%</td>
</tr>
<tr>
<td>Play games</td>
<td>50.9%</td>
</tr>
</tbody>
</table>

Source: CNNIC, Research on Social Application, 2015.11
Mobile phone was the main device to get access to social media platform due to its portability, holding the access rate at 89.3%.

Source: CNNIC, Research on Social Application, 2015.11
QQ/TM had the highest usage rate among all instant messengers, followed by WeChat. These two IM tools overwhelmingly beat other peers.

**Instant Messenger Usage via Mobile Device**

- QQ/TM: 90.3%
- WeChat: 81.6%
- YY: 21.4%
- Taobao Wangwang: 20.0%
- Momo: 18.9%
- QT: 9.3%
- Feixin: 8.6%
- Bidu Hi: 6.9%
- Yixin: 4.5%
- Renren IM: 3.3%
- Miliao: 3.3%
- Laiwang: 2.7%
- Line: 2.2%
- Weimi: 1.7%
- Whats-App: 1.6%
- Skype: 1.4%

Source: CNNIC, Research on Social Application, 2015.11
QQ Qzone and Sina Weibo have a higher usage rate than other comprehensive social media, reaching up to 84.5% and 43.5% respectively.

Comprehensive Social Media Usage

Source: CNNIC, Research on Social Application, 2015.11
Among all graph and video social media, Meipai released by Meitu Xiuxiu ranked the first in usage. Youku Paike, as a photo-shooting and sharing product by Youku, has a high usage rate at 17.6%.

**Usage of Picture & Video Social Media**

<table>
<thead>
<tr>
<th>Application</th>
<th>Usage Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meipai</td>
<td>27.3%</td>
</tr>
<tr>
<td>Youku Paike</td>
<td>17.6%</td>
</tr>
<tr>
<td>Miaopai</td>
<td>12.5%</td>
</tr>
<tr>
<td>Weishi</td>
<td>11.7%</td>
</tr>
<tr>
<td>Fotoplace</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

Source: CNNIC, Research on Social Application, 2015.11
Among all community social media, in the first place was Baidu Tieba which had a 45.7% usage rate and was demonstrated to be very interactive and practical social platform.

Community Social Media Usage

- Baidu Tieba: 45.7%
- Tianya: 12.7%
- Zhihu: 10.3%
- Douban: 10.1%

Source: CNNIC, Research on Social Application, 2015.11
Dating and Marriage social media is to help single people solve their love and marriage problems. Its overall usage rate was below 5%. Among them, 58 Jiaoyou and Ganji Love had a relatively higher usage rate.

### Dating Social Media Usage

- **58 Jiaoyou**: 4.3%
- **Ganji Love**: 4.0%
- **Jiayuan**: 3.8%
- **Baihe**: 2.9%
- **Zhenai**: 2.9%
- **Youyuan**: 2.3%
- **Yuehui**: 2.3%
- **Huatian**: 1.8%
- **Yuanlai**: 1.1%

*Source: CNNIC, Research on Social Application, 2015.11*
Occupational social media platforms can help people to develop professional networks and to seek career opportunities. The usage rate of such social media was relatively low, and main platforms included Maimai, LinkedIn, and Liepin.

Source: CNNIC, Research on Social Application, 2015.11
From 2012 to 2015, Chinese Internet users’ trust on social media fluctuated and fell to 60% in 2015.

From 2013 to 2015, users’ rating for social media declined yearly, which indicated that more users considered that social media was worsening their lives, disabling people to have time in reading printed content, and leaking their personal information as well as harming their health.

**Users’ Rating for Social Media**

![Users’ Rating for Social Media](image)

Source: Kantar, Report on China’s Social Media Influence, 2016
According to the research, about a quarter of social media users disgusted about the ads implanted in the feeds, while a third of users can accept the ads to some degree.

Source: Kantar, Report on China’s Social Media Influence, 2016
• The proportion of male WeChat users was higher than that of females, which was 64.35%.
• In terms of the age structure, the users who were 18-25 years old held the largest percentage, followed by 26-35 years old.
• Among all WeChat users, enterprise staff had the biggest share of the total occupation.
• Mobile traffic that WeChat users consume monthly was quite a lot. 43.2% of WeChat users would use over 400M mobile traffic per month.

Source: Tencent, Report on WeChat Data Research 2015
WeChat has become part of our lives. Users who opened WeChat for 5-10 times per day accounted for the biggest share. User stickiness for WeChat was rather high as more than a quarter of users opened WeChat for over 30 times per day.

**WeChat Users’ Opening Times Per Day**

- <5 times: 17.4%
- 5-10 times: 20.9%
- 10-20 times: 16.5%
- 20-30 times: 17.0%
- 30-40 times: 13.3%
- 40-50 times: 5.9%
- > 50 times: 2.5%
- not be opened every day: 6.5%

Source: Tencent, Report on WeChat Data Research 2015
WeChat was an important tool for communication. Most WeChat users had less than 50 friends, followed by users with 100-199 friends.

The Numbers of WeChat Users’ Friends

- <50, 37.3%
- 50-99, 22.5%
- 100-199, 37.0%
- >200, 12.2%

Source: Tencent, Report on WeChat Data Research 2015
According to the research about WeChat users’ daily behaviors, browsing and posting on Moments were the most popular behaviors, accounting for 58% of the total respondents. Sharing information like images, voice messages and videos, was also very popular, supported by 53% of respondents.

**WeChat Users’ Daily Behaviors**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browse and post on Moments</td>
<td>58.0%</td>
</tr>
<tr>
<td>Share information (images, voice messages, video, etc)</td>
<td>53.5%</td>
</tr>
<tr>
<td>Read content via followed public accounts</td>
<td>39.8%</td>
</tr>
<tr>
<td>Send/receive money (e.g., Red Pocket)</td>
<td>33.9%</td>
</tr>
<tr>
<td>Mobile Payment</td>
<td>32.5%</td>
</tr>
<tr>
<td>Stickers/emojis</td>
<td>25.3%</td>
</tr>
<tr>
<td>Use &quot;shake-shake&quot; feature</td>
<td>12.6%</td>
</tr>
<tr>
<td>Use WeChat sports</td>
<td>11.4%</td>
</tr>
<tr>
<td>Gaming</td>
<td>6.4%</td>
</tr>
<tr>
<td>Social commerce</td>
<td>6.4%</td>
</tr>
<tr>
<td>None of these</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

Source: Tencent, Report on WeChat Data Research 2015
- Sina Weibo users' gender was well-proportioned.
- In terms of the age, Sina Weibo users were younger generally. Users who were 17-23 years old accounted for the maximum share of 40%.
- Highly educated users held the largest percentage of the total.
- The majority of Weibo users are located in east China and Central South China.

Source: Report on Sina Weibo User 2015
According to the list of hot topics in Sina Weibo platform, the topics on society and celebrities held a larger proportion. In addition, TV dramas and programs attracted more attention from users of this platform.

**Hot Topics for Sina Weibo Users**

Source: Report on Sina Weibo User 2015
The proportion of Sina Weibo’s heavy users and light users became higher in 2015. However, moderate users showed a decline. In general, the user stickiness of Sina Weibo became weak.
Posts on Sina Weibo increased from 5:00 am, and reached the first peak at 12:00 pm. And the second peak was at 19:00 pm after a slow climbing trend in the afternoon. It demonstrates that Sina Weibo has played an important role in users’ daily life.

Daily Posting Time for Sina Weibo Users

Source: Report on Sina Weibo User 2015
From December 2014 to January 2015, tourist spots were frequently mentioned, and searched on Sina Weibo.

- Total number of times that tourist spots were mentioned: 547 million
- Total number of times that tourist spots were mentioned and signed in: 13.9 million
- Total number of times that tourist spots were searched: 133 million

Source: Report on Sina Weibo User 2015
The tourist spots in East China and Central South China were more frequently mentioned on Weibo, especially in regions such as Yangtze River Delta, Pearl River Delta and Beijing.

Tourist Spots of Different Regions Mentioned on Sina Weibo

- East China, 37.6%
- Central South China, 23.6%
- North China, 20.4%
- Southwest China, 8.2%
- Northeast China, 5.7%
- Northwest China, 4.6%

Top 10 Most Frequently Mentioned Chinese Tourist Spots on Sina Weibo

1. Beijing 12.5%
2. Guangdong 10.7%
3. Jiangsu 8.2%
4. Zhejiang 7.0%
5. Shandong 6.0%
6. Shanghai 5.8%
7. Fujian 4.9%
8. Sichuan 4.1%
9. Henan 3.8%
10. Anhui 3.7%

Source: Report on Sina Weibo User 2015
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