Welcome
Claire Davies, Head of Content

KANTAR
Kantar is...

- Advertising & Media
- Healthcare
- PR & Public Affairs
- Direct & Digital
- Branding & Identity & Specialist Communications
- Data Investment Management
Kantar is…

- 12 BRANDS
- 100 COUNTRIES
- 30,000 + PEOPLE
Kantar in China

In China, Kantar employs 1,250 professional researchers covering Beijing, Shanghai, Guangzhou, Wuhan, Chengdu and Fuzhou.

The company aims to help its global customers launch businesses in China and to support Chinese enterprises as they expand globally.

- Kantar Added Value
- Kantar Media CIC
- CTR
- Kantar Health
- Kantar Media
- Kantar Retail
- Kantar Worldpanel
- Kantar Millward Brown
- Kantar TNS
- Kantar TNS Sinotrust
What Chinese people say about social media

Who social media users are

What mobile users do on social media

What people read on WeChat

How people talk about celebrities on Weibo
What Chinese people say about social media
By Li Yan, General Manager
Media and Consumption Behaviour Research department of CTR
How does social media influence our lives?
Are people happier or more sad with social media’s influence over their lives?

2013: 73.4
2014: 68.0
2015: ?
@panel Online panel

1,000,000 Active samples

Gender

- Male: 58.1%
- Female: 41.9%

Age

- <20: 6.8%
- 21-30: 51.2%
- 31-40: 27.8%
- >40: 14.2%

iCTR
Survey background and data source introduction

2013
Respondents: China Netizens
Research Method: Online
Sample Volume: 12,221

2014
Respondents: China Netizens
Research Method: Online
Sample Volume: 13,341

2015
Respondents: China Netizens
Research Method: Online
Research Period: 2015.12.19-12.27
Sample Volume: 13,512

Data source: China’s social media user attitude survey, n=13,512
Sampling error: ±0.8% under 95% confidence level
Social media landscape consolidates

Growth of WeChat has stabilised, decline of other media has become slower. Friend, Alipay’s social module, jumpstarts at 10%. Momo and LinkedIn enjoyed healthy growth.

<table>
<thead>
<tr>
<th>Social Media Type</th>
<th>2013 (%)</th>
<th>2014 (%)</th>
<th>2015 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WeChat</td>
<td>71.8</td>
<td>75.9</td>
<td>72.5</td>
</tr>
<tr>
<td>QQ Zone</td>
<td>64.5</td>
<td>53.0</td>
<td>50.5</td>
</tr>
<tr>
<td>Weibo</td>
<td>58.8</td>
<td>39.9</td>
<td>35</td>
</tr>
<tr>
<td>Forum/BBS</td>
<td>24.3</td>
<td>16.8</td>
<td>12.9</td>
</tr>
<tr>
<td>Renren</td>
<td>25.4</td>
<td>15.0</td>
<td>12.4</td>
</tr>
<tr>
<td><em>Friend</em></td>
<td>10</td>
<td>7.0</td>
<td>4.8</td>
</tr>
<tr>
<td>Douban</td>
<td></td>
<td>4.8</td>
<td>4.8</td>
</tr>
<tr>
<td>Momo</td>
<td></td>
<td>4.0</td>
<td>4.3</td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td>1.0</td>
<td>1.4</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>6.9</td>
<td>7.7</td>
</tr>
</tbody>
</table>

Data source: China’s social media user attitude survey, n=13,512
Sampling error: ±0.8% under 95% confidence level
*Friend: The social network in Alipay
The privacy of WeChat Moment

- All social - no protection for privacy
- Limited social - actively protecting privacy
- No social posting – total protection of privacy
- Actively social - protecting only core privacy
Users are not as nervous about privacy as last year and they engage more on social media.

Attitude towards privacy when using social media (%)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro-social</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All social - no</td>
<td>7.9</td>
<td>9.3</td>
<td>10.6</td>
</tr>
<tr>
<td>concern for privacy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Actively social -</td>
<td>32.4</td>
<td>23.0</td>
<td>25.8</td>
</tr>
<tr>
<td>protecting only core</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>privacy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limited social -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>actively protecting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>privacy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pro-privacy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No social posting -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>to protect privacy</td>
<td>21.5</td>
<td>29.9</td>
<td>24.7</td>
</tr>
</tbody>
</table>

Data source: China’s social media user attitude survey, n=13,512
Sampling error: ±0.8% under 95% confidence level
Ads in social media? Nearly one quarter of users don’t like it, while one-third embrace it

Attitude towards the ads in social media %

- 24.2% I do not care, and sometimes pay attention to it
- 42.1% I feel disgusted, and rarely pay attention to it
- 20.9% I am quite interested in it, sometimes my friends and I interact with advertising brands, making comments
- 8.3% I like it. The ad can help the brand to leave a good impression on me
- 4.5% I love it, and it will increase my purchase intention

Data source: China’s social media user attitude survey, n=13,512
Sampling error: ±0.8% under 95% confidence level
Positive: Social media helps relieve pressure and makes life more convenient

Positive influence of social media  %

- Adjust my mood and relieve pressure of reality: 55.5% (2015) vs. 54.5% (2014)
- Make my life more efficient and convenient: 38.6% vs. 37.2%
- Expand my social circle: 30.2% vs. 30.9%
- Solve difficulties of my life: 22.9% vs. 21.2%
- Give me confidence and improve my social skills: 12.4% vs. 12.3%
- Others: 10.9% vs. 12.2%

Data source: China’s social media user attitude survey, n=13,512
Sampling error: ±0.8% under 95% confidence level
Negative: Less print book reading. Privacy problem, health problem, mindset problem

Worries brought by social media

- Less print book reading: 37.8% (2015), 35.7% (2014)
- Lack of privacy protection: 24.9% (2015), 27.7% (2014)
- I sleep less so my health gets worse: 21.1% (2015), 26.1% (2014)
- My eye-sight is getting worse: 21.0% (2015), 20.2% (2014)
- Make us detached and impulsive: 19.5% (2015)
- Negative impact on interpersonal: 18.9% (2015), 18.1% (2014)
- Lack of concentration: 15.5% (2015), 15.6% (2014)
- Affected by some negative values online: 13.3% (2015), 12.1% (2014)
- Disturb people's regular life/work: 12.4% (2015), 13.1% (2014)
- No negative impact whatsoever: 13.7% (2015), 18.2% (2014)

Data source: China’s social media user attitude survey, n=13,512
Sampling error: ±0.8% under 95% confidence level
Average score of all users in 2015

Social media makes my life worse

67.0

Social media makes my life better

68.0 (2014)
73.4 (2013)

Full mark is 7. The higher the score is, the better life the social media makes.
The final score was transformed into hundred-mark system.

Data source: China’s social media user attitude survey, n=13,512
Sampling error: ±0.8% under 95% confidence level.
Distribution of users’ ratings

Data source: China’s social media user attitude survey, n=13,512
Sampling error: ±0.8% under 95% confidence level
Who social media users are
By Li Yan, General Manager
Media and Consumption Behaviour
Research department of CTR
CNRS-TGI product introduction

CNRS-TGI is China’s largest continuous survey on urban residents

China National Resident Survey

- CNRS-TGI covers 60 cities with an annual sample size of nearly 100,000, representing a population of 180 million urban residents
- CNRS-TGI provides single source continuous data of tier 1-4 city residents age 15-69 in China on their product consumption, media habits and lifestyles

- Research Period: March-August 2015
- Research Coverage: 60 cities
- Sample Volume: 54,052 samples
- There are 2,397 questions in the standard CNRS-TGI questionnaire, 50 have been used
Social media usage continues to grow strongly, reaching half of urban residents

The percentage of urban resident social media users (%)

- 2013: 28.6%
- 2014: 34.0%
- 2015: 50.9%

Data Source: CNRS-TGI 2013.3-8, 2014.3-8, 2015.3-8 60 cities
Social media user refers to people who used social media through computer or mobile phone yesterday
Social media penetration rate rises across all age groups

Social media penetration – by decade respondents were born in (%)

Data Source: CNRS-TGI 2014.3-8, 2015.3-8 60 cities
# Social Media Users' Average Age Increases

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Age</th>
<th>Social Media Users' Age Distribution (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>28.8</td>
<td>5.5, 19.9, 44.8, 28.8, 0.0</td>
</tr>
<tr>
<td>2014</td>
<td>30.4</td>
<td>8.6, 20.7, 30.8, 37.7, 0.0</td>
</tr>
<tr>
<td>2015</td>
<td>31.8</td>
<td>9.3, 21.7, 29.5, 36.2, 0.0</td>
</tr>
</tbody>
</table>

- Data Source: CNRS-TGI 2013.3-8, 2014.3-8, 2015.3-8 60 cities
Trust in 26 types of media (multiple choice)

Which media platform(s) do you think is reliable among the following 26 choices? (Multiple)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>01. Newspaper</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>02. Magazine</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>03. TV</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>04. Radio</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>05. Internet</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>06. Online Video</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>07. Weibo</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>08. WeChat</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>26. Traditional OOH</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
The credibility of WeChat varies among different groups

### 2015 media credibility ranking TOP 10 (%)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Total</th>
<th>Social media users</th>
<th>90s social media users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TV 31.3%</td>
<td>TV 29.3%</td>
<td>TV 26.7%</td>
</tr>
<tr>
<td>2</td>
<td>Newspaper 18.4%</td>
<td>Newspaper 18.7%</td>
<td>Internet 19.2%</td>
</tr>
<tr>
<td>3</td>
<td>Internet 13.1%</td>
<td>Internet 17.5%</td>
<td>WeChat 18.4%</td>
</tr>
<tr>
<td>4</td>
<td>Traditional OOH 11.6%</td>
<td>WeChat 15.9%</td>
<td>Newspaper 16.6%</td>
</tr>
<tr>
<td>5</td>
<td>Supermarket LCD TV 11.2%</td>
<td>Online video 14.2%</td>
<td>Online video 15.7%</td>
</tr>
<tr>
<td>6</td>
<td>Bus Body Ads 11.1%</td>
<td>Smart phone 13.5%</td>
<td>Smart phone 14.4%</td>
</tr>
<tr>
<td>7</td>
<td>LED large screen 11.0%</td>
<td>Traditional OOH 12.2%</td>
<td>Traditional OOH 12.7%</td>
</tr>
<tr>
<td>8</td>
<td>Bus Stop Ads 10.9%</td>
<td>Supermarket LCD TV 11.7%</td>
<td>Bus Stop Ads 11.9%</td>
</tr>
<tr>
<td>9</td>
<td>WeChat 10.6%</td>
<td>Bus Stop Ads 11.2%</td>
<td>Bus Body Ads 11.6%</td>
</tr>
<tr>
<td>10</td>
<td>Online video 10.2%</td>
<td>Bus Body Ads 11.1%</td>
<td>Supermarket LCD TV 11.2%</td>
</tr>
</tbody>
</table>

Data Source: CNRS–TGI 2015.3-8 60 cities
Mobile’s penetration among social media users is almost saturated

The percentage of social media users using social networking on mobile phone (%)

- 2013: 71.5%
- 2014: 85.0%
- 2015: 86.9%

Data Source: CNRS – TGI 2013.3-8, 2014.3-8, 2015.3-8 60 cities
The online gaming generation gap

<table>
<thead>
<tr>
<th>Year</th>
<th>Chess/Cards</th>
<th>Role Playing</th>
<th>Shooting</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>33.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>59.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>81.7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2015 Popular online games TOP3 ( % )

<table>
<thead>
<tr>
<th>Category</th>
<th>0</th>
<th>10</th>
<th>20</th>
<th>30</th>
<th>40</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chess/Cards</td>
<td>34.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Role Playing</td>
<td>29.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shooting</td>
<td>34</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The proportion of social media users among online game players ( % )

Data Source: CNRS – TGI 2013.3-8, 2014.3-8, 2015.3-8 60 cities
Base: The social media users played online games yesterday
Social media users’ sports behaviour

Types of sports activities social media users practiced over the past 12 months ( % )

2015 sports activities-TOP4

<table>
<thead>
<tr>
<th>Activity</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>46.2%</td>
<td></td>
</tr>
<tr>
<td>Badminton</td>
<td>23.9%</td>
<td></td>
</tr>
<tr>
<td>Jogging</td>
<td>22.0%</td>
<td></td>
</tr>
<tr>
<td>Swimming</td>
<td>17.6%</td>
<td></td>
</tr>
<tr>
<td>Yoga</td>
<td>5.6%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Tennis</td>
<td>5.5%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Shadow boxing</td>
<td>2.5%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Football</td>
<td>8.0%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

Data Source: CNRS-TGI 2014.3-8, 2015.3-8 60 cities
### The lifestyle of social media users = busy and anxious

#### Percentage of people agree with the following statements (%)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total</th>
<th>Social media users</th>
</tr>
</thead>
<tbody>
<tr>
<td>“My life is becoming <em>increasingly hectic</em>”</td>
<td>66.7%</td>
<td>70.8%</td>
</tr>
<tr>
<td>“I rarely have time to do things important to me”</td>
<td>50.0%</td>
<td>51.0%</td>
</tr>
<tr>
<td>“I always don’t have enough time to do everything I want to do”</td>
<td>44.6%</td>
<td>45.7%</td>
</tr>
</tbody>
</table>

#### Average working hours per week

- Total: 41
- Social media users: 42

---

Data Source: CNRS –TGI 2015.3-8 60 cities
Base: All full-time employees
Index definition

- Index (Resident Behavior/Attitude Tendency Indicator)

- Index is a comparison of the target against the benchmark group. Benchmark is 100. When Index is above the benchmark, it means the target objectives have a stronger tendency; when index is below the benchmark, it means the target objectives have a weaker tendency.

\[
\text{Index} = \frac{\text{Target Objectives Character Ratio}}{\text{Total Residents Character Ratio}} \times 100\%
\]
Social media users enjoy travelling

Prefer on the go

“I tried to go somewhere different on every holiday”

Index 112

“I love the idea of traveling abroad”

Index 113

“I prefer to travel off the beaten track”

Index 111

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>Total</th>
<th>Social media users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure travel</td>
<td>41.9%</td>
<td></td>
<td>51.3%</td>
</tr>
<tr>
<td>Domestic Travel</td>
<td>41.8%</td>
<td></td>
<td>51.7%</td>
</tr>
<tr>
<td>Overseas Travel</td>
<td>8.5%</td>
<td></td>
<td>11.1%</td>
</tr>
<tr>
<td>Go traveling at least once a year</td>
<td>37.3%</td>
<td></td>
<td>46.1%</td>
</tr>
</tbody>
</table>

Data Source: CNRS – TGI 2015.3–8 60 cities
Global TGI: including almost 70 countries and regions

Europe
- Azerbaijan
- Czech Republic
- France
- Greece
- Italy
- Norway
- Slovak Republic
- Croatia
- Bulgaria
- Denmark
- Germany
- Hungary
- Montenegro
- North Ireland
- Poland
- Russia
- Slovenia
- Spain
- Sweden
- Finland
- UK
- Israel
- Portugal
- Serbia
- Ukraine

North America
- Canada
- USA

Latin America
- Argentina
- Chile
- Dominican R.
- Ecuador
- Peru
- Brazil
- Puerto Rico
- Colombia
- Mexico
- Venezuela

Middle East & Africa
- Algeria
- Egypt
- Jordan
- Kuwait
- Qatar
- Saudi Arabia
- Tanzania
- United Arab Emirates
- Bahrain
- Iran
- Kenya
- Lebanon
- South Africa
- Syria
- Uganda

Asia
- China
- HK
- India
- Indonesia
- Japan
- Korea
- Malaysia
- Philippine
- Singapore
- Taiwan
- Thailand
- Sri Lanka

Oceania
- Australia
- New Zealand
<table>
<thead>
<tr>
<th>Countries</th>
<th>Respondents</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>Last month</td>
<td>54,052</td>
</tr>
<tr>
<td>US</td>
<td>Last month</td>
<td>10,005</td>
</tr>
<tr>
<td>UK</td>
<td>Last month</td>
<td>24,821</td>
</tr>
<tr>
<td>France</td>
<td>Last month</td>
<td>15,397</td>
</tr>
<tr>
<td>Brazil</td>
<td>Last month</td>
<td>11,224</td>
</tr>
</tbody>
</table>
US has highest social media penetration

Major social media penetration of different countries in the last month ( % )

- **China**: 56%
- **US**: 62%
- **UK**: 36%
- **France**: 50%
- **Brazil**: 58%

Data Source: 2015 Global TGI
Notes: Chinese major social media are WeChat and Weibo. Other countries are Facebook and Twitter.
Compared with males, females use social media more often

Major social media penetration in different countries (by gender, %)

Data Source: 2015 Global TGI
Notes: Chinese major social media are WeChat and Weibo. Other countries are Facebook and Twitter.
Major social media penetration in different countries (by age, %)

Social media in China is in the stage of fast developing.

Data Source: 2015 Global TGI
Notes: Chinese major social media are WeChat and Weibo. Other countries are Facebook and Twitter.
Appendix: CNRS-TGI City List

Tier 1 cities (4)
Beijing, Shanghai, Guangzhou, Shenzhen

Tier 2 cities (20)
Harbin, Dalian, Shenyang, Tianjin, Nanjing, Hangzhou, Ningbo, Suzhou, Wuxi, Wenzhou, Xiamen, Jinan, Qingdao, Fuzhou, Foshan, Wuhan, Changsha, Chengdu, Chongqing, Xi’an

Tier 3 cities (12)
Changchun, Shijiazhuang, Taiyuan, Hefei, Nanchang, Haikou, Nanning, Zhengzhou, Guiyang, Kunming, Urumqi, Lanzhou

Tier 4 cities (24)
Anshan, Tangshan, Baoding, Hohhot, Xuzhou, Changzhou, Weifang, Zhuhai, Zhongshan, Jiangmen, Dongguan, Huizhou, Xiangfan, Mianyang, Xining, Yinchuan, Nantong, Jinhua, Shaoxing, Weihai, Quanzhou, Zhaoqing, Leshan, Yibin
What mobile users do on social media

By Li Yan, General Manager
Media and Consumption Behaviour
Research department of CTR
CTR  Chinese netizen behaviour analyzing platform
@Smart DMP

Sample size 18,500
Mobile operating system 100%
Monitoring period 2015.10.01-31

US mobile app user behaviour monitoring platform

Sample size 6,058
Mobile operating system 90% 10%
Monitoring period 2015.10.01-31
Social media penetration rate very close, both exceeding 80%

The percentage of people who used the following mobile apps (Oct, 2015)

- **US**: 83.9%
- **China**: 87.1%

Sample volume: China WeChat 18,500; U.S. Facebook 6,058
Monitoring period: 2015.10.01-31
US users open social media app more frequently than Chinese

Usage per user per day

- **US Facebook**: 14.3, 17.7, 18.9
- **China WeChat**: 14.3, 15.2, 13.3

Sample volume: China WeChat 18,500; US Facebook 6,058
Monitoring period: 2015.10.01-31
Startups per user per day: The average number of times each user opens the app in the day he/she uses it
Chinese users spend more time per day on social media app than US users

Average time per user per day (min)

- **US Facebook**
  - Post 90s+: 37
  - Post 80s: 50
  - Post 70s: 45

- **China WeChat**
  - Post 90s+: 56
  - Post 80s: 50
  - Post 70s: 45

**Male**
- US Facebook: 32
- China WeChat: 45

**Female**
- US Facebook: 52
- China WeChat: 53

**Total**
- US Facebook: 43
- China WeChat: 48

---

Sample volume: China WeChat 18,500; U.S. Facebook 6,058
Monitoring period: 2015.10.01-31
Average time of use per user per day: The average time each user spend using the app in the day he/she using it
Mobile App usage rate

Social media NO.1 : WeChat
Online shopping NO.1 : Taobao
Online video NO.1 : iQIYI

Mobile App usage rate ranking Top5 (%)

<table>
<thead>
<tr>
<th>Social media</th>
<th>Shopping</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>WeChat</td>
<td>Taobao</td>
<td>iQIYI</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>Tmall</td>
<td>Youku</td>
</tr>
<tr>
<td>Baidu Tieba</td>
<td>JD</td>
<td>QQLIVE</td>
</tr>
<tr>
<td>QQ Zone</td>
<td>Sunning</td>
<td>PPTV</td>
</tr>
<tr>
<td>YY</td>
<td>Vip.com</td>
<td>Letv</td>
</tr>
</tbody>
</table>

Sample volume : China WeChat 18,500 ; U.S. Facebook 6,058
Monitoring period : 2015.10.01-31
China: User overlap ratio between social media and e-commerce is the highest

Overlap analysis of WeChat, iQIYI and Taobao app users (mobile, %)

<table>
<thead>
<tr>
<th>App</th>
<th>WeChat 64.8% Overlap</th>
<th>WeChat 34.0% Overlap</th>
<th>iQIYI 26.2% Overlap</th>
<th>Total 25.6% Overlap</th>
</tr>
</thead>
<tbody>
<tr>
<td>WeChat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>iQIYI</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taobao</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sample volume: China WeChat 18,500; U.S. Facebook 6,058
Monitoring period: 2015.10.01-31
US: User overlap ratio between social media and online video is the highest

Overlap analysis of Facebook, Amazon and YouTube app users (mobile, %)

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Amazon</th>
<th>Facebook</th>
<th>YouTube</th>
<th>Amazon</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overlap</td>
<td>60%</td>
<td>37.9%</td>
<td>34.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sample volume: China WeChat 18,500; U.S. Facebook 6,058
Monitoring period: 2015.10.01-31
How people talk about celebrities on Weibo

By Linda Xu, Head of Research & Consulting
Kantar Media CIC
1. Introduction to CIC
2. Research objectives and methodology
3. Top 50 popular celebrities’ social image overview
4. Top 5 most popular celebrities’ social image deep dive
5. Top 50 popular celebrities’ frequently used emoticons
6. Summary
Kantar Media CIC pioneered China’s social listening industry

2004 - 2007
- Coined the term “Internet Word of Mouth” (IWOM)
- Founded as the first IWOM Research and Consulting firm in China

2008 - 2011
- Launched the first real-time social listening tool
- Published the first China social media landscape

2012 - 2016
- Agreed to be acquired by WPP’s Kantar Media
- Merged with ‘FishEye Analytics’ and expanded market to Asia-Pacific
- Helped Nestlé to build the first social listening command center in China
Kantar Media CIC is a thought leader in the social listening industry

Defining key terms for social industry

- IWOM
- Social Business

Patented social listening technology

- Text mining
- Natural Language Processing

As the IWOM thought leader, we observe and record developments in Chinese social business

White Papers
Industry-focused IWOM Insights
Social Media Infographics
Co-branded Papers
Trend Watch
Kantar Media CIC has high-quality and highly loyal clients

Kantar Media CIC has served 400+ domestic and international clients, and we serve 200+ clients each year.

Most of the Top 5 brands within each industry are among Kantar Media CIC’s long term clients.

- Auto
- Education
- E-business
- Electronic & Appliance
- High Tech
- Gaming & Software
- Finance
- Mobile phone
- Beauty
- Life Style & Luxury
- Travel & Entertainment
- Sports
- Food & Beverage
- Baby care
- Pharma
- FMCG
Research Objectives

To identify popular entertainment and sports celebrities and evaluate their social image on Sina Weibo
Research Methodology

300 popular sports & entertainment celebrities
278 with Sina Weibo accounts

Top 50 ranking key tracking index:
• Total mentions of celebrities’ name (buzz volume)*
• Performance of accounts owned by celebrities
  • Follower volume
  • Number of tweets
  • Average yearly tweet publishing volume
  • Engagement volume (retweets and comments)
  • Average engagement per tweet

50 most popular celebrities
47 with Sina Weibo accounts

*Including celebrities’ full name, nicknames and Weibo account names mentioned in original tweets and retweets.
A complete year of social buzz on Weibo
Collected from 16th December 2014 – 15th December 2015

50 most popular celebrities

110,748,395 total mentions

14,908 original posts, 646,931,243 engagements with celebrity accounts

Average 43,395 engagements per tweet
Top 50 Celebrity Names Word Cloud

Top 50 Celebrities Social Image Word Cloud

Netizens show their enthusiasm for handsome young male icons


Young male icons = 90s~00s generation male celebrities.
## Top 50 Celebrities ranked by buzz volume

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Buzz Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TFBoys</td>
<td>3,511,131</td>
</tr>
<tr>
<td>2</td>
<td>吴亦凡</td>
<td>3,509,219</td>
</tr>
<tr>
<td>3</td>
<td>钟汉良</td>
<td>3,495,495</td>
</tr>
<tr>
<td>4</td>
<td>李易峰</td>
<td>3,480,008</td>
</tr>
<tr>
<td>5</td>
<td>鹿晗</td>
<td>3,357,655</td>
</tr>
<tr>
<td>6</td>
<td>EXO</td>
<td>3,212,315</td>
</tr>
<tr>
<td>7</td>
<td>华晨宇</td>
<td>2,977,461</td>
</tr>
<tr>
<td>8</td>
<td>李宇春</td>
<td>2,804,649</td>
</tr>
<tr>
<td>9</td>
<td>张艺兴</td>
<td>2,617,235</td>
</tr>
<tr>
<td>10</td>
<td>唐嫣</td>
<td>2,517,966</td>
</tr>
<tr>
<td>11</td>
<td>陈赫</td>
<td>2,500,434</td>
</tr>
<tr>
<td>12</td>
<td>黄子韬</td>
<td>2,472,786</td>
</tr>
<tr>
<td>13</td>
<td>陈伟霆</td>
<td>2,441,818</td>
</tr>
<tr>
<td>14</td>
<td>宋茜</td>
<td>2,402,694</td>
</tr>
<tr>
<td>15</td>
<td>吴世勋</td>
<td>2,313,834</td>
</tr>
<tr>
<td>16</td>
<td>李敏镐</td>
<td>2,306,384</td>
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<tr>
<td>17</td>
<td>杨洋</td>
<td>2,248,948</td>
</tr>
<tr>
<td>18</td>
<td>马天宇</td>
<td>2,234,882</td>
</tr>
<tr>
<td>19</td>
<td>赵丽颖</td>
<td>2,207,645</td>
</tr>
<tr>
<td>20</td>
<td>杨幂</td>
<td>2,184,924</td>
</tr>
<tr>
<td>21</td>
<td>TFBOYS-王俊凯</td>
<td>2,167,029</td>
</tr>
<tr>
<td>22</td>
<td>魏晨</td>
<td>2,166,562</td>
</tr>
<tr>
<td>23</td>
<td>胡歌</td>
<td>2,147,798</td>
</tr>
<tr>
<td>24</td>
<td>TFBOYS-易烊千玺</td>
<td>2,130,025</td>
</tr>
<tr>
<td>25</td>
<td>周杰伦</td>
<td>2,100,908</td>
</tr>
<tr>
<td>26</td>
<td>TFBOYS-王源</td>
<td>2,074,243</td>
</tr>
<tr>
<td>27</td>
<td>李晨</td>
<td>2,071,614</td>
</tr>
<tr>
<td>28</td>
<td>金秀贤</td>
<td>2,070,851</td>
</tr>
<tr>
<td>29</td>
<td>韩庚</td>
<td>2,045,904</td>
</tr>
<tr>
<td>30</td>
<td>Angelababy</td>
<td>1,999,761</td>
</tr>
<tr>
<td>31</td>
<td>BIGBANG</td>
<td>1,985,173</td>
</tr>
<tr>
<td>32</td>
<td>刘诗诗</td>
<td>1,946,850</td>
</tr>
<tr>
<td>33</td>
<td>邓超</td>
<td>1,926,307</td>
</tr>
<tr>
<td>34</td>
<td>林俊杰</td>
<td>1,914,315</td>
</tr>
<tr>
<td>35</td>
<td>陈学冬</td>
<td>1,899,218</td>
</tr>
<tr>
<td>36</td>
<td>霍建华</td>
<td>1,867,401</td>
</tr>
<tr>
<td>37</td>
<td>欧豪</td>
<td>1,851,267</td>
</tr>
<tr>
<td>38</td>
<td>张翰</td>
<td>1,799,590</td>
</tr>
<tr>
<td>39</td>
<td>范冰冰</td>
<td>1,791,942</td>
</tr>
<tr>
<td>40</td>
<td>郑恺</td>
<td>1,784,290</td>
</tr>
<tr>
<td>41</td>
<td>刘亦菲</td>
<td>1,753,365</td>
</tr>
<tr>
<td>42</td>
<td>邓紫棋</td>
<td>1,694,955</td>
</tr>
<tr>
<td>43</td>
<td>周笔畅</td>
<td>1,671,727</td>
</tr>
<tr>
<td>44</td>
<td>张靓颖</td>
<td>1,662,627</td>
</tr>
<tr>
<td>45</td>
<td>李光洙</td>
<td>1,657,116</td>
</tr>
<tr>
<td>46</td>
<td>谢娜</td>
<td>1,645,719</td>
</tr>
<tr>
<td>47</td>
<td>郑爽</td>
<td>1,614,806</td>
</tr>
<tr>
<td>48</td>
<td>罗志祥</td>
<td>1,539,143</td>
</tr>
<tr>
<td>49</td>
<td>王思聪</td>
<td>1,506,041</td>
</tr>
<tr>
<td>50</td>
<td>陈奕迅</td>
<td>1,464,365</td>
</tr>
</tbody>
</table>

Data period: 16th Dec. 2014 – 15th Dec. 2015; celebrities marked in yellow have no personal Weibo account; celebrities marked in green were related to TFBoys; celebrities marked in white were either EXO members or ex-EXO members.
# Top 50 Celebrities’ Benchmark

47 with Sina Weibo accounts

## Key Tracking Index

<table>
<thead>
<tr>
<th></th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average followers</td>
<td>23,580,379</td>
</tr>
<tr>
<td>Average yearly tweet publishing volume</td>
<td>317</td>
</tr>
<tr>
<td>Average engagement per tweet (engagement = retweets and comments)</td>
<td>43,395</td>
</tr>
</tbody>
</table>


*Note: The data is based on a benchmark study conducted by Kantar.*
Top 50 Celebrities Social Hot Topics Word Cloud
Music, male celebrities and TV dramas are most popular

110,748,395 total mentions of top 50 influential celebrities selected.
Influential Celebrity Countdown – Number 5鹿晗
Han Lu’s buzz comes from movies and concerts. His appearance on the reality show ‘Running Man’ deepened his cute image and brought him the opportunity for Higo sponsorship.

鹿晗 | Han Lu

<table>
<thead>
<tr>
<th>Mentions</th>
<th>3,357,655</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>11,899,912</td>
</tr>
<tr>
<td>Yearly tweet publishing volume</td>
<td>166</td>
</tr>
<tr>
<td>Engagement per tweet (engagement = retweet + comment)</td>
<td>270,082</td>
</tr>
</tbody>
</table>

Influential Celebrity Countdown – Number 4 李易峰
Yifeng Li has huge fan loyalty and is active in all areas: TV dramas, ads, concerts etc.

李易峰 | Yifeng Li

Influential Celebrity Countdown – Number 3 钟汉良
The TV drama ‘My Sunshine’ (何以笙箫默) helped Wallace established his ‘perfect man’ image throughout the year; while other TV programs, such as the ‘Amazing Race’ (极速前进) also contributed to his awareness.

Influential Celebrity Countdown – Number 2 吴亦凡
Kris Wu was hotly discussed for his films, as well as frequently co-mentioned for fashion and modeling.

Influential Celebrity Countdown – Number 1 TFBoys组合

Music was TFBoys’ core assets, also their fans have made up nicknames to express their love for them.

Top 5 Celebrities’ Account Performance Average vs. Benchmark
The top 5 celebrities have a much higher engagement from a relatively low follower volume.

<table>
<thead>
<tr>
<th>Top 5 Celebrities’ Average</th>
<th>Top 50 Benchmark (47 accounts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average followers:</td>
<td>15,438,345</td>
</tr>
<tr>
<td>Average yearly tweet publishing volume:</td>
<td>171</td>
</tr>
<tr>
<td>Average engagement per tweet: (engagement = retweets and comments)</td>
<td>148,610</td>
</tr>
</tbody>
</table>

Top 5 Celebrities’ Ave. Followers vs. Benchmark
Overall female celebrities have more followers than male celebrities.

<table>
<thead>
<tr>
<th>Male Celebrity Average Followers</th>
<th>Female Celebrity Average Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,516,072</td>
<td>36,825,491</td>
</tr>
</tbody>
</table>

Top 5 Celebrities’ Ave. Followers vs. Benchmark

<table>
<thead>
<tr>
<th>Male Top 2</th>
<th>Female Top 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>胡歌 46,916,755</td>
<td>谢娜 77,549,379</td>
</tr>
<tr>
<td>韩庚 41,033,656</td>
<td>Angelababy 68,094,873</td>
</tr>
</tbody>
</table>

*Totally 47 celebrity’s official accounts
Top 50 Celebrities Frequently Used Emoticons
Heart was the most frequently used positive emoticon, while cry was the most widely used negative emoticon.

Data period: 16th Dec. 2014 – 15th Dec. 2015,
5,984 total emoticon mentions, with 75% positive and 17% negative.
Xie Na is the Most Frequent User of Emoticons
Xie Na often uses the celebrate emoticon, indicating active and outgoing traits.

Data period: 16th Dec. 2014 – 15th Dec. 2015,
5,984 total emoticon mentions, with 75% positive and 17% negative.
Summary

Young male icons are popular and fan power plays an important role.

Handsome, multi-talented 90s~00s generation

Films and TV dramas adapted from popular online novels are highly influential on social.

Opportunities for brand sponsorship/placement
What people read on WeChat
By Linda Xu, Head of Research & Consulting
Kantar Media CIC
Content

1. Research objectives and methodology
2. 50 influential subscription accounts and contents overview
3. Top 3 accounts deep dive
4. Summary
Research Objectives

To understand and compare the hot topics WeChat users were reading through analysing feedback (number of reads) on articles published by influential subscription accounts.

To evaluate influential subscription accounts performance and engagement on WeChat.
Research Methodology

300 big and popular subscription accounts

Key Tracking Index:
- Average reads per post
- Average likes per post
- Average weekly post frequency
- Total article numbers
- Total reads*
- Total likes
- Like rate

50 most influential subscription accounts

*2014 data subjected to limit of 100,000+, 2015 complete read volume.
2014

Data subjected to read limit of 100,000+

2015

Complete read volume collected
Research Methodology

50 subscription accounts

Tracked for 91 days, from 16th September to 15th December 2015

26,202 total posts, 6,960,443,631 total reads

Average: 265,646 reads and 1,250 likes per post, 37 weekly post and 0.47% like rate per account
## Top 50 Impactful Subscription Accounts
### Benchmark – 2014 vs. 2015

<table>
<thead>
<tr>
<th>Key Tracking Index</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
</tr>
<tr>
<td>Average reads per post:</td>
<td>265,646</td>
</tr>
<tr>
<td>Average likes per post:</td>
<td>1,250</td>
</tr>
<tr>
<td>Average weekly post frequency:</td>
<td>37</td>
</tr>
<tr>
<td>Total posts:</td>
<td>26,202</td>
</tr>
<tr>
<td>Total reads:</td>
<td>6,960,443,631</td>
</tr>
<tr>
<td>Total likes:</td>
<td>32,749,118</td>
</tr>
<tr>
<td>Like Rate</td>
<td>0.47%</td>
</tr>
</tbody>
</table>

Data period: 2015: 16th Sep. – 15th Dec. (3 months); 2014: 1st Aug. – 15th Nov. (3.5 months)

2014 data subjected to limit of 100,000+, 2015 complete read volume.
Top 50 Impactful Subscription Accounts
Ranked by average reads per post

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Account</th>
<th>Reads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Emotion</td>
<td>卡娃微卡</td>
<td>710,473</td>
</tr>
<tr>
<td>2</td>
<td>Emotion</td>
<td>天天炫拍</td>
<td>506,741</td>
</tr>
<tr>
<td>3</td>
<td>Entertainment</td>
<td>冷兔</td>
<td>498,695</td>
</tr>
<tr>
<td>4</td>
<td>Entertainment</td>
<td>关爱八卦成长协会</td>
<td>493,169</td>
</tr>
<tr>
<td>5</td>
<td>Emotion</td>
<td>洞见</td>
<td>488,493</td>
</tr>
<tr>
<td>6</td>
<td>Entertainment</td>
<td>同道大叔</td>
<td>438,255</td>
</tr>
<tr>
<td>7</td>
<td>Health &amp; Lifestyle</td>
<td>微信路况</td>
<td>398,141</td>
</tr>
<tr>
<td>8</td>
<td>Entertainment</td>
<td>冷笑话精选</td>
<td>388,560</td>
</tr>
<tr>
<td>9</td>
<td>Beauty &amp; Fashion</td>
<td>gogoboi</td>
<td>372,609</td>
</tr>
<tr>
<td>10</td>
<td>Emotion</td>
<td>经典音乐推荐</td>
<td>329,359</td>
</tr>
<tr>
<td>11</td>
<td>Health &amp; Lifestyle</td>
<td>一条</td>
<td>324,232</td>
</tr>
<tr>
<td>12</td>
<td>Entertainment</td>
<td>任真天</td>
<td>317,102</td>
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<tr>
<td>13</td>
<td>Emotion</td>
<td>读悦文摘</td>
<td>281,499</td>
</tr>
<tr>
<td>14</td>
<td>News &amp; Information</td>
<td>新闻哥</td>
<td>271,787</td>
</tr>
<tr>
<td>15</td>
<td>Health &amp; Lifestyle</td>
<td>教育百师通</td>
<td>269,078</td>
</tr>
<tr>
<td>16</td>
<td>Emotion</td>
<td>时尚女装搭配</td>
<td>268,670</td>
</tr>
<tr>
<td>17</td>
<td>Entertainment</td>
<td>大呲花</td>
<td>261,301</td>
</tr>
<tr>
<td>18</td>
<td>News &amp; Information</td>
<td>人民日报</td>
<td>260,288</td>
</tr>
<tr>
<td>19</td>
<td>Emotion</td>
<td>传统节日祝福</td>
<td>235,821</td>
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<tr>
<td>20</td>
<td>Entertainment</td>
<td>英雄小助手</td>
<td>232,365</td>
</tr>
<tr>
<td>21</td>
<td>Emotion</td>
<td>视觉志</td>
<td>229,856</td>
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<td>22</td>
<td>Emotion</td>
<td>一节瑜伽课</td>
<td>226,521</td>
</tr>
<tr>
<td>23</td>
<td>Emotion</td>
<td>卡妞微秀</td>
<td>225,977</td>
</tr>
<tr>
<td>24</td>
<td>News &amp; Information</td>
<td>全球未解之谜</td>
<td>225,405</td>
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<tr>
<td>25</td>
<td>Emotion</td>
<td>每天一首好音乐</td>
<td>222,892</td>
</tr>
<tr>
<td>26</td>
<td>Entertainment</td>
<td>冷笑话</td>
<td>220,458</td>
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<tr>
<td>27</td>
<td>Emotion</td>
<td>幸福人生</td>
<td>218,958</td>
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<tr>
<td>28</td>
<td>Emotion</td>
<td>点点星光</td>
<td>215,617</td>
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<tr>
<td>29</td>
<td>Health &amp; Lifestyle</td>
<td>妈妈手册</td>
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<td>30</td>
<td>Entertainment</td>
<td>嗨小冷</td>
<td>209,395</td>
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<td>31</td>
<td>Emotion</td>
<td>十点读书</td>
<td>205,244</td>
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<tr>
<td>32</td>
<td>Entertainment</td>
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Key tracking index: average reads per post
Top 50 Impactful Subscription Accounts
Accounts by category – 2014 vs. 2015

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<tr>
<th>Category</th>
<th>2014</th>
<th>2015</th>
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<tr>
<td>Beauty &amp; Fashion</td>
<td>2</td>
<td>8</td>
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</tbody>
</table>

Emotion and Entertainment accounts have grown in popularity

Key tracking index: average reads per post
Top 50 Impactful Subscription Accounts
Article reads categorised – 2014 vs. 2015

Key tracking index: average reads per post
Top 50 Impactful Subscription Accounts
‘Chicken Soup’ dominates the emotion category

1. 卡娃微卡
2. 天天炫拍
5. 洞见
10. 经典音乐推荐
13. 读悦文摘
16. 时尚女装搭配
19. 传统节日祝福
21. 视觉志
22. 一节瑜伽课
23. 卡妞微秀
25. 每天一首好音乐
27. 幸福人生
28. 点点星光
31. 十点读书
34. 音乐相册
37. 恋上女装
44. 每日精彩
46. 漫心情
48. 衣锦夜行的燕公子
50. 读悦文摘

Emotion Articles Distribution

- Life Experiences 35%
- Life Principles 35%
- Love 7%
- Dated ‘Chicken Soup’ 8%
- Healing Music 4%
- Positive Energy 4%
- Family 2%
- Friendship 1%
- Holiday Greetings 4%

‘Chicken Soup’

- The ‘Title Game’
- Classic Music Recommendation
- Highly Repetitive
- Female Oriented Angles

Key tracking index: average reads per post
Top 50 Impactful Subscription Accounts
Growth of game accounts in the entertainment category

英雄小助手 LOL Helper

232,365 average reads per post
- League of Legends world championship commentary
- Game roles introduction
- Online campaigns with level medals as incentives

Game Commentary Video
Game Knowledge
Incentives

Key tracking index: average reads per post
Top 50 Impactful Subscription Accounts
The health and lifestyle category has diversified

Key tracking index: average reads per post

**Car Knowledge**

1. 微信路况
   - 微信路况
   - 398,141 average reads per post
2. Car Practical Tips
3. Funny Story about Cars
4. Car Anecdote

**Education/Parenting**

1. 教育百事通
   - 教育百事通
   - 269,078 average reads per post
2. Children Safety and Parenting
3. Health Care
4. Life Practical Tips
Top 50 Impactful Subscription Accounts
Individual key opinion leaders (KOL) account features

Humorous Tone

Key tracking index: average reads per post
Summary

Emotional content explodes
Tends to attract audiences seeking personal reflection

Game accounts emerged
Popular with young generations

Car Knowledge and Education/Parenting accounts diversify
Owned by specific groups of audiences

Individual KOL accounts provide business opportunities
To serve brands with distinctive style
Top 100 Most Read Articles

Reads Number:

1,587,265 ~ 8,567,237
Top 100 Most Read Articles
What kind of content engages readers?

- Emotional content - mostly ‘Chicken Soup’ about love and relationship
- Family related topics including health and lifestyle tips

Key tracking index: average reads per post
Top 100 Most Read Articles
Tips: time matters

Published time (Hour)

Top 100 Most Read Articles
Tips: headline length matters


Threshold: >1,587,265 reads

No pure text articles among the top 100 list

Emotional Articles: 5 - 20

News & Information, Health & Lifestyle: 15 - 30

Headline Length:
Top 100 Most Read Articles
Tips: text length matters

Text Length:

Threshold: >1,587,265 reads

Health & Lifestyle, News & Information Tend to have longer content

Emotional Articles: 400~1,000

Article with videos had shorter text length

No voting or reward function implantations

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Subject</th>
<th>Category</th>
<th>Reads</th>
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<tbody>
<tr>
<td>1</td>
<td>gogoboi</td>
<td>自豪</td>
<td>彭麻麻又去英国办了场个人时装秀</td>
<td>Beauty &amp; Fashion</td>
</tr>
<tr>
<td>2</td>
<td>大呲花</td>
<td>东北妹子唱了一首男人最爱听的歌</td>
<td>Entertainment</td>
<td>7,084,644</td>
</tr>
<tr>
<td>3</td>
<td>卡娃微卡</td>
<td>这首歌，最怀旧的经典，无数人落泪。</td>
<td>Emotion</td>
<td>5,962,198</td>
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<tr>
<td>4</td>
<td>gogoboi</td>
<td>终结刷屏</td>
<td>ah的一切都在这里～</td>
<td>Beauty &amp; Fashion</td>
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<tr>
<td>5</td>
<td>人民日报</td>
<td>不止放开二胎！五中全会还定了这些大事（附公报全文）</td>
<td>News &amp; Information</td>
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Top 2 Most Read Articles Deep Dive

Gogoboi, 9th
自豪丨彭麻麻又去英国办了场个人时装秀 [Link]
Reads: 8,567,237 Likes: 42,205

・ Original Cloth Match Article
・ Political Icon (Xi Jinping & Peng Liyuan)
・ Current Affair (State Visit)

大呲花, 17th
东北妹子唱了一首男人最爱听的歌 [Link]
Reads: 7,084,644 Likes: 100,001

・ KOL Social Power (大呲花 + 小虾米)
KOL 小虾米 YY Followers 1,900,696

・ Viral Music Implementation (男人花)
How can you generate more reads for your article?

Headline Length: 10-20 words

Article text: <1,000 words

Publish time: 16:00 - 17:00 or 22:00

Leverage multi-media forms

Take advantage of viral elements