BEYOND the “GREAT FIRE WALL” SOCIAL MEDIA in CHINA

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AUTHENTIC PERSONALITY

“I’m not looking forward to tomorrow... I’m happy with today!”

“Web Red” INTERNET CELEBRITY

“Using my mystical powers!”

“Chinese netizens” are much more engaged in social media, as it’s not controlled by the government.

Fragmented

DIVERSE

90% INTERNET USERS on MOBILE

1. MOBILE FIRST
2. VERTICAL INTEREST COMMUNITIES
3. ECOMMERCE
4. WECHAT

DRIVERS

MOBILE

HIGH INFLUENCE on YOUNG PEOPLE

ANIMATION CARTOON GAMES (JAPANESE)

Barrage / Bullet Screen

HIGH INFLUENCE

Live captioning / Interaction over videos

E Commerce

WECHAT

QQ IS THE MOST ACTIVE PLATFORM then QZONE, WE CHAT

USER CREATED CONTENT

YY

VIDEO BASED PLATFORM CAN EARN REAL $$$

1. JUST FUN
2. PLAYING CUTE
3. “TU CAO” COMPLAINTS
4. SEASONAL TOPICS / CURRENT EVENTS
5. LOCAL HAPPENINGS / LIFE

Particularly relevant for young people
WE CHAT
- buy groceries
- order taxis
- order takeaway
- chat platform
- split bills
- parcel collection
- photos
- traffic
... & more!!

THE LANDSCAPE in CHINA is CHANGING QUICKLY

CHINESE YOUTH are UNIQUE

WHAT EXPERIENCE WILL YOU GIVE THEM?

WHO'S EXCELLENT?
- strong driver of sales
- palace museum
  - particularly good at "play cute"
- Shenzhen University
  - next idea, creative engagement of young people

TO SURVIVE, YOU MUST BE RESPONSIVE TO CHANGE
- the new offer letter
- personal note to delivery guy
- bag for shells
- social, interactive, playing cute

3 Squirrels
- cup
- interactive

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