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#### 行业精选信息

##### [TikTok月活破10亿，比腾讯、Google、Facebook快了整整一倍](#)

来源：新浪 关注点：TikTok

TikTok发布公告称其全球月活跃用户已突破10亿。这也意味着，TikTok已经成功跻身10亿月活用户俱乐部，并与Facebook旗下Instagram、Facebook、WhatsApp、Messenger以及微信，并肩成为日前全球用户活跃度Top5的应用。但最令人惊讶的是，TikTok做到10亿的月活用户数，仅仅用了4年的时间，这一成绩，在全球所有月活跃超过10亿的产品中，遥遥领先。

##### [微软开放Windows应用商店，允许亚马逊等第三方开设“店中店”](#)

来源：凤凰网 关注点：应用商店

微软公司周二表示，将允许亚马逊、Epic Games以及其他公司在其Windows应用商店中整合他们的应用商店，为第三方开发者提供更多选择。微软还表示，当应用管理他们自己的应用内购买系统时，微软不会从应用开发者收入中抽成。Windows现在是一个拥有开放商店的开放平台，微软借此再次引领行业前进。

##### [拼多多、美团已支持众多主流支付渠道](#)

来源：凤凰网 关注点：支付渠道开放

随着相关部门持续推进支付领域互联互通，美团、拼多多等互联网平台已率先支持众多主流支付渠道。美团 App 已向微信支付、支付宝、银联云闪付、美团支付、Apple pay、Mi Pay、华为 Pay、三星 Pay 等主流支付工具开放；拼多多则向微信支付、支付宝、QQ 钱包、花呗等多种支付工具开放。虽然淘宝、天猫、京东、腾讯微信之间似乎尚未开展扫码支付互通，但有国内大型支付机构负责人表示，他们均与中国银联云闪付 App 逐步实现条码支付相互开放，逐步建立相应的用户数据保护与收单支付结算规则，很可能在未来实现三方互联互通。

##### [快手宣布组织架构调整，将加强事业部闭环以提升效率](#)

来源：36Kr 关注点：快手

快手宣布新一轮组织架构调整。本轮调整以加强事业部闭环为方向，包括研发、数据分析等中台职能型部门中，涉及与业务强相关的，对应拆分至各业务事业部。此外，电商事业部、商业化事业部、国际化事业部、游戏事业部等四大事业部至此也基本成型。除了从职能型架构转型事业部制架构的重大调整，原主站运营负责人、快手高级副总裁严强发布全员邮件，表示因为个人及家庭原因，将在10月24日离职。

##### [亚马逊推出史上第一个家用机器人：能聊天、能视频、能当安全员，还能帮你运啤酒](#)

来源：36Kr 关注点：亚马逊

亚马逊推出史上第一个家用机器人Astro。亚马逊表示，目前Astro可以像任何 Echo 智能显示器一样播放音乐、显示天气和回答问题；它可用于视频通话，自动跟随你走动把你保持在屏幕内；当你不在家时，它可以做安全监测员，在房间内“巡视”；它的摄像头可以自动识别人脸，并将物品交付给特定的人；它配备了USB接口，可以帮移动设备充电也可以介入第三方配件记录血压等数据；此外，它背部有一个放置区域，可以帮你运送2公斤左右的東西，可以帮你送菜、送啤酒。

#### 分析师关注点

##### [Roblox: Squid Game Is Trending on Roblox; Here's Why it Matters \(JPM\)](#)

Roblox uniquely though offers fans a destination to express their affinity for content through video game creation and participation.

Developers though are careful to refer to the games by other names to avoid infringement issues. But ultimately, we believe TV and movie producers will see Roblox UGC as an opportunity to promote and engage with fans, similar to what we've observed with music.

Watching Squid Game trend on Roblox this week is a reminder of how the platform is tied not just to the megatrend of mobile gaming, but also to social networking and user generated and viral content, the combination of which we believe helps drive organic engagement.

##### [China Strategy: Power Rationing - Risks and Opportunities \(Macquarie\)](#)

Power rationing has not been uncommon in China in recent years yet the current episode is much wider and deeper, which we believe is due to: 1) government officials' KPIs; 2) unbalanced economic growth and 3) high coal prices.

We see less than 5% volume impact for downstream manufacturers (e.g. auto parts) yet 20-80% less supply for upstream materials, boosting prices, but we should pay attention to the cost pressure caused by the sharp rise in raw materials prices.

We see more opportunities in Renewables, EV Materials and Commodities.

##### [Amazon.com: Several new products at Fall Product Launch event \(BofA\)](#)

We like the concept of the new robot, and expect more integration with Amazon smart home devices, and significant upgrades in functionality over time.

Amazon Prime member base and focus on health category a risk for PTON, but there are already many similar products to Halo View in market, and taking next step to offering home equipment (bikes, treaders) would require significant investment and potentially limited returns.

We believe Amazon should have potential competitive advantages in smart home AI and robotics, stemming from its retail fulfilment and cloud businesses, and we maintain our Buy rating.

##### [Alibaba: Heading Into Online Shopping Peak Season \(Jefferies\)](#)

We expect the impact of macro uncertainties and recent COVID outbreak are priced in Sep quarter, while progress continues to be made in penetration of lower-tier cities and globalization.

We estimate adjusted EBITA to reach RMB28bn, factoring in the slower-than-expected growth of customer management revenue and the investments in new initiatives across Taocaicai, Taobao Deals, local services, neighborhood online shopping and Lazada.

For cloud, we expect BABA to ride on the accelerating shift in IT spending, as it focuses on 30 industries, addressing pain points via vertical solutions.

#### 第三方行业报告

##### [2021上半年中国云服务市场格局\(艾瑞咨询\)](#)

2021上半年，中国整体云服务市场规模约为1620亿元，同比增长38%。其中，公有云增速为49%，市场规模占中国整体云服务市场76%；非公有云增速为13%，市场规模占中国整体云服务市场24%。2021上半年，中国基础云服务厂商发展聚焦在：升级云基础设施、强化基础云能力、拓宽行业云服务、链接多元云应用。阿里云、华为云、腾讯云在2021上半年中国IaaS公有云市场和中国IaaS+PaaS公有云市场仍处三甲位置，份额依次为37%、14%、12%，市场格局进一步集中。2021上半年中国IaaS及IaaS+PaaS公有云市场（含出海业务）中，阿里云占据榜首，亚马逊云科技市场份额进一步提升，华为云和腾讯云分别在中国IaaS公有云市场（含出海业务）及中国IaaS+PaaS公有云市场（含出海业务）中位列第三位。

Best Regards,  
Zhen Gong  
Research & Analysis team  
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