

## Line mocks messaging rival Tencent for failing to prevent WeChat's first major outage

by JON RUSSELL — Jul 22, 2013 in ASIA



[Tencent](#), the company behind the [WeChat](#) messaging service that has [194 million monthly active users](#), has taken a lot of criticism from users affected by a three-hour outage in China this morning, and now rival [Line](#) is piling in too.

The popular service went offline on Monday morning (China time) after routine work on a road broke a network cable, [as the Wall Street Journal reports](#). Tencent rather ironically announced the news via its account on rival service [Sina Weibo](#), from where Line provided a snarky reply reminding the company that it should have had a contingency plan for the sake of its users.

Here's the comment — first spotted by WSJ's [Paul Mozur](#) — translated into rough English via Google Translate:

The incident was WeChat's first major outage and had many users worried when the app — which provides free voice calls, video calls and text chats using an Internet connection — failed to load on Monday morning.

Line is closing in on 200 million registered users worldwide and [launched a dedicated China service](#) in December 2012. Its operations in China are headed up by Qihoo 360, a security company that has branched out into Internet services and search in recent times.

Qihoo is often [labelled an 'upstart'](#) for its [verbal spats](#) and [aggressive plans](#) to compete with with bigger rivals like [Baidu](#), which has lost some of its dominant search market share due to Qihoo's efforts.

Line and Qihoo will need to do a lot more than poke fun at WeChat to overcome the messaging market leader in China, though it isn't clear whether anything can dethrone WeChat in China. With [more than 300 million registered users](#) worldwide, Tencent's messenger is the largest of its kind in the country and is branching out of China to rival WhatsApp and others worldwide.

Tencent recently revealed WeChat has [70 million registered users overseas](#), which gives it an enormous user base in China. Payments and games are set to come to WeChat when the next version of the app is launched.

Headline image via [hushenpaul.pixnet.net](http://hushenpaul.pixnet.net)

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