Meltwater

Why do marketers use social listening?
according to Meltwater's *State of Social Media 2024*

- 55% to better understand my target audience
- 43% to manage brand reputation
- 34% to raise brand awareness
- 30% to benchmark against competitors
- 29% to gather and analyze consumer insights
- 23% to identify and manage crises

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

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State of Social Media 2024

Download the report

QR Code

Digital 2024 China | 16 sur 117 | françaisVoici la retranscription textuelle de l'image :

We are Social
Think Forward
THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED

Dive into We Are Social's latest trends report.

Attention Layering
Everyday Fandom
Mischief Mode
The Offline Internet
Post Representation

Explore the trends:
ThinkForward.WeAreSocial.com

(Note : l'adresse URL QR code n'est pas indiquée ici)Voici la retranscription textuelle de l'image :

JAN 2024

CHINA
- **OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES**
- **NOTE**: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

---

1. **TOTAL POPULATION**
   - **1.43 BILLION**
   - **YEAR-ON-YEAR CHANGE**: -0.02%
   - **CHANGE**: -356 THOUSAND
   - **URBANISATION**: 64.9%
   - **we are social**

2. **CELLULAR MOBILE CONNECTIONS**
   - **1.76 BILLION**
   - **YEAR-ON-YEAR CHANGE**: +4.0%
   - **CHANGE**: +67 MILLION
   - **TOTAL vs. POPULATION**: 123.6%
   - **Meltwater**

3. **INDIVIDUALS USING THE INTERNET**
   - **1.09 BILLION**
   - **YEAR-ON-YEAR CHANGE**: +1.0%
   - **CHANGE**: +11 MILLION
   - **TOTAL vs. POPULATION**: 76.4%
   - **Meltwater**

4. **SOCIAL MEDIA USER IDENTITIES**

   - **1.06 BILLION**
   - **YEAR-ON-YEAR CHANGE**: +2.9%
   - **CHANGE**: +30 MILLION
   - **TOTAL vs. POPULATION**: 74.2%
   - **we are social** & **Meltwater**

Sources: UN; Government Authorities; GSMA Intelligence; ITU; Eurostat; CNNIC; Kantar ICMR; Platform Reports; Ookla; Kepios Analysis; Advisory; Social Media Services. Note: Certain figures may be estimates. Further details: see "Important Notes" at the top of the "Digital 2024" report.

Page footer:
- **Digital 2024 China**
- **15 sur 117**
- **français**

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(avec drapeau de la Chine à la droite supérieure)
JAN 2024 POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

1. **Total Population**
   - Icon: Three people
   - Value: 1.43 Billion

2. **Female Population**
   - Icon: Female symbol
   - Value: 49.0%

3. **Male Population**
   - Icon: Male symbol
   - Value: 51.0%

4. **Year-on-Year Change in Total Population**
   - Icon: Green upward arrow
   - Value: -0.02%
   - Subtext: -356 Thousand

5. **Median Age of the Population**
   - Icon: Three people sitting
   - Value: 39.2

6. **Urban Population**
   - Icon: City buildings
   - Value: 64.9%

7. **Population Density (People per KM^2)**
   - Icon: Location marker
   - Value: 148.5

8. **Overall Literacy (Adults aged 15+)**
   - Icon: Open book
   - Value: 97.2%

9. **Female Literacy (Adults aged 15+)**
   - Icon: Open book
   - Value: 95.6%

10. **Male Literacy (Adults aged 15+)**
    - Icon: Open book
    - Value: 98.6%

Sources: KEPOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN DATA, INDEXMUNDI, KNOMAD.

Digital 2024 China
Page: 19 of 117
*we are social Meltwater*JAN 2024
POPULATION OVER TIME
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

1.38 B
JAN 2014
+0.7%

1.39 B
JAN 2015
+0.6%

1.40 B
JAN 2016
+0.6%

1.41 B
JAN 2017
+0.6%

1.41 B
JAN 2018
+0.4%

1.42 B
JAN 2019
+0.3%

1.42 B
JAN 2020
+0.1%

1.43 B
JAN 2021
"H0%

1.43 B
JAN 2022
-0.01%

1.43 B
JAN 2023
-0.02%

1.43 B
JAN 2024

Sources: United Nations; local government authorities; Kepios analysis. Note: Where letters are shown next to figures above bars, "K" denotes thousands (e.g. "123.4K" = 123,400), "M" denotes millions (e.g. "12.3M" = 12,300,000), and "B" denotes billions (e.g. "1.23B" = 1,230,000,000). Where no letter is present, values are shown as-is. Comparability: source changes and base revisions: figures may not correlate with values published in our previous reports.

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JAN 2024

AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

China

AGE	**POPULATION**	**SHARE OF THE POPULATION**
AGE 0-4	58.9 M	4.1%
AGE 5-9	87.1 M	6.1%
AGE 10-14	83.9 M	5.9%
AGE 15-19	82.8 M	5.8%
AGE 20-24	79.4 M	5.6%
AGE 25-29	85.0 M	6.0%
AGE 30-34	109 M	7.7%
AGE 35-39	116 M	8.1%
AGE 40-44	101 M	7.1%
AGE 45-49	96.2 M	6.7%
AGE 50-54	121 M	8.5%
AGE 55-59	114 M	8.0%
AGE 60-64	79.0 M	5.3%
AGE 65-69	75.0 M	5.3%
AGE 70-74	60.3 M	4.2%
AGE 75-79	34.8 M	2.4%
AGE 80-84	20.4 M	1.4%
AGE 85-89	10.9 M	0.8%
AGE 90-94	3.81 M	0.3%
AGE 95-99	1.09 M	<0.1%
AGE 100+	559 K	<0.1%

SOURCES:
EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. NOTES: PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL GLOBAL POPULATION WHERE ESTIMATES ARE SHOWN NEXT TO FIGURES ABOVE BARS. BENCHMARKS COMPARABLE: 12,329 K, 14,294 K, MY STANDING BILLIONS, E.G. 13,247 K, 7,881 K, AND DENOTES BILLIONS E.G. 1.226 B, 3,156 M, WHERE VALUE IS PRESENT. VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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21 sur 117 (Diapositive)

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---Bien sûr, voici la transcription textuelle de l'image :

JAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

(Chine)

1. **GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)**
   - **$17.70 TRILLION**
   - *Percentage of the population earning less than $3.65 (2017, PPP) per day*: **2.0%**

2. **GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)**
   - **$32.90 TRILLION**
   - *Percentage of the population with access to basic drinking water*: **97.6%**

3. **GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)**
   - **$12.5 THOUSAND**
   - *Percentage of the population with access to basic sanitation*: **95.9%**

4. **GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)**
   - **$23.3 THOUSAND**
   - *Percentage of the population with access to electricity*: **100%**

5. **NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)**
   - **$9,015**
   - *Percentage of the population that owns a mobile phone (any type)*: **100%**

SOURCES: IMF; WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021). DEFINITIONS: "$3.65 (2017 PPP)" REFLECTS "LOCAL PURCHASE POWER PARITY". BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE. FORWARD-LOOKING: THE MOST WIDELY REPORTED BENCHMARKS. FIGURES ARE STANDARDIZED AND ALLOW FOR COMPARABILITY BUT MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

Digital 2024 China
22 sur 117
français
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N'oubliez pas de me faire savoir s'il y a autre chose que je pourrais vous transcrire ou aider avec!JAN 2024
DAILY TIME SPENT WITH MEDIA
THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE INTERNET
5H 33M
YEAR-ON-YEAR CHANGE +2.4% (+7 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)
2H 36M
YEAR-ON-YEAR CHANGE -9.7% (-16 MINS)

TIME SPENT USING SOCIAL MEDIA
1H 56M
YEAR-ON-YEAR CHANGE -2.8% (-3 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
1H 56M
YEAR-ON-YEAR CHANGE -18.1% (-25 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES
1H 08M
YEAR-ON-YEAR CHANGE -14.3% (-11 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO
0H 46M
YEAR-ON-YEAR CHANGE -24.8% (-15 MINS)

TIME SPENT LISTENING TO PODCASTS
0H 46M
YEAR-ON-YEAR CHANGE -27.0% (-17 MINS)

TIME SPENT USING A GAMES CONSOLE
0H 55M

YEAR-ON-YEAR CHANGE -24.3% (-17 MINS)

SOURCE: GWI Q2 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION FIGURES INCLUDE BOTH BROADCAST AND CATCH-UP/ONLINE VIEWING, BUT EXCLUDE CINEMA. VIDEO INCLUDES ALL KINDS OF ONLINE VIDEO CONTENT, EXCLUDING SHORT-FORM CONTENT AND OVERLAPS WITH TIME SPENT USING SOCIAL MEDIA. ONLINE PRESS MEDIA INCLUDES NEWSPAPERS AND NEWS / MEDIA WEBSITES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Digital 2024 China
25 sur 117**JAN 2024 DEVICE OWNERSHIP**

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

Any Kind of Mobile Phone
- 96.8%
- Year-on-year change: +3.9% (+360 BPS)

Smart Phone
- 96.8%
- Year-on-year change: +4.0% (+370 BPS)

Feature Phone
- 3.3%
- Year-on-year change: -23.9% (-100 BPS)

Laptop or Desktop Computer
- 54.5%
- Year-on-year change: +3.8% (+200 BPS)

Tablet Device
- 33.2%
- Year-on-year change: -7.8% (-280 BPS)

Games Console
- 11.5%
- Year-on-year change: -15.4% (-210 BPS)

Smart Watch or Smart Wristband
- 31.4%
- Year-on-year change: -7.6% (-260 BPS)

TV Streaming Device
- 7.2%
- Year-on-year change: -22.6% (-210 BPS)

Smart Home Device
- 22.2%
- Year-on-year change: -4.3% (-100 BPS)

Virtual Reality Device
- 4.5%
- Year-on-year change: -28.6% (-180 BPS)

Source: GWI Q4 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64 (see GWI.COM). **Note:** Percentage change values represent relative change (i.e. an increase of 10% from a starting value of 50% would equal 5%, not 10%). 'BPS' values represent basis points, and indicate absolute change. **Comparability:** Methodology changes. See notes on data.

Digital 2024 China

23 sur 117

(We are Social, Meltwater)

(Flag of China)Voici la transcription textuelle de l'image :

JAN 2024
MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

CHINA
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1. **USING THE INTERNET VIA A MOBILE PHONE**
   - **99.3%**
   - YEAR-ON-YEAR CHANGE
   - +0.5% (+52 BPS)

2. **USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET**

- **90.0%**
- YEAR-ON-YEAR CHANGE
- -5.5% (-527 BPS)

3. **USING SOCIAL MEDIA**
   - **92.5%**
   - YEAR-ON-YEAR CHANGE
   - -1.8% (-174 BPS)

4. **WATCHING LINEAR AND BROADCAST TV**
   - **87.6%**
   - YEAR-ON-YEAR CHANGE
   - -5.7% (-532 BPS)

5. **WATCHING STREAMING AND ON-DEMAND TV**
   - **88.0%**
   - YEAR-ON-YEAR CHANGE
   - -3.1% (-282 BPS)

6. **READING ONLINE PRESS CONTENT**
   - **70.1%**
   - YEAR-ON-YEAR CHANGE
   - -11.2% (-880 BPS)

7. **READING PHYSICAL PRESS CONTENT**
   - **70.8%**
   - YEAR-ON-YEAR CHANGE
   - -13.2% (-1,079 BPS)

8. **LISTENING TO BROADCAST RADIO**
   - **67.4%**
   - YEAR-ON-YEAR CHANGE
   - -15.7% (-1,253 BPS)

9. **LISTENING TO MUSIC STREAMING SERVICES**
   - **65.2%**
   - YEAR-ON-YEAR CHANGE
   - -10.0% (-726 BPS)

10. **LISTENING TO PODCASTS**
    - **64.5%**
    - YEAR-ON-YEAR CHANGE
    - -13.4% (-996 BPS)

Source: GWI Q3 2023

Notes: Percentage change values represent relative change in the number of people consuming each media type. BPS denotes basis points. Use of "listening to broadcast radio" does not include online radio.

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Digital 2024 China
24 sur 117

Icône magnifying glass (recherche)
Icône de téléchargement
Icône de mode plein écran
Icône de partage
Icône drapeau (français)Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

- **TOTAL NUMBER OF INTERNET USERS**
  - 1.09 BILLION

- **INTERNET USERS vs. TOTAL POPULATION**
  - 76.4%

- **YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS**
  - +1.0%
  - +11 MILLION

- **YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION**
  - +1.1%
  - +80 BPS

- **INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE**
  - 115.5

- **PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES**
  - 95.8%

- **AVERAGE DAILY TIME SPENT USING THE INTERNET**
  - 5H 33M

- **YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET**
  - +2.4%
  - +7 MINS

SOURCES: KTPO3 ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; CIA WORLD FACTBOOK; ONI; KANTAR I&I; IMDA; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS; TIME SPENT AND MOBILE SHARE DATA FROM GWI Q4 2023.

Original survey of internet users aged 16 to 64. See GWI.com.

ADVISORY: Figures for internet user growth may under-represent actual trends. See notes on data, comparability, source and base changes.

Digital 2024 China

Page 27 sur 117

We Are Social | Meltwater**JAN 2024**

INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET AND YEAR-ON-YEAR CHANGE

Date	Users (in millions)	YOY Change
Jan 2014	632 M	+5.3%
Jan 2015	666 M	+5.6%
Jan 2016	703 M	+6.4%
Jan 2017	748 M	+5.5%
Jan 2018	789 M	+7.2%
Jan 2019	846 M	+3.0%
Jan 2020	871 M	+15.2%
Jan 2021	1.00 B	+3.7%
Jan 2022	1.04 B	+3.6%
Jan 2023	1.08 B	+1.0%

| Jan 2024 | 1.09 B | +1.0% |

SOURCES: KEPOS ANALYSIS: ITU, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CNNIC, KANTAR, IAMAI, GOVERNMENT RESOURCES, UNITED NATIONS

COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES. SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.JAN 2024 - INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

[Section 1]
INTERNET USERS: ITU

1.08 BILLION

vs. POPULATION 75.6%

[Section 2]
INTERNET USERS: CIA WORLD FACTBOOK

1.02 BILLION

vs. POPULATION 71.7%

[Section 3]
INTERNET USERS: INTERNETWORLDSTATS

1.01 BILLION

vs. POPULATION 70.9%

[Sources and Notes]
SOURCES: AS STATED ABOVE EACH ICON. NOTE: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE INSTEAD OF AN ABSOLUTE NUMBER, WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ADOPTION RATES. COMPARABILITY: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT (e.g. DATA FROM MULTIPLE SOURCES INCLUDING THOSE SOURCES NOT LISTED ON THIS SLIDE).

DAILY TIME SPENT USING THE INTERNET
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
5H 33M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
3H 31M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
2H 02M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
63.3%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

CHINA

YEAR	RATE	CHANGE
JAN 2014	45.8%	+4.6%
JAN 2015	47.9%	+5.0%
JAN 2016	50.3%	+5.8%
JAN 2017	53.2%	+4.9%
JAN 2018	55.8%	+6.8%
JAN 2019	59.6%	+2.7%
JAN 2020	61.2%	+15.0%

JAN 2021	70.4%	+3.7%
JAN 2022	73.0%	+3.6%
JAN 2023	75.6%	+1.1%
JAN 2024	76.4%	

29

SOURCES: ITU, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CNNIC, KANTAR (a), IAMAI, GOVERNMENT RESOURCES, UNITED NATIONS

NOTES: DATA IS NOT REPORTED FOR A SPECIFIC PERIOD, VALUE DATA FROM THE MOST RECENT REPORTED FY2021 PERIOD, NOTES FROM THE TABLE DETAILED IN INTERNET ADOPTION, IN THE E.
POPULOUS REGIONS, WE ARE OMNIPRESENT AGAINST E AND M-E. COMPARATIVE SOURCES SHOW THE RELATIVE CHANGE IN INTERNET ADOPTION, THE PERCENTAGE SHARE, AT LEAST. SHQ AND CONTRIBUTE, AS STATED IOFY2022 FOR ON RESOURCES, WITHOUT SHARING; ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH UPDATED FORMS, SO FIGURES FOR 2024 MAY VARY. INTERNET ACTUAL ADOPTION IS (IN 12) NET DATA.

Digital 2024 China   **29 sur 117**

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INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS
Download (Mbps): 161.56
Upload (Mbps): 29.37
Latency (ms): 26

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS
Download: +47.7%
Upload: +18.3%
Latency: -3.7%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS
Download (Mbps): 248.92
Upload (Mbps): 40.01
Latency (ms): 13

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS
Download: +16.0%
Upload: +4.4%
Latency: +8.3%

Note:

Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. TIP: A negative value for year-on-year change in latency represents improvement because lower latency should result in faster content delivery.

Source: Ookla
We are social Meltwater
Digital 2024 China (flag of China)

Page 34 sur 117Bien sûr! Voici la retranscription textuelle de l'image:

JAN 2024

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. **STAYING IN TOUCH WITH FRIENDS AND FAMILY** - 45.6%
2. **WATCHING VIDEOS, TV SHOWS OR MOVIES** - 40.4%
3. **KEEPING UP TO DATE WITH NEWS AND EVENTS** - 37.5%
4. **FINDING INFORMATION** - 36.0%
5. **FILLING UP SPARE TIME AND GENERAL BROWSING** - 34.6%
6. **ACCESSING AND LISTENING TO MUSIC** - 30.2%
7. **EDUCATION AND STUDY-RELATED PURPOSES** - 29.6%
8. **RESEARCHING HOW TO DO THINGS** - 28.6%
9. **ORGANISING DAY-TO-DAY LIFE** - 28.5%
10. **MEETING NEW PEOPLE AND MAKING NEW CONNECTIONS** - 28.4%

11. **FINDING NEW IDEAS OR INSPIRATION** - 28.1%
12. **RESEARCHING PLACES, VACATIONS AND TRAVEL** - 26.7%
13. **MANAGING FINANCES AND SAVINGS** - 26.5%
14. **RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS** - 25.1%
15. **RESEARCHING PRODUCTS AND BRANDS** - 24.8%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See NOTES ON DATA.

(Petit drapeau de la Chine) CHINA**JAN 2024 - DEVICES USED TO ACCESS THE INTERNET**
Percentage of internet users aged 16 to 64 who use each kind of device to access the internet.

1. **Mobile Phone (Any)**
   - **95.8%**
   - Year-on-year change: **+5.7% (520 BPS)**

2. **Laptop or Desktop (Any)**
   - **61.2%**
   - Year-on-year change: **-7.1% (-470 BPS)**

3. **Smart Phone**
   - **94.0%**
   - Year-on-year change: **+5.0% (450 BPS)**

4. **Feature Phone**
   - **3.2%**
   - Year-on-year change: **-27.3% (-120 BPS)**

5. **Tablet Device**

- **28.2%**
- Year-on-year change: **-3.1% (-90 BPS)**

6. **Personal Laptop or Desktop**
   - **53.7%**
   - Year-on-year change: **-6.8% (-390 BPS)**

7. **Work Laptop or Desktop**
   - **33.0%**
   - Year-on-year change: **-7.0% (-250 BPS)**

8. **Connected Television**
   - **30.3%**
   - Year-on-year change: **-2.9% (-90 BPS)**

9. **Smart Home Device**
   - **20.6%**
   - Year-on-year change: **+4.6% (90 BPS)**

10. **Games Console**
    - **8.0%**
    - Year-on-year change: **-17.5% (-170 BPS)**

Source:
- GWI Jan 2023 figures represent the findings of a broad survey of internet users aged 16 to 64.
- Mobile Phone (Any) includes users who access via a smartphone or feature phone.
- Laptop or Desktop (Any) includes users who access via either a personal or work computer provided by the employer.
- Percentage change values reflect relative change; "BPS" values show the change in basis points and reflect absolute change.
- Comparability: Methodology changes see notes on data.
- **We Are Social** & **Meltwater**

Digital 2024 China

Page 33 out of 117
Language options: [English] [French]

China (Flag displayed)JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

MOBILE PHONES

61.58%
YEAR-ON-YEAR CHANGE
-11.7% (-813 BPS)

LAPTOP AND DESKTOP COMPUTERS
37.05%
YEAR-ON-YEAR CHANGE
+25.6% (+755 BPS)

TABLET DEVICES
1.37%
YEAR-ON-YEAR CHANGE
+73.4% (+58 BPS)

OTHER DEVICES
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE NUMBER OF P.P., FROM A STARTING VALUE OF 0 P.P. FROM A STARTING VALUE OF 50% WOULD EQUAL 67%, NOT 117%. “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

DIGITAL 2024 CHINA
35 sur 117

We Are Social – MeltwaterD'accord, voici la retranscription textuelle de l'image :

JAN 2024
MOBILE'S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

Date	Pourcentage	Changement (%)
DEC 2013	9.49%	
DEC 2014	21.21%	+123%
DEC 2015	40.00%	+88.6%
DEC 2016	55.57%	+38.9%

DEC 2017	61.23%	+10.2%
DEC 2018	54.44%	-11.1%
DEC 2019	62.39%	+14.6%
DEC 2020	61.56%	-1.3%
DEC 2021	64.09%	+4.1%
DEC 2022	69.71%	+8.8%
DEC 2023	61.58%	-11.7%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 36%, NOT 50%).

China
Digital 2024 China
36 sur 117

We Are Social *Meltwater*Jan 2024
SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

Chrome - 51.5%
Safari - 12.8%
Edge - 8.9%
UC Browser - 7.5%
360 Safe Browser - 7.3%
QQ Browser - 7.0%
Firefox - 1.7%
Others - 3.4%

Source: Statcounter
Notes: Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.

- DataReportal
- We Are Social
- MeltwaterJAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

CHAT AND MESSAGING	95.5%
SOCIAL NETWORKS	94.1%
SHOPPING, AUCTIONS, OR CLASSIFIEDS	79.6%
SEARCH ENGINES OR WEB PORTALS	63.7%
FOOD TAKEAWAY AND DELIVERY	42.2%
WEATHER	40.1%
MUSIC	39.9%
MOBILITY SERVICES (E.G. RIDE-HAILING, BIKE HIRE)	38.2%
MAPS, PARKING, OR LOCATION-BASED SERVICES	38.1%
NEWS	35.7%
ENTERTAINMENT	33.7%
GAMES	25.7%
HEALTH AND FITNESS	23.0%
TRAVEL	22.1%
BOOKS	21.2%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.JAN 2024

SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

China

BAIDU: 66.3%
BING: 13.4%
HAOSOU: 6.5%
SOGOU: 5.1%
YANDEX: 2.7%
SHENMA: 2.6%
GOOGLE: 2.3%
OTHERS: 1.1%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF

PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

we are social
MeltwaterJan 2024

Accessing Online Information

Percentage of internet users aged 16 to 64 who engage in each kind of online activity

- Use a search engine (e.g., Google, Bing, DuckDuckGo) each month
  - 63.7%

- Use voice assistants (e.g., Siri, Google Assistant) to find information each week
  - 24.3%

- Visit social networks to look for information about brands and products
  - 36.9%

- Use image search tools (e.g., Google Lens, Pinterest Lens) on mobile each month
  - 22.4%

- Scan a QR code on a mobile phone each month
  - 64.8%

- Use online tools to translate text into different languages each week
  - 19.1%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See Notes on Data.

JAN 2024

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

Any Kind of Video
- 93.2%
- YOY: -0.6% (-60 BPS)

Music Video
- 42.6%
- YOY: -3.4% (-150 BPS)

Comedy, Meme, or Viral Video
- 20.2%
- YOY: -14.8% (-350 BPS)

Video Livestream
- 35.4%
- YOY: -0.8% (-30 BPS)

Tutorial or How-To Video
- 17.2%
- YOY: -19.2% (-410 BPS)

Educational Video
- 19.3%
- YOY: -15.0% (-340 BPS)

Product Review Video
- 26.6%
- YOY: -2.6% (-70 BPS)

Sports Clip or Highlights Video
- 25.9%
- YOY: -11.0% (-320 BPS)

Influencer Videos and Vlogs
- 25.7%
- YOY: -10.5% (-300 BPS)

Gaming Video
- 24.3%
- YOY: -14.7% (-420 BPS)

SOURCE: GWI JAN 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE G.WEEKLY NOTES: “YOY” FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF 100.0% WOULD EQUATE TO AN INDEX OF 100, NOT 10%. “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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ONLINE AUDIO
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

(CHINA FLAG) CHINA

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
42.6%
YEAR-ON-YEAR CHANGE
-3.4% (-150 BPS)

LISTEN TO MUSIC STREAMING SERVICES
34.8%
YEAR-ON-YEAR CHANGE
-4.1% (-150 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS
20.2%
YEAR-ON-YEAR CHANGE
-22.9% (-600 BPS)

LISTEN TO PODCASTS
12.3%
YEAR-ON-YEAR CHANGE
-25.0% (-410 BPS)

LISTEN TO AUDIOBOOKS
28.9%
YEAR-ON-YEAR CHANGE
-9.4% (-300 BPS)

SOURCE: GWI Q3 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN AN INDEX SCORE OF 170, WITH A STARTING VALUE OF 100, WOULD EQUAL +70. N=97081. *BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.

we are social (Logo) Meltwater (Logo)

(icons at bottom)
Left arrow document icon magnifying glass pencil/edit icon download icon printer icon share icon language icon settings wheel iconBien sûr ! Voici la retranscription textuelle de l'image :

JAN 2024
TV CONSUMPTION AND STREAMING
EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

- **PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH**
  - 93.1%

- **YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV**
  - +5.2%
  - +460 BPS

- **DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV**
  - 2H 36M

- **YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)**
  - -9.7%
  - -16 MINS

- **INTERNET USERS WHO STREAM TV CONTENT VS INTERNET USERS WHO WATCH ANY KIND OF TV**
  - 95.6%

- **DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET**
  - 1H 24M

- **YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT**
  - -8.1%
  - -7 MINS

- **TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME**
  - 54.1%

SOURCE:
GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY. METHODOLOGY CHANGES: SEE NOTES ON DATA.

Digital 2024 China
42 sur 117

`![we are social!](url)`
`![Meltwater](url)`

This is a structured and detailed transcription of the information presented in the image.Jan 2024

DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE.

[China flag] CHINA

ANY DEVICE
- 71.1%
- YOY: -1.4% (-100 BPS)

SMARTPHONE
- 58.2%
- YOY: +5.8% (+320 BPS)

LAPTOP OR DESKTOP
- 29.1%
- YOY: -9.1% (-290 BPS)

GAMES CONSOLE
- 15.2%
- YOY: -17.4% (-320 BPS)

TABLET
- 11.3%
- YOY: -5.0% (-60 BPS)

HAND-HELD GAMING DEVICE
- 11.5%
- YOY: -19.0% (-270 BPS)

MEDIA STREAMING DEVICE
- 8.4%
- YOY: -22.2% (-240 BPS)

VIRTUAL REALITY HEADSET
- 7.9%
- YOY: -22.5% (-230 BPS)

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENTTHE CHANGE IN THE NUMBER OF PEOPLE WHO SAY THEY USE EACH DEVICE TO PLAY VIDEO GAMES AS A PERCENTAGE OF GWI'S TOTAL INTERNET USER BASE AGED 16 TO 64. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

[Logos of We are social and Meltwater]

[Icons denoting magnifying glass, share, and language (français)]JAN 2024
SMART HOME MARKET OVERVIEW
(VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS))

NUMBER OF HOMES WITH SMART HOME DEVICES

90.99 MILLION
YEAR-ON-YEAR CHANGE
+16.0% (+13 MILLION)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET
$27.63 BILLION
YEAR-ON-YEAR CHANGE
+18.4% (+$4.3 BILLION)

VALUE OF SMART HOME APPLIANCES MARKET
$14.55 BILLION
YEAR-ON-YEAR CHANGE
+18.7% (+$2.3 BILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
$3.85 BILLION
YEAR-ON-YEAR CHANGE
+18.1% (+$590 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET
$4.21 BILLION
YEAR-ON-YEAR CHANGE
+18.6% (+$660 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
$2.37 BILLION
YEAR-ON-YEAR CHANGE
+19.1% (+$380 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
$1.49 BILLION
YEAR-ON-YEAR CHANGE
+19.2% (+$240 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$1.16 BILLION
YEAR-ON-YEAR CHANGE
+14.9% (+$150 MILLION)

SOURCE STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: "SMART HOME DEVICE(S)" INCLUDES DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SUCH AS AUTOMATED DEVICES USED TO SIMPLIFY HOME LIFE THROUGH SMART TECHNOLOGY. NUMBERS HAVE BEEN COLLECTED SINCE THE YEAR 2018 AND DATA REFLECTS THE ANNUAL AVERAGE GROWTH OF THE THREE MOST RECENT YEARS. GROWTH RATES AND FORECASTS ARE BASED ON

HISTORICAL DATA AND PREDICT FUTURE REVENUES FOR 2023 TO 2025. NUMBERS ARE BASED ON THE U.S. DOLLAR AND CHANGES IN VALUE ADJUSTMENTS MAY RESULT FROM FLUCTUATIONS IN EXCHANGE RATES. VARIOUS SOURCES WERE USED TO ADJUST GROWTH RATE FIGURES IN ORDER TO MAINTAIN COMPARABILITY. BOTTOM CORNER REFERS TO: Powered by Meltwater WE ARE SOCIAL, wearesocial.com

Digital 2024 China 45 sur 117JAN 2024
USE OF ONLINE FINANCIAL SERVICES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

(CHINA FLAG IMAGE)

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
18.6%
YOY: -8.8% (-180 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
22.7%
YOY: -10.3% (-260 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
3.6%
YOY: -33.3% (-180 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE OF Q3 2023 FROM A STARTING VALUE OF 0.0%. YOY VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Digital 2024 China
47 sur 117

françaisVoici la retranscription textuelle de l'image fournie :

JAN 2024

AVERAGE ANNUAL REVENUE PER SMART HOME
(AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS))

Penetration of Smart Home Devices
19.1%
Year-on-Year Change
+15.0% (+250 BPS)

ARPU: Spend on All Smart Home Devices
$304
Year-on-Year Change
+2.1% (+$6.10)

ARPU: Smart Home Appliances
$274
Year-on-Year Change
-10.4% (-$31.70)

ARPU: Smart Home Control & Connectivity Devices
$97.38
Year-on-Year Change
-9.9% (-$10.72)

ARPU: Smart Home Security Devices
$82.86
Year-on-Year Change
-9.9% (-$9.14)

ARPU: Smart Home Entertainment Devices
$51.18
Year-on-Year Change
-6.7% (-$3.70)

ARPU: Smart Home Comfort & Lighting
$29.12
Year-on-Year Change
-8.9% (-$2.84)

ARPU: Smart Home Energy Management
$25.72
Year-on-Year Change

-16.1% (-$4.95)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTE: "Smart home devices" include digitally connected and controlled home devices that can be remotely controlled, secured, automated and continuously monitored via internet-based technologies and platforms, a smartphone and/or a tablet or computer/screen. Services and cloud solutions that enable those functions as an extension to the home could also be included.

ARPU = Average Revenue Per User
BPS = Basis Points; changes in penetration rates are measured in basis points.
COMPARABILITY: Base changes in this chart are based on smart home consumers ages 18-64 living in households with high/upper-middle income (50-90% quantile).

(Test onscreen in English, instructions and explanatory text partially in French)JAN 2024

ONLINE PRIVACY AND SECURITY
PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET
[N/A]

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA
20.6%

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME
25.7%

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME
38.5%

USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME

21.8%

Sources:
- Data for ‘Concerns about what is real vs. what is fake on the internet’ via Reuters Institute 2023 Digital News Report. Figures represent the findings of a global study of online news consumers aged 18-80 around the world. See digitalnewsreport.org.
- Data for all other data points via GWI Q4 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com

Flags: China

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we are social | MeltwaterJAN 2024 OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTON AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

Number of Social Media User Identities
1.06 Billion
Social Media User Identities vs. Total Population
74.2%

Quarter-on-Quarter Change in Social Media User Identities
-0.01%
-66 Thousand
Social Media User Identities aged 18+ vs. Population aged 18+
79.0%

Year-on-Year Change in Social Media User Identities
+2.9%
+30 Million
Social Media User Identities vs. Individuals Using the Internet
97.1%

Average Daily Time Spent Using Social Media
1H 56M
YOY: -3 Mins

Average Number of Social Platforms Used Each Month
6.5

Female Social Media User Identities vs. Total Social Media User Identities
48.6%

Male Social Media User Identities vs. Total Social Media User Identities
51.4%

Sources:
Kepios Analysis, Company Advertising Resources, China Beat Research Centre, CNNIC, GWI Q4 2023.
Note: Average Number of Platforms includes data for YouTube.
Advisory: Social media user identities may not represent unique individuals. Comparisons with population and internet user data may not indicate actual platform adoption changes. Note: Some values vary between reporting periods and between different census counts and resident populations. Comparability: Source and methodology details available. See Notes on Data.

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

1. KEEPING IN TOUCH WITH FRIENDS AND FAMILY - 41.7%
2. FILLING SPARE TIME - 33.6%
3. SEEING WHAT’S BEING TALKED ABOUT - 28.0%
4. READING NEWS STORIES - 25.2%
5. FINDING CONTENT (E.G., ARTICLES, VIDEOS) - 24.5%
6. FINDING PRODUCTS TO PURCHASE - 24.2%
7. SHARING AND DISCUSSING OPINIONS WITH OTHERS - 24.1%
8. WATCHING LIVE STREAMS - 23.3%
9. SEEING CONTENT FROM YOUR FAVOURITE BRANDS - 22.2%
10. WORK-RELATED NETWORKING OR RESEARCH - 21.6%
11. MAKING NEW CONTACTS - 20.8%
12. FINDING INSPIRATION FOR THINGS TO DO AND BUY - 20.6%
13. WATCHING OR FOLLOWING SPORTS - 19.1%
14. POSTING ABOUT YOUR LIFE - 17.8%
15. FOLLOWING CELEBRITIES OR INFLUENCERS - 17.2%

Source: GWI Jan 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Note: Figures represent the share of internet users aged 16 to 64 who report using at least one social media or messenger platform in the past month. Comparability: Methodology changes. See notes on data.

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

CHINA

1. WEIXIN (WECHAT) - 47.7%
2. DOUYIN - 25.0%
3. KUAISHOU (INC. KWAI & SNACK VIDEO) - 4.8%
4. QQ - 3.5%
5. XIAOHONGSHU - 3.3%
6. BAIDU TIEBA - 2.3%
7. WEIBO - 2.2%
8. DOUYIN HUOSHAN - 0.8%
9. MEIPAI - 0.8%
10. X (TWITTER) - 0.6%

SOURCE: GWI Q4 2023 (SEE GWI.COM)

Digital 2024 China
53 sur 117Bien sûr, voici la retranscription textuelle de l'image:

JAN 2024
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

Note: YouTube is not offered as an answer option in GWI's survey, so it will not appear in this ranking.

WEIXIN (WECHAT) 87.3%

DOUYIN 78.4%

QQ 59.8%

BAIDU TIEBA 58.8%

XIAOHONGSHU 51.2%

KUAISHOU (INC. KWAI & SNACK VIDEO) 47.6%

WEIBO 46.8%

QZONE 28.1%

DOUYIN HUOSHAN 18.6%

MEIPAI 16.2%

___

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Note: YouTube is not offered as an answer option for this question in GWI's survey. Comparability: A previous of this chart in previous reports was based on a previous question in GWI's survey that included YouTube as an answer option. Survey changes mean that the YouTube figures shown in those reports are not strictly comparable with the figures shown here. Other changes to the question's wording mean that the figures and rankings that appear in this edition may not be directly comparable with those shown in similar charts in previous reports.

We are social
MeltwaterGLOBAL USER DATA

The figures on the following pages represent the global active user bases of some of the most popular social media platforms in China. As a result, a meaningful proportion of the users shown on the following pages may not be resident in China, and they may not be Chinese. However, the data still provides a useful perspective on some of China’s most popular social platforms, so we’ve included it for ease of reference and to facilitate comparison.

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW - 36.3%

CONTACTS RELEVANT TO YOUR WORK - 23.3%

ACTORS, COMEDIANS, OR OTHER PERFORMERS - 23.2%

RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 23.1%

TV SHOWS OR CHANNELS - 22.4%

COMPANIES RELEVANT TO YOUR WORK - 20.1%

COMPANIES AND BRANDS YOU PURCHASE FROM - 18.8%

ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 18.4%

BANDS, SINGERS, OR OTHER MUSICIANS - 18.3%

COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 17.8%

GAMING EXPERTS OR GAMING STUDIOS - 14.5%

INFLUENCERS OR OTHER EXPERTS - 14.2%

EVENTS YOU'RE ATTENDING - 14.0%

JOURNALISTS OR NEWS COMPANIES - 13.9%

FITNESS EXPERTS OR ORGANISATIONS - 13.6%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See gwi.com. Comparability: Methodology changes. See notes on data.

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GLOBAL WECHAT AND WEIXIN OVERVIEW
ESSENTIAL HEADLINES FOR GLOBAL WECHAT AND WEIXIN USE
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN
1.34 BILLION

WECHAT AND WEIXIN USERS vs. GLOBAL POPULATION
16.5%

QUARTER-ON-QUARTER CHANGE IN WECHAT AND WEIXIN USERS
+0.7%
+9.0 MILLION

YEAR-ON-YEAR CHANGE IN WECHAT AND WEIXIN USERS
+2.1%

+27 MILLION

WECHAT AND WEIXIN USERS vs. GLOBAL INTERNET USERS
25.0%

WECHAT AND WEIXIN USERS vs. GLOBAL POPULATION AGED 13+
21.1%

FEMALE USERS AS A SHARE OF ALL WECHAT AND WEIXIN USERS
48.0%

MALE USERS AS A SHARE OF ALL WECHAT AND WEIXIN USERS
52.0%

SOURCES: TENCENT EARNINGS REPORTS, KEPIOS ANALYSIS, GENDER SHARE DATA FROM GWI Q3 2023; SEE GWI.COM. NOTE: GWI ALSO REPORTS DATA FOR "OTHER GENDERS," SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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JAN 2024
USE OF SOCIAL MEDIA FOR BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

(left to right, top to bottom)

ANY KIND OF SOCIAL MEDIA PLATFORM
78.2%
YOY: -1.9% (-150 BPS)

SOCIAL NETWORKS
36.9%
YOY: +10.8% (+360 BPS)

QUESTION & ANSWER SITES (E.G. QUORA)
17.9%
YOY: -14.4% (-300 BPS)

MESSAGING AND LIVE CHAT SERVICES
20.3%
YOY: -8.1% (-180 BPS)

FORUMS AND MESSAGE BOARDS
17.0%
YOY: -14.6% (-290 BPS)

MICRO-BLOGS (E.G. X / TWITTER)
21.2%
YOY: -12.8% (-310 BPS)

VLOGS (BLOGS IN A VIDEO FORMAT)
14.6%
YOY: -7.0% (-110 BPS)

ONLINE PINBOARDS (E.G. PINTEREST)
9.3%
YOY: -21.2% (-250 BPS)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.
NOTE: VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS (TECHNICAL OR LESS-KNOWN SITES SUCH AS WEEBLY, XING, OR TEAMSITES, ETC.), VLOGS (I.E. VIDEOS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Note: Le drapeau chinois est affiché en haut à droite, avec la mention "CHINA".JAN 2024

GLOBAL WECHAT MONTHLY ACTIVE USERS

COMBINED WECHAT AND WEIXIN MONTHLY ACTIVE USERS (IN MILLIONS)
[NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS]
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

Q3 2021
1,263
+0.4%

Q4 2021
1,268
+1.6%

Q1 2022
1,288
+0.8%

Q2 2022
1,299

Q3 2022
1,309
+0.8%

Q4 2022
1,313
+0.3%

Q1 2023
1,319
+0.4%

Q2 2023
1,327
+0.6%

Q3 2023
1,336
+0.7%

SOURCES: TENCENT EARNINGS REPORTS.

DOUYIN OVERVIEW
ESSENTIAL HEADLINES FOR DOUYIN USE
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

DAILY ACTIVE DOUYIN USERS
751.6 MILLION

DAILY ACTIVE DOUYIN USERS vs. GLOBAL POPULATION
9.3%

FEMALE USERS AS A PERCENTAGE OF TOTAL USERS
48.3%

MALE USERS AS A PERCENTAGE OF TOTAL USERS
51.7%

SOURCES: [MEDIA/COMPANY ANNOUNCEMENTS]; GENDER SHARE DATA FROM GWI Q3 2023 (SEE QWGICAL). NOTES: BOTH DOUYIN AND TIKTOK ARE OWNED BY BYTEDANCE, AND THERE ARE MANY SIMILARITIES BETWEEN THE TWO PLATFORMS. THE TWO COMPANIES OPERATE THEM AS SEPARATE ENTITIES, AND REPORTS DISTINT USER FIGURES FOR EACH PLATFORM. GWI ALSO REPORTS DATA FOR “OTHER GENDERS,” SO THE VALUES FOR “FEMALE” AND “MALE” USERS MAY NOT SUM TO 100%.

GLOBAL KUAISHOU MONTHLY ACTIVE USERS

KUAISHOU MONTHLY ACTIVE USERS (IN MILLIONS), WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[Chart showing monthly active users in millions and growth percentages for different quarters]
- Q3 2021: 572.9 (+0.9%)
- Q4 2021: 578.0 (+3.4%)
- Q1 2022: 597.9 (-1.9%)
- Q2 2022: 586.7 (+6.7%)
- Q3 2022: 626.0 (+2.2%)
- Q4 2022: 640.0 (+2.3%)
- Q1 2023: 654.4 (+2.9%)
- Q2 2023: 673.3 (+1.7%)
- Q3 2023: 684.7

GLOBAL OVERVIEW
(Note: A world map icon is shown in this section)

SOURCES: KUAISHOU EARNINGS REPORTS

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[Bottom navigation icons for different sections of the report]### Global Kuaishou Overview - Jan 2024

Essential Headlines for Global Kuaishou Use

(Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.)

1. **Monthly Active Kuaishou Users**
   - **684.7 million**

2. **Monthly Active Kuaishou Users vs. Global Internet Users**
   - **12.8%**

3. **Monthly Active Kuaishou Users vs. Global Population**
   - **8.5%**

4. **Monthly Active Kuaishou Users vs. Global Population Aged 13+**
   - **10.8%**

5. **Female Users as a Percentage of All Monthly Active Kuaishou Users**
   - **47.0%**

6. **Male Users as a Percentage of All Monthly Active Kuaishou Users**
   - **53.0%**

7. **Quarter-on-Quarter Change in Monthly Active Kuaishou Users**
   - **+1.7% (+11 million)**

8. **Year-on-Year Change in Monthly Active Kuaishou Users**
   - **+9.4% (+59 million)**

Sources: Company announcements, Kepios Analysis, Gender share data from GWI (Q3 2021). (See GWI.COM for more info.) Note: GWI reports data for "Other Gender" so the values for "Female" and "Male" users may not sum to 100%.

Report: Digital 2024 China | Page 61 of 117

Provided by: We Are Social & MeltwaterJAN 2024
GLOBAL WEIBO MONTHLY ACTIVE USERS

Weibo monthly active users (in millions), with relative growth over time (note: users may not represent unique individuals)

573 (0%) Q3 2021
573 (0%) Q4 2021
582 (+1.6%) Q1 2022
582 (0%) Q2 2022
584 (+0.3%) Q3 2022
586 (+0.3%) Q4 2022
593 (+1.2%) Q1 2023
599 (+1.0%) Q2 2023
605 (+1.0%) Q3 2023

SOURCES: WEIBO CORPORATION EARNINGS REPORTS.JAN 2024
GLOBAL WEIBO OVERVIEW
ESSENTIAL HEADLINES FOR GLOBAL WEIBO USE
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

MONTHLY ACTIVE WEIBO USERS
605.0 MILLION

MONTHLY ACTIVE WEIBO USERS vs. GLOBAL POPULATION
7.5%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE WEIBO USERS
+1.0% +6.0 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE WEIBO USERS
+3.6% +21 MILLION

MONTHLY ACTIVE WEIBO USERS vs. GLOBAL INTERNET USERS
11.3%

MONTHLY ACTIVE WEIBO USERS vs. GLOBAL POPULATION AGED 14+
9.7%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE WEIBO USERS
51.0%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE WEIBO USERS
49.0%

SOURCES: WEIBO CORPORATION EARNINGS REPORTS; KEPIOS ANALYSIS; GENDER SHARE DATA FROM GWI Q3 2021, SEE GWI.COM. NOTE: GWI ALSO REPORTS DATA FOR "OTHER GENDER," SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.Jan 2024

GLOBAL QQ OVERVIEW
ESSENTIAL HEADLINES FOR GLOBAL QQ USE
NOTE: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

GLOBAL MONTHLY ACTIVE QQ USERS ACCESSING VIA SMART DEVICES
558.0 MILLION

GLOBAL MONTHLY ACTIVE QQ USERS vs. GLOBAL POPULATION
6.9%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE QQ USERS
-2.3%
-13 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE QQ USERS
-2.9%
-16 MILLION

MONTHLY ACTIVE QQ USERS vs. GLOBAL INTERNET USERS
10.4%

MONTHLY ACTIVE QQ USERS vs. GLOBAL POPULATION AGED 13+
8.8%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE QQ USERS
48.8%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE QQ USERS
51.2%

SOURCES: Tencent Earnings Reports, Kepios analysis. Gender share data from GWI Q1 2023. See GWI.com. NOTES: Data is only available for "smart device" use. Total active user base may be higher. GWI also reports data for "other" genders, so the values for "female" and "male" users may not sum to 100%.

Digital 2024 China 65 sur 117

Icons:

- Smart Device User
- Global Population
- Calendar (Quarter-on-Quarter Change)
- Calendar (Year-on-Year Change)
- Global Internet Users
- Global Population Aged 13+
- Female Users
- Male Users

Logo: we are social
Logo: MeltwaterBien sûr, voici la retranscription textuelle de l'image :

JAN 2024

GLOBAL QQ MONTHLY ACTIVE USERS

QQ MONTHLY ACTIVE USERS (IN MILLIONS), WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023
573.7	552.1	563.8	568.7	574.4	572.1	597.0	571.0	558.0

-3.8%	+2.1%	+0.9%	+1.0%	-0.4%	+4.4%	-4.4%	-2.3%

Sources: TENCENT EARNINGS REPORTS.

Mobile Connectivity
Use of mobile phones and devices that connect to cellular networks

[China flag] CHINA

Number of cellular mobile connections (excluding IoT)
1.76 billion

Number of cellular mobile connections compared with total population
123.6%

Year-on-year change in the number of cellular mobile connections
+4.0% +67 million

Share of cellular mobile connections that are broadband (3G, 4G, 5G)
99.6%

SOURCE: GSMA Intelligence
NOTES: Total cellular connections include devices other than mobile phones, but exclude cellular IoT connections. Figures may significantly exceed figures for population due to multiple connections and connected devices per person. COMPARABILITY: Each year's figures are based on the latest figures published in some of our previous reports. Featured cellular connection figures that include cellular IoT connections. Figures shown here do not include cellular IoT connections.

CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

China

1.65 B - Q4 2021
+ 1.1% - Q1 2022

1.66 B - Q1 2022
+ 0.6% - Q2 2022

1.68 B - Q2 2022
+ 0.8% - Q3 2022

1.69 B - Q3 2022
+ 0.3% - Q4 2022

1.69 B - Q4 2022
+ 1.2% - Q1 2023

1.71 B - Q1 2023
+ 0.7% - Q2 2023

1.73 B - Q2 2023
+ 1.1% - Q3 2023

1.74 B - Q3 2023
+ 1.0% - Q4 2023

1.76 B - Q4 2023

Source: GSMA Intelligence

Note: Excludes cellular IoT connections. **Comparability:** Base changes. See notes on data.

Digital 2024 China

Page 69 sur 117

We Are Social **Meltwater****JAN 2024**
SHARE OF MOBILE TIME BY APP CATEGORY

Time spent using apps in each app category as a percentage of total time spent using Android phones overall.

TOTAL TIME SPENT USING SMARTPHONES EACH DAY

3H 44M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS

28.6%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS

46.5%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY

4.7%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)

4.1%

SHARE OF SMARTPHONE TIME: SHOPPING APPS

4.6%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS

11.5%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES

3.0%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. **NOTES:** FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI USAGE CATEGORIES. DATA MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. "WEB BROWSERS AND SEARCH ENGINES" IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY USAGE CLASSIFICATION. **COMPARABILITY:** SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Sources:

- we are social (logo)
- Meltwater (logo)

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

CHINA

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
77.17%
YEAR-ON-YEAR CHANGE
+8.7% (+615 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES
22.37%
YEAR-ON-YEAR CHANGE
-20.7% (-583 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.02%
YEAR-ON-YEAR CHANGE

+100% (+1 BP)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.44%
YEAR-ON-YEAR CHANGE
-42.9% (-33 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES SHOWN AS BPS REPRESENT THE RELATIVE CHANGE IN OPERATING SYSTEM'S SHARE EXPRESSED IN BASIS POINTS (BPS) COMPARED WITH THE FIGURE ONE YEAR AGO. VALUED REPRESENT AVERAGES FOR THE FULL YEAR TO DECEMBER 2023. THE ABSOLUTE CHANGE IN AN OPERATING SYSTEM'S SHARE FROM 2022 TO 2023. AND A STARTING VALUE OF 50% WOULD EQUAL +/- 5% CHANGE.

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JAN 2024

MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

Total Number of Mobile App Downloads
113.4 BILLION

Year-on-Year Change in the Total Number of Mobile App Downloads
+2.1% +2 BILLION

Annual Consumer Spend on Mobile Apps and In-App Purchases (USD)
$52.06 BILLION

Year-on-Year Change in Consumer Spend on Mobile Apps and In-App Purchases
-10.1% -$5.9 BILLION

Source: DATA.AI INTELLIGENCE
See DATA.AI NOTES: Figures represent combined consumer activity across the Google Play Store, Apple iOS App Store, and third-party Android app stores between January and December 2023. "Consumer Spend" only includes spend on apps and in-app purchases via app stores, and does not include revenues from eCommerce transactions or mobile advertising. Consumer spend figures are in U.S. dollars.

[72] Digital 2024 China 72 sur 117

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JAN 2024

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

Mobile App

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	WECHAT	TENCENT
03	KWAI	KUAISHOU
04	ALIPAY	ANT FINANCIAL SERVICES GROUP
05	PINDUODUO	PDD HOLDINGS
06	BAIDU	BAIDU
07	TAOBAO	ALIBABA GROUP
08	TOUTIAO	BYTEDANCE
09	QQ	TENCENT
10	AMAP	ALIBABA GROUP

Mobile Game

#	MOBILE GAME	COMPANY
01	HONOR OF KINGS	TENCENT
02	GAME FOR PEACE	TENCENT
03	ANIPOP	HAPPY ELEMENTS

04	EGGY PARTY	NETEASE
05	MINI WORLD BLOCK ART	MINIWAN
06	SUBWAY SURFERS	TENCENT
07	LANDLORD POKER	TENCENT
08		TENCENT
09	MINECRAFT POCKET EDITION	MICROSOFT
10	JJ DOU DI ZHU	JJWORLD

SOURCE: DATA. AI INTELLIGENCE, SEE DATA. AI NOTES. RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

(Note: There is a flag indication for China next to the section titled "APP RANKING: MONTHLY ACTIVE USERS")Jan 2024
App Ranking: Downloads
Ranking of mobile apps and mobile games by total number of downloads between 01 January and 31 December 2023
China

#	Mobile App	Company
1	Kwai	KuaiShou
2	TikTok	ByteDance
3	CapCut	ByteDance
4	Red - Shop the World	Xingin
5	mØ[•	Alibaba Group
6	l_,ÏN¤{¡	l_,Ïw Sl\@ O–
7	WeChat	Tencent
8	Pinduoduo	PDD Holdings
9	JD.com	JD.com
10	Traffic Control 12123	Ministry of Public Security

#	Mobile Game	Company
1	Eggy Party	NetEase
2	Honor of Kings	Tencent
3	Game for Peace	Tencent
4	Battle of Golden Spatula	Tencent

5 | Anipop | Happy Elements
6 | Subway Surfers | Tencent
7 | Genshin Impact | MiHoYo
8 | h¦^{[¶Ví | NetEase
9 | Plants vs. Zombies 2 | Electronic Arts
10 | Snake Off | WeiPai

Source: Data.ai Intelligence. See Data.ai. Notes: Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023.

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Digital 2024 China
74 sur 117JAN 2024
APP RANKING: CONSUMER SPEND
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

CHINA

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	TENCENT VIDEO	TENCENT
03	IQIYI	BAIDU
04	KWAI	KUAISHOU
05	QQ MUSIC	TENCENT
06	BOSS ZHIPIN	KANZHUN
07	BAIDU WANGPAN	BAIDU
08	YOUKU	ALIBABA GROUP
09	NETEASE CLOUD MUSIC	CLOUD VILLAGE
10	ZHIHU	ZHIHU

#	MOBILE GAME	COMPANY
01	HONOR OF KINGS	TENCENT
02	GAME FOR PEACE	TENCENT
03	GENSHIN IMPACT	MIHOYO
04	EGGY PARTY	NETEASE
05	FANTASY WESTWARD JOURNEY	NETEASE
06	THREE KINGDOMS TACTICS	ALIBABA GROUP
07	•JŸ•gq	NETEASE
08	LEAGUE OF LEGENDS: WILD RIFT	TENCENT
09	BATTLE OF GOLDEN SPATULA	TENCENT
10	q!váv„ b67d 'dGhB	TUYOO

SOURCE: DATA AI INTELLIGENCE. SEE DATA AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE iOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. 'CONSUMER SPEND' ONLY INCLUDES SPEND ON APPS AND IN=APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

PURCHASED A PRODUCT OR SERVICE ONLINE
61.1%

ORDERED GROCERIES VIA AN ONLINE STORE
31.8%

BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
12.1%

USED AN ONLINE PRICE COMPARISON SERVICE
20.0%

USED A BUY NOW, PAY LATER SERVICE
27.8%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

China

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES

EACH PRODUCT OR SERVICE

***
Account with a Financial Institution
(Icon of financial institution)

88.7%
Female 87.3% Male 89.9%

***
Credit Card Ownership
(Icon of credit card)

38.0%
Female 39.8% Male 36.3%

***
Debit Card Ownership
(Icon of debit card)

75.8%
Female 74.6% Male 76.8%

***
Mobile Money Account
(e.g. MPESA, GCASH)
(Icon of mobile money account)

[N/A]
Female [N/A] Male [N/A]

***
Made a Digital Payment (past year)
(Icon of digital payment)

84.5%
Female 84.7% Male 84.4%

***
Made a Purchase Using a Mobile Phone or the Internet (past year)
(Icon of mobile purchase)

80.1%
Female 83.5% Male 77.0%

***

Used a Mobile Phone or the Internet to Send Money (past year)
(Icon of mobile money transfer)

69.4%
Female 66.7% Male 71.8%

***
Used a Mobile Phone or the Internet to Pay Bills (past year)
(Icon of mobile payment)

60.0%
Female 59.3% Male 60.7%

***
SOURCE:
World Bank. NOTES: Some figures have not been updated in the past year, so may be less representative of current behaviours. Percentages are of adults aged 15 and above, not of total population. ‘Mobile Money Accounts’ only refer to services that enable people to store and manage funds in electronic ‘wallets’ directly on a mobile phone; services such as MPESA, GCASH, and Alipay fall into this class. Figures for ‘Mobile Money Accounts’ do not include people who use ‘over-the-top' mobile payment services such as Apple Pay, Google Pay, or Samsung Pay.

***
(Icon of We are social)
(Icon of Meltwater)
(Icon of We are social)**JAN 2024**

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE.

Factor	Percentage (%)
FREE DELIVERY	35.2%
COUPONS AND DISCOUNTS	27.5%
EASY RETURNS POLICY	23.5%
SIMPLE ONLINE CHECKOUT	23.5%
CUSTOMER REVIEWS	22.6%
NEXT-DAY DELIVERY	22.2%
ECO-FRIENDLY CREDENTIALS	21.3%
CASH ON DELIVERY	19.3%

SOCIAL LIKES & COMMENTS	18.4%	
LOYALTY POINTS	17.3%	
CLICK AND COLLECT	14.4%	
SOCIAL BUY BUTTONS	12.5%	
INTEREST-FREE PAYMENTS	11.7%	
EXCLUSIVE CONTENT OR SERVICES	11.5%	
GUEST CHECKOUT	5.1%	

SOURCE: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes: See notes on data.

PAYMENT METHODS USED FOR ECOMMERCE
PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS
65.4%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS
17.6%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS
10.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY
4.2%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
2.9%

(China flag - China)

SOURCE: IPRO. NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.

Digital 2024 China
81 sur 117

Options at the bottom:
Digital - Clock - Magnifying Glass - Language Options - Print - ShareJAN 2024

ECOMMERCE: CONSUMER GOODS CATEGORIES
ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOOD ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

CHINA

Electronics
$358.4 Billion
Year-On-Year Change +18.9% ($56 Billion)

Fashion
$229.8 Billion
Year-On-Year Change +4.3% ($9.5 Billion)

Food
$147.3 Billion
Year-On-Year Change +3.4% ($5.9 Billion)

Beverages
$52.08 Billion
Year-On-Year Change +2.4% ($1.2 Billion)

DIY & Hardware
$49.60 Billion
Year-On-Year Change +4.7% ($2.2 Billion)

Furniture
$48.62 Billion
Year-On-Year Change +20.4% ($8.3 Billion)

Physical Media
$98.29 Billion
Year-On-Year Change -0.2% (-$180 Million)

Beauty & Personal Care
$53.46 Billion
Year-On-Year Change -0.3% (-$160 Million)

Tobacco Products

$86.79 Billion
Year-On-Year Change +1.1% ($930 Million)

Toys & Hobby
$31.37 Billion
Year-On-Year Change +0.4% ($120 Million)

Household Essentials
$51.21 Billion
Year-On-Year Change +8.9% ($4.0 Billion)

Over-The-Counter Pharmaceuticals
$26.86 Billion
Year-On-Year Change +4.0% ($1.0 Billion)

Luxury Goods
$16.04 Billion
Year-On-Year Change +5.7% ($870 Million)

Eye-Wear
$3.89 Billion
Year-On-Year Change +1.6% ($60 Million)

SOURCE: STATISTA ECOMMERCE MARKET SIZE STATISTA.COM
NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE PHYSICAL MEDIA CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT VARIATIONS MAY ARISE IN REVENUES AND MAJOR CATEGORY DEFINITION CHANGES.
FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ONLINE TRAVEL AND TOURISM
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)

Flights
$83.26 Billion
Year-on-year change +138% (+ $48 Billion)

Trains
$48.54 Billion
Year-on-year change +38.6% (+ $14 Billion)

Car Rentals
$13.33 Billion
Year-on-year change +33.5% (+ $3.3 Billion)

Long-distance buses
$2.34 Billion
Year-on-year change +42.8% (+ $700 Million)

Hotels
$58.43 Billion
Year-on-year change +40.9% (+ $17 Billion)

Package holidays
$28.86 Billion
Year-on-year change +58.1% (+ $11 Billion)

Vacation Rentals
$6.96 Billion
Year-on-year change +49.9% (+ $2.3 Billion)

Cruises
$513.4 Million
Year-on-year change +174% (+ $326 Million)

Source: Statista, Digital Market Outlook; Statista Mobility Market Outlook; See Statista.com. Notes: Figures represent estimates of full-year revenues for 2023 in U.S. dollars, and comparisons with equivalent values for the previous calendar year. Values do not include revenues associated with public transport (non-commercial flights, ferries, taxis, ride-sharing, ride-hailing, or car-sharing services). Comparability based on categories shown; figures are not comparable with previous reports.

Icons for: search, camera, translation, language settings, and page navigation

ONLINE RIDE-HAILING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES
500.0 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS
+4.2%
+20 MILLION

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$56.16 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE RIDE-HAILING BOOKINGS
+32.1%
+$14 BILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$113

China flag icon

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTE: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS, WHICH INCLUDES THE BOOKING OF PRIVATE HIRE VEHICLES (E.G., UBER, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.
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JAN 2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
675.7 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+11.1%
+68 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$12.01 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
+20.2%
+$2.0 BILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$17.78

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONE/APPS, SMART TOOLS, OR SMART WEARABLES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLAR$. PERCENTAGE CHANGE VALUES ARE RELATIVE; '+' VALUES SHOW ABSOLUTE CHANGE.

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

1. MUSIC DOWNLOAD - 24.3%
2. MOVIE OR TV STREAMING SERVICE - 21.9%
3. MOBILE GAME - 18.0%
4. MUSIC STREAMING SERVICE - 17.5%
5. MOBILE APP - 17.3%
6. STUDY PROGRAMS AND LEARNING MATERIALS - 16.5%
7. E-BOOK - 14.1%
8. NEWS SERVICE - 12.6%
9. IN-APP PURCHASES - 10.8%
10. PREMIUM WEB SERVICE - 9.0%
11. DIGITAL GIFTS - 8.7%
12. SOFTWARE PACKAGE - 8.7%
13. ONLINE MAGAZINE SUBSCRIPTION - 8.4%
14. DATING SERVICE - 5.6%

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

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DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

TOTAL

$118.8 BILLION

YEAR-ON-YEAR CHANGE

+12.7% (+$13 BILLION)

VIDEO GAMES

$82.06 BILLION

YEAR-ON-YEAR CHANGE

+11.9% (+$8.7 BILLION)

VIDEO-ON-DEMAND

$28.39 BILLION

YEAR-ON-YEAR CHANGE

+15.6% (+$3.8 BILLION)

EPUBLISHING

$4.23 BILLION

YEAR-ON-YEAR CHANGE

+8.7% (+$340 MILLION)

DIGITAL MUSIC

$4.15 BILLION

YEAR-ON-YEAR CHANGE

+13.1% (+$480 MILLION)

**SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PRECEDING CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES: FIGURES ARE

NOT COMPARABLE WITH PREVIOUS REPORTS.**

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français```
JAN 2024

DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES
260.4 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS
+6.5%
+16 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)
$25.34 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET
+14.0%
+$3.1 BILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023)
$97.31

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS (E.G. CALORIE COUNTING), MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART JEWELRY, HEALTH

TRACKING APPS, WEARABLES THAT REQUIRE CONNECTION WITH ANOTHER WEARABLE PRODUCT TO FUNCTION, NICHE PRODUCTS SUCH AS ARMBANDS, SMART GLASSES, ETC. YEAR-ON-YEAR CHANGE COMPARES TO FIGURES PUBLISHED AT THIS TIME LAST YEAR. FINANCIAL VALUES IN U.S. DOLLARS, EXCHANGE RATES VARY, SO RESULTS MAY SHOW CHANGE.

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Engagement with Digital Marketing

JAN 2024

Percentage of internet users aged 16 to 64 who say they engage in each kind of online activity

**China**

1. **Research brands online before making a purchase:**
   - 41.7%
   - YOY: -0.5% (-20 BPS)

2. **Visited a brand’s website in the past 30 days:**
   - 25.5%
   - YOY: +8.1% (+190 BPS)

3. **Clicked or tapped on a banner ad on a website in the past 30 days:**
   - 14.0%
   - YOY: +1.4% (+20 BPS)

4. **Clicked or tapped on a sponsored social media post in the past 30 days:**
   - 16.3%
   - YOY: [UNCHANGED]

5. **Downloaded or used a branded mobile app in the past 30 days:**
   - 14.7%
   - YOY: -1.3% (-20 BPS)

Source: GWI Jan 2024 figures represent the findings of a broad survey of internet users aged 16 to 64. See gwi.com/notes. Notes: "YOY" figures represent year-on-year change (percentage change values show percentage change in the number of people engaging in each activity, while percentage-point change (bps) values represent basis points, and indicate the absolute change). Comparability: Methodology changes. See notes on data.
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Digital 2024 China

Page 90 sur 117**JAN 2024 SOURCES OF BRAND DISCOVERY**
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

- **WORD-OF-MOUTH: 25.5%**
- **SEARCH ENGINES: 24.9%**
- **BRAND WEBSITES: 23.4%**
- **SOCIAL MEDIA COMMENTS: 23.2%**
- **CONSUMER REVIEW SITES: 23.0%**
- **TV ADS: 21.8%**
- **SOCIAL MEDIA ADS: 21.3%**
- **IN-STORE PROMOS: 20.3%**
- **ADS IN MOBILE APPS: 19.7%**
- **TV SHOWS AND FILMS: 19.6%**
- **ADS ON WEBSITES: 19.4%**
- **PERSONALISED PURCHASE RECOMMENDATIONS ON WEBSITES: 18.7%**
- **CELEBRITY ENDORSEMENTS: 17.3%**
- **ONLINE VIDEO PRE-ROLL ADS: 16.9%**
- **PRODUCT COMPARISON WEBSITES: 16.9%**

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: methodology changes. See notes on data.

Page 89 of 117

Digital 2024 China

*we are social | Meltwater*JAN 2024 MAIN CHANNELS FOR ONLINE BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

(CHINA FLAG)
CHINA

Search Engines 37.8%
Social Networks 36.9%
Consumer Reviews 33.5%
Product & Brand Websites 31.2%
Video Sites 27.3%
Mobile Apps 26.6%
Price Comparison Sites 22.8%

Micro-Blogs 21.2%
Messenger Services 20.3%
Discount Voucher Sites 19.7%
Brand & Product Blogs 19.3%
Q&A Sites 17.9%
Forums & Message Boards 17.0%
Specialist Review Sites 14.6%
Online Pinboards 9.3%

Source: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BRAND SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES; SEE NOTES ON DATA.
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ADVERTISING SPEND: TOTAL vs. DIGITAL
TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

[Icon of a speaker]
TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)
$213.4 BILLION

[Icon of an upward arrow]
YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+10.2%
+$20 BILLION

[Icon of a globe]
DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)
$182.1 BILLION

[Icon of a hand with a dollar sign]
YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+11.5%
+$19 BILLION

[Icon of a gear]
DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
85.3%

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. PERCENTAGE CHANGE VALUES ARE BASED ON ABSOLUTE FIGURE DIFFERENCES BASED ON NOMINAL DOLLAR VALUES, AND NOT ON A STARTING VALUE OF 100; THEY

WOULD BE EQUAL. NOTE: NOT COMPARABLE WITH PREVIOUS YEARS IN THIS REPORT. PERCENTAGE CHANGES IN THIS IMAGE EXCLUDE THE EFFECT OF DOMESTIC MEDIA INFLATION ON AD SPENDING. SEE FULL NOTE IN SOURCES. DIGITAL AD SPEND FIGURE INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN IN PREVIOUS VERSIONS OF THIS REPORT, AND NUMBERS MIGHT NOT BE DIRECTLY COMPARABLE ACROSS CHARTS.

[Icons for various actions in a row: share, download, print, etc.]
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JAN 2024
PROGRAMMATIC ADVERTISING OVERVIEW
SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)
$144.2 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
+11.0%
+$14 BILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
79.2%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
-0.5%
-37 BPS

Source: Statista Advertising & Media Outlook. See statista.com. Notes: Figures represent estimates for full-year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are based on the relative difference between two values, where a starting value of 100% would equal 40, not 140%. BPS values represent basis points and indicate absolute change. Comparability: base changes mean data is not comparable with previous reports.

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[Image of the Chinese flag with the word "CHINA" under it]

Digital 2024 China
94 sur 117

[Icons representing analytics, sharing, download, full screen, and language settings (français)]

---JAN 2024

DIGITAL ADVERTISING SPEND
ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)

Total Annual Spend on Digital Ads (All Types)
$182.1 billion
Y-O-Y CHANGE IN SPEND
+11.5% (+$19 billion)

Annual Spend on Online Search Ads
$56.11 billion
Y-O-Y CHANGE IN SPEND
+10.2% (+$5.2 billion)

Annual Spend on Digital Video Ads
$49.32 billion
Y-O-Y CHANGE IN SPEND
+9.5% (+$4.3 billion)

Annual Spend on Digital Banner Ads
$43.12 billion
Y-O-Y CHANGE IN SPEND
+13.4% (+$5.1 billion)

Annual Spend on Online Influencer Activities
$16.76 billion
Y-O-Y CHANGE IN SPEND

+18.2% (+$2.6 billion)

Annual Spend on Online Classifieds
$7.19 billion
Y-O-Y CHANGE IN SPEND
+9.6% (+$630 million)

Annual Spend on Digital Audio Ads
$1.07 billion
Y-O-Y CHANGE IN SPEND
+15.1% (+$140 million)

Share of Total Digital Ad Spend: Mobile Devices*
75.8%
Y-O-Y CHANGE IN SPEND
+2.8% (+204 BPS)

Share of Total Digital Ad Spend: Social Media
39.2%
Y-O-Y CHANGE IN SPEND
-1.0% (-38 BPS)

Share of Total Digital Ad Spend: Programmatic
79.2%
Y-O-Y CHANGE IN SPEND
-0.5% (-37 BPS)

SOURCE STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE FULL-YEAR 2022. “Y-O-Y” = YEAR-ON-YEAR. FIGURES REPRESENT GROSS BILLINGS AND MAY THEREFORE BE HIGHER THAN NET REVENUE FIGURES REPORTED BY SOME SOURCES. “PROGRAMMATIC” = ADS SERVED AUTOMATICALLY IN LINE WITH PRE-ESTABLISHED CRITERIA. *MOBILE DEVICES INCLUDE SMARTPHONES AND TABLETS. PERCENTAGE CHANGES ARE CALCULATED UPON INTERNAL FIGURES.

© 2023 DATA IS BASED ON PROJECTIONS PROVIDED BY STATISTA'S DIGITAL ADVERTISING OUTLOOK IN JULY 2023. COMPARABILITY IS LIMITED.

LANGUE/TITRE INSERTIONS LOGIC CAPTION:
FRENCH, TRANSLATE: DIGITAL ADVERTISING SPEND

New insights into China's upcoming digital ad trends.**JAN 2024**

SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

Annual Spend on Online Search Advertising (USD)
$56.11 billion

Year-on-Year Change in Online Search Advertising Spend
+10.2% (+$5.2 billion)

Online Search's Share of Total Digital Advertising Spend
30.8%

Year-on-Year Change in Online Search's Share of Total Digital Advertising Spend
-1.2% (-38 BPS)

Digital 2024 China
95 sur 117
français

Source: Statista Advertising & Media Outlook. See statista.com. Notes: Figures represent estimates for full-year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are based in the increase of 60 bps. A starting value of 30% would equal 90 bps, not 79.9%. "BPS" values represent basis points, and indicate absolute change. Comparability: Base changes figures are not comparable with previous reports.
JAN 2024
SOCIAL MEDIA ADVERTISING OVERVIEW
SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)
$71.38 BILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND
+10.4%
+$6.8 BILLION

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

39.2%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
-1.0%
-38 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FREQUENTINE COMPARAISONS: ARE BASED IN THE AVERAGE ECPM FOR WHAT A NEW IMPRESSING VALUE OF USD $5USD$75ML VALUE OF USD $ 0.0007.

Digital 2024 China
96 sur 117Bien sûr, voici la transcription textuelle de l'image :

JAN 2024

INFLUENCER ADVERTISING OVERVIEW
SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET.

Annual Spend on Influencer Advertising (USD)
$16.76 billion

Year-on-Year Change in Influencer Advertising Spend
+18.2%
+$2.6 billion

Influencer Advertising's Share of Total Digital Ad Spend
9.2%

Year-on-Year Change in Influencer Advertising's Share of Total Digital Ad Spend
+6.0%
+52 BPS

*SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENCIES, AND DO NOT INCLUDE THE VALUE OF PRODUCT DONATIONS, "FREE" SERVICES, OR SIMILAR TRANSFERS OF NON-MONETARY VALUE. YOY VALUES ARE FX

ADJUSTED. 2024 BPS VALUES ARE CALCULATED VS. 2022 VALUES, AND REPRESENT WEIGHTED AVERAGES BY COUNTRY. "BPS" VALUES INDICATE TANGIBLE CHANGES TO THE DECIMAL PERCENTAGE SHARE: "+52 BPS" = 0.52 PERCENTAGE POINTS. FIGURES AND CHARTS IN THIS REPORT ARE BASED ON MULTIPLE SOURCES, AND INCLUDE ABSOLUTE CHANGE, COMPARABILITY, AND CONTENT QUALITY COMPARABILITY.*

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97 sur 117

Langue: française

Statcounter, ui, wordcloud, texte, emogi, infographie

(À gauche, il y a un bouton de navigation pour précédent. En bas, il y a des icônes pour différents actions et paramètres.)

Drapeu: CHINA (à droite, un drapeau chinois)

Sources: statista, Meltwater, we are social

Langue du document: françaisJAN 2024 ATTITUDES: ADS AND AD TRACKING
HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS THEY TAKE TO AVOID ADVERTISING AND AD TRACKING

Feel represented in the advertising that they see or hear
19.6%
YEAR-ON-YEAR CHANGE
-19.3% (-470 BPS)

Use an ad blocker for at least some online activities
38.5%
YEAR-ON-YEAR CHANGE
-10.9% (-470 BPS)

Decline cookies at least some of the time
25.7%

YEAR-ON-YEAR CHANGE
-17.1% (-530 BPS)

Use a virtual private network (VPN) for at least some online activities
21.8%
YEAR-ON-YEAR CHANGE
-20.1% (-550 BPS)

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (E.G. A CHANGE OF 25 TO 50 IN A STANDING VALUE OF 50% WOULD EQUAL 100%, NOT 25%). '%+' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.

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