

Chinese Search Market

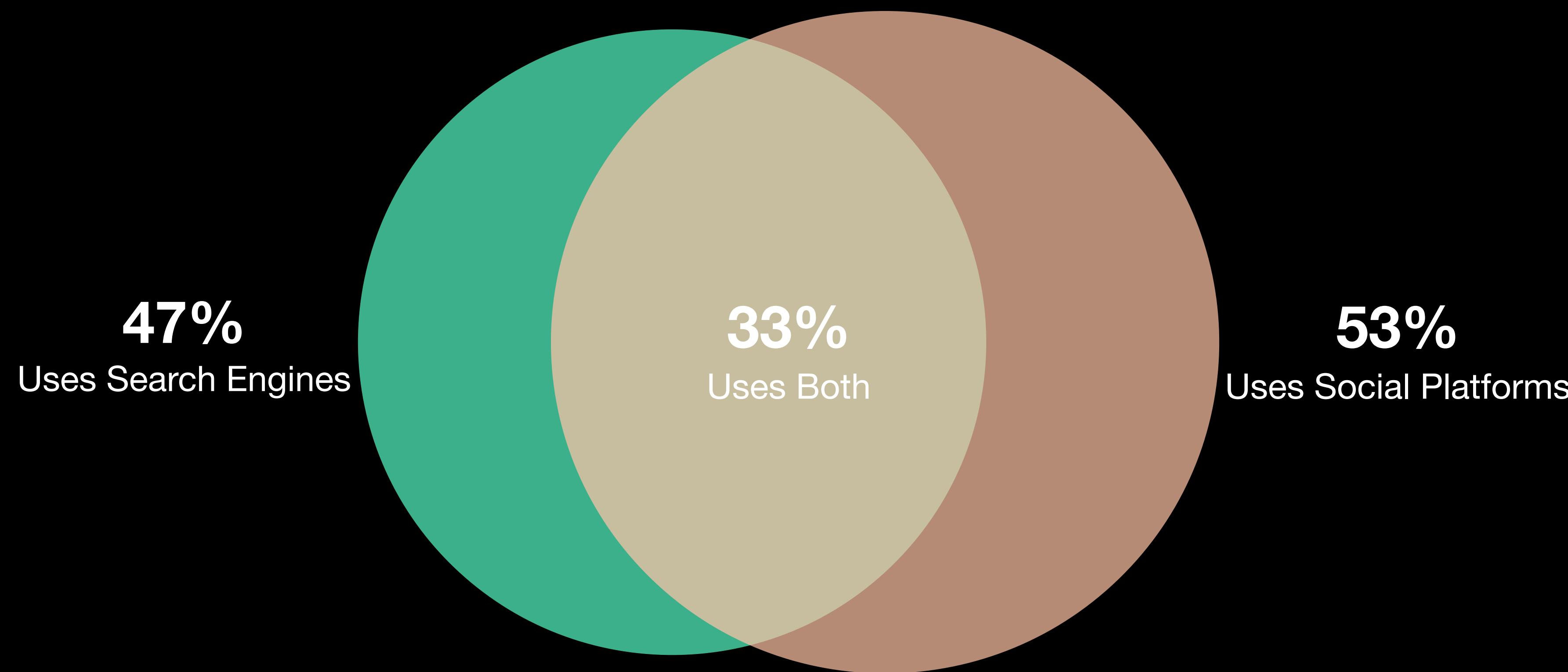
Market Size, User Behavior and Opportunities

Market

Market Size



Search Platforms



Search Meets Social

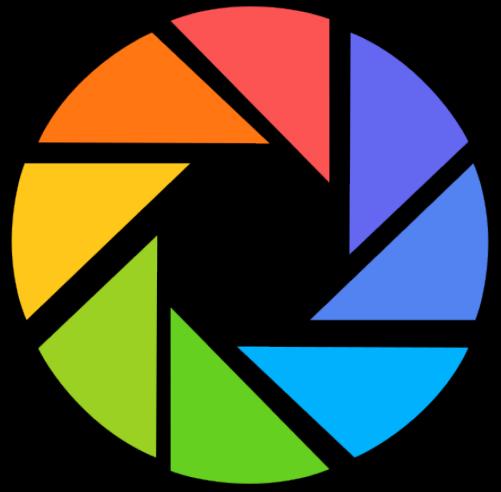


Search – Social

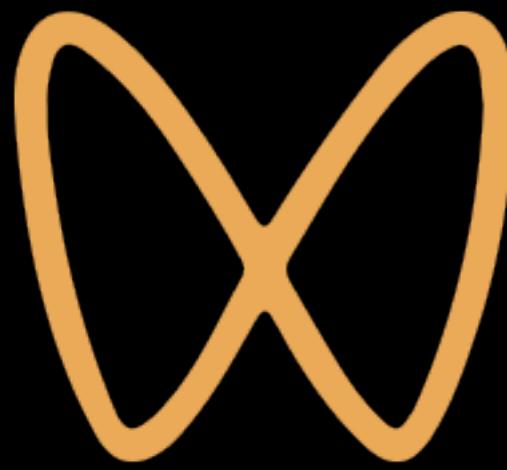


Growth Potential & Opportunities

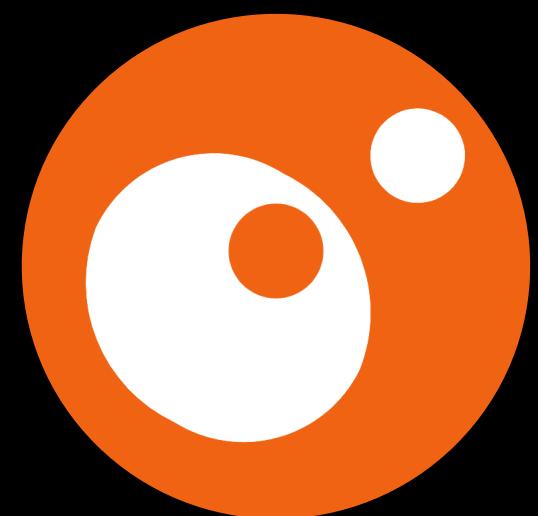
WeChat Moments



WeChat Short Video



WeChat Games



WeChat



1.26 Billion

WeChat Pay



WeChat Mini Program

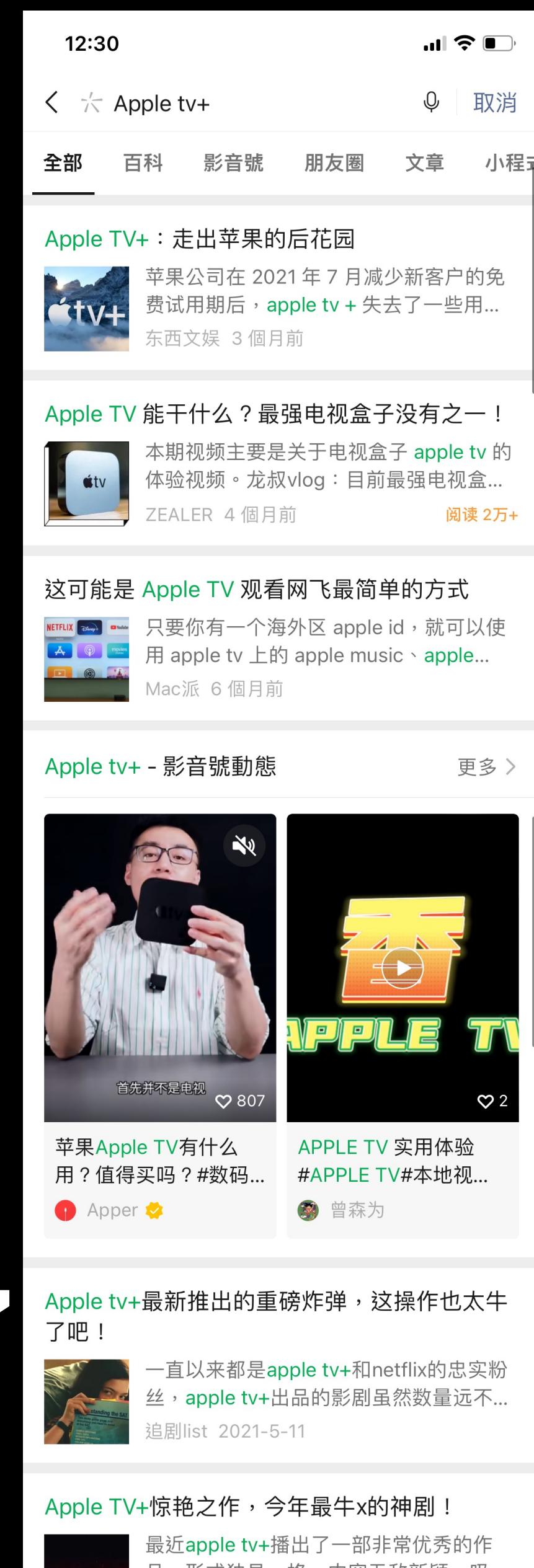


WeChat Search



WeChat Search

Content Accounts



Content Accounts

WeChat Short Videos

Content Accounts



Official Account

OA Mini Programs

WeChat Short Videos

Next Steps

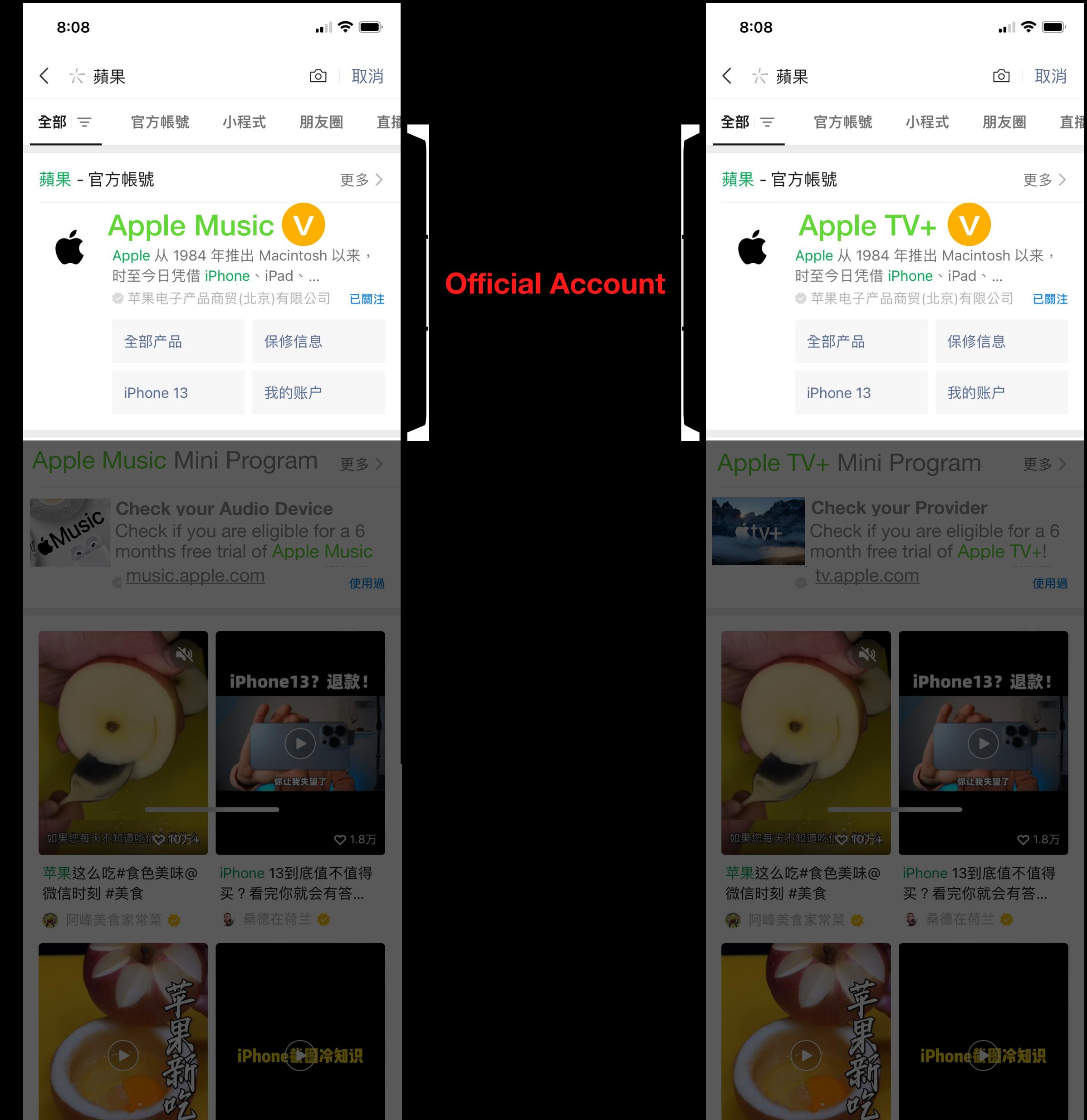
Next Steps

1. Leverage the WeChat user base and ecosystem
2. Invest resources in long-term cross functional strategy

Official Presence

FPO

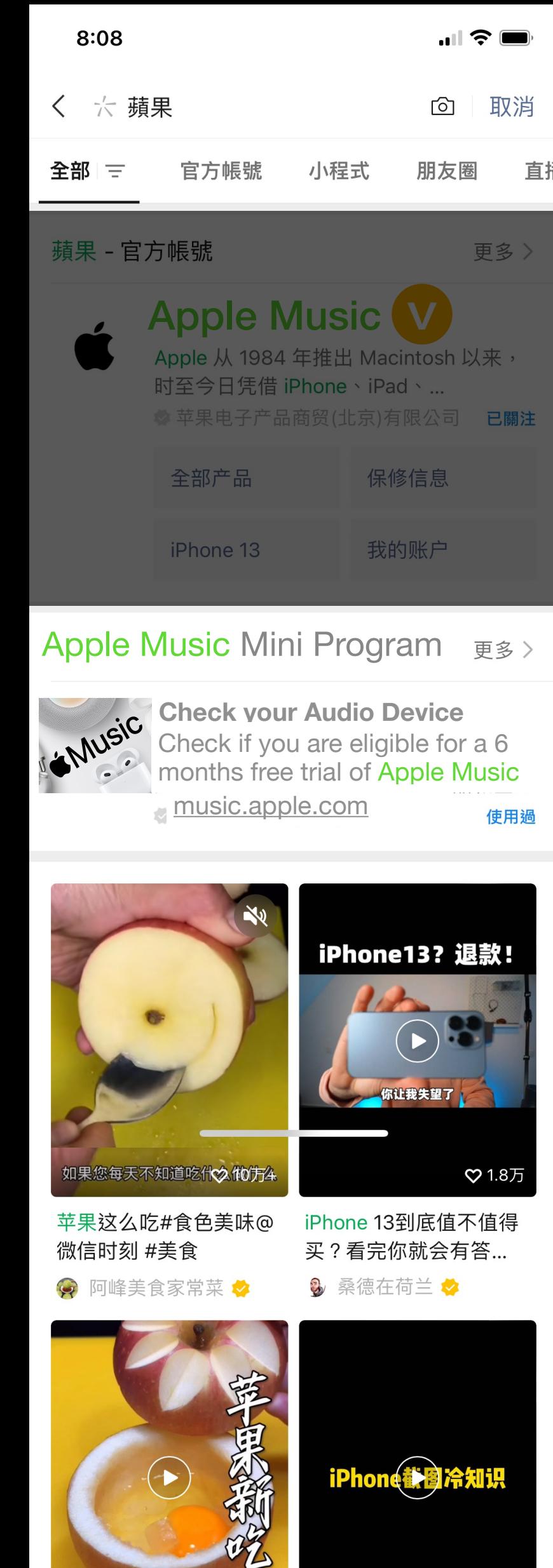
FPO



Content Strategy

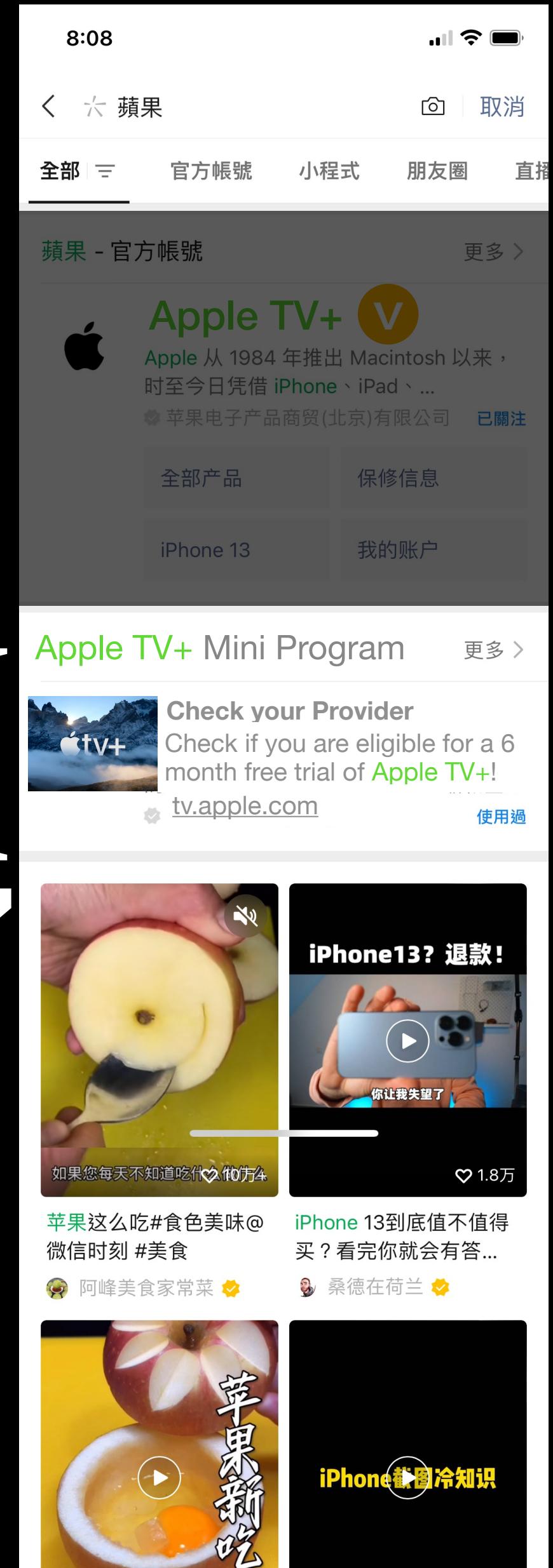
FPO

FPO



OA Mini Programs

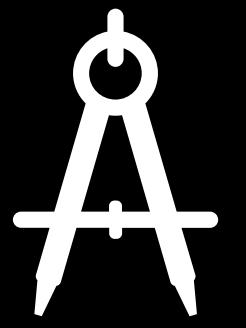
Short Video Account



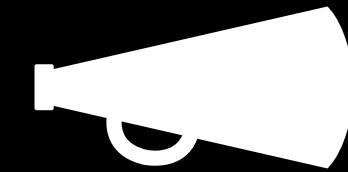
Cross Functional Program



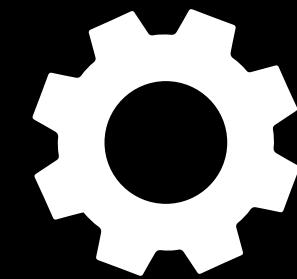
Editorial



Design



Marketing



Engineering

Discussion

WeChat Mini Programs UI

“Apps can be accessed without downloading”



Mini Program – QQ Music

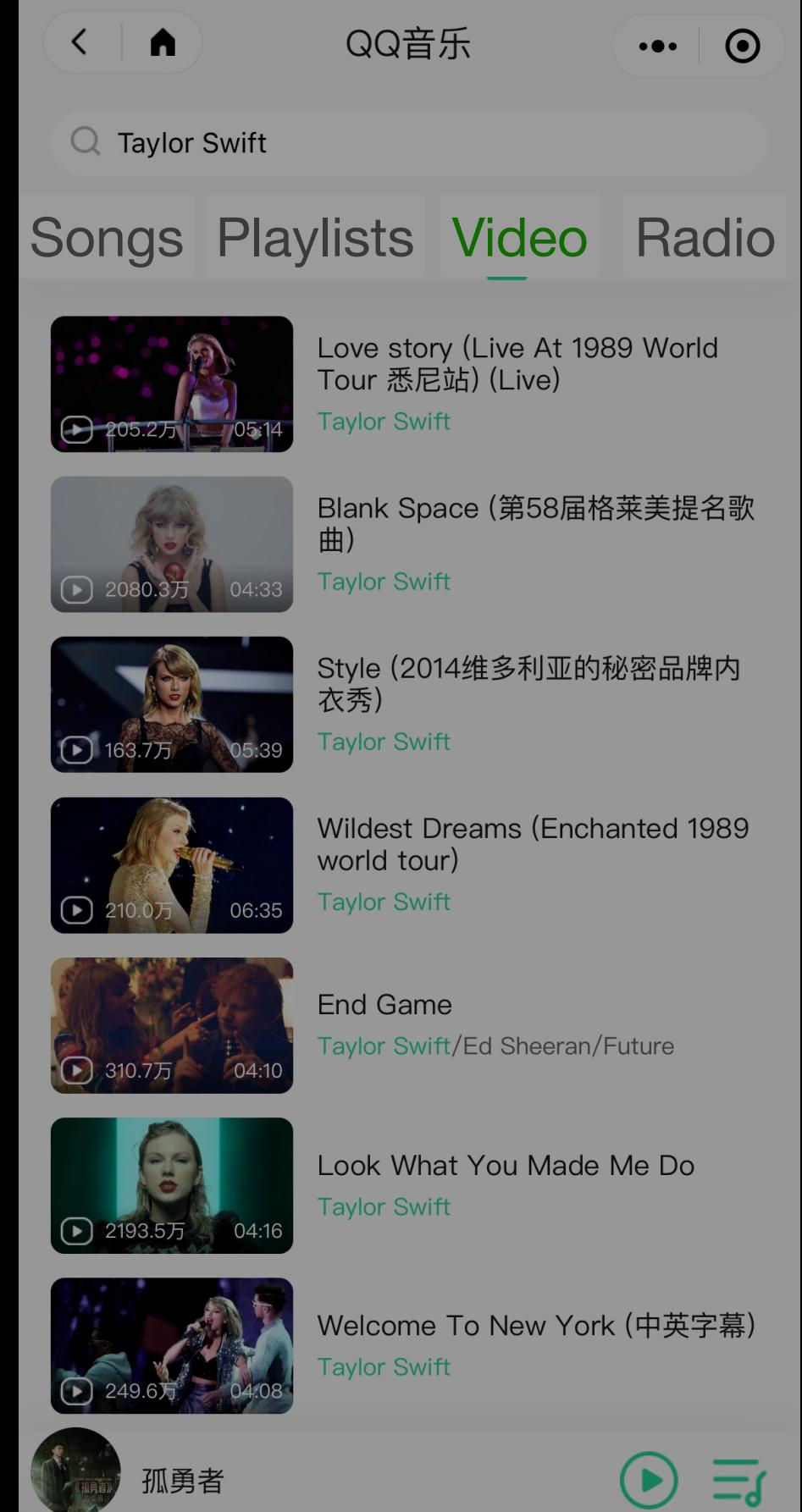
Artist Page - Albums



Artist Page - Songs



Search Page - Videos



Song Play Page

