Tencent's core business is marked by a significant shift from a heavy reliance on revenue generated from value-added service to a more diverse source of profits including a soaring revenue generated from online advertising. WeChat is a crucial catalyst product to facilitate this transition.





Yujie Chen, Zhifei Mao, and Jack Linchuan Qiu, (29)





Green diamond QQ Music Premium Features



Purple diamond

Privileges in QQ Gaming Platform



Yellow diamond

Ornamenting Qzone

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