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*“Media Shifts to Social - China”*

A new report from:



*“Media Shifts to Social - China,”* a new report from Netpop Research, provides important insights into social media trends among Chinese broadband users, informing companies of the new consumer media habits shaping businesses today.

**Key Findings**

- **92%** of the 243 million broadband consumers in China (224 million) age 13 and above contribute to social media compared to **105 million** Americans (76% of the broadband population).
- **43%** of Chinese broadband users (105 million) communicate via forums/discussion boards.
- **37 percent** of bloggers, or 29 million bloggers, post to blogs on a daily basis.
- **41 million** Chinese are “heavy” social media contributors (6+ activities) who connect with **84 people** on a ‘one to many’ basis in a **typical week**.
- **Young professionals aged 25 to 29** are the most active users of social media in China—using more modes of online communication more often than any other age group.

**Conclusions**

- Social media is a powerful, popular force in China, far surpassing the United States in use and influence
- China has a sizable proportion of social media contributors who participate in many Web 2.0 activities— blogs, micro-blogs, social media, video and photo sharing
- For Chinese Netizens, social media add exponentially to the sources and perspectives available online – a new development for a country accustomed to a single source for media and information

**Implications**

- Like the U.S., websites in China need to give more space to user-generated content to enhance content and connect directly with users or users will create their own venues that are harder for companies to track and participate with effectively

- Marketing, customer service and consumer intelligence departments need to converge to understand and address the impact of social media
- New ways of engaging consumers must be developed that enable companies to listen to and promote their brands through information sharing based on mutual respect and transparent communication

## **Report Contents**

- Use and frequency of 20 online communication and social media channels, including photo-sharing, video-sharing, micro-blogging, social networking, tagging, wikis, etc.
- Differences in use and frequency among younger users, identifying how usage among teens differs from older users—particularly young professionals
- Comparison of light, medium and heavy social media users to understand the heaviest “influencers” and how are their usage habits and motivations differ from less active users
- Public versus private sharing of Web 2.0 comments and content: who shares publicly online and what motivates their Web 2.0 involvement
- Profile of five Chinese Web 2.0 brands: (Photo.163.com, Tianya.cn, Tudou, Blogcn, and MOP.com) and four international Web 2.0 brands (Flickr, Twitter, Windows Live, and Youtube) to identify the types of users and unique motivations that drive usage of these sites
- Implications for online marketing and advertising strategies: What social media means for the way businesses

**Cost - \$495 USD**

## **About Netpop Research, LLC**

Netpop Research, LLC is a San Francisco-based strategic market research firm that specializes in online media, digital entertainment and user-generated content trends. Since 1997, Netpop has offered research products and services focused on the online consumer, establishing its unique domain expertise and creating industry-accepted metrics for understanding the digital consumer. Netpop Research is the creator of the Netpop tracking study of Internet usage among broadband consumers in the United States and China.