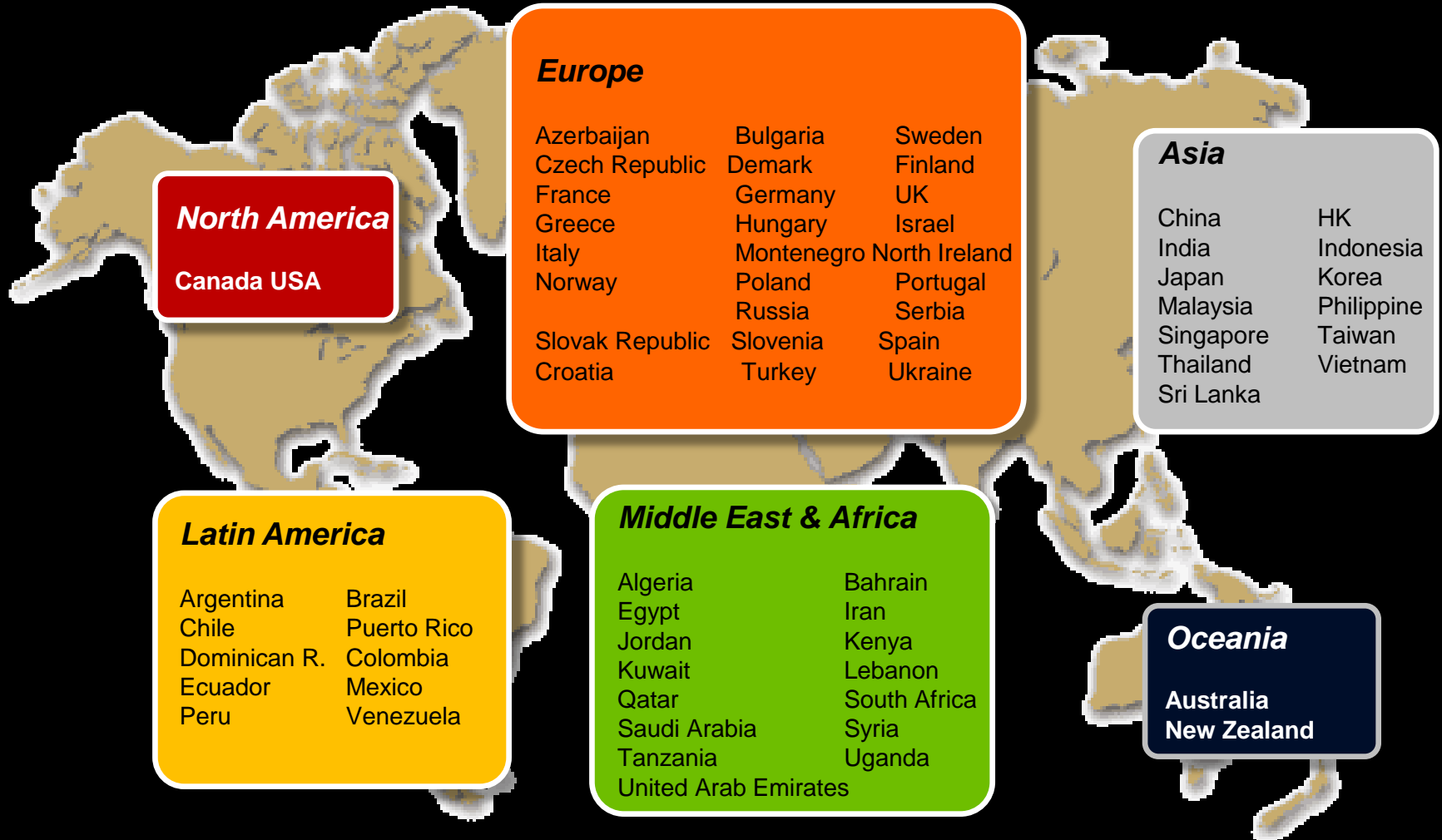


What people say about social media
By Li Yan, General Manager
Media and Consumption Behaviour
Research department of CTR

KANTAR

Global TGI : including almost 70 countries and regions





countries



respondents



Sample



China

● Last month



● 54,052



US

● Last month

facebook



● 10,005



UK

● Last month

facebook



● 24,821



France

● Last month

facebook



● 15,397



Brazil

● Last month

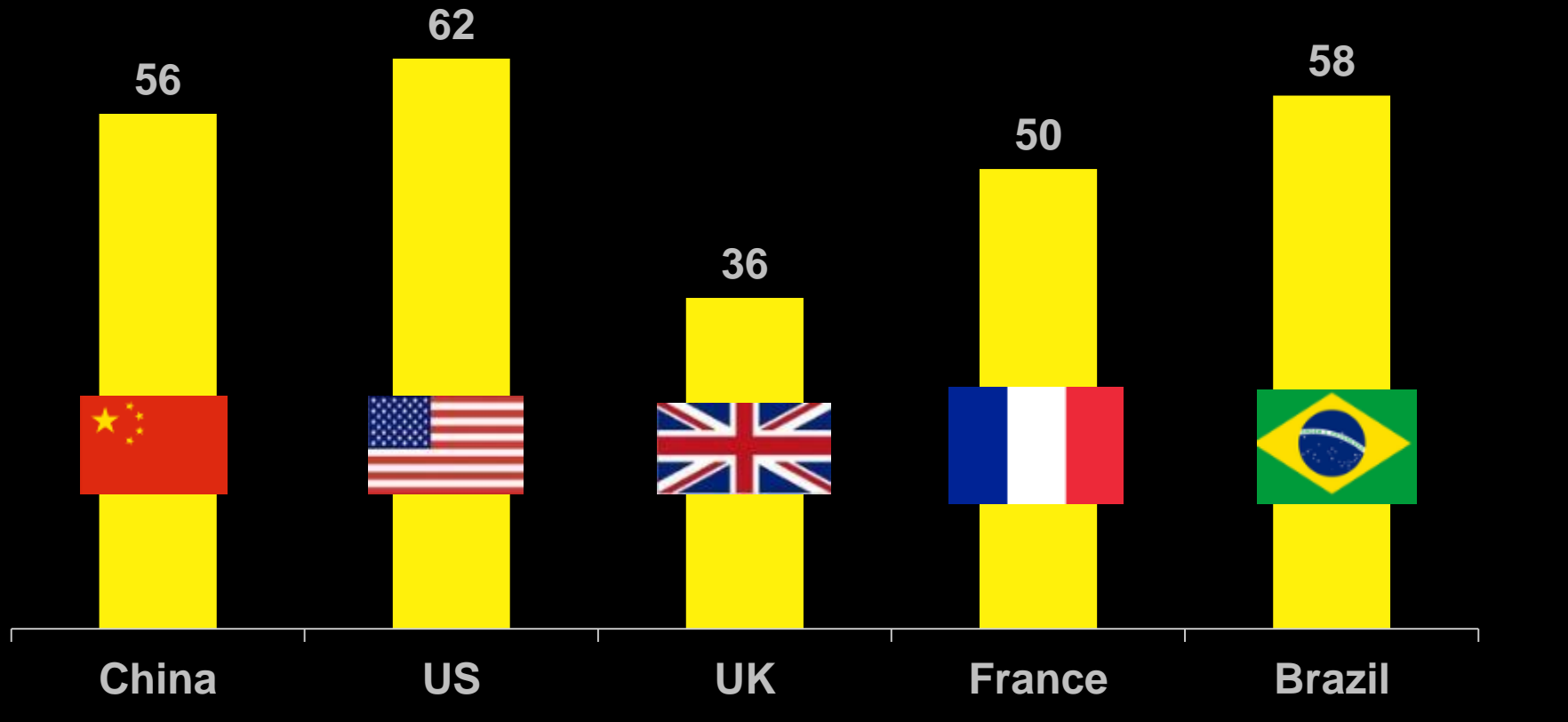
facebook



● 11,224

US has highest social media penetration

Major social media penetration of different countries in the last month (%)

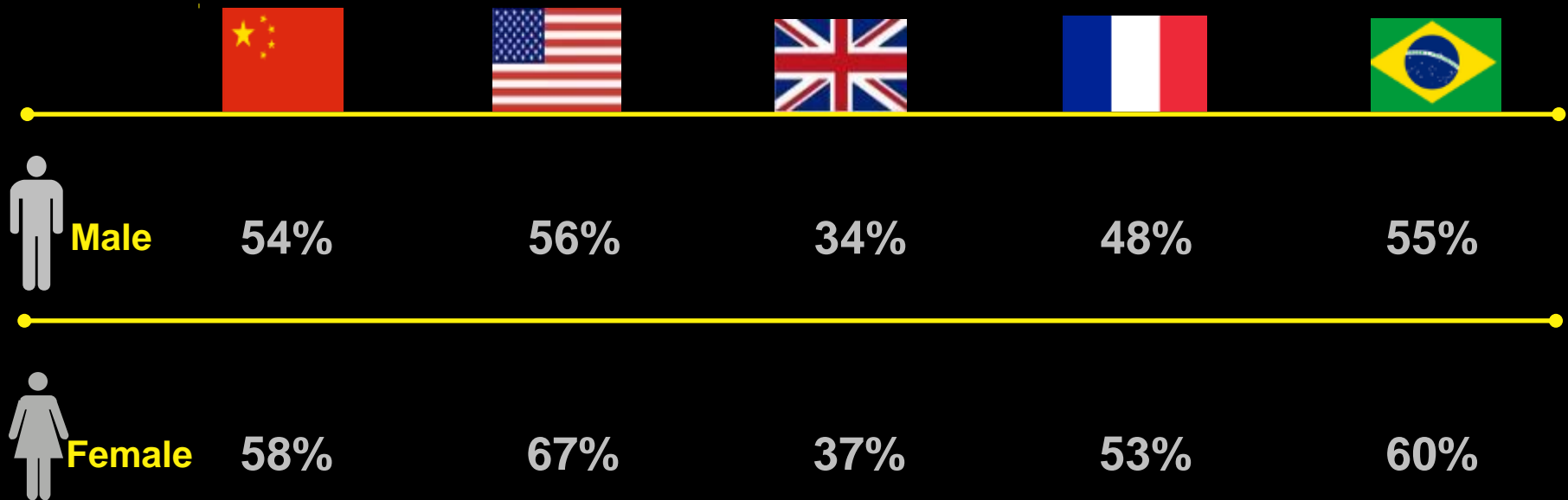


Data Source : 2015 Global TGI

Notes : Chinese major social media are WeChat and Weibo. Other countries are Facebook and Twitter.

Compared with males, females use social media more often

Major social media penetration in different countries (by gender,%)



Data Source : 2015 Global TGI

Notes : Chinese major social media are WeChat and Weibo. Other countries are Facebook and Twitter.

Who are social media users
in China and the US?

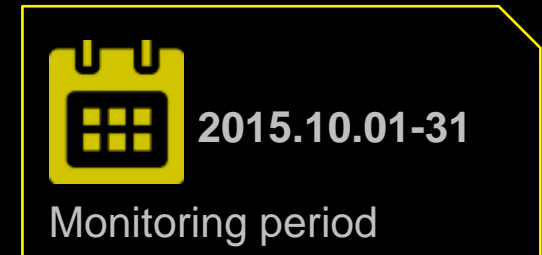
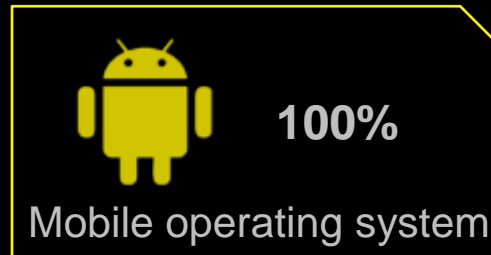
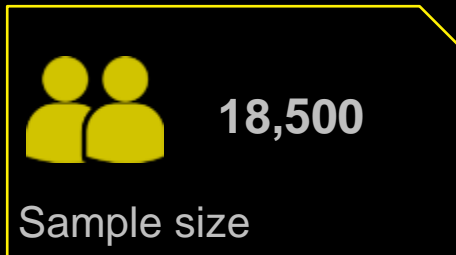
By Li Yan, General Manager

Media and Consumption Behaviour

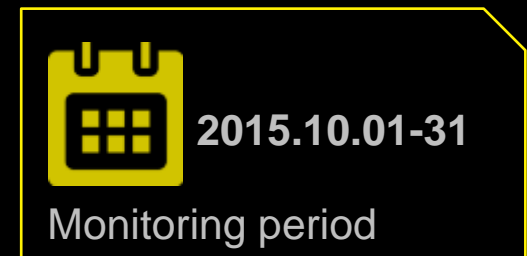
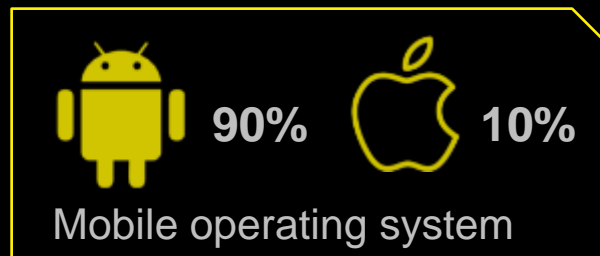
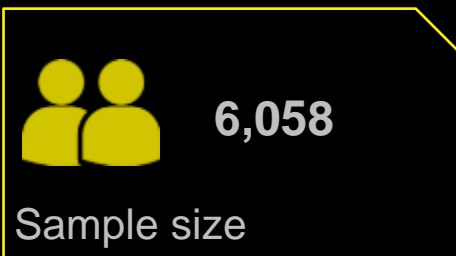
Research department of CTR

KANTAR

CTR Chinese netizen behaviour analyzing platform @Smart DMP

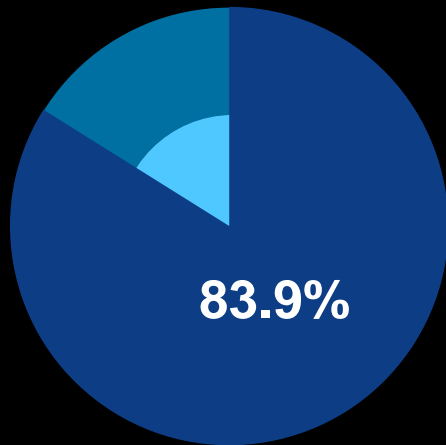


US mobile app user behaviour monitoring platform



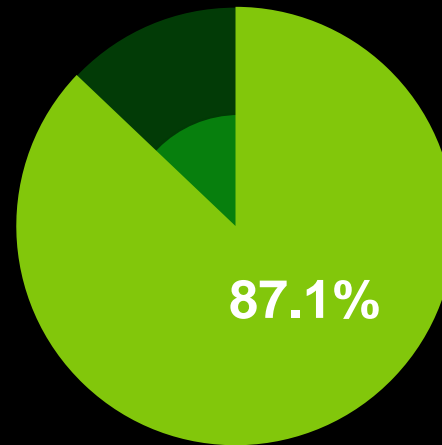
Social media penetration rate very close, both exceeding 80%

The percentage of people who used the following mobile apps
(Oct, 2015)



facebook.

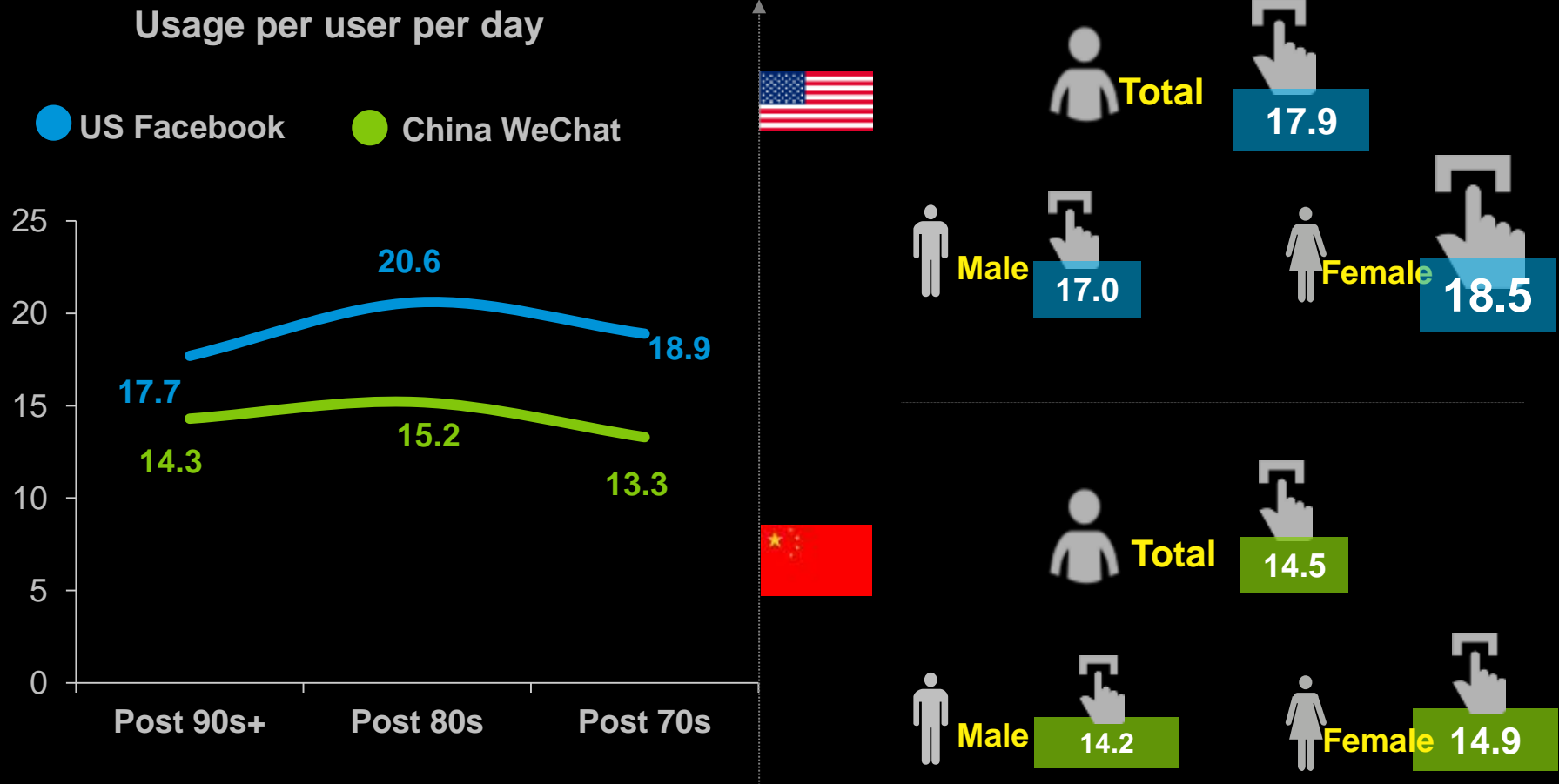
US



China

Sample volume : China WeChat 18,500; U.S. Facebook 6,058
Monitoring period : 2015.10.01-31

US users open social media app more frequently than Chinese



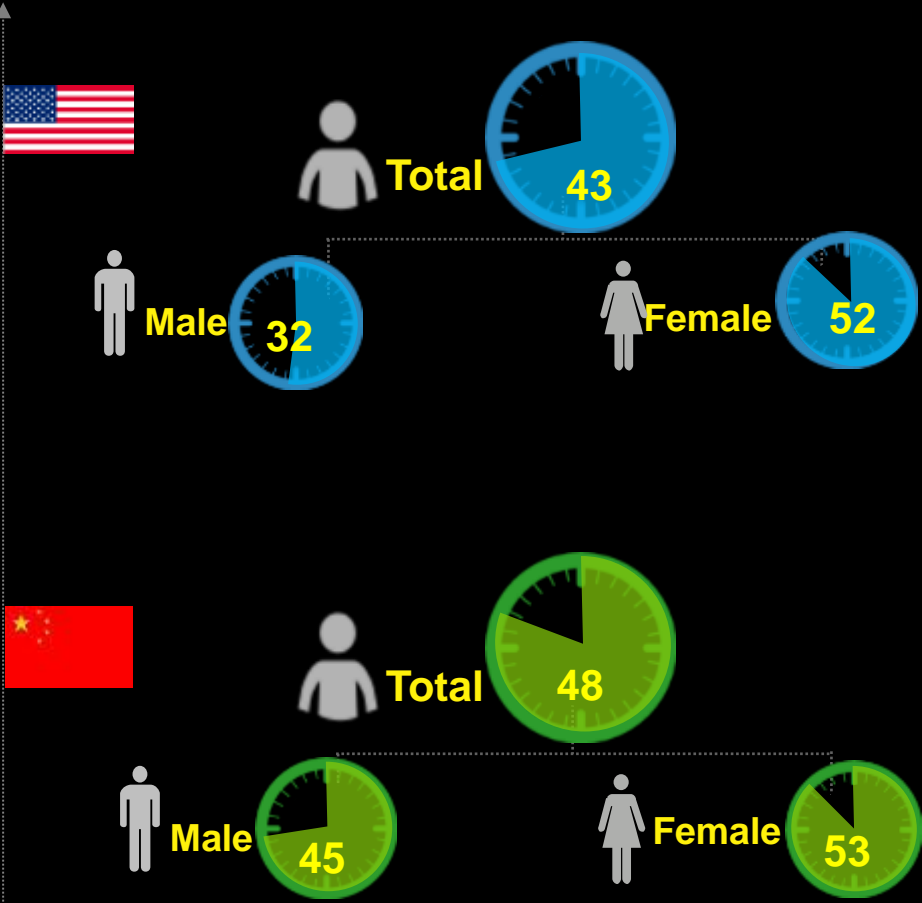
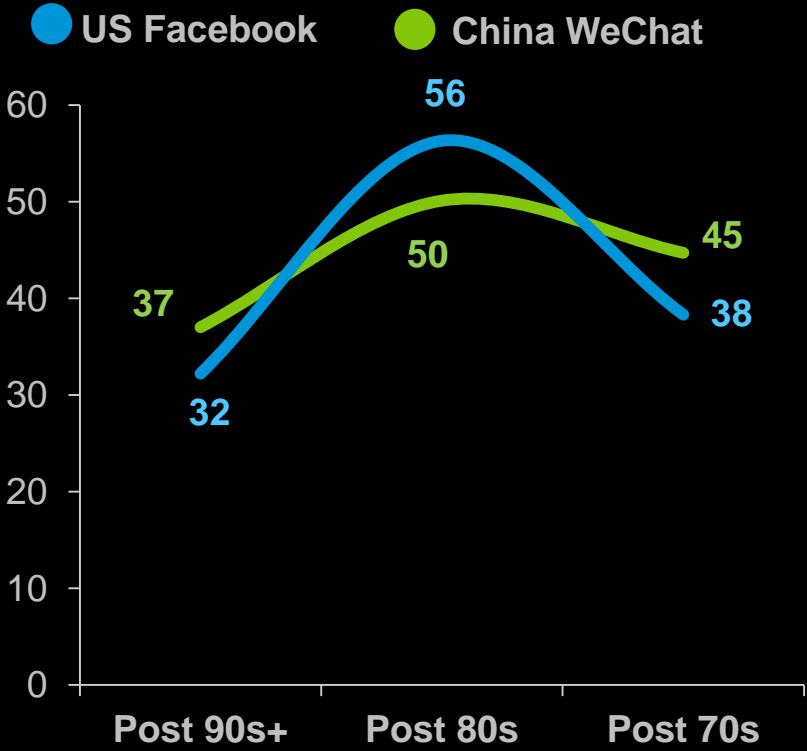
Sample volume : China WeChat 18,500 ; US Facebook 6,058

Monitoring period : 2015.10.01-31

Startups per user per day : The average number of times each user open the app in the day he/she using it

Chinese users spend more time per day on social media app than US users

Average time per user per day (min)



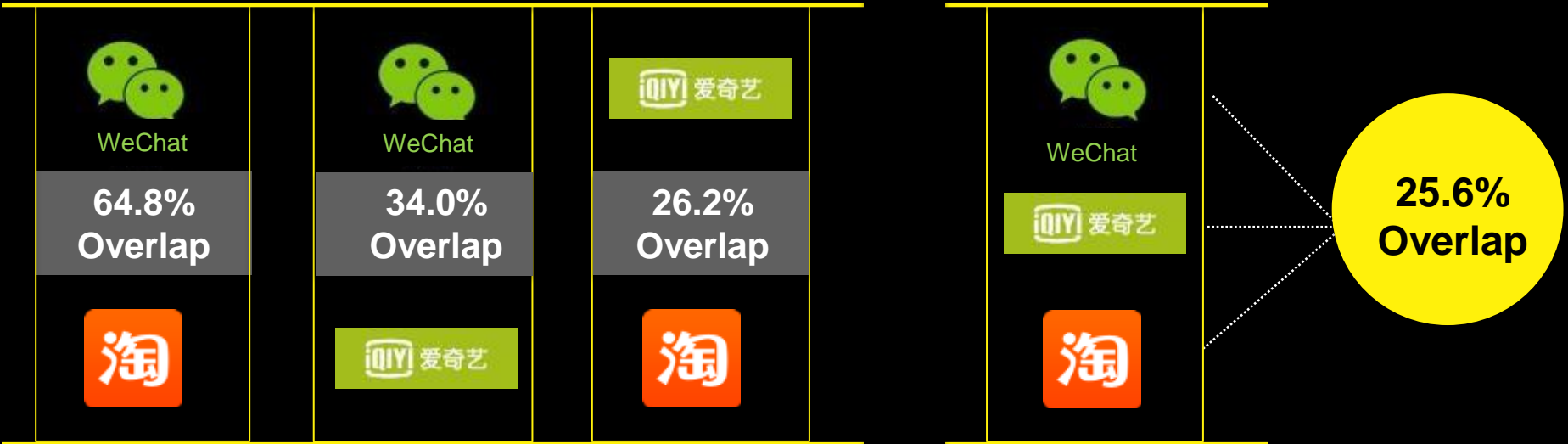
Sample volume : China WeChat 18,500 ; U.S. Facebook 6,058

Monitoring period : 2015.10.01-31

Average time of use per user per day : The average time each user spend using the app in the day he/she using it

China: User overlap ratio between social media and e-commerce is the highest

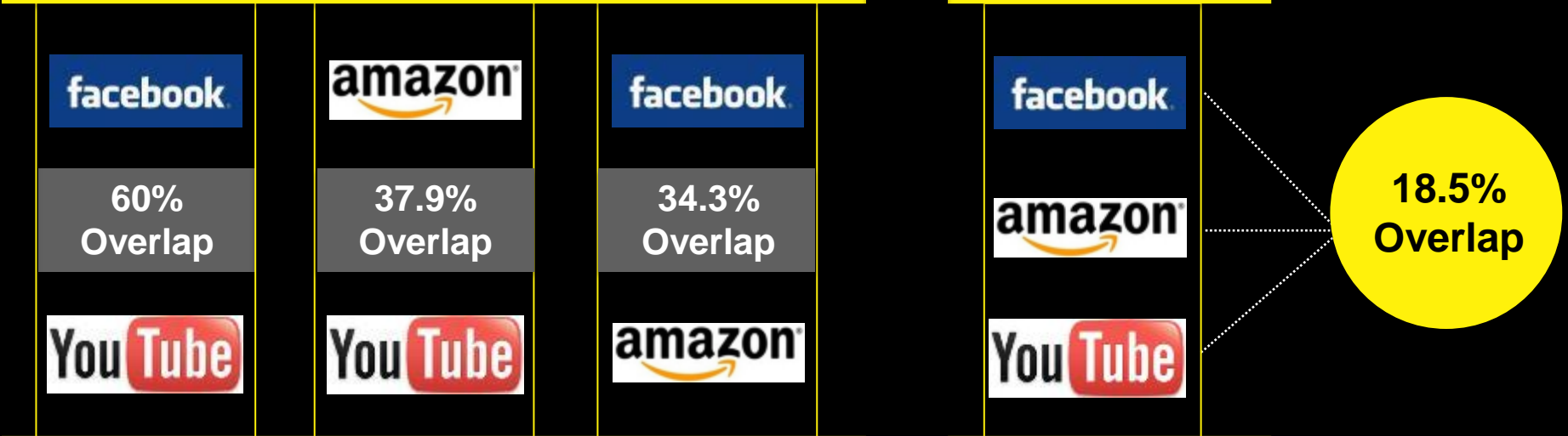
Overlap analysis of WeChat, iQIYI and Taobao app users (mobile,%)



Sample volume : China WeChat 18,500 ; U.S. Facebook 6,058
Monitoring period : 2015.10.01-31

US: User overlap ratio between social media and online video is the highest

Overlap analysis of Facebook, Amazon and YouTube app users (mobile,%)



Sample volume : China WeChat 18,500 ; U.S. Facebook 6,058
Monitoring period : 2015.10.01-31