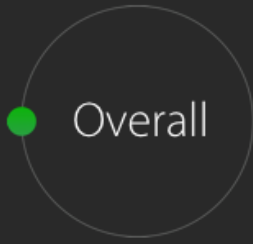


2016 WeChat Data Report

Connecting every group





Daily Logged In Users

768,000,000

Daily Logged In Users (Sept.16)

35% ↑

Year-over-Year Growth

WeChat Usage Time

90 mins.

50% of users use WeChat for at least 90 minutes a day

Typical Users

65%

% of All Monthly Active Users

80%

% of Messages Sent

*Typical Users: For the two indices above, typical users primarily comprise of users born in the 80s or 90s

Other Users

14%

% of Monthly Active Users Who Are Youth

*Youth: Users Age 17-21

1%

% of Monthly Active Users Who Are Seniors

*Seniors: Users Age 55 or Older



Total Messages Sent Per Day

67% ↑

Year-over-Year Growth

Average Messages Sent Per User Each Day

81

Youth Users

74

Typical Users

44

Senior Users

Voice Messages As a Proportion of All Messages

13%

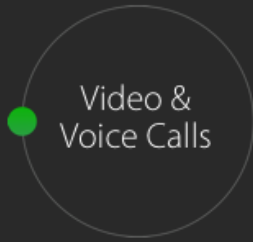
Youth Users

16%

Typical Users

22%

Senior Users



Calls Connected

100,000,000

Daily Average

180% ↑

Year-over-Year Growth

70%

% of Overall Calls from Typical Users

Average Connected Calls Per User Each Month

8

Youth Users

8

Typical Users

9

Senior Users

Average Calling Minutes Per User Each Month

65 mins.

Youth Users

65 mins.

Typical Users

82 mins.

Senior Users



Proportion of Moments Posts Comprised of Original Content

73%

Youth Users

65%

Typical Users

32%

Senior Users

* Original content are photo, text, or video Moments posts

Most Listened to Songs on Moments by User Age



真心话太冒险

Born in the '00s



演员

Born in the '90s



走着走着就散了

Born in the '80s



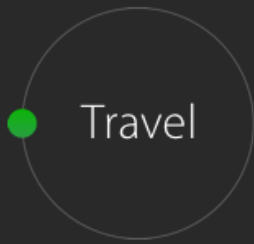
没有你陪伴真的好孤单

Born in the '70s



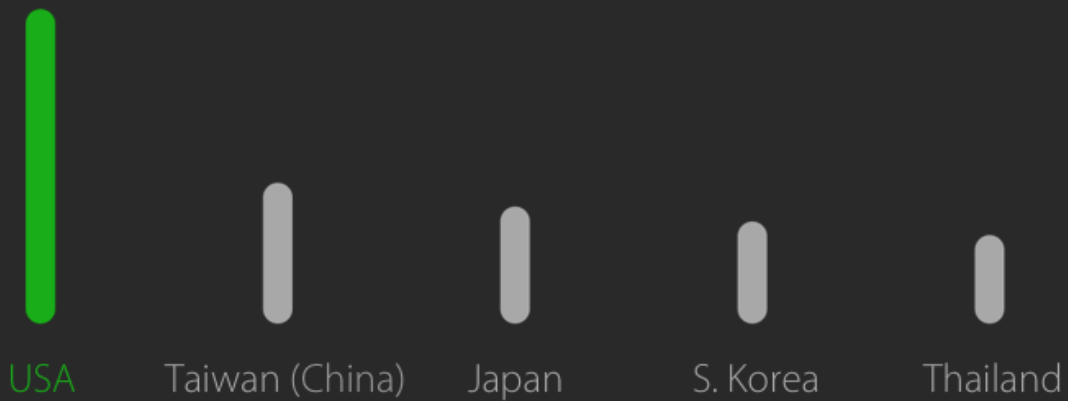
歌在飞

Born in the '60s

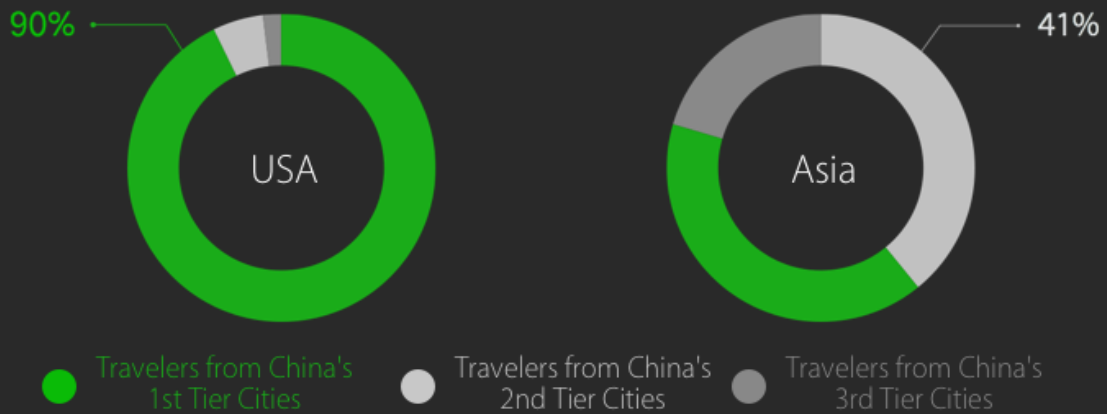


Travel

Top Holiday Destinations Abroad by Chinese Travelers



Users Demographics at Top Holiday Destinations



WeRun Average Daily Step Count

6,300
Youth Users

5,900
Typical Users

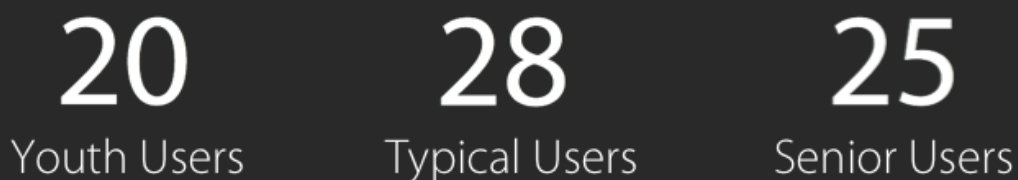
6,700
Senior Users



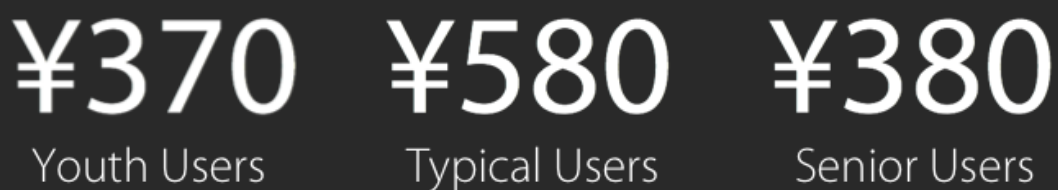
Red Packets Sent Daily



Monthly Average Red Packets Sent Per Person



Monthly Average Spent on Red Packets Per Person



WeChat: Connecting every group

