2017
WeChat Data Report

WeChat Lifestyle Update for Tencent Global Partners Conference

Data as of September 2017
Overview

Daily Logged In Users

Average daily logged in users in September 2017

902 million

Year-over-year

17%

Monthly Active Senior Users

Users 55-70 years old

Monthly active senior users in September 2017

50 million
Messaging

- **Messages**
  - Daily Sent Messages
    - Messages sent every day: 38 billion
    - Year-over-year: 25% ↑

- **Messages**
  - Daily Sent Voice Messages
    - Voice messages sent every day: 6.1 billion
    - Year-over-year: 26% ↑

- **Video & Voice Calls**
  - Daily Connected Calls
    - Connected calls every day: 205 million
    - Year-over-year: 106% ↑

Data as of September 2017
Messaging

- **Video & Voice Calls**
  - Monthly Connected Calls Per User
    - Monthly connected calls per user: 19
      - Year-over-year: 135%

- **Video & Voice Calls**
  - Monthly Time Spent on Calls Per User
    - Monthly time spent on calls per user: 139 minutes
      - Year-over-year: 114%

- **Moments**
  - Daily Posted Videos
    - Videos posted every day: 68 million
      - Year-over-year: 22%

Data as of September 2017
Travel Abroad
National Day Travelers

Year-over-year

62% ↑

Mainland China WeChat users logged in from abroad during National Day holiday, Oct. 2017
Greater China excludes China mainland travel
Travel

- Travel Abroad
  Most Isolated Check-In on Moments

Greenland

- WeRun
  Daily Active Users

Active WeRun users every day: 115 million
Year-over-year: 177%↑

Data as of September 2017
Open Platform

- **Official Accounts**
  Monthly Active Official Accounts
  
  Monthly active Official Accounts: 3.5 million
  Year-over-year: 14% ↑

- **Official Accounts**
  Monthly Active Users of Official Accounts
  
  Monthly active users of
  Official Accounts: 797 million
  Year-over-year: 19% ↑

Average daily active WeRun users, Sept. 2017
Open Platform

- Mini Programs
  Industries Covered by Published Mini Programs

  Industry categories covered: 20+
  Sub-industry categories covered: 200+

- Mini Programs
  Most Popular Industry Categories by Monthly Visits

  Transportation, E-commerce, Utilities, Lifestyle Services, Tech

Data as of September 2017
WeChat Pay
Total Monthly Social Payment Transactions

Year-over-year
23%↑

WeChat Pay
Total Monthly Offline Commercial Transactions

Year-over-year
280%↑

Data as of September 2017
WeChat Lifestyle