

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% ↑

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

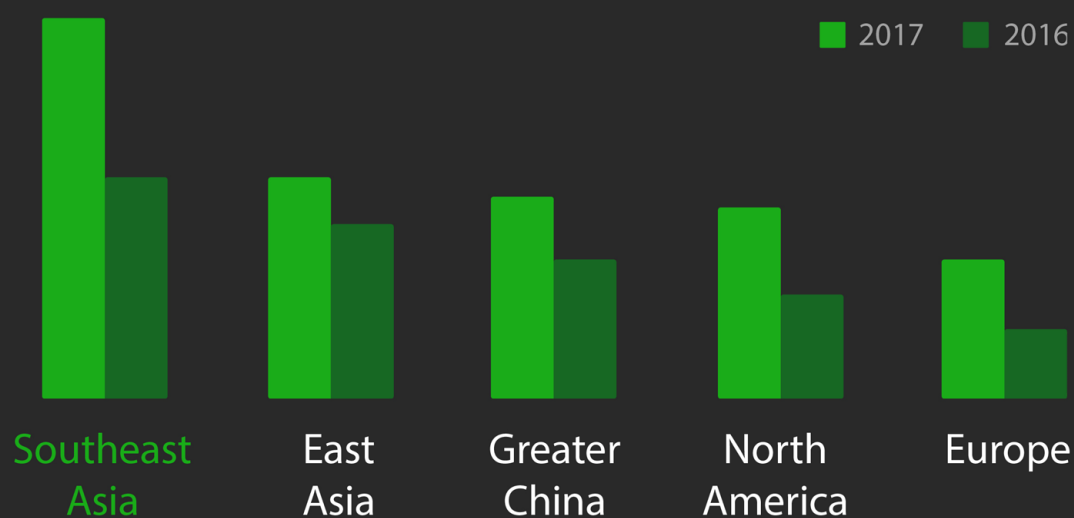
22% ↑

Travel



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%

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% ↑

Open Platform



Mini Programs

Industries Covered by Published Mini Programs

Industry categories
covered

20+

Sub-industry categories
covered

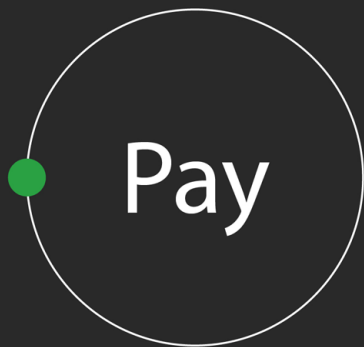
200+



Mini Programs

Most Popular Industry Categories by
Monthly Visits

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



WeChat Pay

Total Monthly Social Payment Transactions

Year-over-year

23% ↑



WeChat Pay

Total Monthly Offline Commercial Transactions

Year-over-year

280% ↑



WeChat Lifestyle