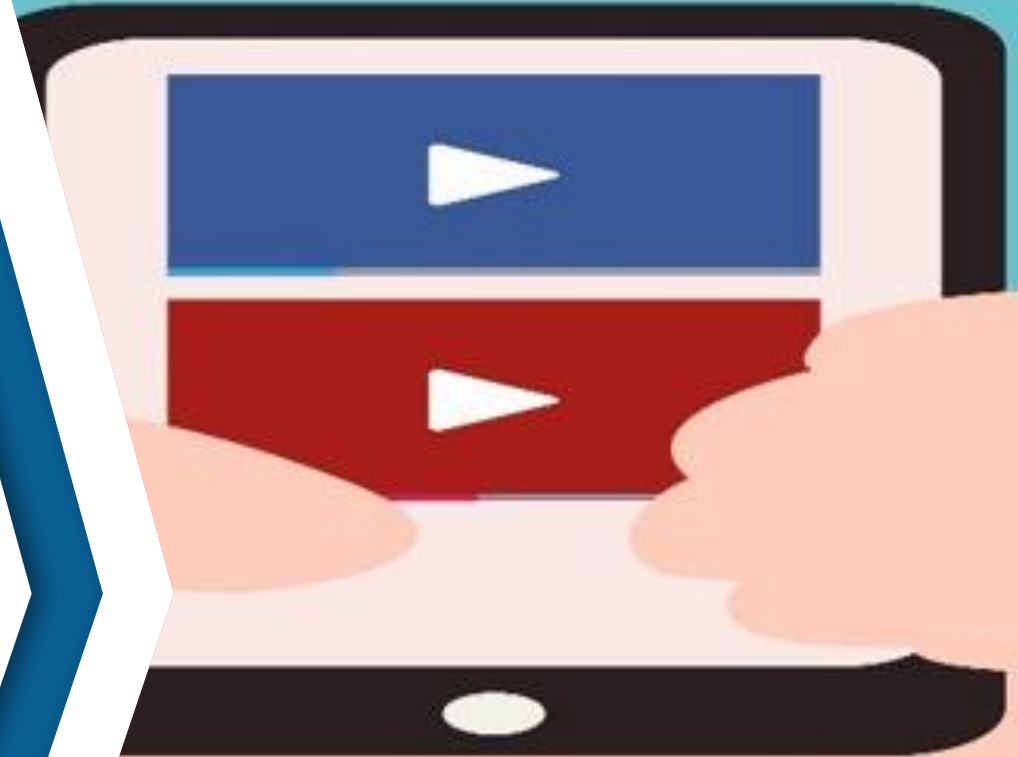


China We-Media Marketing Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025)

February 2021



China We-Media Marketing Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

China Market Analysis

Dynamics

Competitive Landscape

Company Profiling

China We-Media Marketing Market: Coverage

Scope of the Report

Attributes	Details
Title	China We-Media Marketing Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025)
Coverage	China
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Competition in the Market	Fragmented
Key Players	Joy Spreader Interactive Tech Ltd., Kuaishou, WeChat (Tencent Holdings), Weibo Corporation and Douyin (TikTok)

China We-Media Marketing Market

Executive Summary

We-media (also called as self media) is a platform on the Internet. It gives a user the facility to write article published videos which are possessing a very unique identity. On the basis of content format we-media platform can be split into three types namely text, video- and audio-based. Besides the conventional we-media like blogs, other we-media platforms that are gaining prominence are live streaming platforms and self-made funny video platforms.

We-media marketing market can be segmented into performance based and non-performance based. Performance based we-media market can be further split into app marketing, e-commerce marketing, online promotion activities, HTML 5 related content marketing and others.

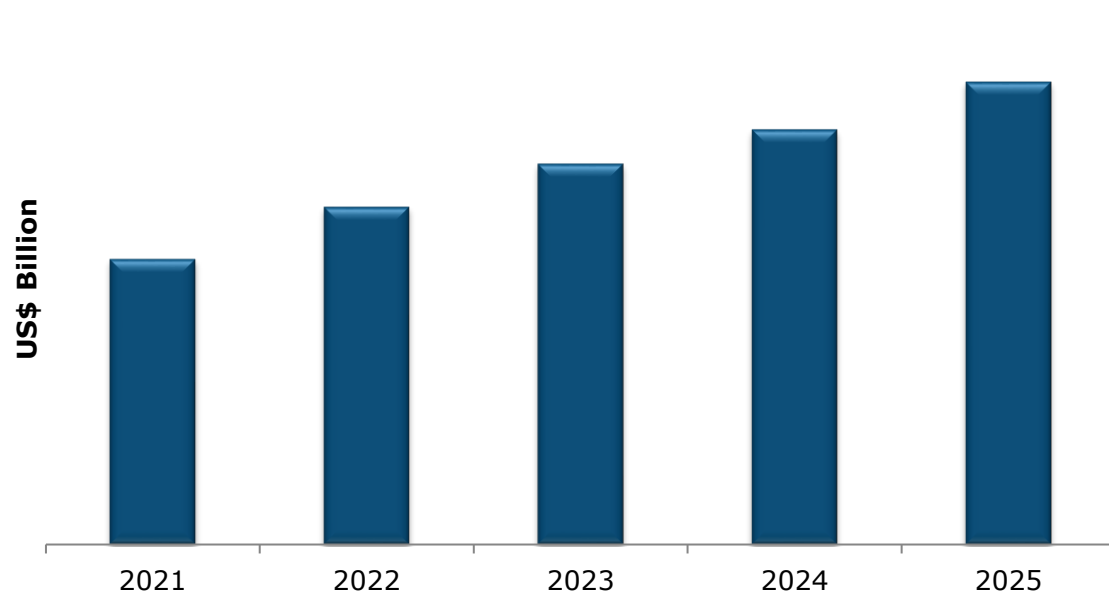
China we-media marketing market is forecasted to grow at a healthy rate over the forecast period (2021-2025). Surging use of we-media as a marketing tool, spike in number of smartphone users and rising time spent on mobile internet per capita are the factors driving the growth of the market. Media censorship and dearth of highly qualified professionals are the factors restraining the market's growth.

Use of we-media in the fashion industry, short form video marketing and rapid growth of performance based we-media marketing are some of the trends in the market.

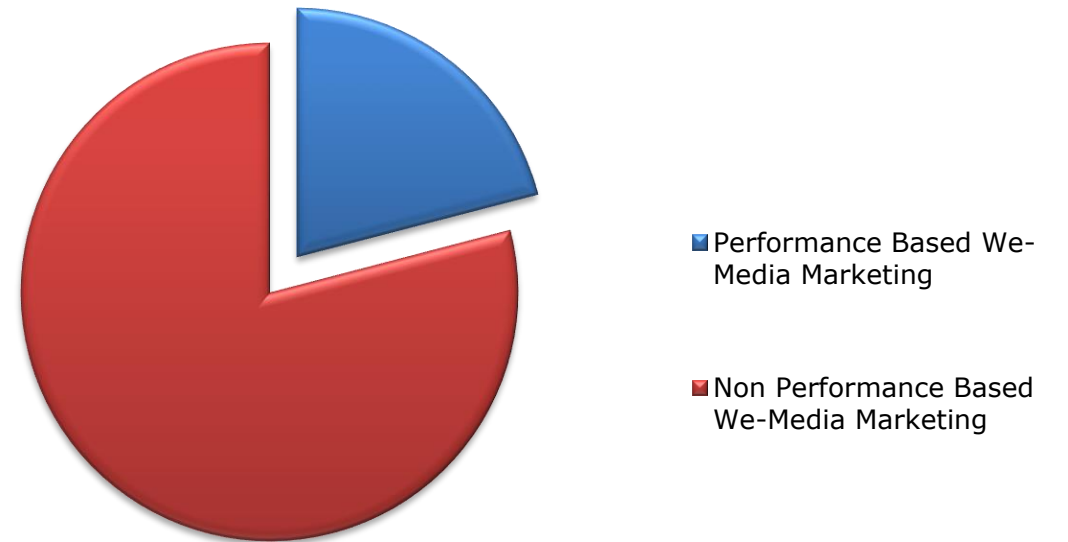
China we-media marketing service providers were witness to growth in revenues mainly from performance-based we-media marketing service of online products. Much of this growth came from apps (game, arts and literature, finance, apps, and education) as more people turned to online entertainment due to Covid-19. Furthermore, due to the epidemic, a surge in other we-media platforms such as livestreaming has been witnessed.

China We-Media Marketing Market Analysis

China We-Media Marketing Market by Value

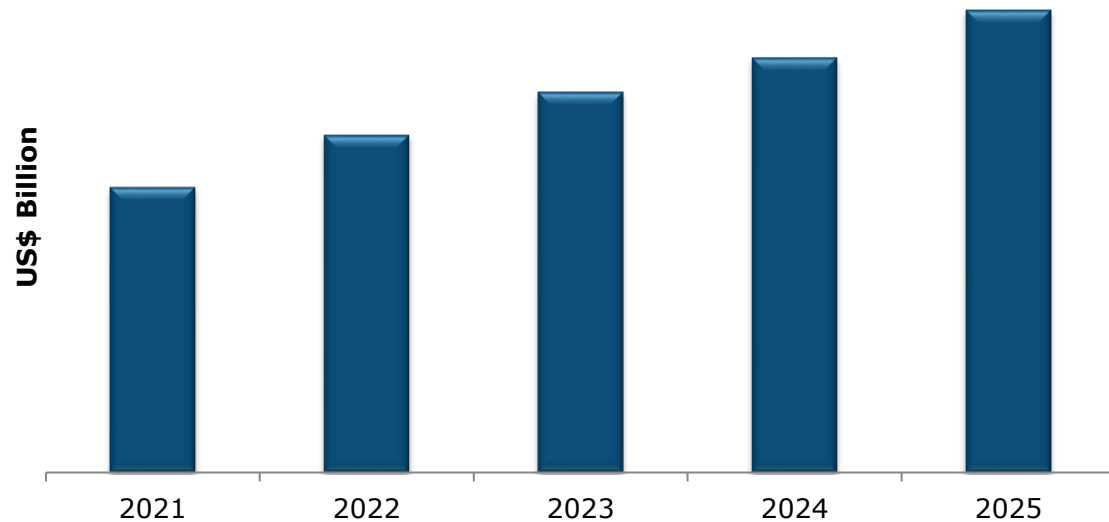


China We-Media Marketing Market by Segments; 2020

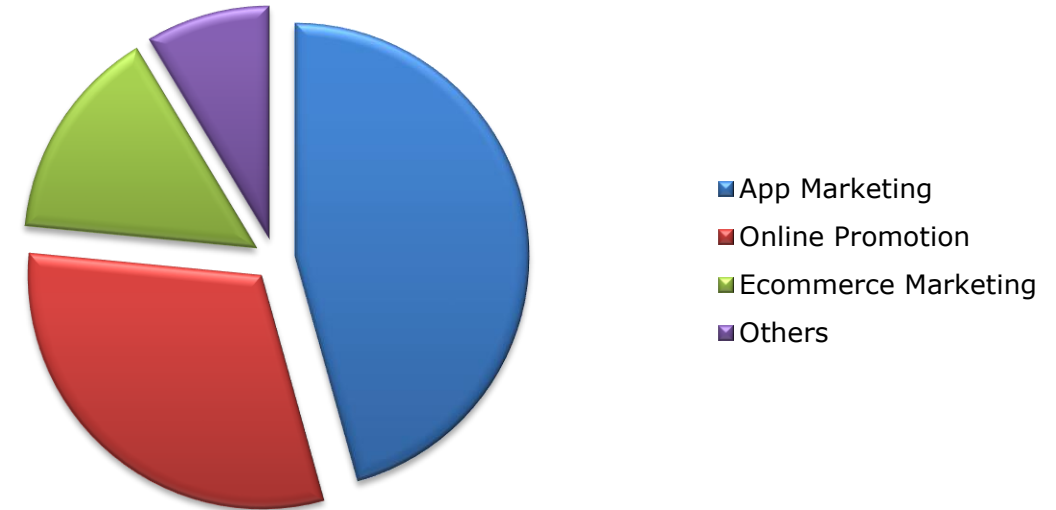


China We-Media Marketing Market Analysis

China Performance Based We-Media Marketing Market by Value

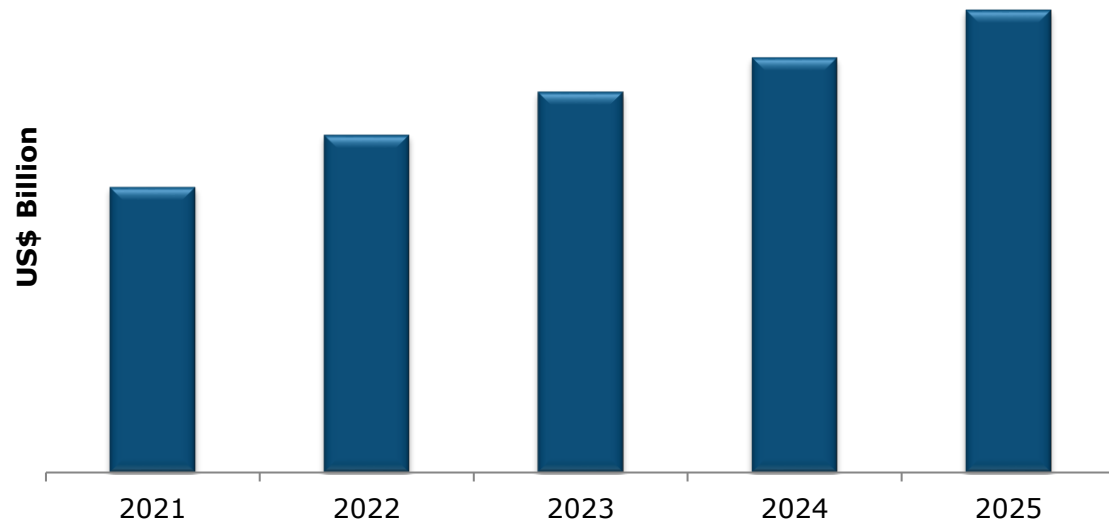


China Performance Based We-Media Marketing Market by Segments; 2020

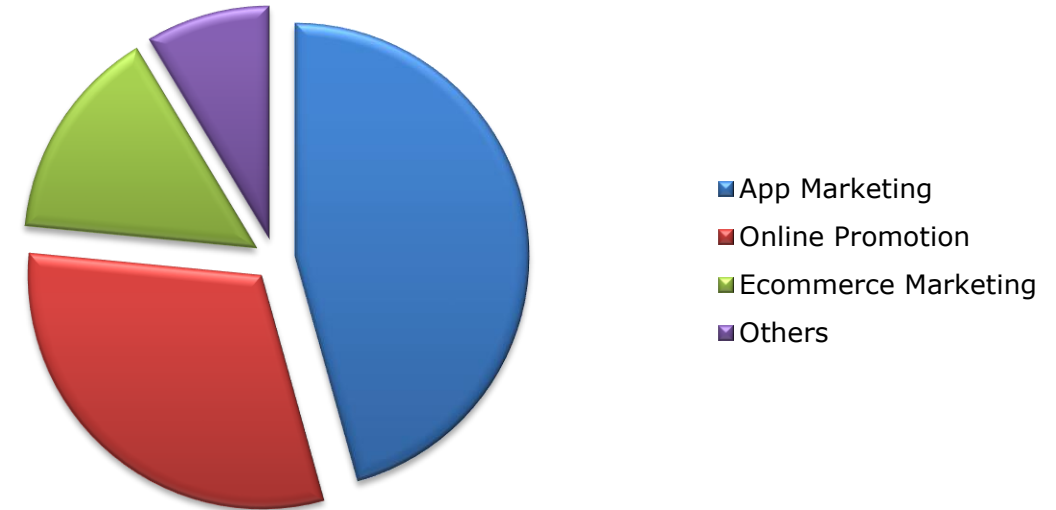


China We-Media Marketing Market Analysis

China Performance Based We-Media Marketing Market by Value

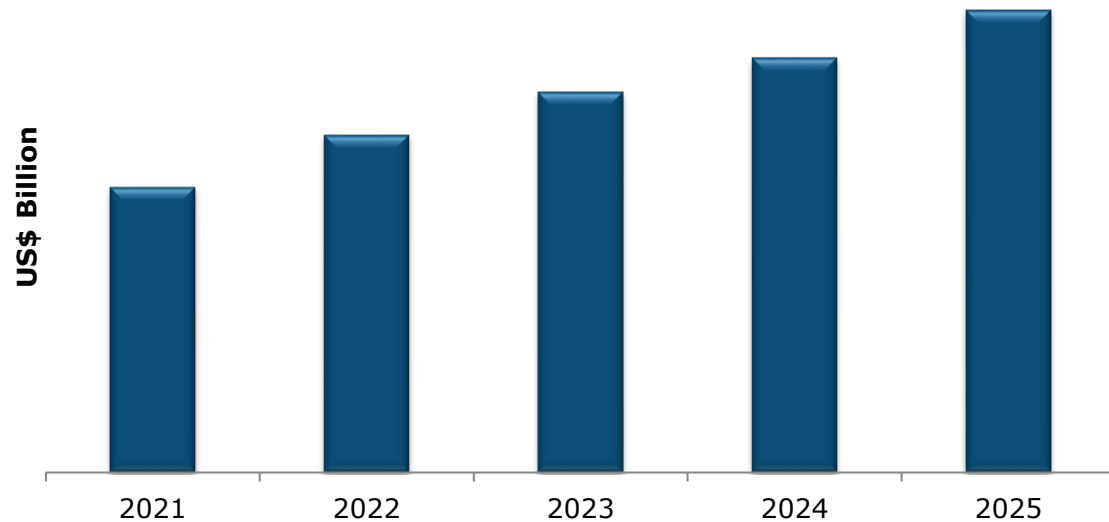


China Performance Based We-Media Marketing Market by Segments; 2020

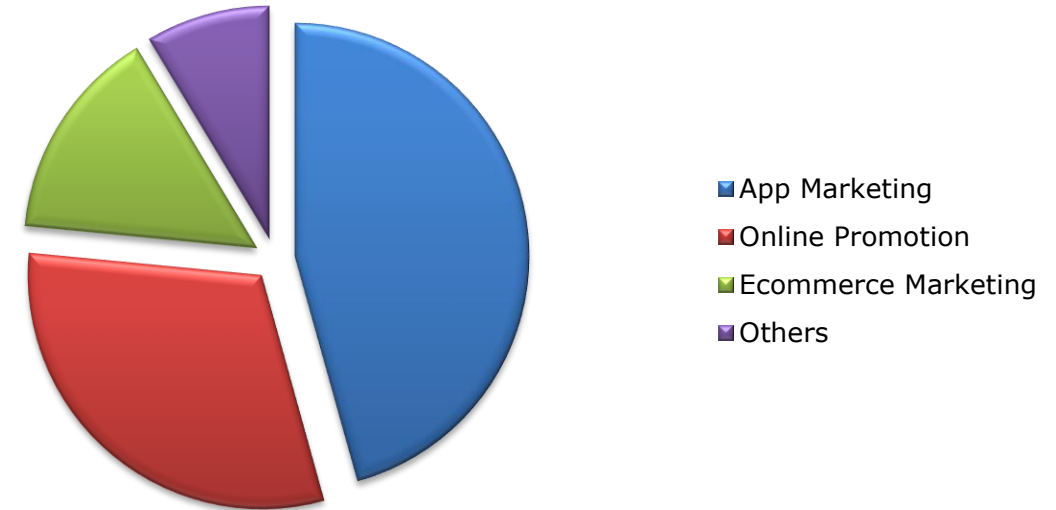


China We-Media Marketing Market Analysis

China Performance Based We-Media Marketing Market by Value

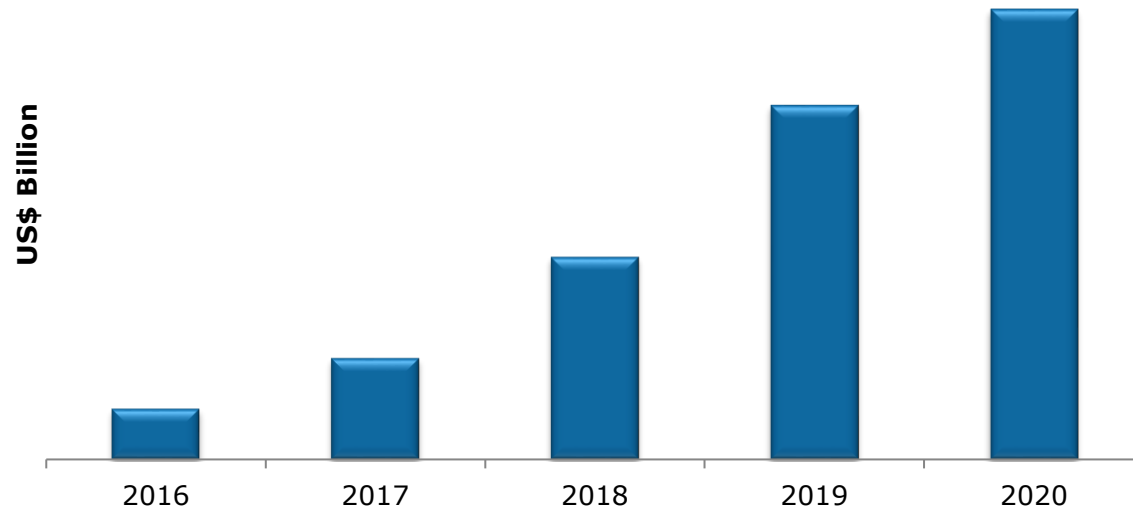


China Performance Based We-Media Marketing Market by Segments; 2020

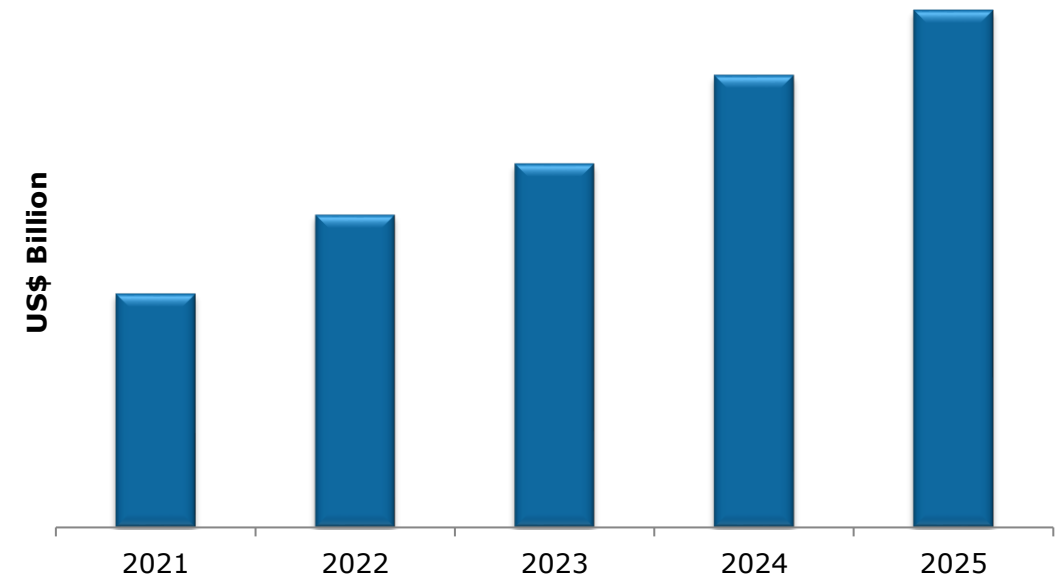


China We-Media Marketing Market Analysis

China Performance Based We-Media App Marketing Market by Value; 2016-2020 (US\$ Billion)

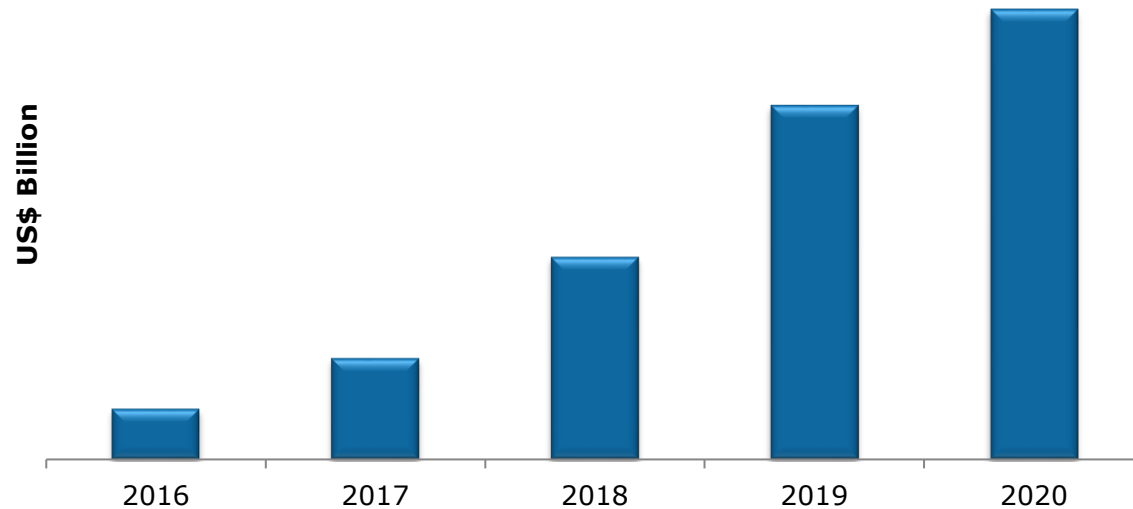


China Performance Based We-Media App Marketing Market by Value; 2021-2025 (US\$ Billion)

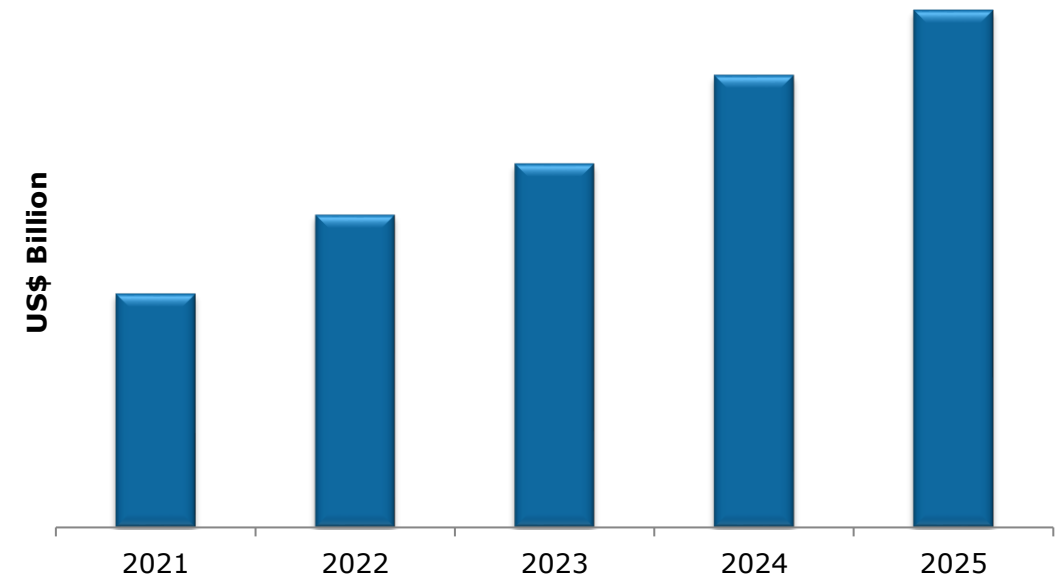


China We-Media Marketing Market Analysis

China Performance Based We-Media App Marketing Market by Value; 2016-2020 (US\$ Billion)

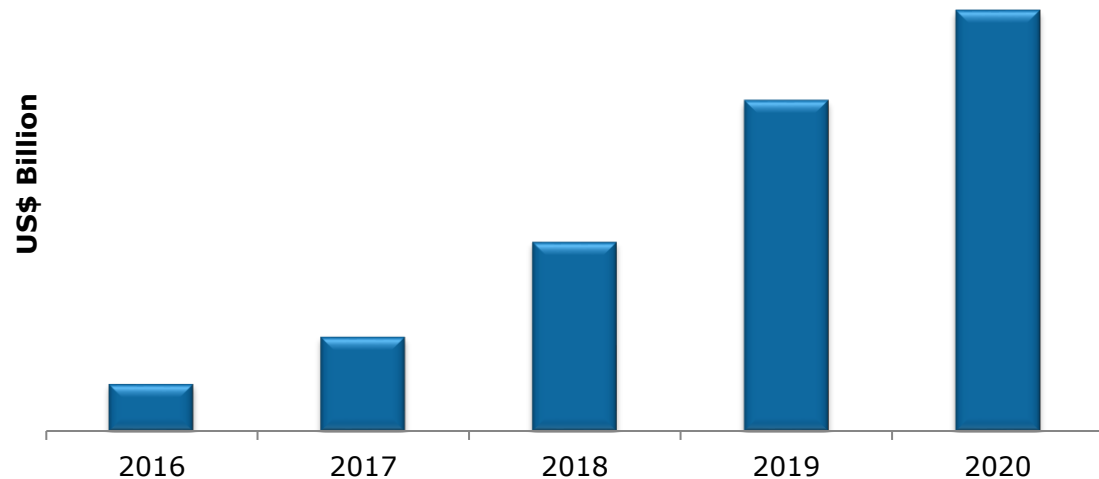


China Performance Based We-Media App Marketing Market by Value; 2021-2025 (US\$ Billion)

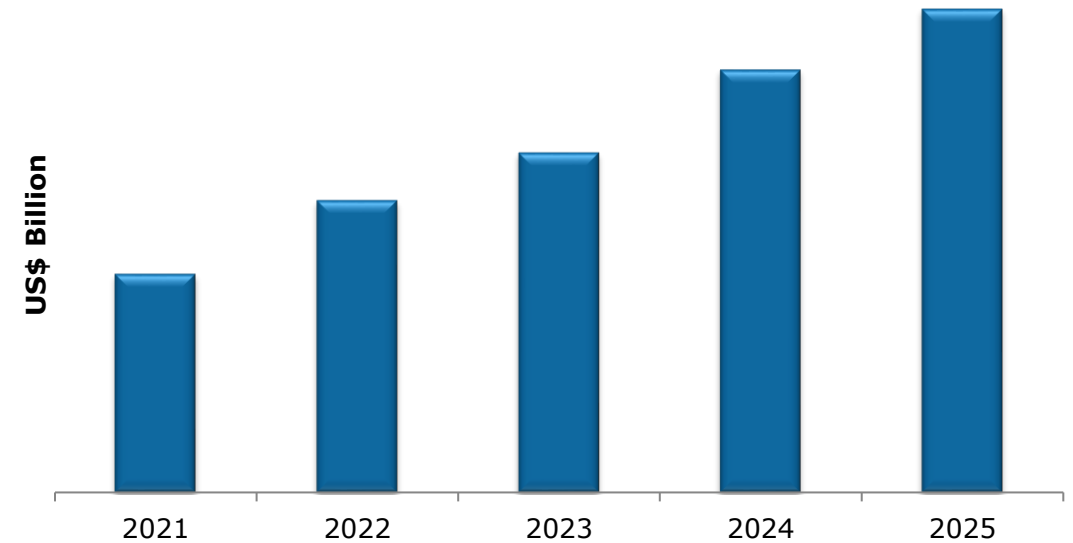


China We-Media Marketing Market Analysis

China Performance Based We-Media Online Promotion Activities Market by Value; 2016-2020 (US\$ Billion)

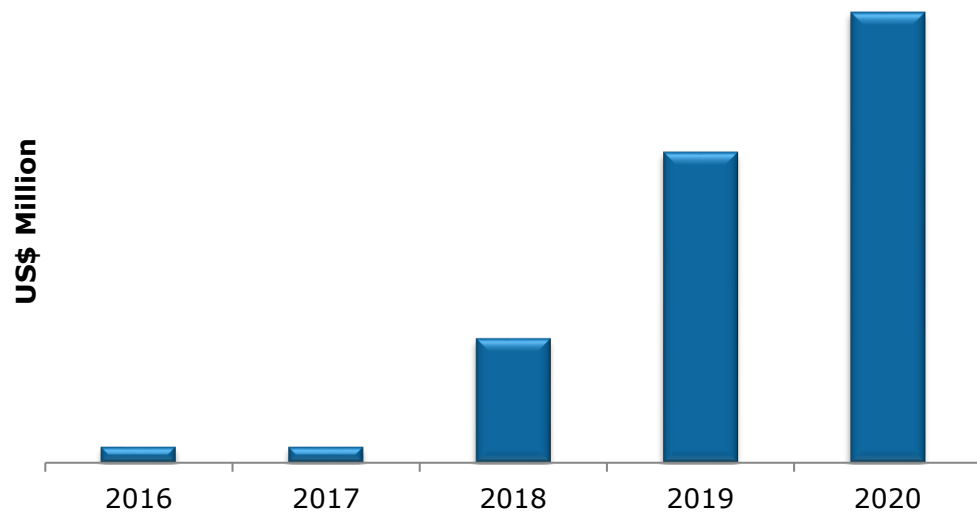


China Performance Based We-Media Online Promotion Activities Market by Value; 2021-2025 (US\$ Billion)

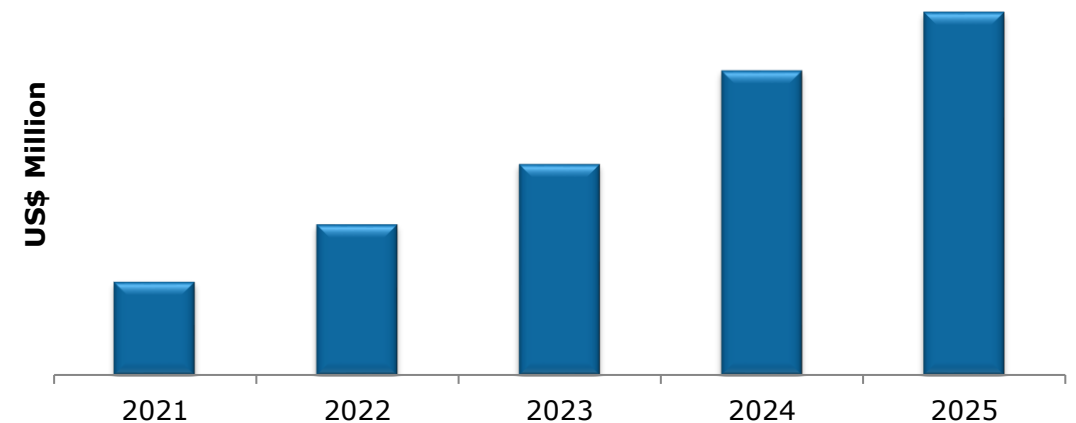


China We-Media Marketing Market Analysis

China Performance Based We-Media E-Commerce Marketing Market by Value; 2016-2020 (US\$ Million)



China Performance Based We-Media E-Commerce Marketing Market by Value; 2021-2025 (US\$ Million)



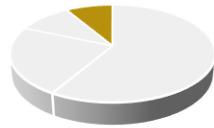
China We-Media Marketing Market : Competitive Landscape

Players Profiled

- Joy Spreader Interactive Tech Ltd



- Kuaishou



- WeChat (Tencent Holdings)



- Weibo Corporation



- Douyin (TikTok)



Note: The graphs on this slide are only for sample representation.