



**Simon Young**

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# How we need to be **thinking**

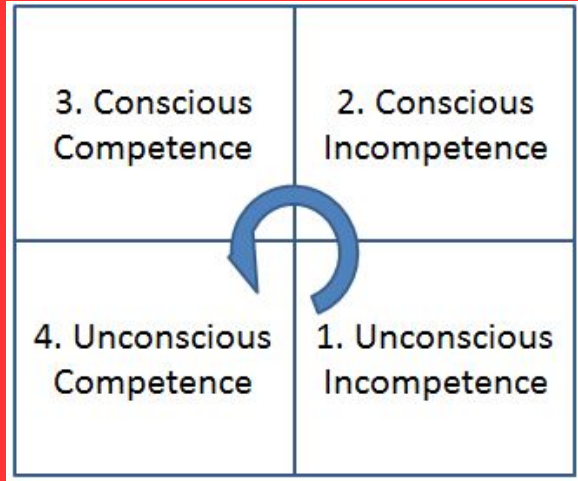


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# How to think...



*What you  
know  
won't help  
you*



# Get in the know



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# How to think...

- *Don't do what you know*
- *What you know won't help you*
- ***Get in the Know***



**Value  
what you  
don't  
know**



# *What we need to be doing*



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# *What we need to be doing*



Ministry for Primary Industries  
Manatū Ahu Matua



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*Imagine your business*

**REACHING  
ONE BILLION  
PEOPLE**

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*Imagine your business*

**AS A KEY  
OPINION  
LEADER**

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*Imagine your business*

**AS A CHINA  
MARKET  
LEADER**

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*Imagine your business*

**ON A  
PROVEN  
PATHWAY**

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*Imagine your business*

**WITH TRUSTED  
PARTNERS**

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# Western Social Media reach into China



**West**



**52,870,000**



**10,000,000**

# Eastern Social Media reach into China



**East**



**846,000,000**



**297,000,000**



# WeChat ENGAGEMENT 80%

NOTE: Facebook  
is not on this list

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## China's Social Apps Annual Ranking In 2016

Ranking	Apps	Engagement 80.224%	Weekly app openings per capita
1	 Wechat		166.9
2	 QQ	48.294%	109.3
3	 Weibo	7.510%	48.1
4	 Qzone	3.283%	20.7
5	 Momo	2.522%	81.0
6	 Baidu Tieba	1.085%	51.2
7	 Tantanapp.com	0.501%	48.4
8	 Mitalk	0.451%	27.9
9	 Dingtalk	0.282%	31.9
10	 Zhihu	0.221%	11.9
11	 Tashequ	0.202%	29.2
12	 Easychat	0.135%	37.3
13	 Blued	0.120%	138.3

# GFW

**Western Social media is  
BLOCKED in China**

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# Which devices?



## China's Top 10 Smartphone Brands



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# The Landscape

## SOCIAL



WeChat



Weibo  
(Way-bore)

## SEARCH



Baidu



Sogou



## ECOMMERCE

JD.com



Taobao



Tmall

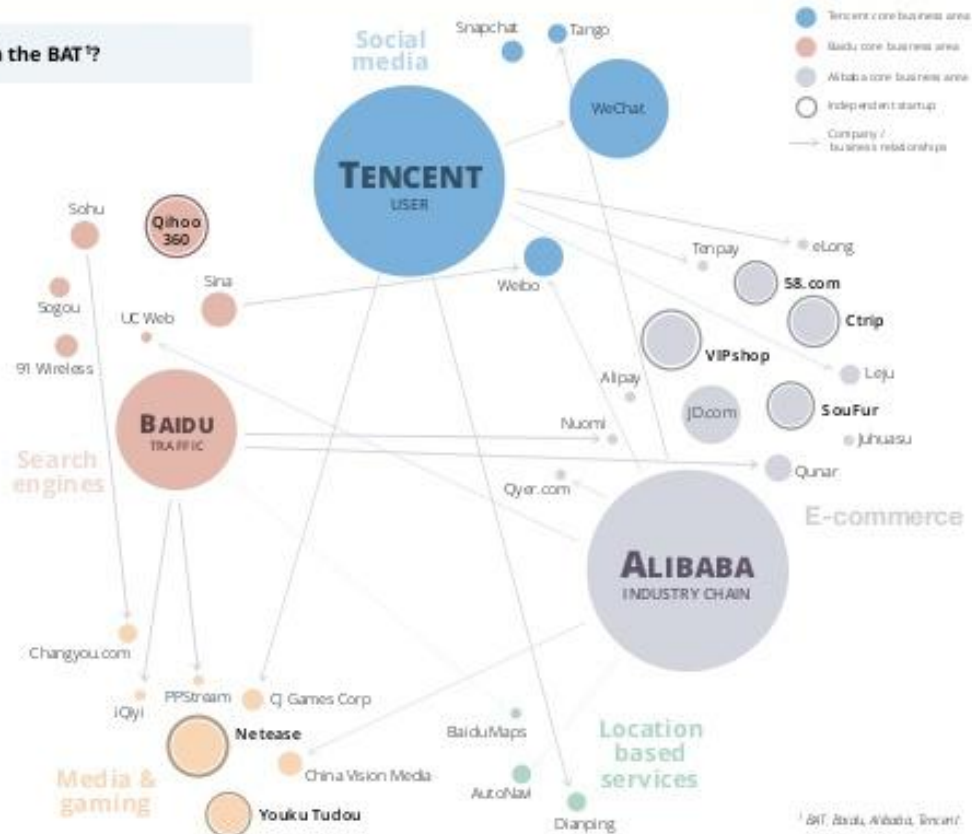


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**What are the relationships within the BAT\*?**

Plainly speaking, the three dragons of the Chinese Internet world are at war. Using the fortunes generated by their respective core businesses, they systematically invest to launch missiles at each other, trying to weaken the opponents' position - in other words, they attempt to steal market share from one another. However, their strategies differ wildly.

For example, in 2014 Tencent and Baidu tried to team up with billionaire Wang Jianlin's Dalian Wanda Group to set up *ffan.com*. At the time, they explained that the venture could become the world's largest e-commerce platform. To challenge Alibaba they would help shoppers find goods with the help of Tencent/Baidu technology in Wanda's brick-and-mortar malls. However, the joint venture collapsed and both Tencent and Baidu exited the venture by August 2016.



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# CHALLENGES

- **Hyper competitive**
- **Expensive by NZ standards**
- **Complex market(s)**



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We haven't the money,  
so we've got to think

Rutherford

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