



## LIVESTREAMING

### LIVESTREAMING IN CHINA

#### CHANGING ECOMMERCE IN CHINA

- While most livestreaming platforms in the West are focused on gaming and entertainment, livestreaming is the go-to option for Chinese consumers when seeking out new products and deciding on what to buy. It is an essential part of the discovery journey. While watching a livestream on Taobao, fans are able to shop for the items they see immediately within the same app, without exiting from the livestream.
- Livestreaming is the primary medium for key opinion leaders (KOLs) to engage with their audience in China. Fans can ask questions about the products, post comments to the hosts and even send virtual gifts as a token of appreciation while watching the livestream.
- Livestreaming hosts cover a variety of content. While fashion and beauty remain the top livestreaming categories, pretty much any category is fair game for livestreams. Hosts chat about the latest beauty trends, try on different fashion items, introduce the most-popular succulent plants, showcase jade bracelets from local Burmese jewelry markets and even eat their favorite noodle soups.
- In particular, fresh produce livestreaming is gaining popularity, as product provenance is important to Chinese consumers. Livestream hosts often demonstrate how farmers pick the vegetables and catch live fish from a nearby river. Viewers can ask questions and make orders while watching the livestream.

#### FACTS AND FIGURES ON LIVESTREAMING

- China is leading the world in using livestreaming to engage consumers on e-commerce platforms. Alibaba's Taobao generated more than **100 billion RMB (\$15.1 billion)** in gross merchandise volume (GMV) through livestreaming sessions in 2018, an increase of almost 400% year-on-year.
- According to a [report by Deloitte](#), China has the largest livestreaming market in the world, reaching **\$4.4 billion** in 2018 with 32% year-on-year growth. The number of livestream viewers last year in China totaled **456 million**.
- Taobao is home to over **4,000 livestream hosts**, who generate **150,000 hours of content** on a daily basis. Customers are able to shop for over **600,000 products** through livestreams every day.

## LIVESTREAMING IN ACTION

### QIANXUN

- Founded in 2017, Qianxun is a top e-commerce livestream content agency, specializing in incubating Key Opinion Leaders (KOL), short video content production and delivery, and global content marketing.
- Qianxun currently incubates 36 livestreamers, including 6 of the top 20 livestreamers in China, with over millions of fans on Taobao.
- In the next three years, in addition to continuing to incubate top KOLs, the organization will also focus on building the infrastructure to support the livestreaming ecosystem.

### VIYA HUANG, TOP LIVESTREAMER ON TAOBAO

- Viya is Taobao's top ranked livestreamer. With more than 10 million followers Taobao, Viya has become the benchmark of the Taobao Live broadcasting industry. Viya has worked with more than 8,000 brands to promote products, including global brands such as P&G and Philips.
- On October 10<sup>th</sup>, 2019, she topped her own sales record, generating 353 million RMB (roughly 49.7 million USD) in sales within a single day.
- Viya has also leveraged her impact on e-commerce through livestreaming to do social good. Over the last 3 years, she has driven up the sales of agricultural products in poverty-stricken areas by more than 40 million RMB (5.7 million USD). In May 2019, Viya opened a school in Anhui Province to promote educational development in rural areas.

## 11.11 LIVESTREAMING HIGHLIGHTS

- The annual **Tmall Collection show** taps into Chinese consumers' interest in livestreaming, and features "See Now, Buy Now" technology, allowing consumers to buy the products and fashions featured on the show in real-time. This year's show was livestreamed across 18 platforms including Taobao, attracting a total of 87.8 million views.
- This year's Tmall Collection show featured categories that not only included fashion and beauty, but also fast-moving consumer goods and electronics. 24 Chinese and international brands participated including MAC, Levi's, Polo Ralph Lauren, Johnnie Walker, Sisley and Burberry.
- On the first day of the **pre-sales** period, more than 17,000 brands started livestreaming. Xiaomi's livestream attracted over 200,000 online viewers within the first 10 hours. Taobao is even selling cars through livestreaming, offering consumers instant discounts if they choose to buy a car online. In one livestreaming session, 55 cars were sold in just 1 second.
- **Kim Kardashian West** sold out of her stock of her name-brand KKW Perfume in just a few minutes during her first livestream to China. She partnered with Viya on November 6, drawing 13 million viewers to mark the brand's entry into the China market via cross-border e-commerce site Tmall Global.
- **Ele.me and Koubei** are bringing excitement to consumers through over 100 livestreaming sessions.
- **Lazada's** in-app interactive gameshow, GUESS IT! King, became the most-watched livestreamed program across Southeast Asia when it returned to the platform in a four-hour marathon on Monday. Hitting a record 1.1 million views, the show featured an entertaining format with KOLs playing variety show games and stronger product integration highlighting some 11.11 must-buy items.