

The new social frontier:

Instant messaging usage jumps globally

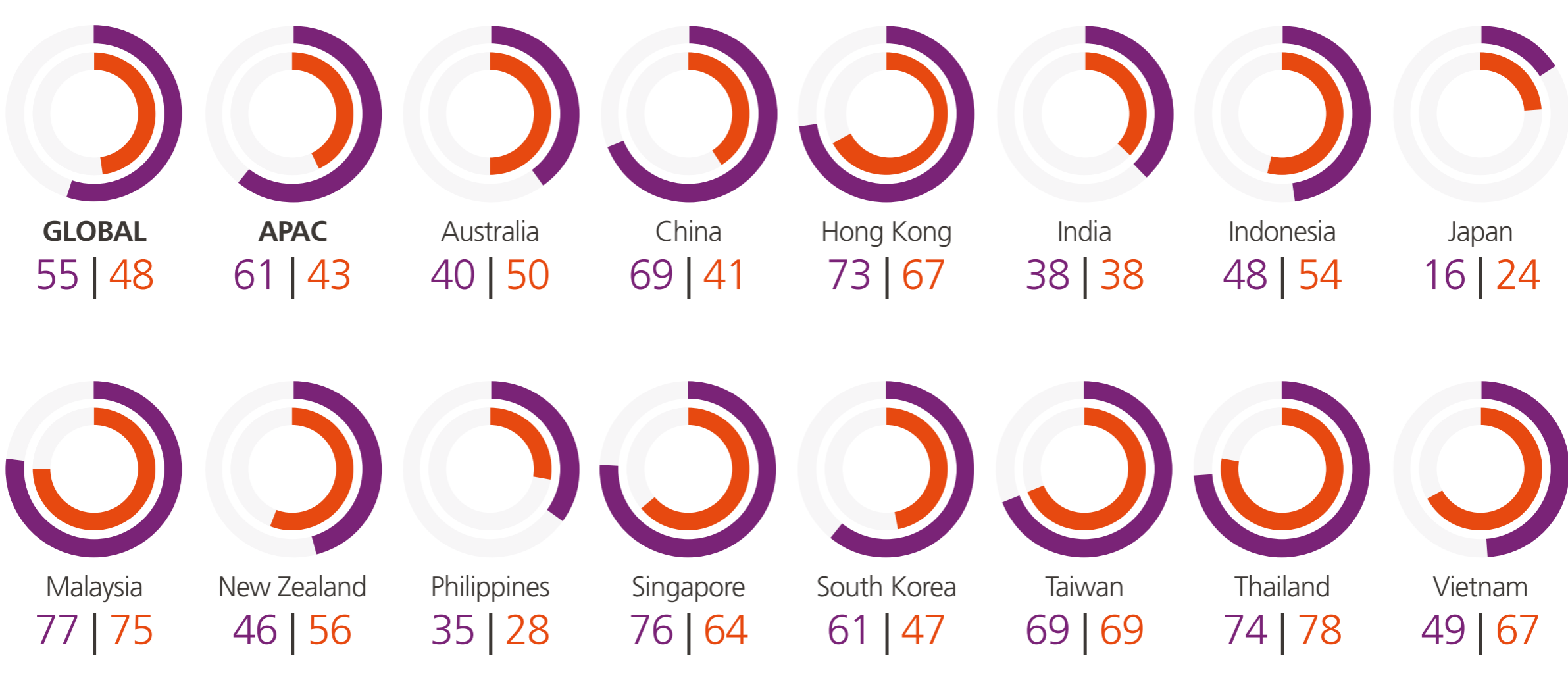
IM Instant messaging platforms allow users to talk directly to other known users, in a closed, private space

SN Social networks are community sites where users can post content to a wide audience

Over three out of five internet users (61%) in APAC are now using instant messaging every day.

43% of internet users in APAC use social media daily.

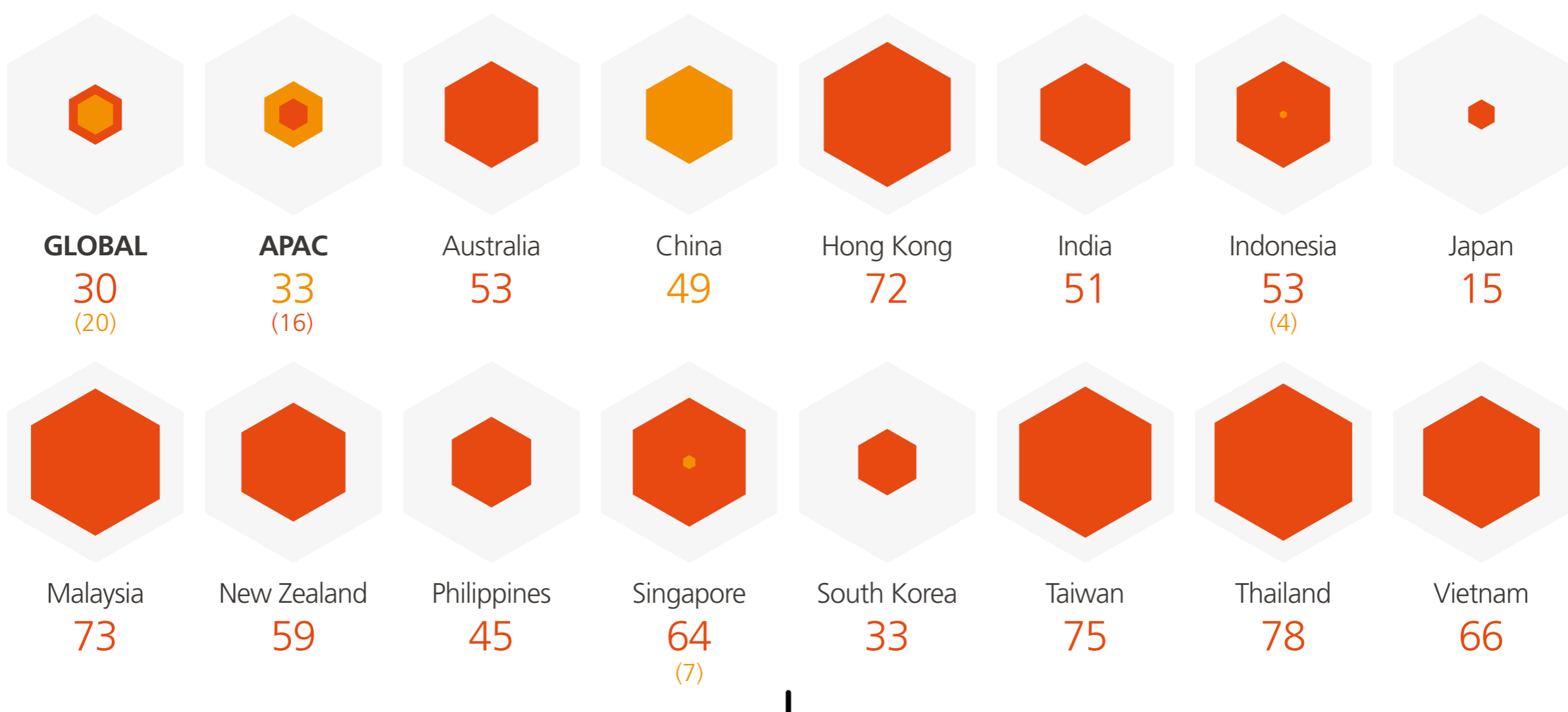
◆ Daily IM use % ◆ Daily social network use %



Facebook and WeChat are the favourite social networks in Asia.

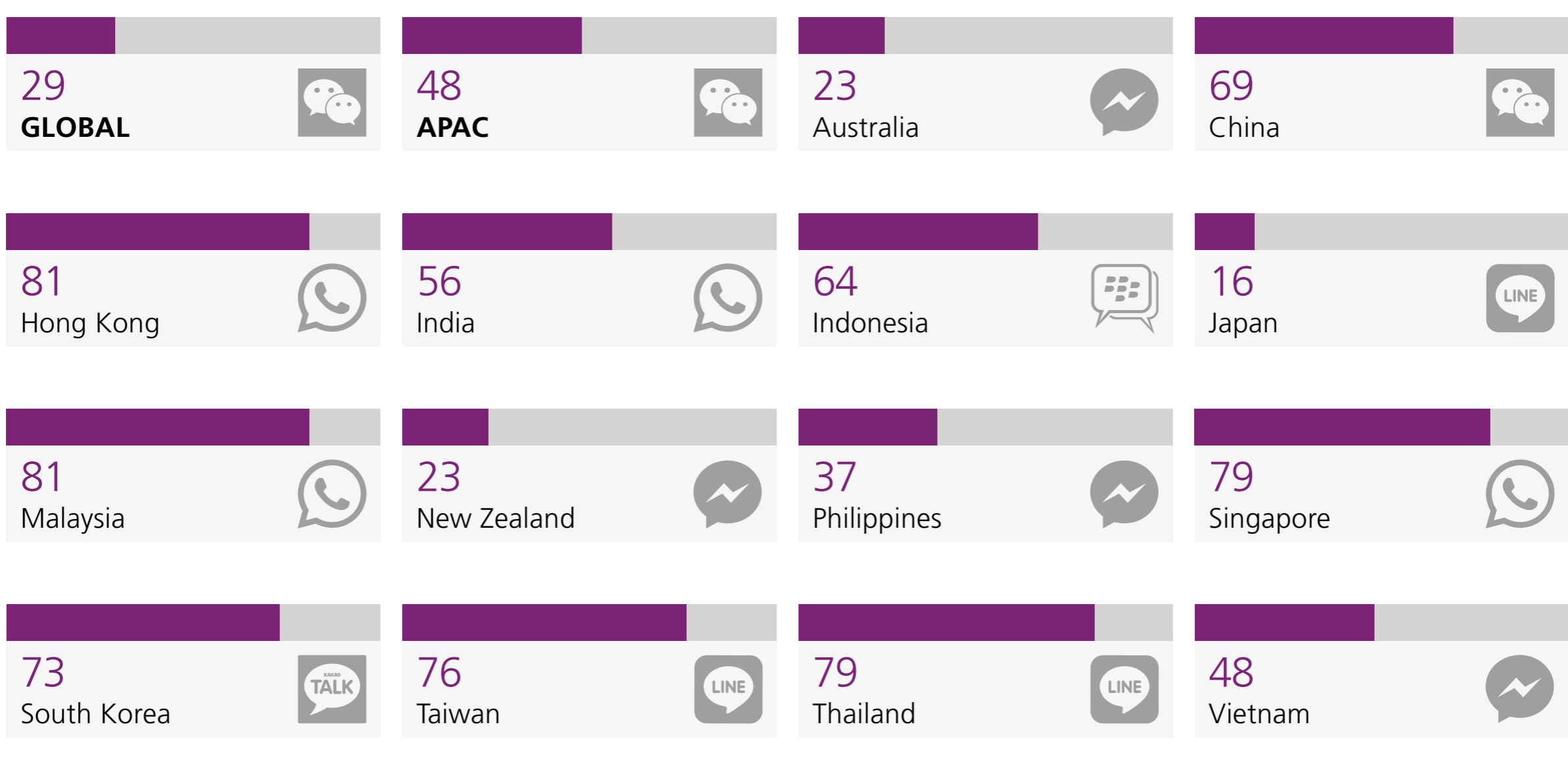
Top social networks % daily use by all internet users

◆ Facebook ◆ Moments (WeChat)



Instant messaging is more diverse, with more players vying for leadership.

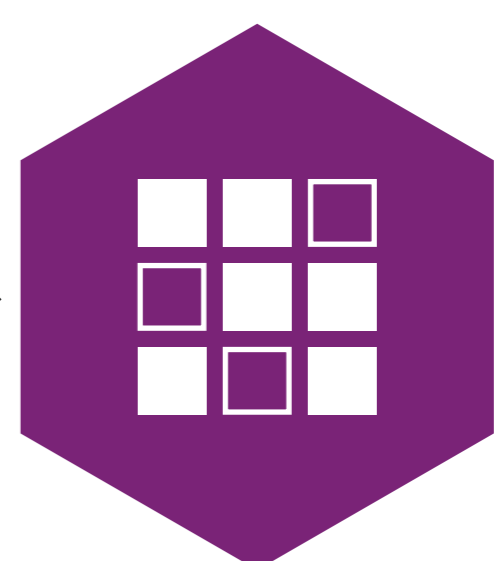
Top instant messaging platforms % daily use by all internet users



What does this mean?



Apps like WeChat, Line and WhatsApp are sweeping up new users every day.



The multitude of platforms means brands need to work harder than ever to deliver truly integrated marketing.



Marketers need to be constantly alert to where their consumer is spending time and ensure that they engage meaningfully and appropriately with them on the most used platforms.

About Connected Life
 Connected Life is a leading global study of the digital attitudes and behaviours of 60,500 internet users across 50 countries, exploring how technology is transforming the lives of consumers across the world. It offers essential insight into the impact of the growing digital ecosystem on the media landscape. To learn more contact enquiries@tnsglobal.com.



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