

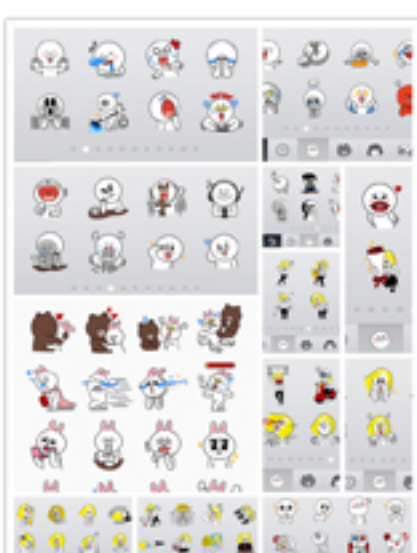


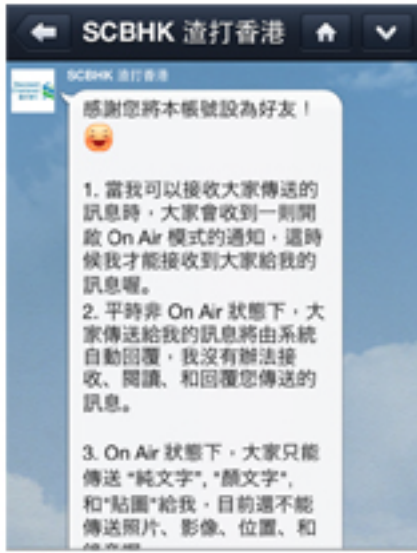
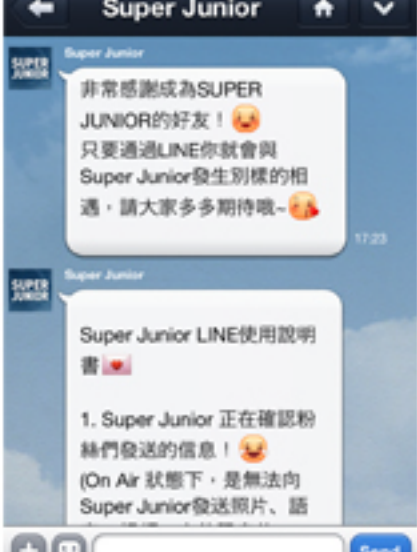



## WECHAT VS LINE



Pros

Cons

Latest Version	WeChat 5.0	Line 3.8.2
Developer	Tencent Holdings Limited Country: China	NHN Japan (A unit of Korean NHN Corporation) Country: Japan
Users	500 million (Jul. 2013)	230 million (Aug. 2013)
Market	<ul style="list-style-type: none"> <li>Mainland China, India &amp; Vietnam</li> <li>100 million active users outside of China (Aug. 21<sup>st</sup>, 2013)</li> </ul>	<ul style="list-style-type: none"> <li>Japan, Taiwan, Korea, Mainland China, &amp; Thailand</li> </ul>
Features	<p>Text-messaging, Voice-messaging &amp; VOIP</p> <ul style="list-style-type: none"> <li>VOIP - Video &amp; Walkie Talkie (more variety, more fun)</li> </ul> <p>Stickers/Emoji</p> <ul style="list-style-type: none"> <li>Free &amp; Paid</li> <li>Limited variety, mainstream design</li> <li>Paid just launched</li> </ul>	<p>Text-messaging, Voice-messaging &amp; VOIP</p> <ul style="list-style-type: none"> <li>VOIP - Voice (mobile or PC)</li> </ul> <p>Stickers/Emoji</p> <ul style="list-style-type: none"> <li>Free &amp; Paid</li> <li>Large variety</li> <li>Creative designs, popular characters, exclusive LINE sticker shop</li> </ul>  <p>(Screenshot from original stickers &amp; stickers shop in LINE)</p>
Plug-Ins	<ul style="list-style-type: none"> <li>Available in version 5.0 only</li> <li>Only one type: games (only 3)</li> <li>Only available for Chinese version</li> </ul>	<ul style="list-style-type: none"> <li>Large variety of plug-ins: LINE Camera, LINE Tools and 18 free games.</li> </ul>
Public/Official Accounts	<p>Two types of Accounts: Public Accounts</p> <ul style="list-style-type: none"> <li><b>Service Account</b></li> </ul> <p>Businesses only (validation required), one message post per month, customised menu, users receive pre-selected alerts.</p> <p>E.g. China Southern Airlines</p>  <p>(Screenshot from China Southern Airlines WeChat)</p> <ul style="list-style-type: none"> <li>Check-in; flight information i.e ticket price, flight status; VIP services and so on via WeChat <b>Service Account</b>.</li> <li>Users actively get information on Service Account.</li> </ul> <ul style="list-style-type: none"> <li><b>Subscription Account</b></li> </ul> <p>Media or individuals (no validation required); one message post per day.</p> <p>E.g. Witch House</p>  <p>(Screenshot from Witch House WeChat)</p> <ul style="list-style-type: none"> <li>Witch House is an individual account that publishes constellation news every week, containing photos, articles and Q&amp;A games.</li> <li>Subscribers passively receives information via <b>Subscription Account</b>.</li> </ul>	<p>Two types of Accounts: Official Account Partners</p> <ul style="list-style-type: none"> <li><b>Corporate Account</b></li> </ul> <p>Businesses (validation required), no limit real-time message posts, self-branded stickers, communication with users.</p> <p>E.g. Standard Chartered Bank</p>  <p>(Screenshot from Standard Chartered Bank Hong Kong LINE)</p> <ul style="list-style-type: none"> <li><b>Artistes/Celebrities Account</b></li> </ul> <p>Artists or celebrities (validation required), post fan information and news, direct communication with fans when artist/celebrity is ON-AIR "online".</p> <p>E.g. Super Junior</p>  <p>(Screenshot from Korean Artist Super Junior LINE)</p>
Future Plan	<p><u>Online Purchase via WeChat</u></p> <p>WeChat 5.0, the latest version, has a new function to scan QR codes, bar codes, movie posters, book covers, etc. to find products online.</p> <p>If you want to buy the book "The World is Flat" online, just scan the book cover and it will show you the book profile and its price on online retailers such as Amazon and Dangdang.</p>  <p>(Caption: WeChat 5.0 allows users to find products online by scanning a QR code or bar code. Source: <a href="http://news.candou.com/android_apps/2013-08-12/455338_2.shtml">http://news.candou.com/android_apps/2013-08-12/455338_2.shtml</a>)</p> <p>WeChat is then planning to integrate an online payment function - finally achieving the full online purchase process.</p>	<p><u>Social Entertainment Platform</u> (not just messaging)</p> <p>LINE has rapidly grown in Asia and next it will be focusing on entering the American and Latin American markets.</p> <p>It will continue to expand the different kinds of stickers with more facial expressions, not only for the cartoons but also adopting famous characters and celebrities - bringing in local cultures and the latest "in" fads.</p>