








































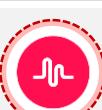







# Interesting Business Flash

FUNG BUSINESS INTELLIGENCE

FAQ: What were the most popular online platforms in China and in the world?

	Online Commerce	Social Media	Others (Search engine/ payment/ entertainment/ etc.)
1994			 Yahoo!
1995	 eBay  Amazon		
1996		 ICQ	
1997	 Booking.com		 Netflix  NetEase
1998		 QQ	 PayPal  Google
1999	 Ctrip.com  Dangdang		
2000			 Baidu
2003	 Dianping  Taobao	 Skype  LinkedIn	
2004	 Yelp	 Facebook	 Alipay
2005			 YouTube
2006		 Twitter	 Spotify
2008	 Groupon  Airbnb	 Meitu	
2009		 WhatsApp  Weibo	
2010	 Meituan  AliExpress  Uber	 Pinterest  Instagram	 iQIYI
2011		 Weixin/ WeChat  Kuaishou  Line  Messenger  Snapchat	
2012	 Didi Chuxing		 Toutiao
2014		 Musical.ly	
2015	 Pinduoduo		
2016		 Douyin/TikTok (2016/2018)	
2018		 Lasso	

- Before the dotcom bubble burst in 2001, many online B2C businesses had been successfully launched around the world. The most popular e-commerce platforms, eBay and Amazon, were established in the US in 1995. Four years later, Dangdang, the first well-known Chinese e-commerce platform, was launched.
- The outbreak of the terrifying disease, Severe Acute Respiratory Syndrome (SARS), in 2003 provided a special opportunity for online B2C businesses in Asia, as people preferred shopping online in order to avoid infection. Taobao became the most popular e-commerce marketplace in China. In contrast, the western developers were focused on developing social media during the same period of time (Facebook in 2004 and Twitter in 2006).
- Mobile technologies have become more and more mature since 2008. Both Chinese developers and western developers eyed on global market and initiated a lot of innovative services, e.g. sharing economy (Airbnb, Uber, Didi), instant messaging (Whatsapp, Wechat), short video (TikTok, Lasso), etc.
- Over the past 25 years, the popularity of several platforms were fading (Yahoo!, ICQ), while certain apps were gaining more attention (Instagram, TikTok). It is reflected that the interest of global consumers are evolving, especially Chinese consumers. What will be the next focus in 2020?

Note 1: B2C refers to "Business-to-consumers"

Note 2: Platforms owned by Chinese developers and western developers were indicated by red and blue circles, respectively

Note 3: Musical.ly was acquired by Bytedance in 2017 and was merged into Tiktok in 2018

Icon source: Internet

Source: Fung Business Intelligence

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