



APP ANNIE

The Evolution of Social Media Apps

Live Streaming: The New Frontier for Social Media



What's Inside

- What is the Scale of the Social Media Mobile Market?
- The Rise of Live Streaming - How are Streamers Driving Growth?
- How Has the Social Landscape Evolved Over Time by Markets?
- How Have Consumers' Favorite Apps Changed Over Time?
- How is the Creator Economy Pivotal to Social Growth?



The Mobile Performance Standard

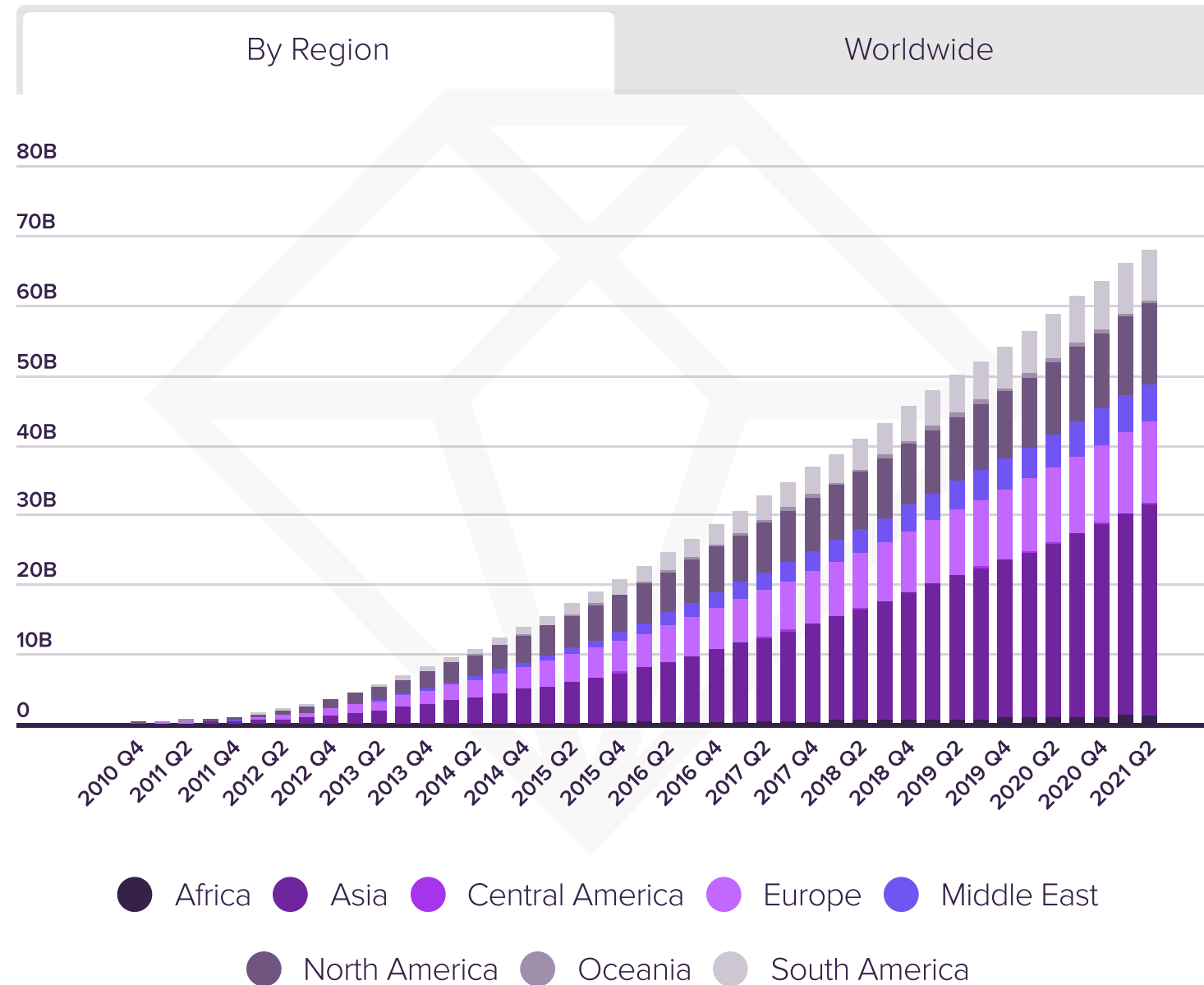


What is the Scale of the Social Media Mobile Market?





Cumulative Downloads of Social Apps



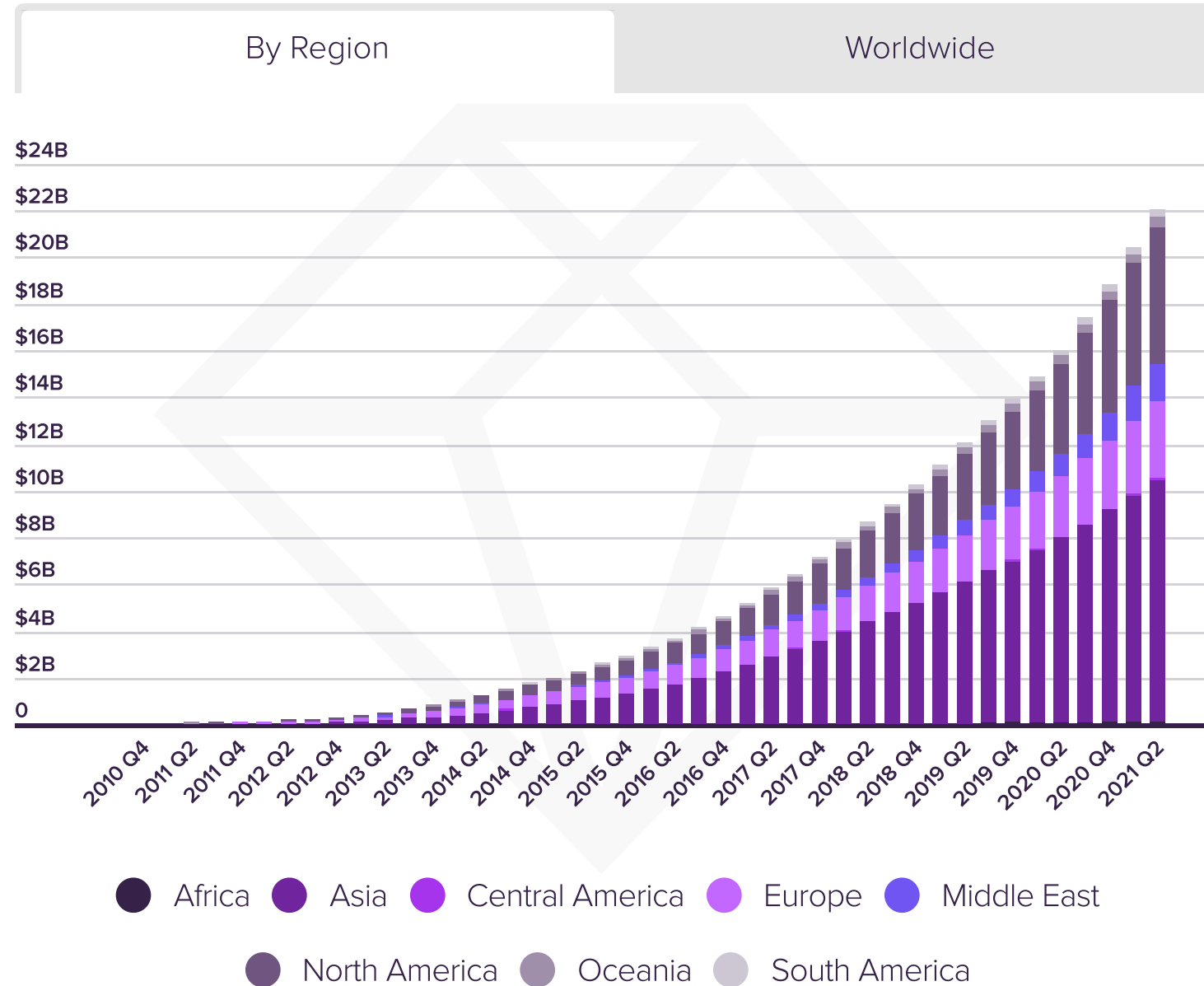
74 Billion Social Apps Downloaded to Date

Despite Early Adopter Status, Social Apps Are Still in High Demand — 4.7 Billion Downloads in H1 2021 Alone

Source: App Annie Intelligence Note: iOS only from July 2010 - Dec 2011; iOS and Google Play combined from Jan 2012 - June 2021; China is iOS Only; Among Social, Social Networking and Communication categories across iOS and Google Play



Cumulative Consumer Spend in Social Apps



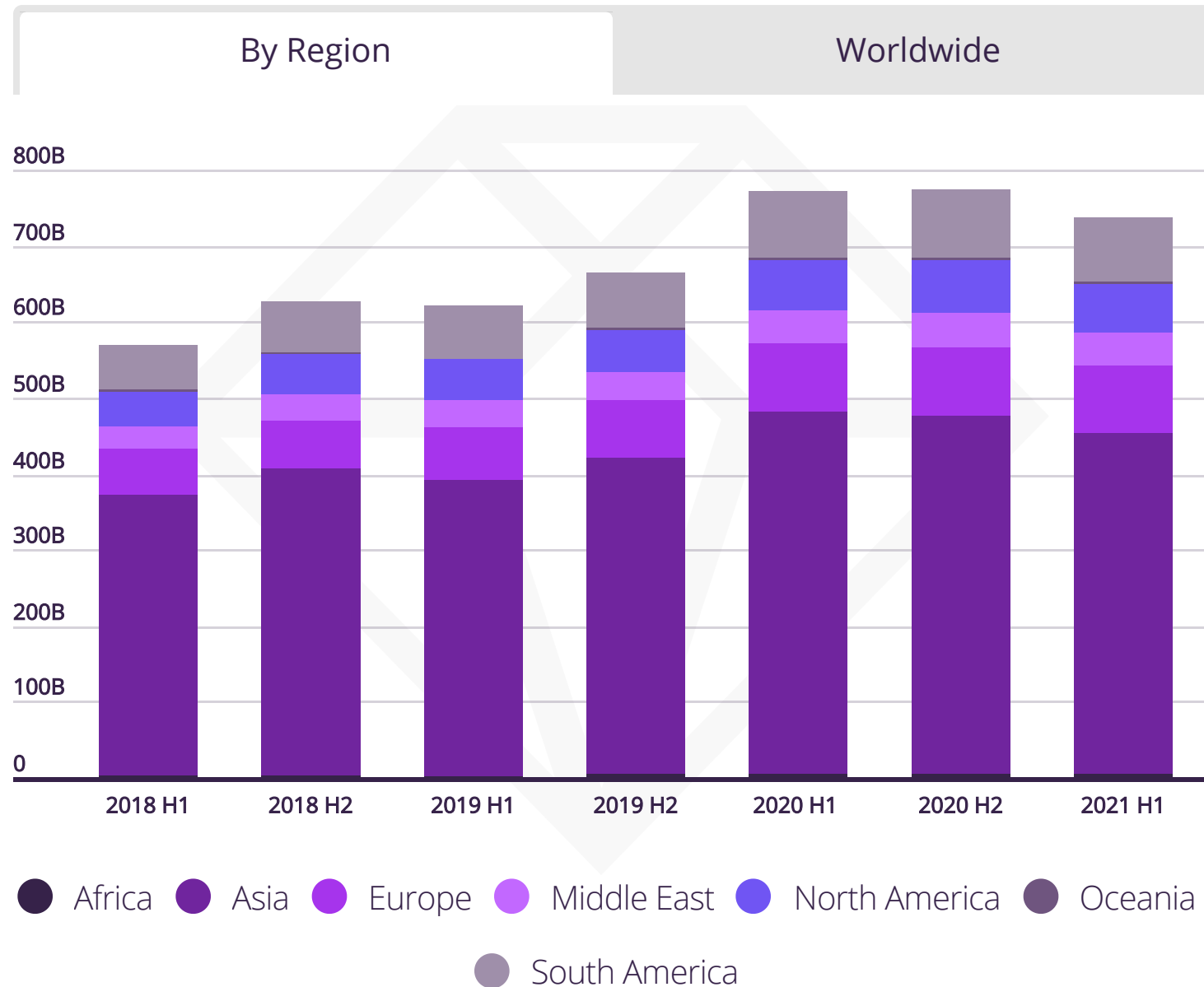
\$22.2B Spent on Social Apps to Date

Spend in Social Apps is Booming:
\$3.2B in H1 2021 Alone — up 50% YoY

Source: App Annie Intelligence Note: iOS only from July 2010 - Dec 2011; iOS and Google Play combined from Jan 2012 - June 2021; China is iOS Only; Among Social, Social Networking and Communication categories across iOS and Google Play; Spend is gross — inclusive of any percent taken by the app stores



Hours Spent in Social & Comms Apps by Quarter



Source: App Annie Intelligence Note: Hours Spent is on Android phones; China includes third-party Android stores; Among Social and Communication apps on Android phone

Social Apps Command 740B Hours in H121, Equal to 44% of Time Spent on Mobile Globally

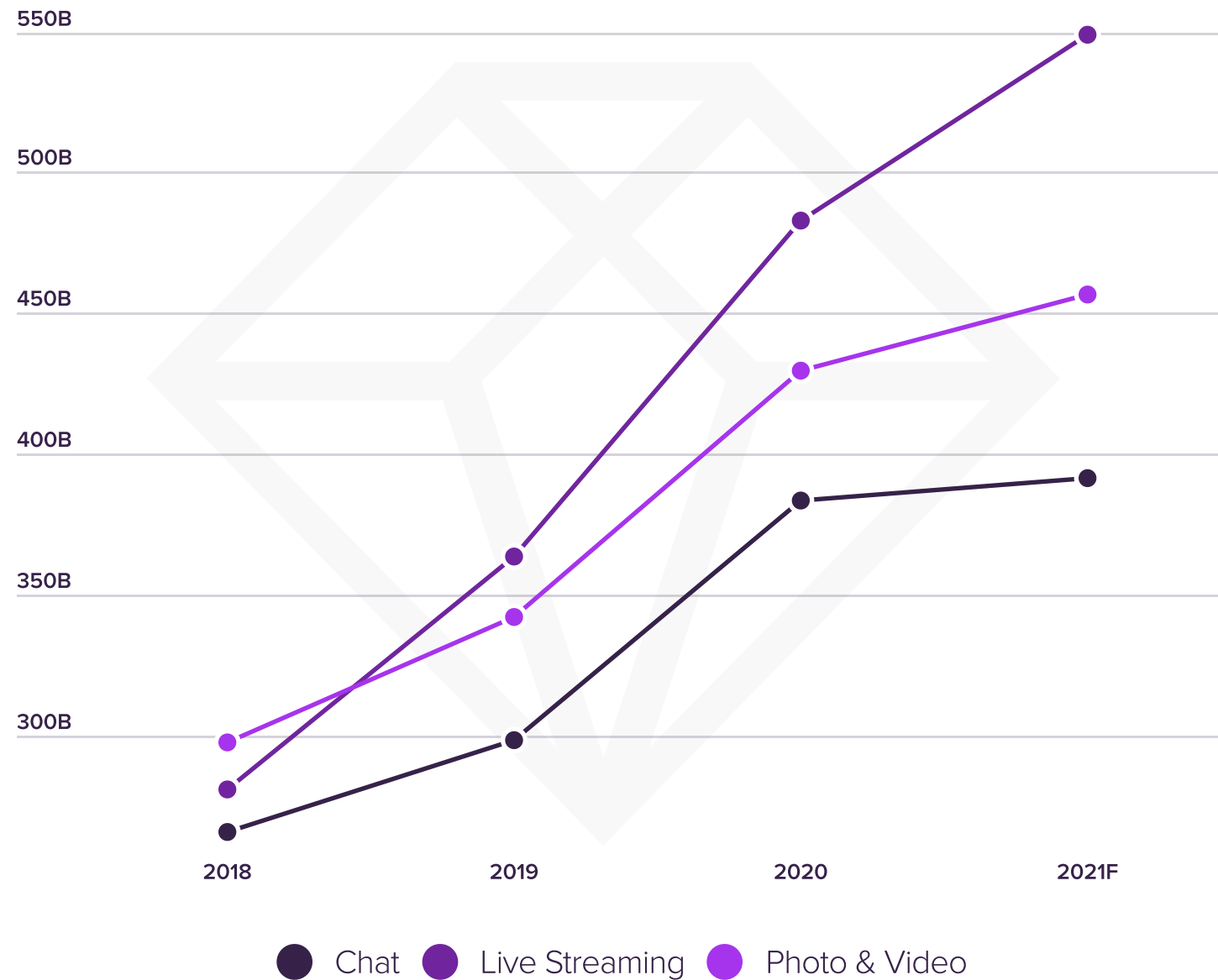
Time Spent in Social Apps Has Maintained Steady Growth Over the Past 3 Years, Up 30% in H1 2021 vs H1 2018

The Rise of Live Streaming — How are Streamers Driving Growth?





Growth of Hours Spent in Top 5 Social Apps by Key Value Proposition, Worldwide Outside of China



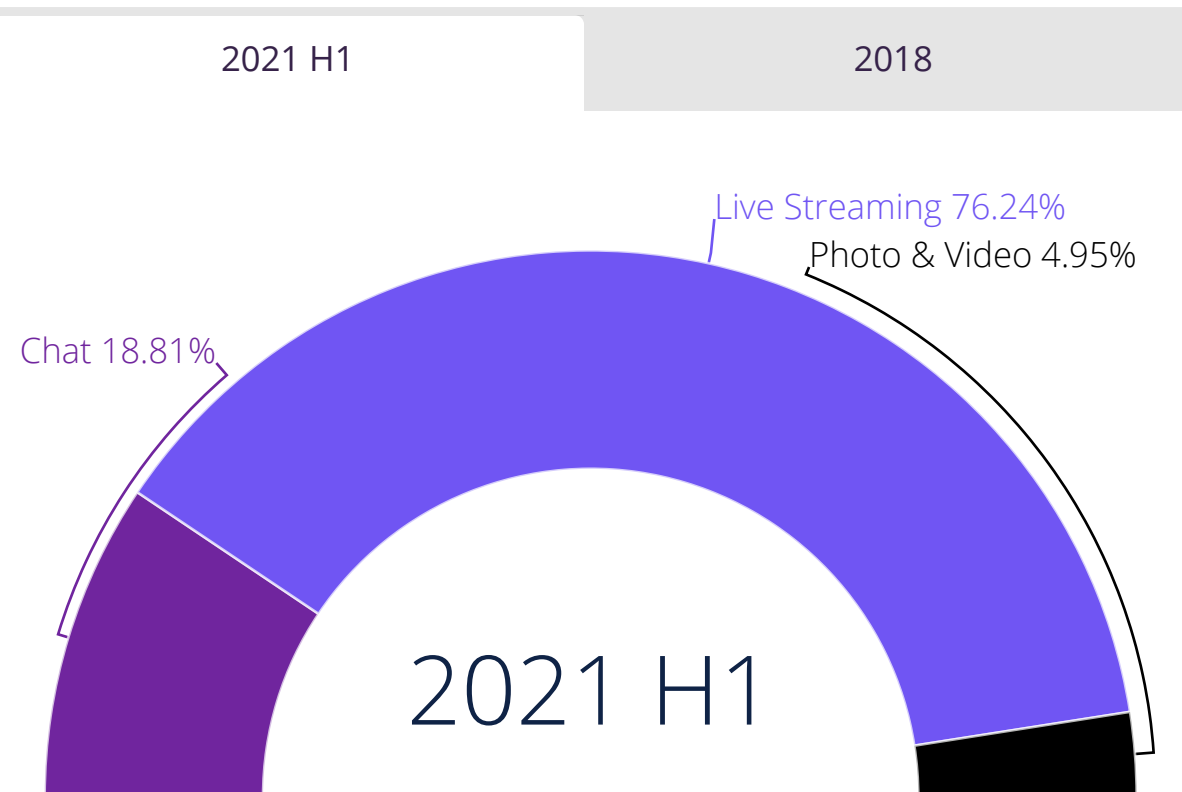
Source: App Annie Intelligence Note: Android phones only; worldwide outside of China; Custom categorization of apps based on features called out as part of the key value proposition of the app; Top 5 is determined for each time period. In H1 2021,

Live Streaming Apps Outpace Chat and Photo & Video Social Apps

Total time spent in the top 5 Social apps with an emphasis on live streaming are set to surpass half a trillion hours on Android phones alone, outside of China in 2021, a 3-Year CAGR of 25% compared to 15% for Chat and Photo & Video apps. Live streaming is driving growth in engagement for social apps, which sets them up for consumer spend.



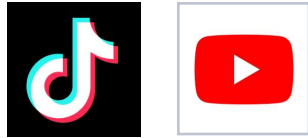
Market Share of Consumer Spend in Top 25 Social Apps Worldwide by Key Value Proposition



Source: App Annie Intelligence Note: iOS and Google Play; China is iOS only; Top 25 Social Apps by Consumer Spend; Custom categorization of apps based on features called out as part of the key value proposition of the app.

Social Apps that Offer Live Streaming as a Prominent Feature Account for \$3 of every \$4 Spent in Top 25 Social Apps in H1 2021

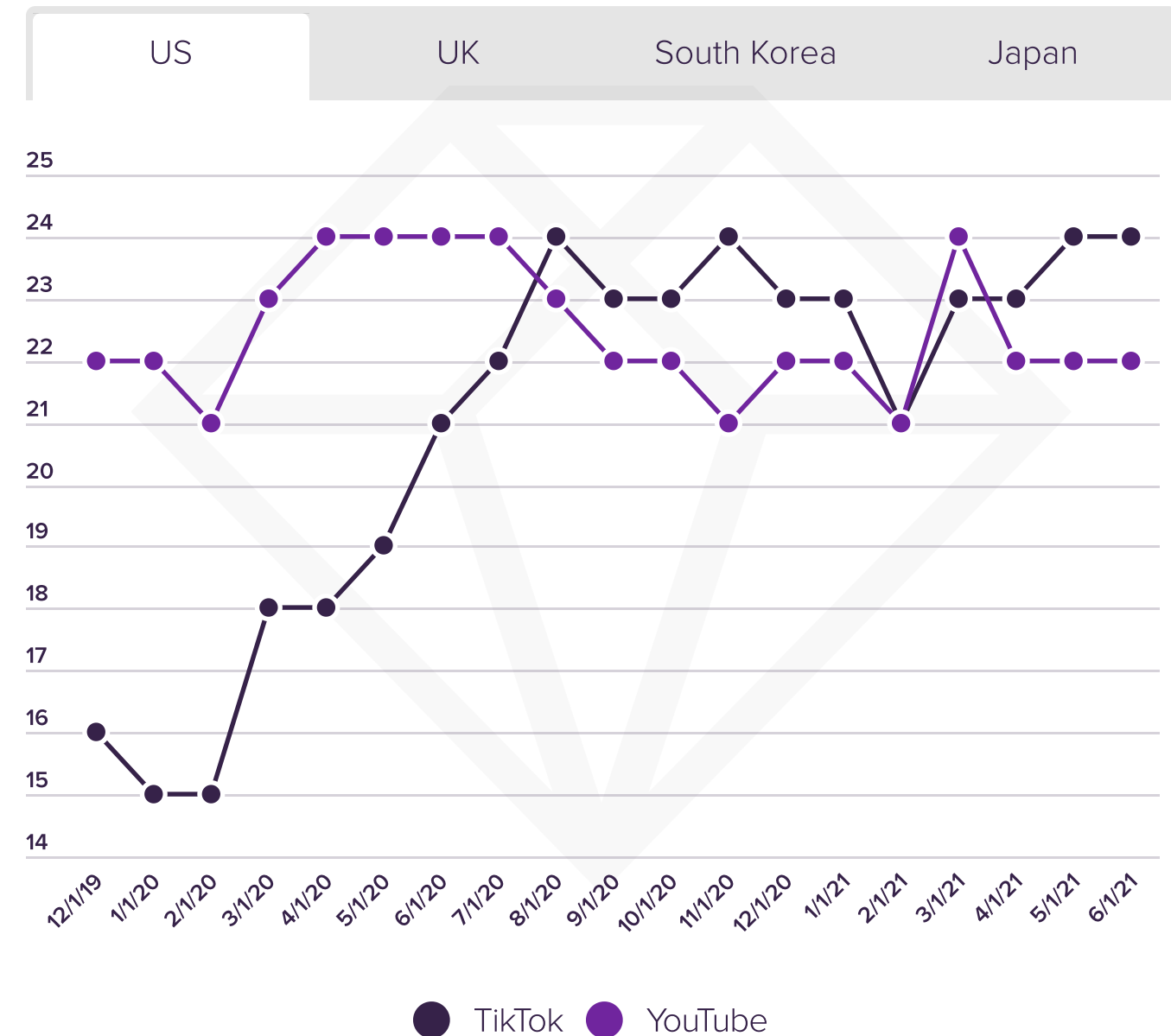
Live Streaming Apps Increased Market Share of Consumer Spend by 24 Percentage Points from 2018



Video is at the Forefront of the Evolving Social Landscape & Live Streaming is Set to Fuel Significant Future Growth

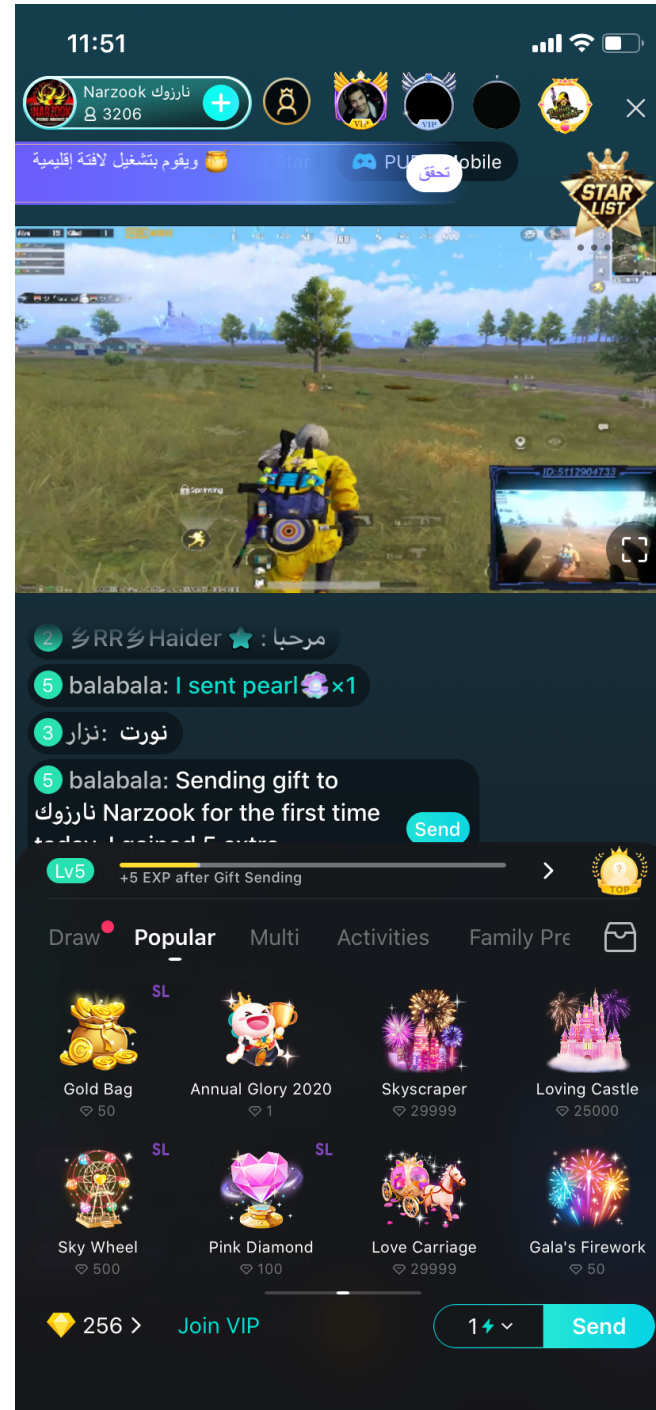
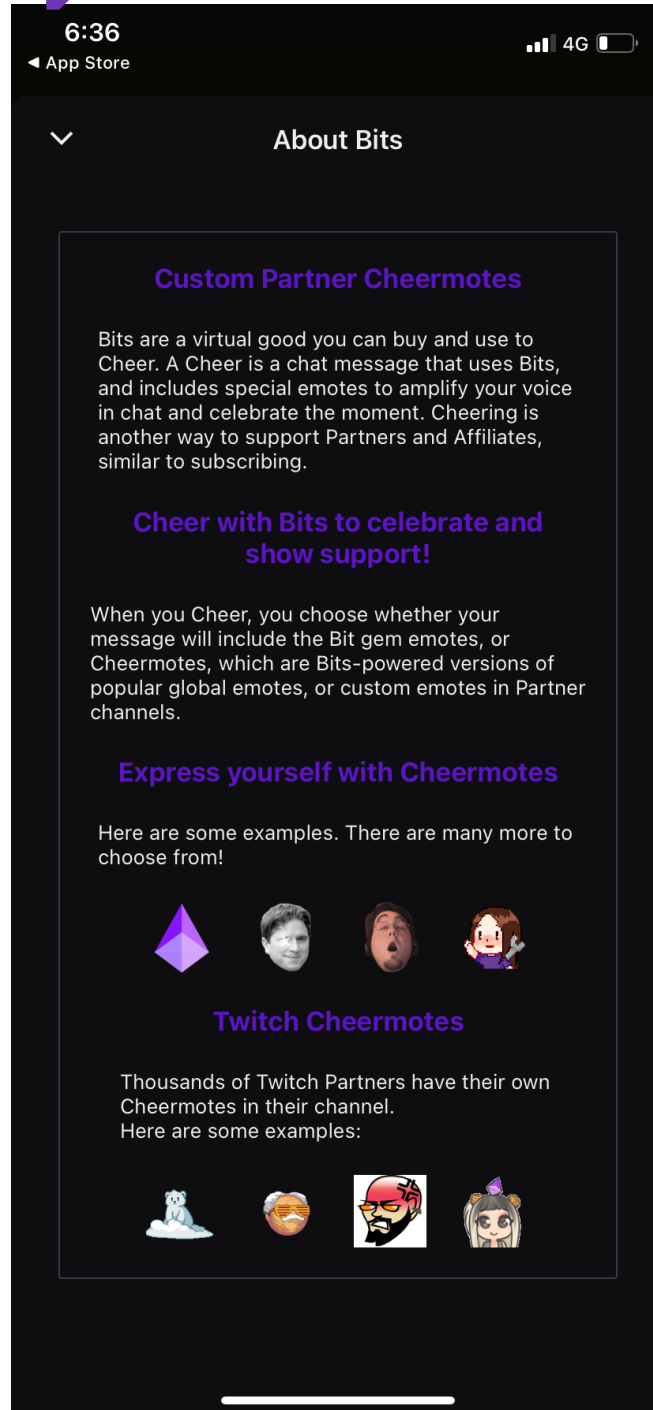
TikTok has Upended the Streaming & Social Landscape — with Average Monthly Time Per User Surpassing YouTube in the US and UK, and Making Significant Strides in South Korea Where YouTube Leads by 2.5x

Average Monthly Hours Per User, TikTok vs YouTube



Source: App Annie Intelligence Note: Android phones only



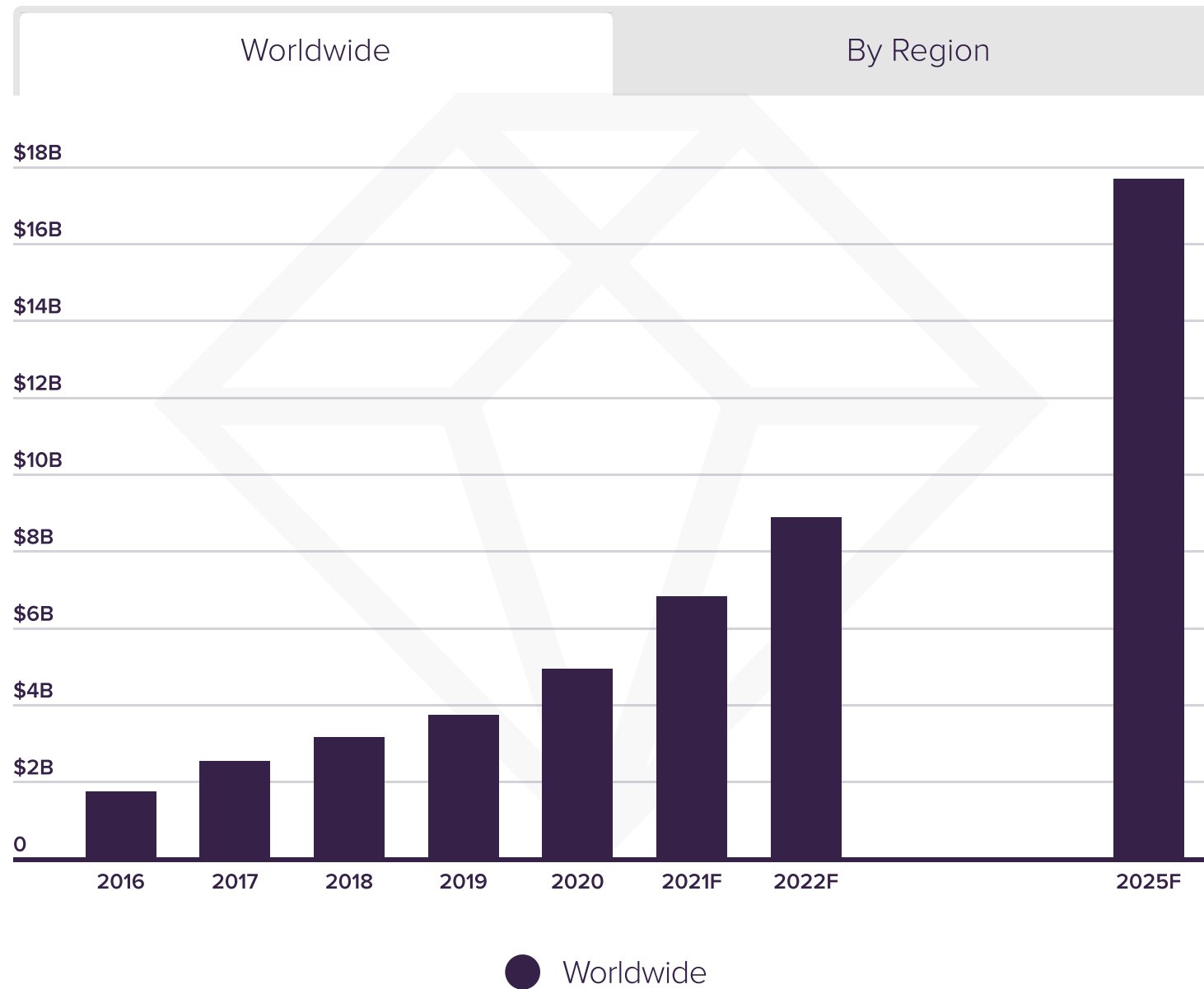


Rise of In-App Purchases in Social Apps — Fueled by Creator Economy

While many social apps have included in-app purchases in the past, many were one-off items like sticker packs purchased from the company. Now, in-app purchases fueling the Social market spend are often tied to "gifting" content creators during livestreams. On Twitch, 'Bits' are a virtual good that give viewers the power to “cheer” and support streamers financially and 'subs,' monthly channel subscriptions, allow viewers to access exclusive benefits from their favorite creators such as custom emotes (custom Twitch-specific emoticons) and subscriber badges. In Bigo Live, they are beans, and in TikTok they are virtual coins which the viewer uses to buy virtual gifts that they send to the streamers. Generally, the content creators can exchange in-app currency for funds paid out to them. Creators are encouraged to give shout outs to gifters, which creates a positive feedback loop.



Forecasted Annual Consumer Spend in Social Apps



Source: App Annie Intelligence Note: iOS only from July 2010 - Nov 2011; iOS and Google Play combined from Jan 2012 - June 2021; China is iOS Only; Among Social, Social Networking and Communication categories across iOS and Google Play; Spend is gross — inclusive of any percent taken by the app stores

FORECAST

\$78 Billion Spent in Social Apps Through 2025

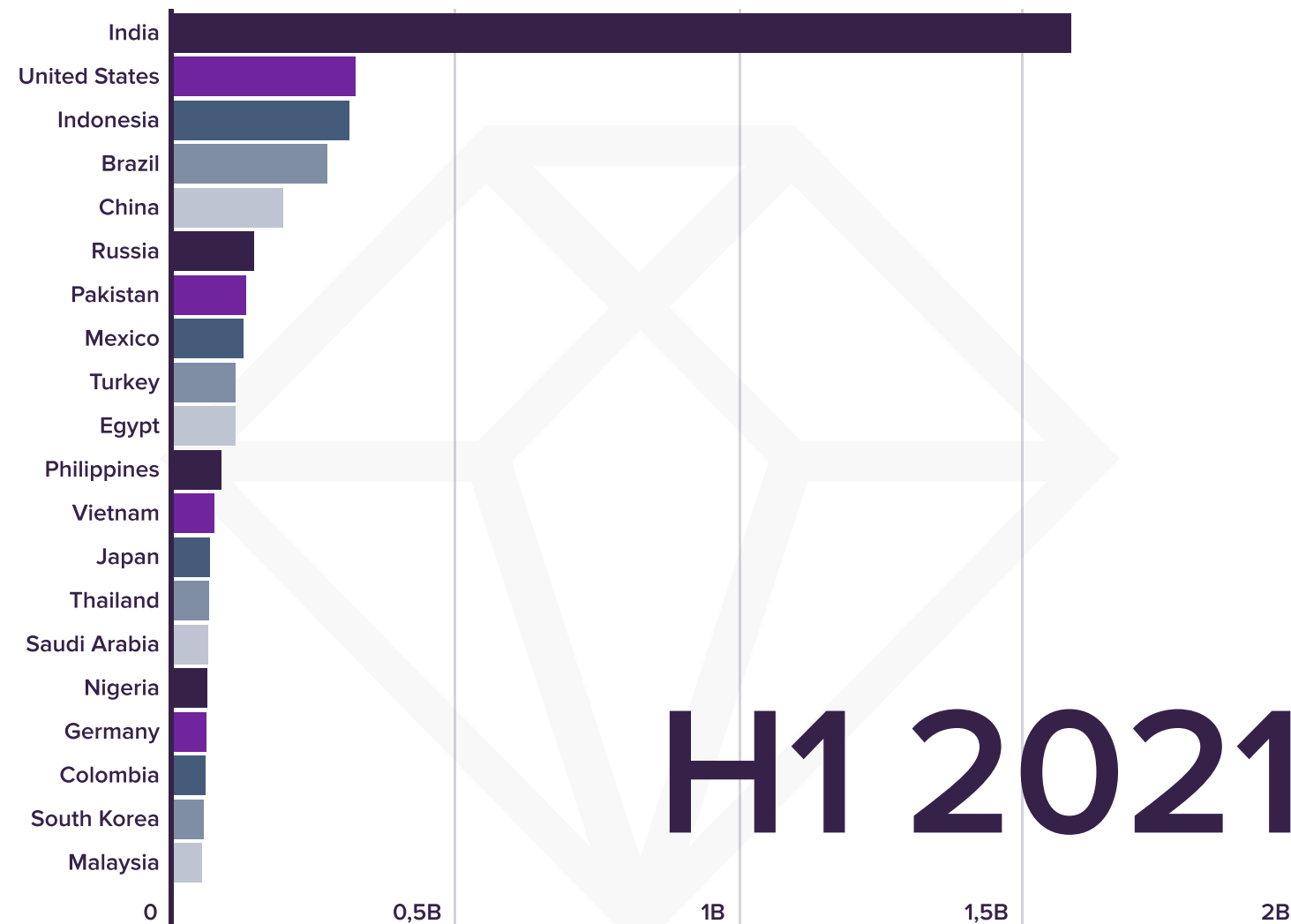
Consumer Support for Live Streamers & Content Creators Set to Supercharge Monetization of Social Media Apps to Reach \$17.7 Billion in Annual Spend in 2025 — 5-Year CAGR of 29%

How Has the Social Landscape Evolved Over Time by Markets?





Top Markets by Social Apps Downloads



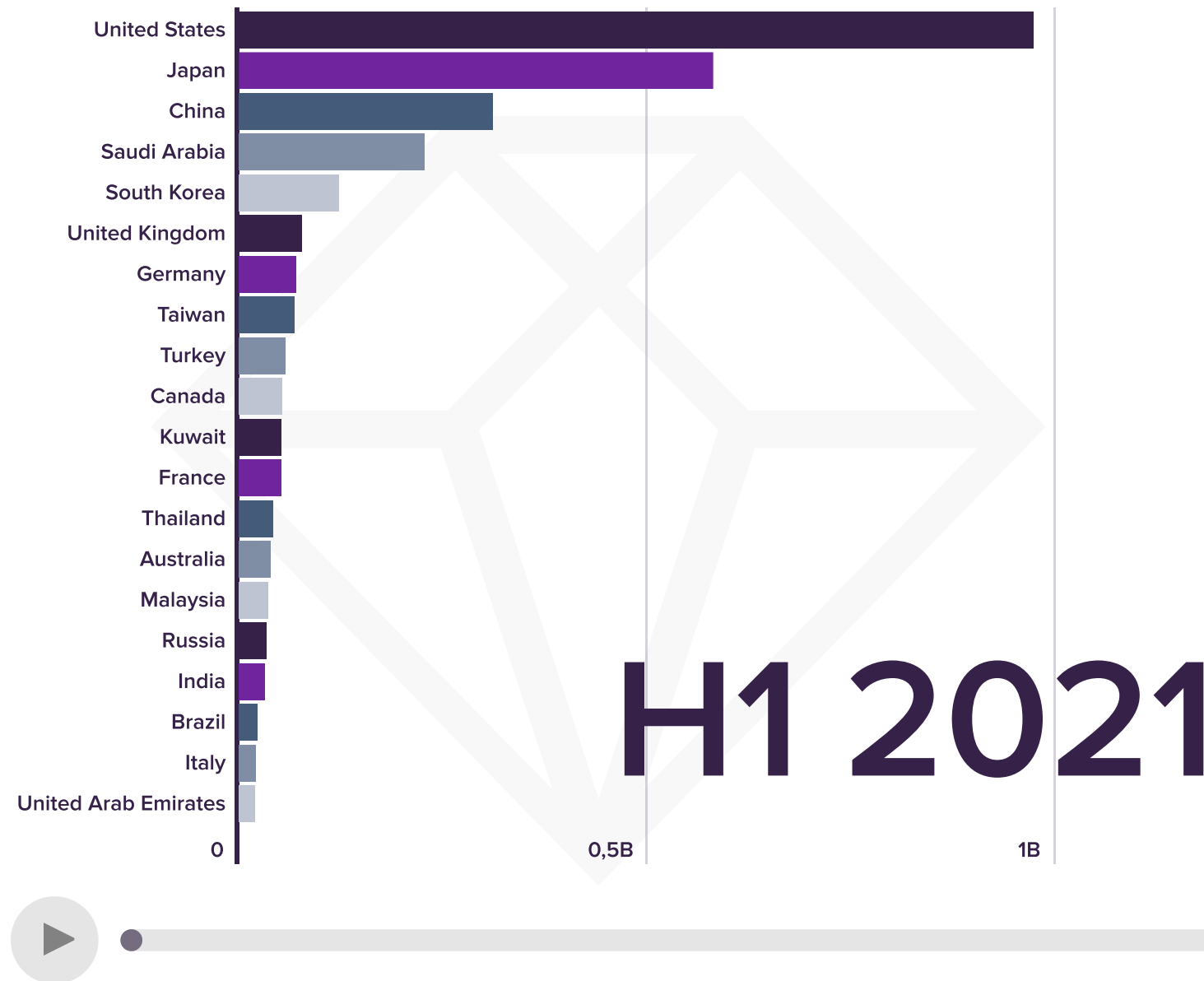
Asia is the Largest Region for Downloads of Social Apps in H1 2021 at 60% of Market

India is the Top Market by a Factor of 5x, Surpassing the US in 2018. US, Indonesia, Brazil and China Follow — a Mix of Mature and Emerging Markets. Even in the US Where Habits May Be More Engrained, Demand for New Social Apps Remains High

Source: App Annie Intelligence Note: Downloads are across iOS, Google Play. iOS only for China ; Among Social, Social Networking and Communication categories across iOS and Google Play



Top Markets by Social Apps Consumer Spend



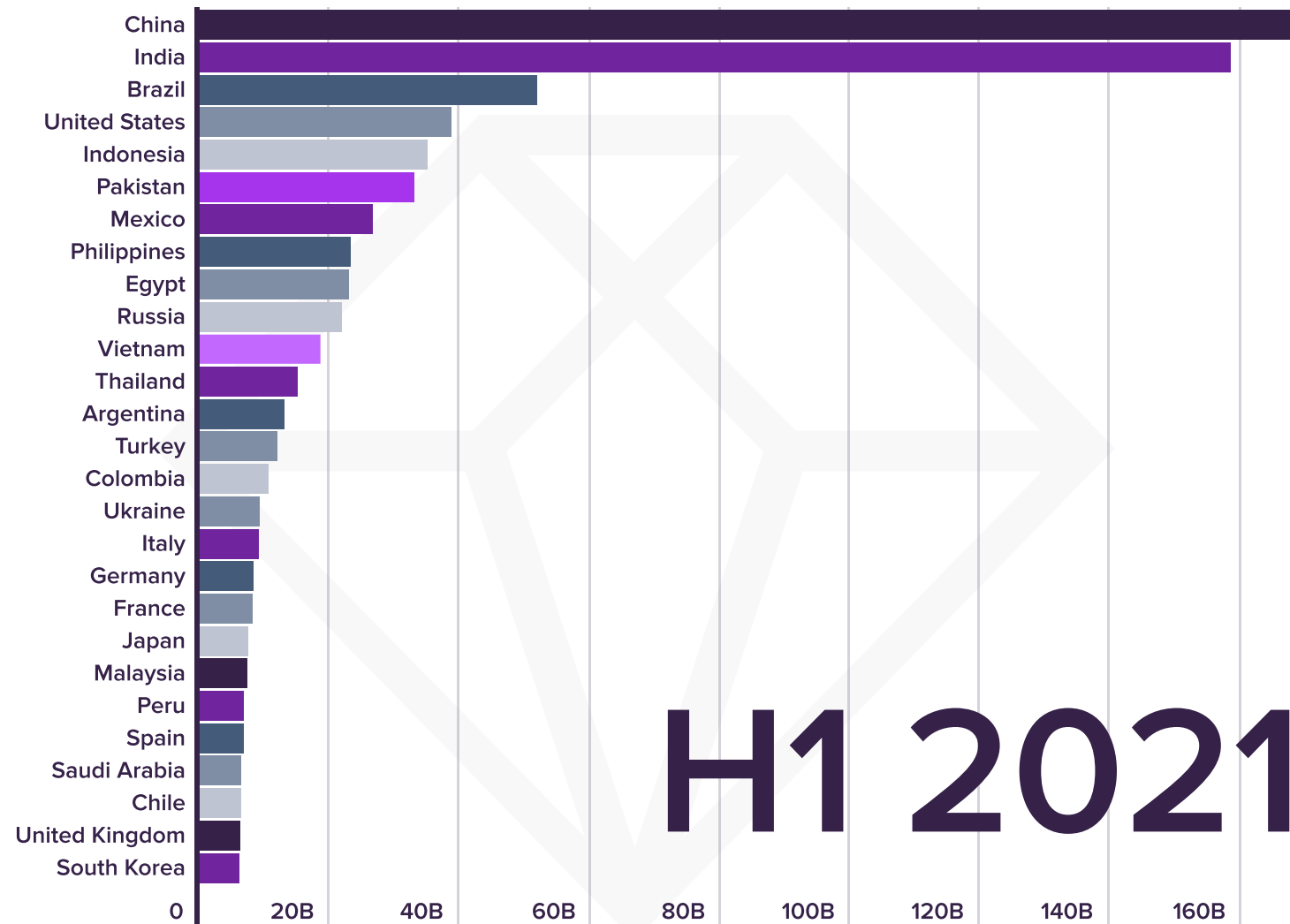
US, Japan & China Account for 60% of Spend in Social Apps in H1 2021; Japan an Early Adopter Market

US Emerged as the #1 Market for Consumer Spend in Social Apps in H1 2021 Seeing 1.7x Spend of Next Largest Market & Representing 30% of Total Market Fueled by Spend in Support of Content Creators & Live Streamers

Source: App Annie Intelligence Note: Consumer Spend are across iOS, Google Play. iOS only for China. Spend is gross — inclusive of any percent taken by the app stores; Among Social, Social Networking and Communication categories across iOS and Google Play



Top Markets by Hours Spent in Social Apps



60% of Global Time Spent in Social Apps is from Asia-Pacific

Time Spent in Social Apps in India has Boomed Over the past 3.5 Years, Shrinking the Gap Between India and China from 115% in 2018 to 7% in H1 2021. Pakistan Surpassed Mexico in 2020 to Become the 6th Largest Market for Time Spent in Social Media Apps on Android Phones

Source: App Annie Intelligence Note: Android phones only

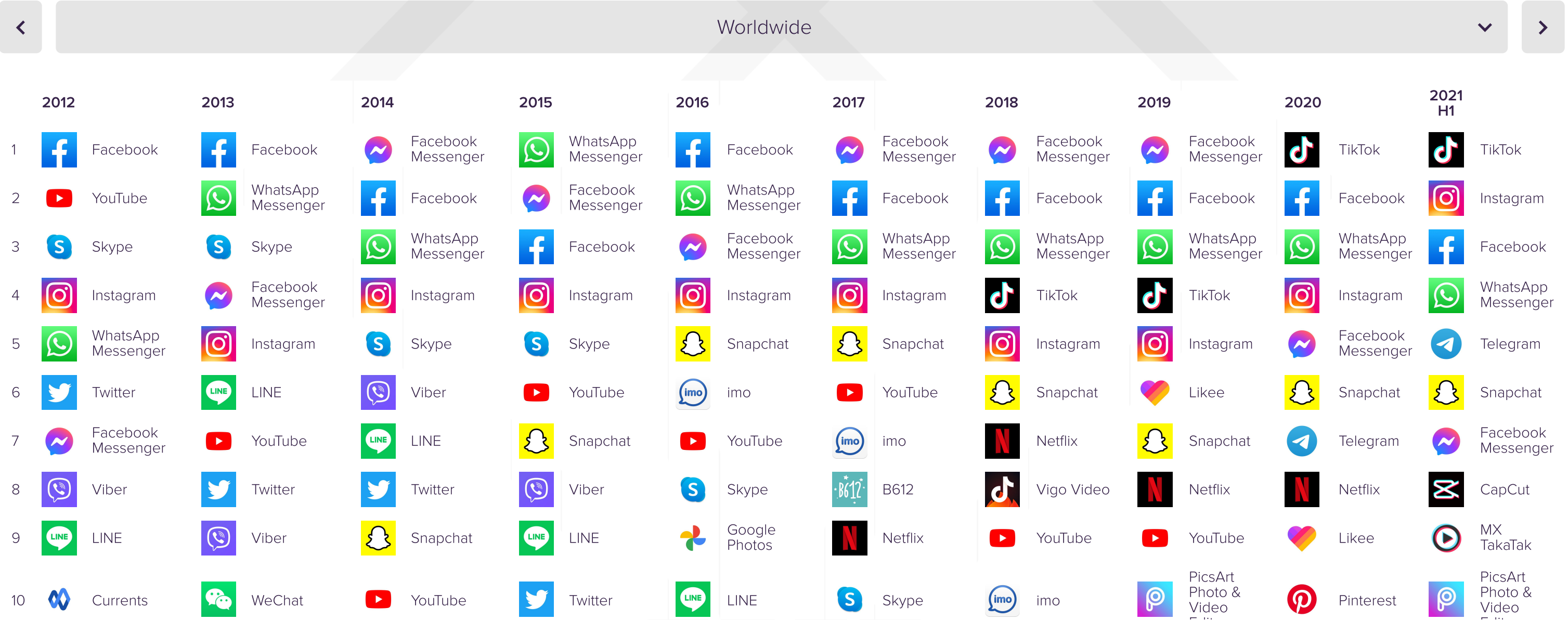


How Have Consumers' Favorite Social Apps Evolved Over Time?

The Lines Are Blurring Between Social, Photo & Video and Entertainment Apps — We Show How Top Apps by Downloads, Consumer Spend and Usage Stack Up in These Categories

Top Social and Entertainment Apps Over Time | Downloads





































































































Among Social, Communication, Photo & Video and Entertainment Apps



Source: App Annie Intelligence Note: Downloads based on combined iOS App Store and Google Play. China is iOS only. From Social, Photo & Video and Entertainment Categories All estimates from App Annie Intelligence. Excluding games, dating, browsers,email, antivirus and voicemail apps

Top Social and Entertainment Apps Over Time | Consumer Spend

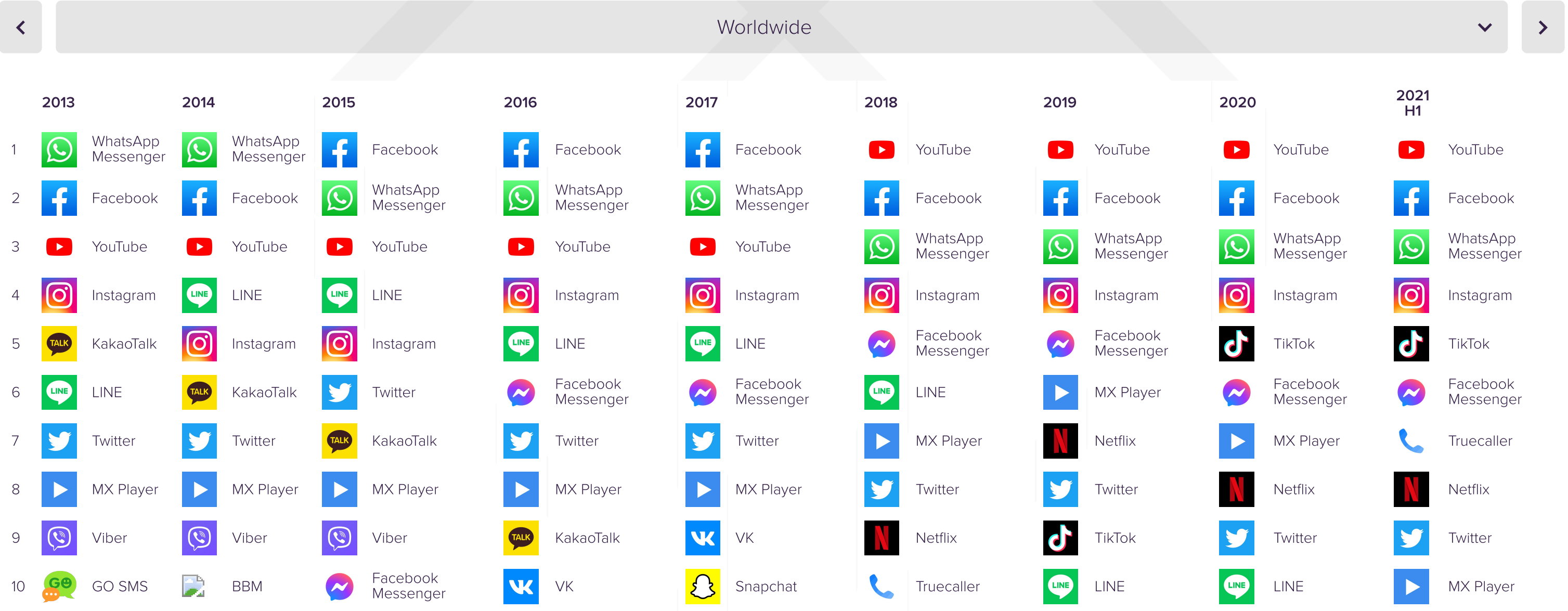
Among Social, Communication, Photo & Video and Entertainment Apps

	Worldwide										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021 H1	
1	 LINE	 LINE	 LINE	 LINE	 LINE	 Netflix	 Netflix	 Netflix	 TikTok	 YouTube	
2	 WhatsApp Messenger	 LINE PLAY	 LINE PLAY	 HBO Max	 Netflix	 Tencent Video	 Tencent Video	 Tencent Video	 YouTube	 TikTok	
3	 Apple iPhoto	 Skype	 Skype	 LINE PLAY	 HBO Max	 LINE	 iQIYI	 iQIYI	 Disney+	 Disney+	
4	 GREE	 WhatsApp Messenger	 Pokecolo	 Skype	 iQIYI	 iQIYI	 Kwai	 YouTube	 Tencent Video	 Tencent Video	
5	 Apple iMovie	 GREE	 Viber	 Pokecolo	 Hulu	 HBO Max	 YouTube	 LINE	 Netflix	 BIGO LIVE	
6	 Camera Plus	 Apple iMovie	 KakaoTalk	 Hulu	 Inke	 Kwai	 Youku	 Youku	 iQIYI	 Twitch	
7	 SlingPlayer	 KakaoTalk	 LINE Fortune-Telling	 iQIYI	 QQ	 QQ	 LINE	 Kwai	 BIGO LIVE	 HBO Max	
8	 Akinator the Genie	 Pokecolo	 PlayKids	 KakaoTalk	 Tencent Video	 YouTube	 HBO Max	 HBO Max	 Twitch	 iQIYI	
9	 fring	 LINE Fortune-Telling	 WhatsApp Messenger	 Viber	 LINE PLAY	 Hulu	 QQ	 Hulu	 LINE	 Netflix	
10	 Adobe Photoshop Touch	 Photon Flash Player	 The brave trajectory	 Tencent Video	 Pokecolo	 Youku	 Hulu	 BIGO LIVE	 QQ Music	 QQ Music	

Source: App Annie Intelligence Note: Consumer spend based on combined iOS App Store and Google Play; China is iOS only; Spend is gross — inclusive of any percent taken by the app stores. From Social, Photo & Video and Entertainment Categories All estimates from App Annie Intelligence. Excluding games, dating, browsers,email, antivirus and voicemail apps

Top Social and Entertainment Apps Over Time | Time Spent

Among Social, Communication, Photo & Video and Entertainment Apps



Source: App Annie Intelligence Note: Time spent on Android phones. Worldwide excluding China; From Social, Photo & Video and Entertainment Categories All estimates from App Annie Intelligence. Excluding games, dating, browsers, email, antivirus and voicemail apps

KEY TAKEAWAYS

Consumers Shift to a Video-First Social Experience that Favors Content Creators

Downloads While Facebook and WhatsApp are still among the most downloaded apps globally in H1 2021, video-first players — particularly those with short-form video content and live streaming have risen dramatically up the rankings, with **TikTok the new reigning #1 by downloads** and Snapchat and MX TakaTak in the top 10.

Consumer Spend Consumers are shifting to a model of paying for content creators instead of professionally produced content, **illustrating a shift towards authentic experiences.** YouTube and TikTok outrank the leading video streaming app, Disney+, showing that consumers are opening their wallets to the creator economy at a level we've never seen before — a positive sign for the industry. Further, **TikTok, Twitch and Bigo Live all rank among the top 10 apps by consumer spend, showcasing the power of the gifting mechanism.**

Time Spent While YouTube, Facebook and WhatsApp dominate the time spent charts, TikTok has settled comfortably at #6 in H1 2021, from outside the top 10 in 2019. YouTube remains the leader in the streaming, social and photo and video space due to both depth and breadth of engagement, but the average time spent per user in TikTok has surpassed YouTube in key markets like the US and UK and could shake up the rankings in years to come. **Short-video, authentic content and live streaming are pillars to cultivating deep engagement, with live streaming in particular driving growth in time spent.**

How is the Creator Economy Pivotal to Social Growth?

Insights from Global Leaders in
Live Streaming, Video & Augmented
Reality



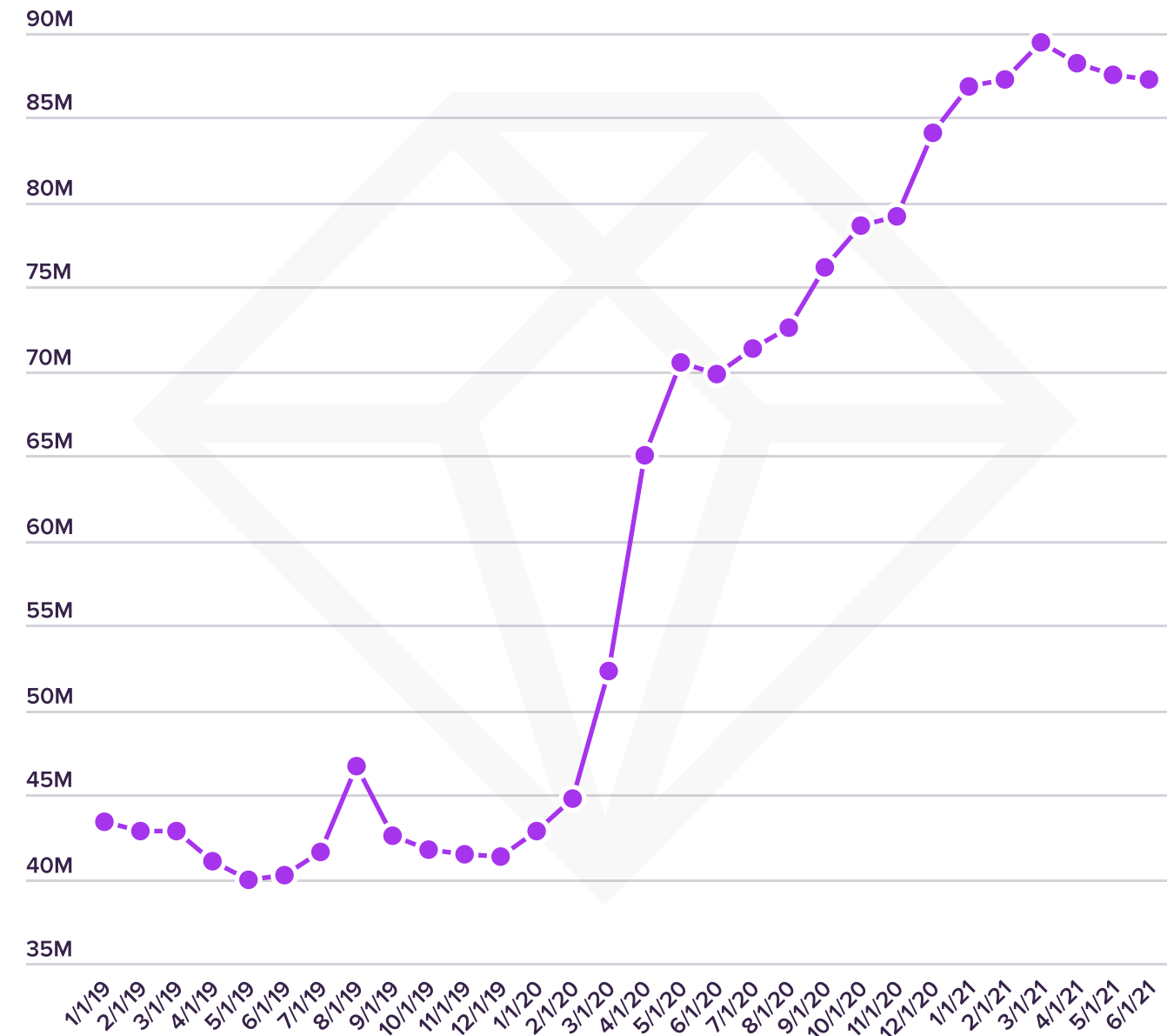


SPOTLIGHT ON TWITCH

Twitch Becomes a Community Go-To as Global Monthly Active User Base Doubles from Pre-Pandemic Times

Gaming & Social are both first-mover industries. While Twitch initially rose to popularity among gamers, more consumers than ever are turning to Twitch for connection outside of game streams. Authentic, real-time connection is driving meaningful growth and is set to underpin the future landscape of social media apps.

Global Smartphone Monthly Active Users



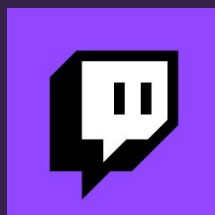
Source: App Annie Intelligence Note: Excluding China



The core components that make up Twitch — **livestreaming, real-time interactions,** and a **powerful sense of community**— have driven our success over the last decade. We pioneered livestreaming first within the gaming community, building our expertise around creating immersive experiences, and now our content spans gaming, entertainment, sports, music, and more.

At its core, Twitch **encourages interaction between both creators and viewers:** you don't just watch a stream, you're part of the experience. People crave interpersonal engagement, and Twitch provides this deep sense of connection. Over the last year, we've seen a lot of growth as people, who were separated from friends and family, came to Twitch for the live and interactive content, and ended up staying for the tight-knit communities they discovered and built across the service.

For gaming and beyond, **people are creating long-lasting bonds with streamers on Twitch** and joining in on their success. We now have 30 million daily visitors — which is up from 17.5 million at the beginning of 2020. And our growth hasn't just come from viewers: **in 2020, more than 13 million people decided to stream for the first time on Twitch.** Overall, the Twitch community watched over 1 trillion minutes in 2020, and we're committed to continuing to provide engaging and participatory experiences for our community.



Doug Scott

Chief Marketing Officer

TWITCH

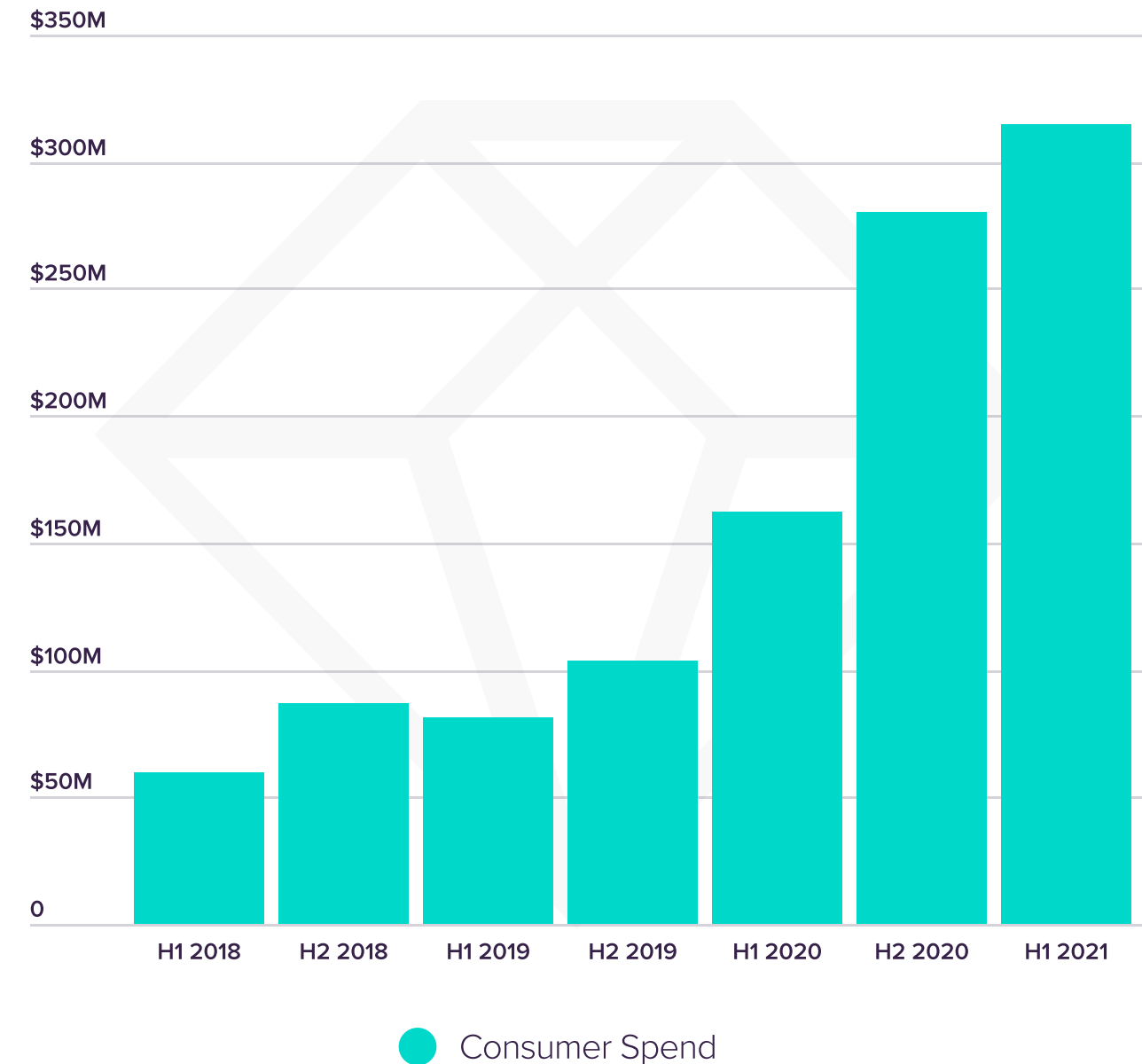


SPOTLIGHT ON BIGO LIVE

Creator Economy Fuels Growth in Bigo Live as Creators Are Making More Money than Ever Before Through Live Streaming

Consumers are spending on friends, connections and creativity via in-app purchases. The user experience and interactions with live streamers is central to the value users are deriving from Bigo Live. The key to this monetization strategy is in fact the creator economy with users compensating creators for their work.

Growth in Consumer Spend in BIGO LIVE



Source: App Annie Intelligence Note: iOS only from July 2020 - Nov 2021; iOS and Google Play combined from Jan 2012 - June 2021; China is iOS Only

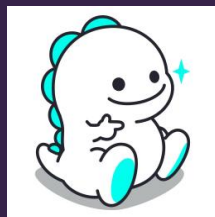


Bigo Live is a global community with a highly localised social ecosystem across different regions. We have amassed over 400 million users across 150 countries worldwide, offering a **social livestreaming platform for global content creators**.

To us, **livestreaming is the new social language**. It facilitates immersive social interactions and form real connections. And our fundamental goal is to enable everyday people to livestream anytime and anywhere.

Bigo Live has **democratised livestreaming by being a global platform** that allows all creators across different markets ease their way into hosting livestreaming sessions and elevate to the global stage. Over the past year, **we have helped over 500 broadcasters surpass one million fans globally, achieving stardom**. We also have ongoing partnerships with gaming companies, entertainment agencies and television shows who helped develop our broadcasters' audience and reach their personal aspirations.

We welcome and support broadcasters from all backgrounds, experiences as well as levels of expertise and talent. As we continue our next phase of growth, **we are committed to helping our broadcasters become the celebrities of tomorrow**.



Mike Ong

Vice President

BIGO LIVE

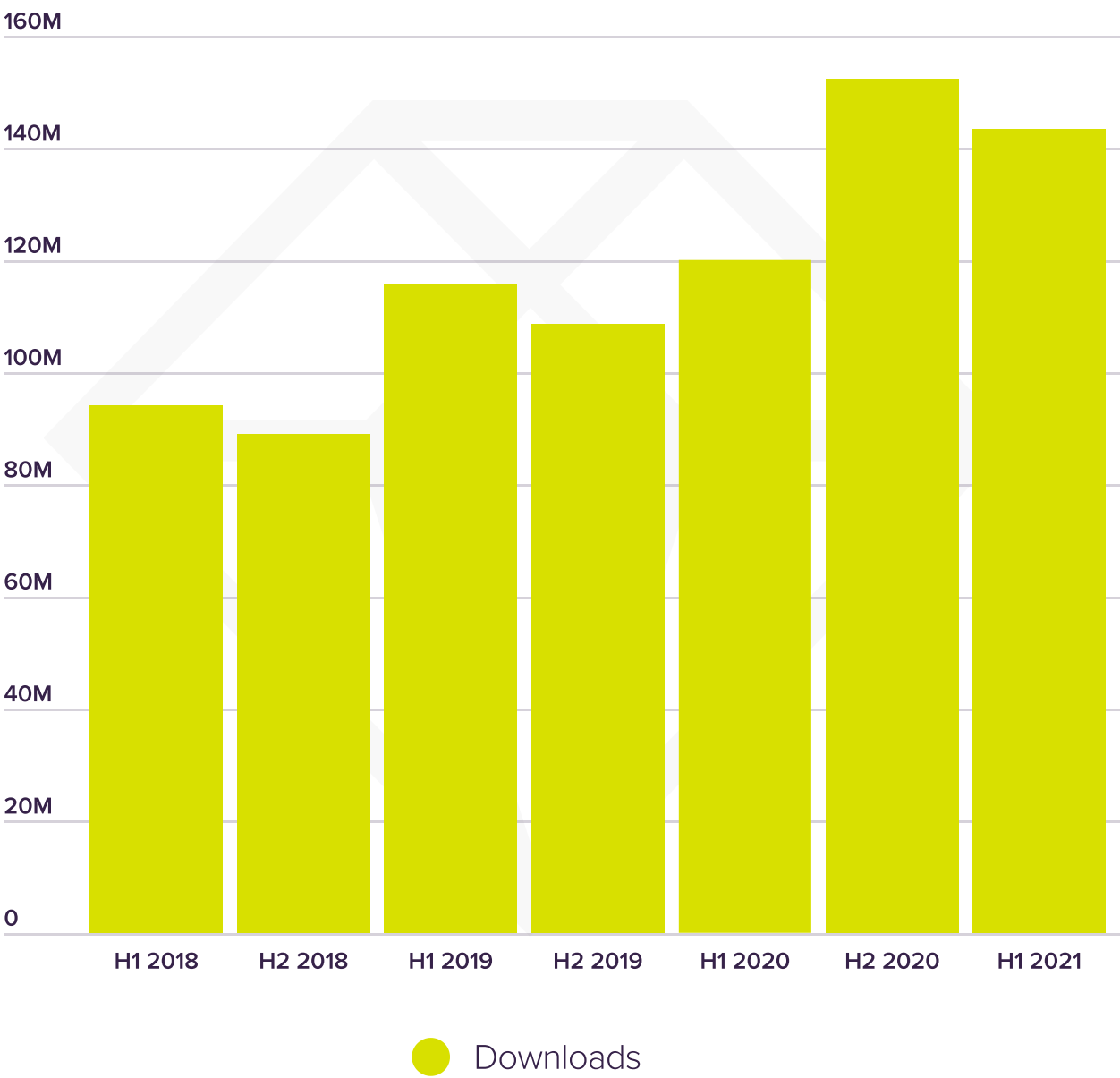


SPOTLIGHT ON SNAPCHAT

Snapchat's Overseas Downloads Have Grown 45% in the Last 12 Months Compared to 2 Years Prior

Asia, LATAM and the Middle East have experienced a strong uptake in downloads in recent months — in-line with Snap's Record-Setting Q2 2021 performance. Downloads in India were up 190% YoY for the 12 months ending June 2021. Pakistan, Brazil and Mexico were among the top 5 markets for downloads during this time. Snap's focus on video content, AR and creators are at the center of their global success.

Snapchat Overseas Downloads



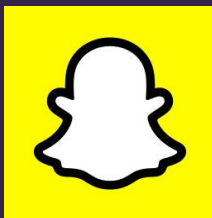
Source: App Annie Intelligence Note: iOS and Google Play, Overseas Defined as Outside of the US



Snapchat is popular globally because friendships are universal. Millions of friends around the world make memories on Snapchat every day. They open the app on average 30+ times a day as they choose their own adventure from the many immersive experiences. They chat with friends, create amazing videos with augmented reality, explore the world through maps, play games with friends, go shopping virtually in the app, and watch relevant and entertaining content from top creators and brands alike.

As our community of over 293 million daily active users has grown, so too has our focus on providing local, relevant content around the globe. As younger generations watch less linear TV Snapchat has become one of their key mobile content destinations. In Q2 alone, we added 177 new international Discover channels, including 36 in the U.K. and 24 in India one of which is a partnership with Sony Pictures Network to launch five series. In turn, total daily time spent by Snapchatters in India watching Shows and publisher content increased by 150 percent year-over-year. Shows bring globally popular personalities such as artist Megan Thee Stallion, actor Ryan Reynolds, and creators Charli and Dixie D'Amelio straight to Snapchatters each day.

Some of the world's most impressive AR and video creators use Snapchat to connect with fans, grow their audience, and monetize their content. Mainstream AR usage is not something that's 'coming soon,' it's already here on Snapchat. More than 200 million Snapchatters engage with AR every day on average, and over 200,000 creators around the world use Lens Studio to build AR Lenses for our community. To support these amazing creators we launched the Creator Marketplace to connect AR creators with Brands. From building AR Shopping Lenses that enable try-ons to buy the next favorite outfit, to Connected Lenses that allow people in different locations to interact with each other through AR, Snapchat has a thriving community of AR innovation, usage, and creation. Spotlight lets our community showcase the best and most entertaining Snaps too, and engagement is growing rapidly. In fact, average daily content submissions to Spotlight have more than tripled in just a quarter. And, top creators have more opportunities than ever to build their audience and engage with their fans via features like Story Replies.



Skye Featherstone

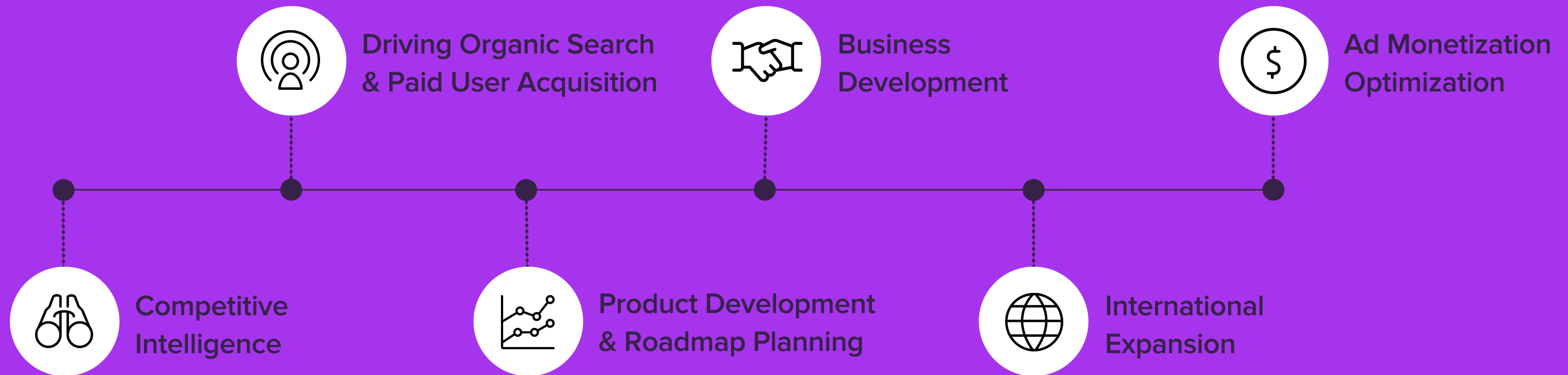
Global Product Marketing Manager

SNAPCHAT



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We Fuel Successful Mobile Experiences & Monetization





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