

How many government affairs WeChat are there?

At present, according to incomplete statistics, the total number of Government affairs Wechat has broken the 40,000 barriers. Covering the entire China territory including Hong Kong, Macau, and Taiwan, Government affairs Wechat has become the largest government new media on the instant mobile communication public platform.

What is easychat & how does it work?

As an up-and-coming youngster in mobile instant messaging tools, the Easychat public platform adopted a "rural area then city" growth strategy, and established a "district/county-town/street-village-community" four-level vertical system of grassroots administrative units in provinces including Yunnan and Zhejiang.

Why was rise of the Dark Lotus removed from Wechat?

Last November, the micro-drama hit Rise of the Dark Lotus, which raked in over 20 million yuan in subscription fees within 24 hours of release, was removed from short video platforms including WeChat, Kuaishou, and Douyin for its themes of revenge and violence, the platforms announced on November 21.

Why is easychat so popular?

Ever since Easychat was launched on public platforms on 6 September 2013, it has attracted the active signup of parties and governmental bodies and has gained significant growth.

Tencent's WeChat app has recently introduced a "Listen" feature, signaling the company's ambitions to extend its audio content platform within China's super app. While still in the ...

However, the end of the year brought increased regulation from China's National Radio and Television Administration, leading to a crackdown on content deemed vulgar or harmful. ... Currently, vertical micro ...

Radio and Television Business Report (RBR-TVBR), is focused on the business side of the radio and television industry, offering deep financial and regulatory coverage. RBR-TVBR Follows ...

WeChat had 1.2 billion monthly active users in the first quarter of 2020 and 619.6 million average daily active users in September 2018. There were 400 million daily active users of WeChat ...

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