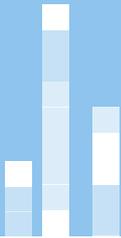
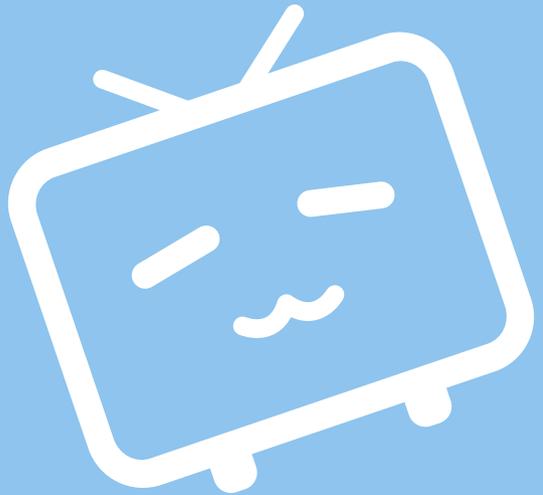


XPLORE<sub>CHINA</sub>

# REACHING CHINA'S VIDEO CROWD WITH THE POWER OF **BILIBILI.**

The YouTube of China



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# 01

## WHAT IS BILIBILI?

### What is Bilibili?

Bilibili is one of China's hottest emerging video platforms. Having almost tripled its audience in the last couple of years, *Bilibili is now an entertainment powerhouse that has expanded outside its ACG* (anime, comics, games) roots to include support for e-commerce, technology, and lifestyle content.



**Bilibili's** focus on user generated content, along with innovative features like bullet comments, make it *one of the most used video apps* by China's youth today.

Thanks to its similar users, features, and functionality, some say that *Bilibili is the YouTube of China*. Bilibili is in a unique position on the Chinese market, as it's backed by both Alibaba and Tencent (7.2% and 13.3% of shares, respectively), as well as Japanese giant Sony (4.98%).

# 02



## KEY FACTS & STATS

### Key facts & stats

Bilibili has shown incredible growth over the past few years. Let's look at some of their most recent numbers from their **Q1 2020 financial results**:



**172.4** million  
Total MAUs  
(70% year-on-year growth)

Mobile vs. Desktop user  
distribution:

**88%**  **12%** 

**156.4** million  
Mobile MAUs  
(77% year-on-year growth)

**50.8** million  
DAUs  
(69% year-on-year growth)

**13.4** million  
Monthly Paying Users  
(134% year-on-year growth)

**\$327** million  
Net Revenue  
(69% year-on-year growth)

**87** minutes  
average daily time spent on the app

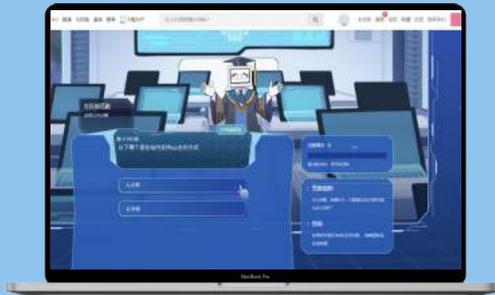
# 03



## FUN FACTS ABOUT BILIBILI

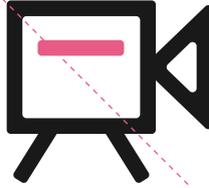
### 1. USERS HAVE TO COMPLETE A TEST ON BILIBILI BEFORE BECOMING OFFICIAL MEMBERS & POSTING “BULLET COMMENTS”.

There are a total of 100 questions to answer on this test and scoring 60 points or above allows users to become official Bilibili members. The questions are mostly about “commenting etiquette”.



By Q4 2019, there were **68 million official users** on the platform. This is also the most active user segment on Bilibili, with a retention rate of over **80%** (in the 12th month since they became official members).

## 2. BILIBILI DOESN'T HAVE IN-VIDEO ADS, WHICH IS COMPLETELY DIFFERENT FROM YOUTUBE



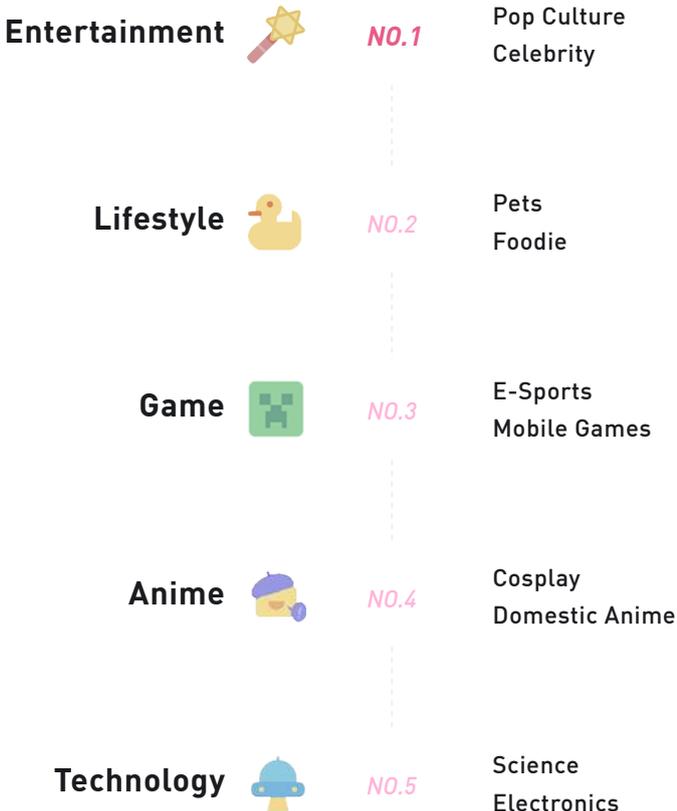
No ads

Unlike TrueView ads on Youtube, Bilibili only shows in-feed ads, which are natively presented to users based on its algorithm, targeting different interest groups.



### 3. ENTERTAINMENT, LIFESTYLE, GAME, ANIME AND TECHNOLOGY ARE THE TOP 5 CONTENT CATEGORIES.

Ranking of the content of Bilibili



# 04

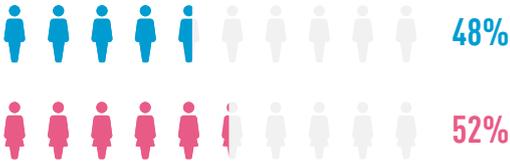


## THE GENZ COMMUNITY HUB: BILIBILI USER PROFILES & DEMOGRAPHICS

GenZ actually contributes to **59%** of China's online entertainment market and is predicted to get to **66%** over the next couple of years. Bilibili positioned itself as a Generation Z platform and almost **80%** of its users are from this age group.



## Male / Female ratio:



## 90% of users are younger than 25

average user age is 21



## Most Bilibili users come from tier 1 & 2 cities

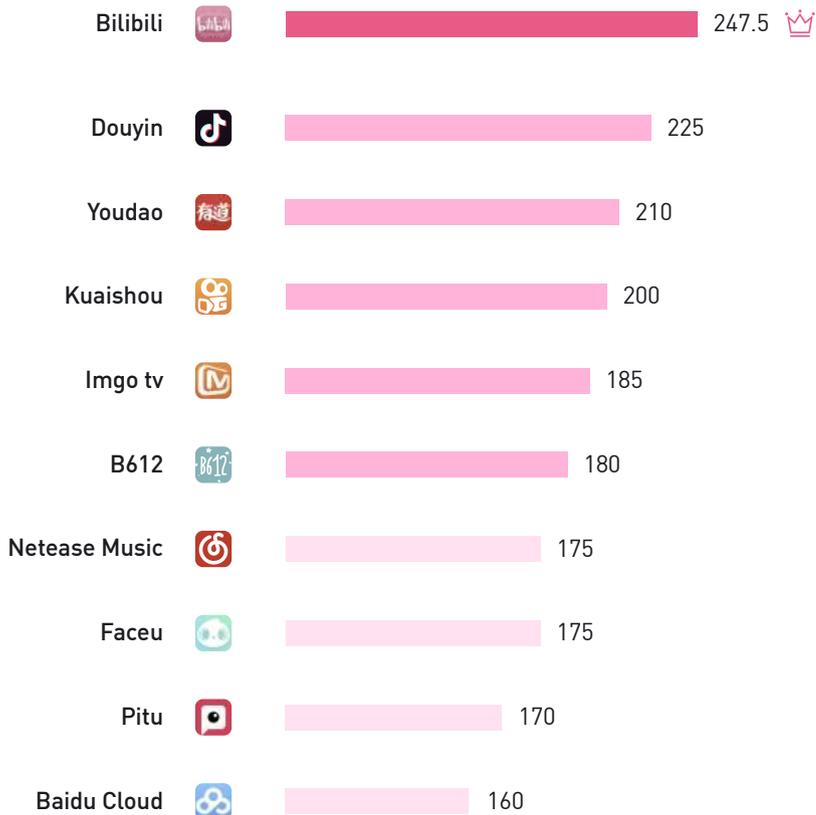




## Bilibili is loved by young people

The most popular app among users **aged 24 and below**.

The numbers below indicate the **TGI (Target Group Index)** of app preferences among users below age 24.



# 05



## PROMOTING YOUR APPS OR BRANDS ON BILIBILI

**What** kind of ad formats can you use on Bilibili to reach your ideal audience and get the best returns? Before we dive in, keep in mind that *almost 90% users access the platform from mobile*. Another thing to note is that Bilibili offers auction-based ads.



# BILIBILI MOBILE AD FORMATS

## 1. News feed banner ads

These are static image ads and come in three different types:

Small Image



Large Image



Image Set  
(3 Images)



Each of these ads includes a title (5-18 words), short description (2-10 words) and link (landing page, app download, or app wakeup).

## 2. Video Page banner ads

These ads are located under the video itself, above the next relevant videos that users can play.

Each of these ads includes a title (5-18 words), short description (2-10 words) and link (landing page, app download, or app wakeup).

Small Image



# BILIBILI WEBSITE AD FORMATS

## 1. Homepage banner ads

These ads come in four different sizes, depending on their location on the homepage. In terms of format, these ads are static images with links to your designated landing page.



## 2. Video Page banner ads

These ads are located on the right side of the video itself, above the next relevant videos that users can play. Format-wise, these ads come as static images with links to your designated landing page.



# 06

## BILIBILI'S BENEFITS IN A NUTSHELL

### Bilibili's benefits in a nutshell



Think of Bilibili as the YouTube of China, with a better ad experience



Bilibili's focus on user-generated content resulted in extremely high engagement and user stickiness levels



Thanks to Bilibili's strong user communities, advertisers have an easier time finding their target audiences



Bilibili is a lucrative platform for gaming, e-commerce, and lifestyle advertisers



# 07



## ADVERTISING ON BILIBILI STEP-BY-STEP GUIDE



*Our unparalleled knowledge of China's mobile ecosystem, combined with our industry-leading ad creatives and our reliable localization services, have made us the first choice for many advertisers looking to achieve success in China.*

# NATIVEX CAN HELP YOU GET STARTED - QUICK SET UP, NO HASSLE

Nativex is the core agency of Bilibili, which means that by working with us you get instant access to some exclusive benefits.

---

1

## Localized creatives

Get creatives that speak to your audience - always up to date with the hottest social and cultural topics, made to contain the right local buzzwords. Plus, we'll get locally-relevant actors for your video ads to maximize engagement.

---

2

## Early access to new features

Be the first to try new marketing features the moment they go live on the platform.

---

3

## Cross-media management powered by the Nativex Trading Desk

Running campaigns on multiple media channels? The Nativex Trading Desk has detailed reporting functionality split by ad format, creative used, app, and more - all in one place.

---

4

## Exclusive Bilibili insights and analysis based on your verticals

Depending on the vertical you are in, you will gain access to exclusive reports, all based on our extensive experience working on Bilibili-based campaigns.

---

5

## Tailor-made algorithm set to meet your KPIs

Custom-built algorithm offered by Bilibili, designed for flexibility around your KPIs.

---

# 08



## HOW WE CAN HELP A STEP-BY-STEP GUIDE

We've interviewed some of the platform's core users, and according to them, good user experience was one of the key aspects that differentiates Bilibili from its competition.



# KEY STEPS TO TAKE

## **Step 1** Apply for an advertiser account

Requires a set of predetermined documents, but the process and application time can be substantially quicker if you use a certified agency such as Nativex.

## Top up your ad account **Step 2**

You need to top up your advertiser account with CNY currency via locally accepted payment methods.

## **Step 3** Start producing ad creatives

The quality of your ad creatives is key to your campaigns' success. For optimal results, you will need multiple sets of creatives to ensure campaign effectiveness over time.

## Do a test run **Step 4**

Media buying experts suggest having a cost-effective test budget before launching the actual campaign, to test out different elements like creatives, targeting criteria, and more.

## **Step 5** Profit: That's it, you're ready to go!

# OUR TEAMS & PROCESSES

## *Talented Creative Teams*

Over 100 designers, animators, script writers, videographers and developers working together to create some of the best ad experiences available on the market:

- Creative Studio
- Graphic Design
- Video Production
- 3D Video Design

## *Experienced Media Buying Teams*

Our experts cover 6 of the largest verticals in the Chinese mobile market:



- Mobile games
- Ecommerce
- Utilities
- Online education
- Fintech
- Consumer goods

# OUR WORKFLOW

01

**Prep work** (done as quickly as one week)

- Collecting required paperwork
- Ad account application
- Account top up
- Analysis report by product and target audience
- Media mix strategy
- Budget allocation based on an optimized ROI model

02

**Campaign test run** (one week of testing recommended)

- Ad creatives production
- Test runs with multiple sets of creatives
- Comprehensive post-testing strategy report

03

**Live campaign deployment**

Select the best performing sets of creatives and run ads

04

**In-depth optimization** (frequency: monthly/quarterly/yearly)

- Algorithm optimization
- New creatives production

05

**Detailed campaign reports**

(API-powered customized reporting functionality)

Access detailed reporting that is tailored to your ROI

# GET MORE OUT OF OUR XPLORECHINA EBOOKS:



# TAKE YOUR CAMPAIGNS TO THE NEXT LEVEL WITH XPLORE<sub>CHINA</sub>

Our XploreChina solution is designed to help advertisers achieve sustainable growth in the world's largest mobile ecosystem.

At Nativex, our mission is to enable visible returns and our XploreChina initiative, combined with our unmatched understanding of the mobile landscape in China, means your advertising efforts are in good hands.



Nativex is the certified partner with key media giants in China and core agency with Bytedance and Kuaishou. Get in touch with the Nativex team today. Let's get your campaigns the ROI boost they deserve!

Nativex

# XPLORE<sub>CHINA</sub>

Learn More at:

<https://www.nativex.com/en/marketinginchina/>

