


XPLORECHINA

www.nativex.com

A MARKETER'S GUIDE TO CHINA'S NO.1 NEWS APP: TOUTIAO

The logo for Toutiao, featuring the Chinese characters "头条" (Tóutiáo) in white, bold, sans-serif font, centered within a red rectangular background. The red rectangle is slightly tilted to the right. The background of the entire page features a faint, repeating pattern of the same "头条" characters in a light gray color.

Nativex

INTRODUCTION



Launched in 2012, Toutiao is one of the most popular content discovery platforms in China. It offers users a unique, personalized and comprehensive content experience, enabling them to discover and explore topics of interest, ranging from sports and entertainment to agriculture and history. While the international audience might not be familiar with “Toutiao”, it is actually one of the most important apps in China that brands and advertisers simply cannot ignore.



Toutiao is one of the flagship products of ByteDance.

TABLE OF CONTENTS

Toutiao, Explained	01
Not Just Another News App	05
Latest Toutiao Stats	07
User Demographics	08
Available Ad Formats	09
How Nativex Can Help	12



01

TOUTIAO, EXPLAINED

The app's name means "Headline" in Chinese, which speaks for itself in terms of what it has to offer. At its core, Toutiao is a news aggregator and it is **the NO. 1 news distribution platform** in China. As a core product of ByteDance, it holds the largest market share in the mobile news app category.

TOUTIAO IS LEADING THE NEWS DISTRIBUTION MARKET



Toutiao



Tencent News



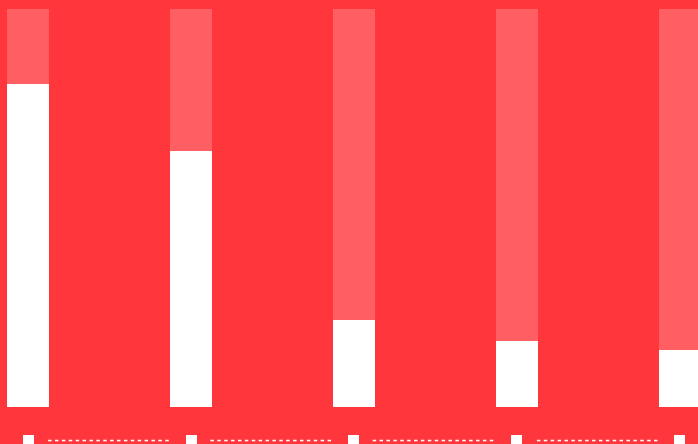
Weibo



Netease News



QuTouTiao

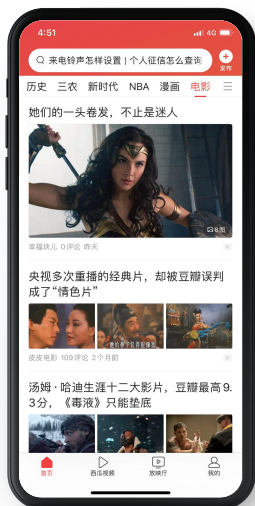


1.3x

Toutiao has 1.3 times more DAUs compared to Tencent News.

Source: Quest Mobile 2019.6

TOUTIAO IS MORE THAN JUST NEWS



The app's main focus is on news content distribution and aggregation. But as the product evolved over the years, it also integrated Xigua Video's content onto its platform, so users can now even watch movies on Toutiao.

There are over 100 channels for users to choose from. Toutiao uses smart recommendation technology to deliver relevant content to these specific channels.

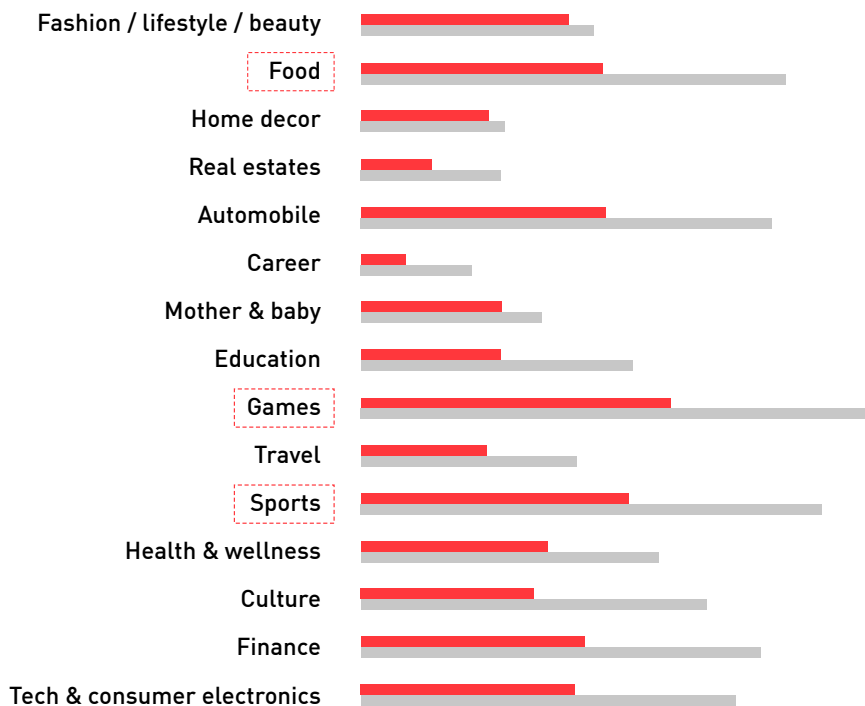


MOST READ ARTICLES BY CHANNELS

Source: Toutiao Index, Jan 2018 and June 2019

■ Numbers of articles - H1 2018

■ Numbers of articles - H1 2019



Among all channels on Toutiao, *games, sports and food* have had the highest reach in H1 2019, which is also when the readership of the games channel grew the most.

02

NOT JUST ANOTHER NEWS APP

Just like WeChat, Toutiao packs a lot of features to keep its users on the app for as long as possible. Some key features worth mentioning are:



**Toutiao official
account (UGC
booster/promoter)**



**Toutiao shop
(m-commerce)**



**Short-form video
(Xigua Video)**



Toutiao account (UGC Producer)

TOUTIAO OFFICIAL ACCOUNT

Beside traditional media and news outlets, Toutiao also encourages companies and bloggers to open their Toutiao accounts on the platform and use it to distribute original content. In fact, one of Toutiao's main goals is helping original content creators get more exposure.

TOUTIAO SHOP

In May 2019, Toutiao added a feature that allowed content creators to apply for a "Toutiao shop" in order to help them increase their revenue through content monetization. Once approved, the shop page appears on the content creator's Toutiao account page and their Xigua Video page, among other places. Products can be displayed in various ways including static images, videos, micro headlines, small videos, and live streaming.



SHORT-FORM VIDEO

There is a short-form video section on Toutiao called Xigua Video, which is also an individual video product owned by ByteDance. This integration has given more exposure to the video content on Xigua.

03

LATEST TOUTIAO STATS

DAUs (Daily Active Users)

120 Million

MAUs (Monthly Active Users)

260 Million

Average daily app opens

12 Times

Daily content pieces published

600k+ Pieces

Daily pageviews

5 Billion+

Video content

50%+ of all content

Source: Quest Mobile 2019.6

04

USER DEMOGRAPHICS



Almost

70%

of Toutiao's users
are aged 19-35

19-24

19%

25-30

22%

31-35

25%

36-40

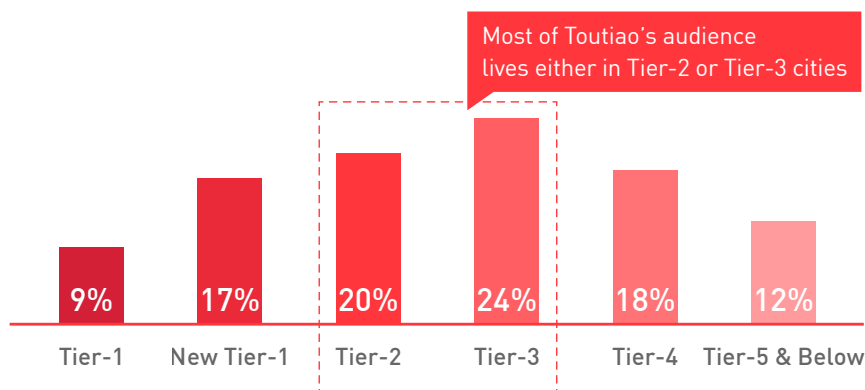
13%

41-45

12%

45+

9%



Source: Quest Mobile 2019.6

05

AVAILABLE AD FORMATS

Toutiao offers 3 main ad formats and pricing models:

AD FORMATS

- Topview Ads
- In-feed Ads
- Ads Inside Page Content

PRICING MODELS

- CPD (Cost-per-day)
- Guaranteed Delivery
- RTB Auctioned Ads

AD FORMAT DEMOS

TOPVIEW ADS (FORMATS: STATIC, GIF, VIDEO)

Ads are displayed when the Toutiao app is launched.



IN-FEED ADS



Large in-feed static ad

Small in-feed static ad

Large in-feed static ad with install button

Small in-feed static ad with install button

AD FORMAT DEMOS

ADS INSIDE PAGE CONTENT

These are ads displayed within the article content or on the video page. Ad creatives supported include small or large images, carousels, and videos.



IN-FEED CAROUSEL AD



PRICING MODELS

CPD (Cost-Per-Day)

As the pricing model implies, CPD ads allow you to secure a fixed ad slot for a set price. With this pricing format, your ads will reach all Toutiao users for whichever day you choose. Two ad formats are supported under the CPD model: **TopView** and **In-feed**.

Guaranteed Delivery

This model charges advertisers for **a guaranteed number of impressions** previously agreed on. Your ad will be shown under the "Recommendations" channel.

RTB Ads (CPM / CPC / CPA)

Your ad will be shown in **a certain spot in the news feed**, based on the bidding price.

06

HOW NATIVEX CAN HELP

If you're looking to take your campaigns to Toutiao, we have some good news! As a certified core ad agency for Toutiao, we can help you get your brand, product, or service in front of Toutiao users in no time!

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 Toutiao, which means that by working with us you get instant access to some exclusive benefits.

1

Localized creatives powered by TopWorks

TopWorks Creative Studio has connections with over 160 global creative partners, spanning across 30 countries and areas. The TopWorks team can produce high-quality creatives for your campaigns in all your targeted markets, with formats including live-action video creatives, TV commercials, interactive videos, 3D animations, VR videos, and more.

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 Toutiao 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 Toutiao-based campaigns.

5

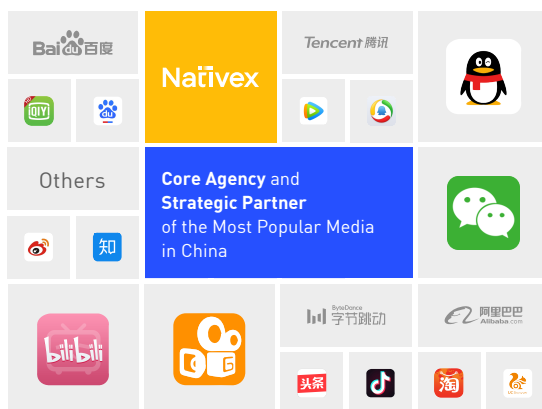
Tailor-made algorithm set to meet your KPIs

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

TAKE YOUR CAMPAIGNS TO THE NEXT LEVEL WITH **XPLORE**CHINA

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!

BUYING TOUTIAO IN-HOUSE?



Nativex Trading Desk

The First Multichannel Media Buying Tool Connecting Top Channels across China and The West.

XMP is the first multi-channel media buying tool that connects top media between China and the Western markets. Built by the Nativex media buying experts for media buyers, XMP will allow you to streamline complex campaign workflows across platforms like Snapchat, Douyin, WeChat, and Kuaishou. [Schedule a demo](#) today.

	XMP	Bidalgo	Smart.ly	Bidshake
Features				
Western Top Media supported				
China Top Media supported				
Edit bids in batches	✓	✓	✓	✓
Edit targeting in batches	✓			
Create campaigns in batches	✓	✓	✓	
Multi-channel dashboard	✓	✓	✓	✓
Campaign grouping	✓			
Creative analysis	✓	✓	✓	
Creative services	✓		✓	

GET MORE OUT OF OUR XPLORECHINA EBOOKS:



Nativex

XPLORE CHINA

Learn More at:

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

