

## PART 2. Digital Music Platforms

### 2.1 Key Music Platforms

- **KuGou 酷狗音乐** <https://www.KuGou.com>  
KuGou is a pioneer in China's online music entertainment industry with users all over the country. Considered a cutting-edge platform for discovering pop music trends, KuGou's platforms include KuGou Music - a diversified online music service platform that provides a variety of online entertainment features, focusing on the mass market, and KuGou Liv - a music-based online live streaming platform that allows users to watch music performances, concerts, and music variety shows online, and interact and participate deeply in them at the same time.
- **QQ Music QQ 音乐** <https://y.qq.com>  
QQ Music provides a rich and popular online music service, with a large number of songs and music videos in a variety of genres, focusing on providing Chinese young users with popular singers and popular mainstream music content, as well as providing singers with a digital music debut and exclusive distribution platform, promoting interaction between singers and fans, and building a fan economic ecology.
- **Kuwo 酷我音乐** <http://www.kuwo.cn/www/index>  
Kuwo offers a diverse range of online music entertainment services. It is an online music service platform that focuses on specific music genres, such as DJ mix tapes and children's songs, to meet the diverse music needs of its users. Also, it is a music-based online live streaming platform that allows users to watch music performances, concerts and music variety shows online, and interact and participate in them in depth.
- **NetEase Cloud Music 网易云音乐** <https://music.163.com>  
NetEase Cloud Music is a music product of NetEase(<http://ir.netease.com/>) that focuses on discovery and sharing. NetEase Cloud Music is a music community, relying on personalized recommendations, song lists, music reviews and other product features to provide users with the ultimate music experience. NetEase Cloud Music provides a broader development platform for original musicians, and also pushes China's original music forward. At present, NetEase Cloud Music has more than 800 million users and over 100,000 original musicians, making it China's first-class music community and China's leading original music platform, with user growth and retention rates leading the industry.
- **Migu Music 咪咕音乐** <http://www.migu.cn/music.html>  
Migu Music is a brand of China Mobile (one of China's three largest communications operators), and is the first step in China Mobile's professional operation of the mobile Internet, and it covers non-mobile users with its own products and services covering mobile phones, PCs, tablets, home OTT boxes, smart audio and other smart terminals, as well as online entertainment, home music, advertising, derivatives sales and other business areas. At present, MIGU Music Limited has more than 4 million licensed songs in China, covering almost all released Chinese songs, with 130 million forward-paying members, accounting for 78% of the domestic forward-paying subscribers, generating a cumulative revenue of 150 billion yuan for China Mobile and 6.3 billion yuan of copyright settlement to its partners.

- XIAMI MUSIC 虾米音乐 <https://www.xiami.com>  
Xiami Music is a professional music content discovery and consumption platform. Xiami Music has been committed to supporting original music for a long period of time, and has been doing its utmost to dig and cultivate new blood for the music scene. Xiami Music is a brand of Alibaba.

## 2.2 Karaoke Apps

- We Sing 全民K歌 <https://kg.qq.com>  
The world's first social Karaoke application between friends, with features like group song practice mode and friends PK sessions.
- Changba 唱吧 <http://changba.com>  
A social Karaoke application.

## 2.3 Audio Streaming Platforms

- Ximalaya 喜马拉雅 <https://www.ximalaya.com>  
Himalayan FM has over 600 million mobile subscribers and over 50 million overseas subscribers. Himalayan FM has created the first Professional User Generated Content (PUGC) content ecology, with 7 million audio anchors, who together create more than a billion audio content covering 328 categories of finance, music, news, business, fiction, cars and more. Not only that, CCTV News, People's Daily Review, Sina, Forbes, Sanlian Life Weekly and other 5,000 media and more than 3,000 brands such as Alibaba, Baidu, KFC, Durex, L'Oreal and others have also settled in Himalaya FM.
- LIZHI FM 荔枝 <https://www.lizhi.fm>  
LIZHI is a leading online UGC audio community and interactive audio entertainment platform in China, with a mission to enable everyone to showcase their vocal talents. The company is aiming to bring people closer together through voices. Since launching LIZHI app in 2013, LIZHI have cultivated a vibrant and growing community encouraging audio content creation and sharing. Now LIZHI is an audio wonderland offering a wide range of podcasts and audio entertainment products and features, including audio live streaming and various interactive audio products, empowering users to enjoy an immersive and diversified entertainment experience through audio. LIZHI envisions a global audio community – a place where everyone can create, share and connect with each other through voices and across cultures.
- QQ FM QQFM <https://fm.qq.com>  
QQ FM is an audio sharing APP launched by Tencent Technology (Shanghai) Co., Ltd., with audio programs such as novels, music, joke segments, news, entertainment gossip, emotional stories, comic book reviews and parenting education.
- Qingting FM 蜻蜓 FM <https://www.qingting.fm>

## 2.4 Short Video Platforms

- Kuaishou 快手 <https://www.kuaishou.com>

- Douyin 抖音 <https://www.douyin.com>
- Xigua 西瓜 <https://www.ixigua.com/>
- Miaopai 秒拍 <http://www.miaopai.com/>

## 2.5 Other Key Video Platforms

- V.QQ.COM 腾讯视频 <https://v.qq.com>  
The Art Channel (<https://v.qq.com/channel/art>) is a rising up platform for sharing live streaming of concerts, opera, ballet, dance, drama, art documentaries and paid masterclasses and workshop.
- Youku 优酷视频 <https://www.youku.com>  
A leading online video platform in China. A brand of Alibaba.
- iQIYI 爱奇艺 <https://www.iqiyi.com>  
iQIYI, Inc. (Nasdaq: IQ) is an innovative market-leading online entertainment service in China. iQIYI's platform features highly popular original content, as well as a comprehensive library of other professionally-produced content, professional user generated content and user-generated content. The Company distinguishes itself in the online entertainment industry by its leading technology platform powered by advanced AI, big data analytics and other core proprietary technologies. iQIYI attracts a massive user base with tremendous user engagement, and has developed a diversified monetization model including membership services, online advertising services, content distribution, online games, live broadcasting, IP licensing, talent agency, online literature and e-commerce etc.
- Bilibili 哔哩哔哩 <https://www.bilibili.com>  
Bilibili represents the iconic brand of online entertainment with a mission to enrich the everyday life of the young generations in China. Bilibili has evolved from a content community inspired by anime, comics and games (ACG) into a full-spectrum online entertainment world covering a wide array of genres and media formats, including videos, live broadcasting and mobile games. Bilibili provides an immersive entertainment experience and high-quality content that caters to the evolving and diversified interests of the users and communities, and have built the platform based on the strong emotional connections of the users to the content and communities. Bilibili pioneered the “bullet chatting” feature, a live commenting function that has transformed the viewing experience by displaying thoughts and feelings of other audience viewing the same video. Bilibili has now become the welcoming home of diverse cultures and interests and destination for discovering cultural trends and phenomena for young generations in China.