



# Winning with Video in China

China represents the world's largest streaming and social video market, but success here demands far more than simple translation. International brands must master localization across language, culture, platforms, and regulations to authentically connect with Chinese audiences and unlock unprecedented growth opportunities.

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# The Scale & Complexity of the Market

1B+

## Active Video Users

Massive engaged audience across all platforms

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## Major Platforms

Douyin, Bilibili, iQIYI, Tencent Video dominate

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## Western Giants

YouTube and Netflix are completely blocked

**With Western platforms like YouTube and Netflix blocked, foreign brands must completely rebuild their video strategies from the ground up to succeed in this unique ecosystem.**

# Platform Landscape: Know Your Battleground

## **Douyin (TikTok China)**

Short-form viral content, challenges, and e-commerce integration. Perfect for brand awareness and engagement campaigns.

## **Bilibili**

Long-form content with interactive danmu comments. Ideal for storytelling and building community around your brand.

## **iQIYI & Tencent Video**

Premium streaming services for high-quality productions. Best for sophisticated brand narratives and partnerships.



# Why Localization Is Essential



## Language & Tone

Adapt beyond translation to capture cultural nuances, regional dialects, and appropriate formality levels that resonate authentically.



## Cultural Storytelling

Embrace festivals, traditions, and cultural symbols that create emotional connections and demonstrate respect for local values.



## Regulatory Compliance

Navigate strict content guidelines and censorship requirements while maintaining brand integrity and message clarity.



## Platform Ecosystems

Design content specifically for unique platform features, algorithms, and user behaviors that drive engagement.

# Best Practices That Deliver Results

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## Deep Cultural Research

Invest in comprehensive cultural analysis before production begins. Understand regional preferences, trending topics, and cultural sensitivities that impact content reception.

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## Native-Quality Translation

Ensure subtitles and dubbing feel natural and culturally appropriate. Work with native speakers who understand context, humor, and emotional nuance.

03

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## Platform-Specific Formatting

Adapt content formats, aspect ratios, and duration to match each platform's requirements and user expectations for optimal performance.

04

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## KOL Collaboration

Partner with local influencers and Key Opinion Leaders who bring authentic voices and established trust with target audiences.





# Engaging the Audience Differently

## Interactive Features Drive Engagement

Chinese platforms thrive on participation, not passive consumption. Users expect to comment, share, and interact with content in real-time.

- Danmu comments create shared viewing experiences
- Douyin challenges encourage user-generated content
- Live-streaming commerce blends entertainment with shopping
- Real-time polls and Q&As boost participation



# Success Stories: Global Brands Winning in China

## Disney's Family Success

Gained massive family audiences through high-quality localized dubbing on Bilibili, creating authentic connections with Chinese parents and children.

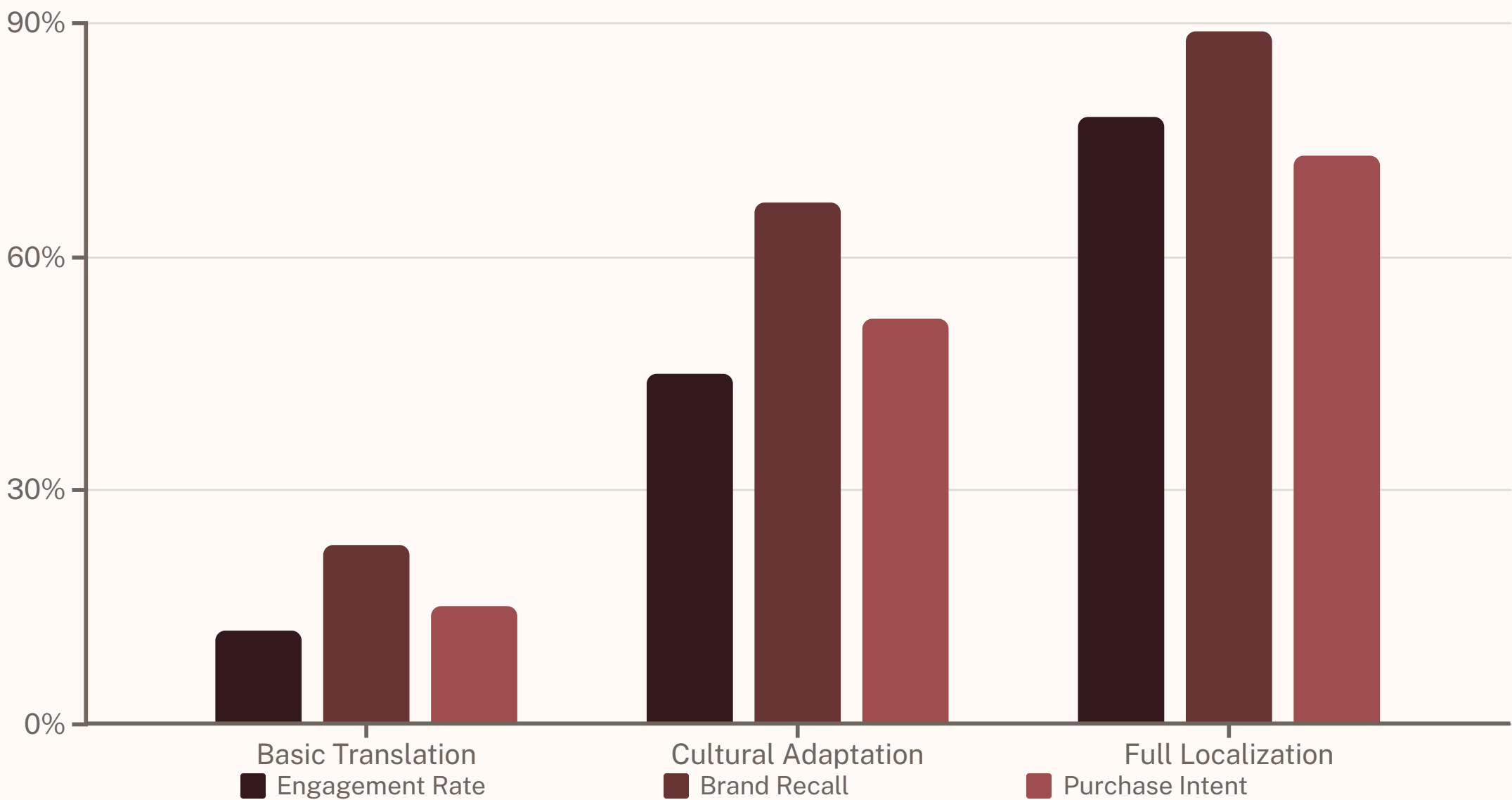
## Louis Vuitton's Viral Moment

Achieved unprecedented engagement on Douyin by partnering with top Chinese celebrities for culturally relevant luxury storytelling campaigns.

## Riot Games' Record Breaking

League of Legends shattered viewership records by embracing local commentary, fan interaction, and China's passionate gaming community culture.

# The ROI of Getting Localization Right



Brands that invest in comprehensive localization see dramatically higher engagement rates, brand recall, and purchase intent compared to those using basic translation approaches.





# Your Roadmap to China Video Success



## Research & Strategy

Conduct deep market research, identify target platforms, and develop culturally-informed content strategies that resonate with local audiences.



## Localized Production

Create content with native cultural elements, appropriate messaging, and platform-specific formats that feel authentic to Chinese viewers.



## Strategic Partnerships

Build relationships with local KOLs, production companies, and platform representatives to ensure authentic storytelling and maximum reach.



## Optimize & Scale

Monitor performance metrics, gather audience feedback, and continuously refine your approach to maximize engagement and business impact.

# Play Local, Win Big

Success in China's video market means treating localization as a core strategy, not an afterthought. Brands that adapt deeply across culture, technology, and partnerships unlock access to the world's largest and most engaged video audience.

**The opportunity is massive, but the commitment must be genuine. Are you ready to invest in true localization and win in the world's most dynamic video market?**





The background of the entire page is a faded, grayscale image. On the right side, there is a large, multi-tiered Japanese temple with traditional curved roofs and red accents. In the background, a large, snow-capped mountain, likely Mount Fuji, rises above a misty or hazy landscape. The overall tone is serene and culturally rich.

# Winning with Video in China: Localization That Connects

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