



Online Questionnaire:

Live-Streaming E-commerce in China

Key objectives:

- To understand your knowledge and familiarity with live-streaming e-commerce in China;
- To understand your online sales channels and presence in China;
- To assess your interest in participating in future UK Super Brand Day events with CBBC;
- To identify which live-streaming platforms you would like to work with;
- To identify which KOL(s) you would like to work with;

CBBC is planning a series of UK Super Brand Day live-streaming events in 2020 with leading e-commerce platforms in China: **Douyin, Bilibili, Suning, Aomajia**, etc.

The next event is tentatively planned for September with Douyin - please stay tuned for more.

In order to optimize your exposure from participating in these events it would help us if you answer the brief questionnaire below:

1. How familiar you are with Live-streaming in China? (单选) Please choose one:

- A. Deeply involved, have worked with them before
- B. Heard of it, interested in learning more about it
- C. Head of it, but not sure how helpful it would be for my business
- D. Don't know much about it
- E. Never heard of it

2. Which live-streaming platform(s) have you heard of? (多选) Multiple choice:

- A. Taobao Live 淘宝直播
- B. Duoduo Live by Buy Together 拼多多旗下多多直播
- C. Yizhibo 一直播
- D. Douyin 抖音
- E. Kuaishou 快手
- G. YY Live YY 直播
- H. Weibo 微博
- I. Guang.com 爱逛
- J. WeChat 微信
- K. Other (please write down)

3. Which KOLs have you heard of and through which channel(s)?

Please leave your answers:



4. Do you have any e-stores on e-commerce platforms in China: (多选) Multiple choice:

- A. Tmall Global
- B. JD Worldwide
- C. VIP International
- D. Tmall Classic/Domestic
- E. JD
- F. Youzan
- G. Wechat Mini Programme
- H. Your own website which supports direct shipping to China
- I. Others (please write down)

5. Have you participated in any live-streaming sessions before, and if yes, on which platforms, and which KOL (s) have you worked with before?

Please leave your answers:

6. Do you have any plans for live-streaming events for 2020, and if yes, when do you plan to do launch them?

Please leave your answers:

7. Would you like to receive invitations for China-based livestreaming events in the future?

- A. Yes
- B. No

Upon completion please send the form back to:

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