

2024 Updates & Analysis

# Weixin Brand Protection Report



Published Spring 2025

# Introduction

As a global leader in music, TV, film, and interactive entertainment, and as the owner of one of the world’s largest trademark portfolios, Tencent understands that effective IP protection is essential across global markets. This commitment to IP protection is central to how Weixin operates and helps Weixin facilitate authentic connections that create impactful experiences between brands and users.

Weixin is a multifaceted social communication service that bridges private interactions and public discourse through features such as direct messaging, group chats, Official Accounts, short videos and livestreams, and third-party Mini Programs. The world’s leading brands turn to Weixin not only to enhance direct consumer engagement in China, but also to leverage the platform’s diverse features to create meaningful experiences that foster deeper connections with audiences. To ensure long-term success for both Weixin and our partners, Weixin strives to go “above and beyond” when it comes to protecting the intellectual property of all brands on Weixin.

Weixin has long embraced an innovative, proactive, and collaborative approach to IP enforcement. Weixin operates a Brand Protection Platform (BPP) that goes beyond industry standards in deterring, minimizing, and responding to any prohibited activity across both private and public features. Weixin’s BPP represents an “industry first” approach in implementing a dedicated user reporting mechanism within private communications, including person-to-person and group

chats. This mechanism cuts through the hidden channels of counterfeiting by allowing brand owners to review and act on crowd-sourced user reports. Weixin also deploys effective, proactive measures to prevent and deter infringements on public features, including a keyword protection system, strict sector-specific requirements for merchant registration, and proactive monitoring and takedowns of infringing public content.

At Weixin, we are empowering brand protection communities by bringing together brands, users, authorities, and IP organizations to build stronger, more resilient IP protections. In 2024 alone, we launched faster, more intuitive reporting and tracking tools to streamline responses to IP-based concerns. We also expanded offline investigations and introduced a platform-wide user awareness campaign to help identify and report counterfeits. As a result of these combined efforts, offline enforcement case numbers rose by 20 percent and total case value by 15 percent, reaching US\$ 300 million. These outcomes underscore the growing scale and impact of our collaboration.

Detailed information on the 2024 results of Weixin’s brand protection initiatives can be found throughout this report. Looking ahead to the rest of 2025 and beyond, we remain committed to deepening collaboration across the brand protection community to build a trusted and inclusive digital ecosystem, where brands can thrive. If you have any feedback, ideas, or suggestions, we would love to hear from you.

Please do not hesitate to reach out to our team at [notice\\_wxpbr@tencent.com](mailto:notice_wxpbr@tencent.com).



**Jiahui Huang**  
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Head of Brand Protection Platform, Tencent



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# 2024 Highlights

## Private Chats: Pioneering Innovative Mechanisms



Crowd-sourced user reports accounted for:

98%+

of all “takedown” notices on personal accounts

99.9%+

of all “takedown” notices in group chats

## Channels: Driving Proactive and Robust Actions



120K+

livestreaming rooms proactively shutdown

3x

more proactive enforcement than reactive actions

22K+

infringing short videos removed

24/7

monitoring of livestreams

## Enabling Smarter Detection and Reporting



### FASTER, EASIER REPORTING FOR BRANDS

Tap “Report” on Official Account posts via mobile, or submit multiple infringing posts in bulk — all in one go

### USER EDUCATION IN PARTNERSHIP WITH BRANDS

Joint campaigns with brands, including Shiseido and Treasury Wine Estates, to help users spot and report counterfeits

## Expanding Offline Enforcement



29 cases

Up 20% from 2023

\$300M  
total case value

Up 15% from 2023

30+ brands

20+ industries

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# Overview of Brand Protection on Weixin



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ANTA Group extends its sincere appreciation to the Weixin Brand Protection team for their unwavering commitment and outstanding contributions in the fight against counterfeit products.

Since the launch of our brand protection partnership with Weixin in 2020, we have reached significant milestones together. In 2024, we conducted a series of focused enforcement actions — both online and offline — in collaboration with Weixin, which played a key role in curbing the spread of counterfeit goods. In China, our collaborations have worked to protect world famous brands like ARC'TERYX, SALOMON, WILSON, FILA, DESCENTE and many more.

Weixin's consistent support has empowered us to take targeted action against fake products while also reinforcing consumer trust in the ANTA brand. Looking ahead, we are eager to deepen our collaboration and explore new ways to protect consumer rights and support the healthy growth of China's sports goods industry. Once again, we express our heartfelt thanks to the Weixin Brand Protection team. Your professionalism and dedication are truly invaluable to us.”

- ANTA Group





# About Weixin

Growing connections, empowering businesses



 Channels






 Mini Programs





 Official Accounts

Weixin is a social communication platform where more than a billion users connect with friends and share moments. From local, small, and family businesses to global brands, Weixin also empowers businesses to engage with customers, grow their reach, and enhance engagement.

## Public Features

	<b>Channels</b>	ID-based content platform for public sharing of video and livestreaming content
	<b>Mini Programs</b>	Third-party service providers can develop Mini Programs on Weixin's Open Platform to connect with users
	<b>Official Accounts</b>	Official Accounts enable creators to share insights under their own accounts with interested followers

## Private Features

	<b>Chats</b>	Synchronous communication between mutual contacts
	<b>Moments</b>	Asynchronous photo, video, and audio sharing with contacts on Weixin

# About the Weixin Brand Protection Platform

The Weixin BPP is a one-stop portal for IPR enforcement across Weixin features.



## Access to user-generated reports

Weixin provides brands with user-generated, crowdsourced leads on suspected counterfeiting activity in one-to-one chats, group chats, and Moments.



## Proactive monitoring and removals

Weixin maintains keyword databases in collaboration with brands to block counterfeit-related content from public feature registrations and advertisements. Weixin also uses proactive mechanisms to screen livestreams and product listings.



## Streamlined and traceable reporting

Brands can view the status of user-generated leads, follow up on enforcement actions, and generate automated data reports tailored to their needs.



## Support for offline enforcement

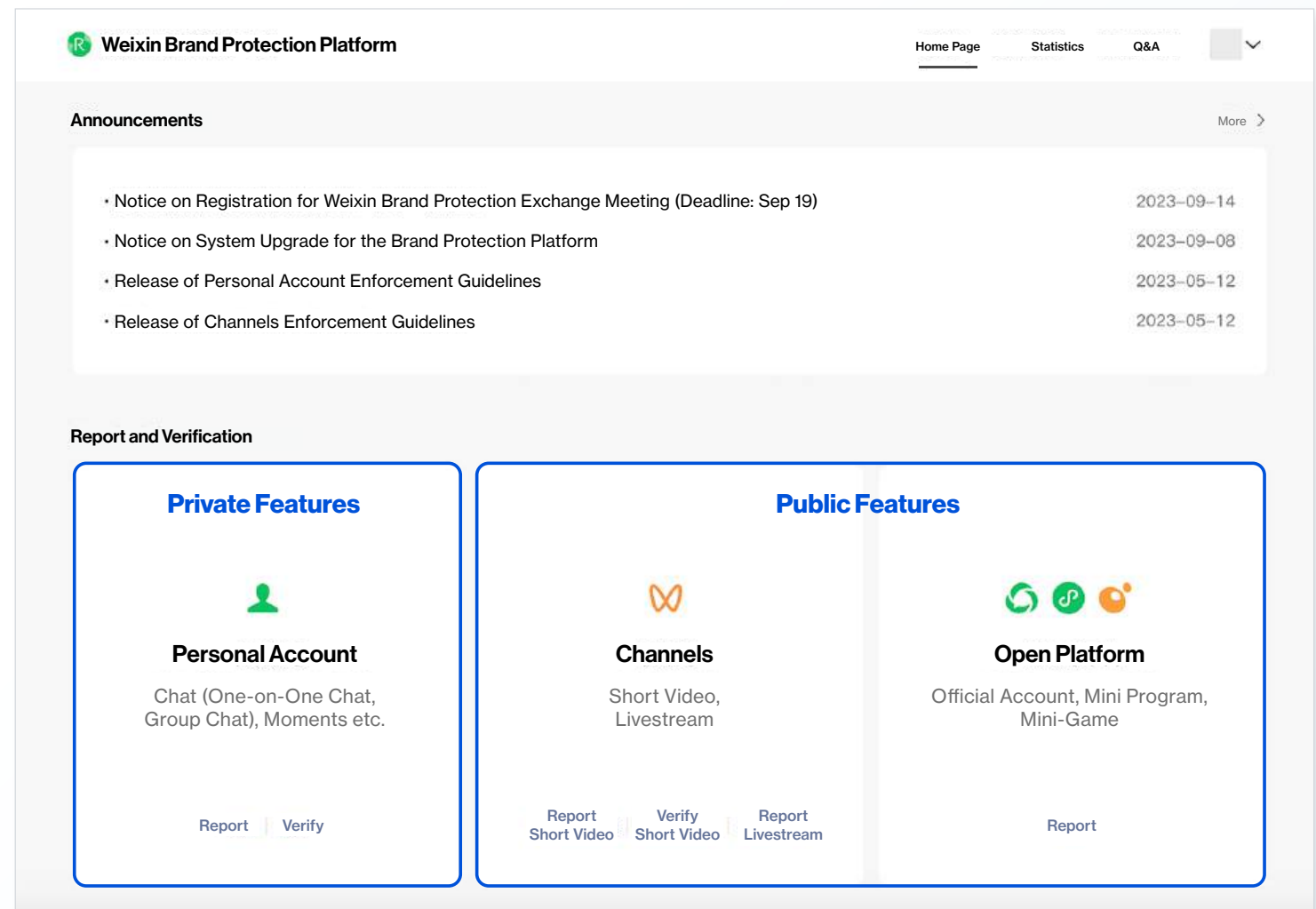
Weixin collaborates with brands and law enforcement to support offline investigations of and criminal cases on counterfeiting activities.

# A Seamless Experience with Clear Guidance for Brands

## Clear and robust guidance

As BPP members, brands gain access to additional information on IPR enforcement, including penalty rules for specific features, guidelines for reviewing user leads, responding to user appeals, and more.

## User-friendly interface





# A Strong and Expanding Brand Protection Community

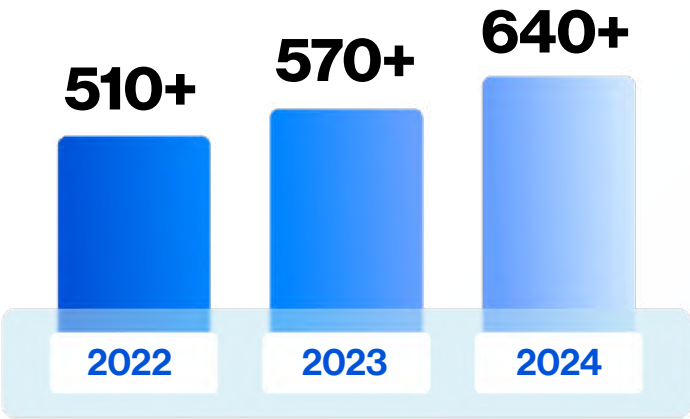
More than 640 brands have joined our BPP since its launch in 2015.

We look forward to partnering with more brands through the BPP and have streamlined the application process over the years. In 2024, we made it even easier to join by accepting application materials in English without the need for a Chinese translation.

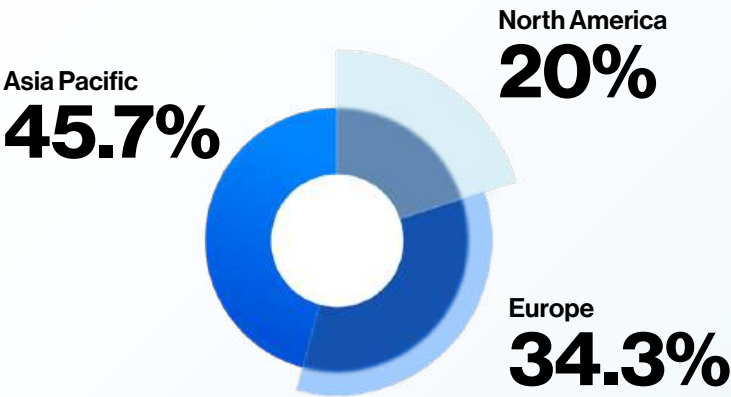
Check out the bilingual [Access Guidelines](#) for the BPP to get started today!



## Growing BPP Membership



## 20+ Countries and Regions



## 30+ Industries



Clothing



Watches



Cosmetics



Household Goods



Bags



Footwear



Jewelry



Sporting Goods

# Enhancing Enforcement for Better Protection



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Weixin's robust rule enforcement and data-driven, multi-layered approach to brand protection have been instrumental in helping businesses efficiently identify and remove infringing content. More than just a tool for enforcement, the platform's brand protection system also enhances communication between brands and consumers — safeguarding intellectual property while building user trust. Crucially, its crowd-sourced user reporting feature for private chats allows users to share leads on counterfeiting with brand owners — bringing hidden infringements to light and ensuring infringers are still held legally accountable.

We are deeply grateful to the Weixin Brand Protection team for their continued partnership in safeguarding our brand. We look forward to building on this momentum and deepening our collaboration across both online and offline enforcement.”

- POP MART

**POP MART**

# Private Chats: Pioneering Innovative Mechanisms

Weixin pioneers innovative mechanisms to address infringements in private chats, providing brand owners unparalleled access to otherwise-hidden counterfeit activity through crowd-sourced user reporting.

Weixin runs a dedicated reporting category for counterfeit activity, supported by user-friendly guides with step-by-step instructions for reporting suspected cases in private chats.



## More than 66%

of user reports were reviewed by brands in 2024, twice the percentage in 2020, reflecting improvements to the reporting system.

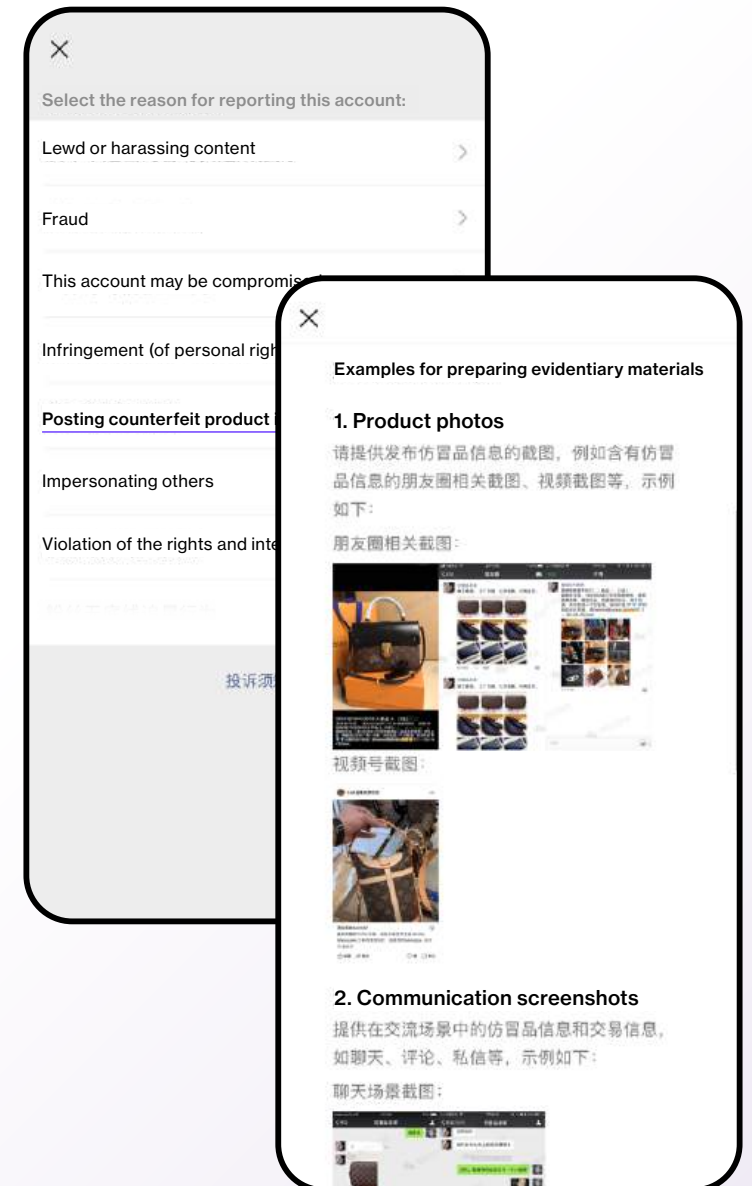


## Launched in 2015

This innovative tool has been continuously enhanced to improve the reporting and reviewing experience for both users and brands.

### Did You Know?

Weixin also addresses redirected IP violations. Users and brands encountering infringement on third-party platforms that redirect users to Weixin can report it through our reporting portal, where Weixin will review the reports and take appropriate action.

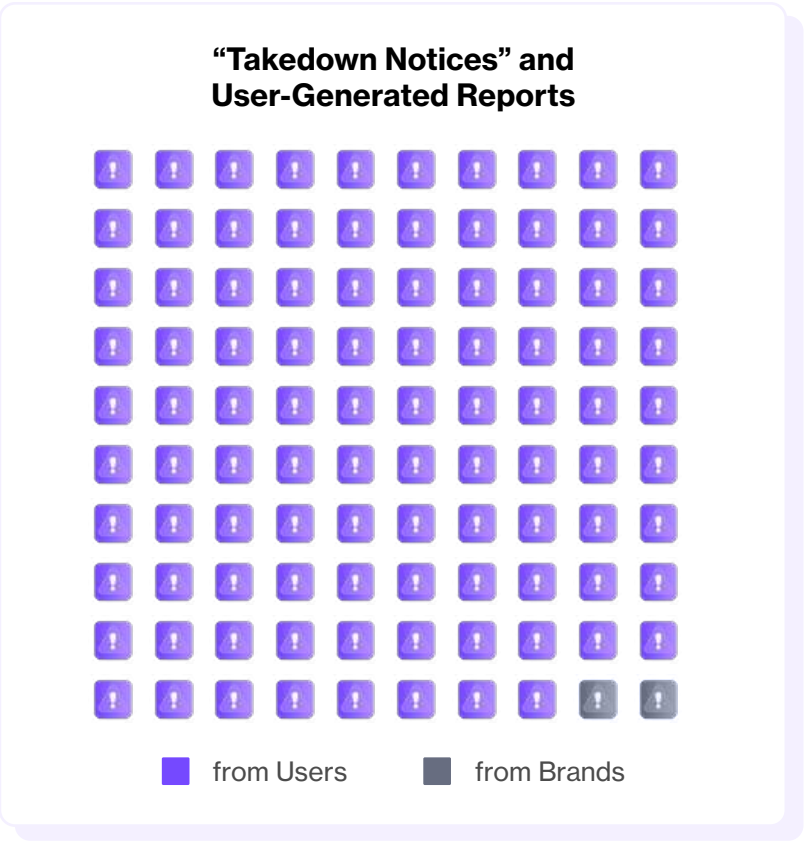




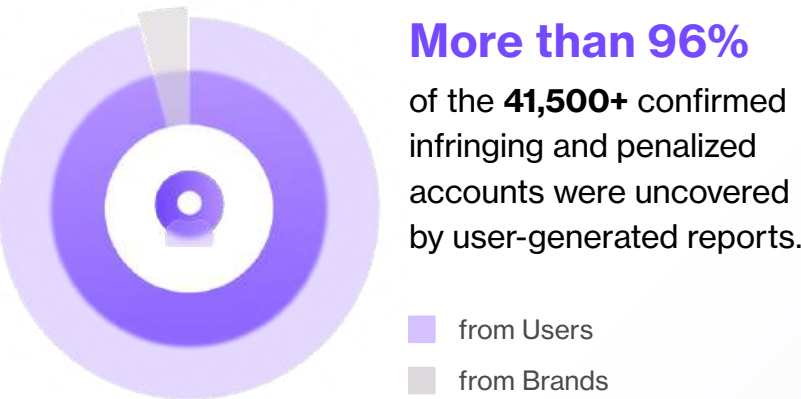
# Private Chats: Pioneering Innovative Mechanisms

User-generated reports play a crucial role in exposing infringers.

## Personal Accounts



**More than 98%**  
of the total 179,800+ “takedown notices” and reports came from users, amounting to 177,400+ reports.



## Group Chats



**More than 99.9%**  
of reports on suspicious activities in group chats — and the resulting penalized infringers — came from user submissions.

# Enforcing Stronger Measures in Private Chats

## Escalated penalties against repeat infringers

When reviewing reports, repeat infringers are immediately flagged and subject to escalating penalties, including extended account suspensions or outright terminations. To further protect our community, Weixin blocks the re-registration of any account suspended or terminated for counterfeiting, effectively preventing these bad actors from regaining access.

We value collaboration with rightsholders and encourage them to report repeat infringers or counterfeit operations, including those occurring in private communications. If you have relevant information, please reach out to us at [notice\\_wxpbr@tencent.com](mailto:notice_wxpbr@tencent.com).

### Moments restriction

Post removals

**40,300+ accounts**

Moments suspensions

**37,600+ accounts**

### Removal of infringing profile information

**3,800+ accounts**

### Account suspension and termination

**15,300+ accounts**

accounting for over 30% of all accounts penalized

### Group chat-related penalties

**1,000+ accounts**

were banned from group chats and related features or faced account suspension / termination

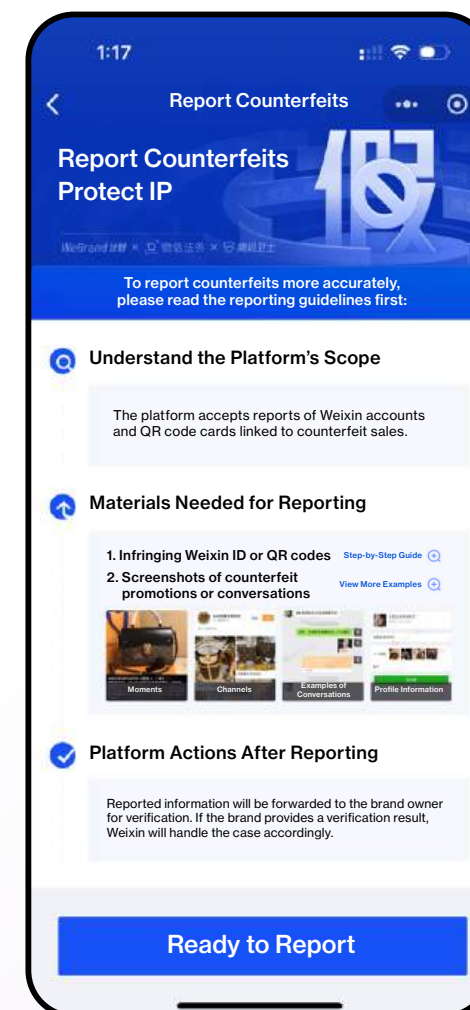


# Enabling Reporting of Offline Leads on Personal Accounts

## Portal for reporting offline leads on counterfeiting accounts

To enhance support for offline enforcement measures, Weixin has created a dedicated portal within its BPP to collect notices associated with any misuse of a Weixin QR code or number in connection with prohibited counterfeit-related activity.

This new feature gives users and local authorities an easy way to share offline leads with brand owners, helping them to take actions both offline and online.





# Channels: Driving Proactive and Robust Actions

Weixin's IP protection features on Channels are designed to proactively combat counterfeiting through a series of actions and tools.



## Automatic screening

The Account Name Protection System contains **110,000+** keywords, including **30,000+** trademark-related terms

Weixin proactively blocked **20,000+** suspicious account registrations and name-change attempts daily in 2024



## Easy tracking

**Static and publicly visible account IDs** allow for easy tracking, even when profiles are updated or changed, making it easier to build a case against a targeted counterfeiter



## Robust penalties

**8,400+** penalized Channels accounts, more than **64%** were permanently banned



## 24/7 monitoring

Proactively penalized **180,000+** livestreams and **43,000+** livestream hosts



## Expedited removals of short videos

Removed **22,500+** infringing short videos

Average review time: improved efficiency by **600%** — most reviews completed within 48 hours



## Proactive actions against infringing livestreams

**More than 82%** of penalized livestreams came from proactive Weixin reviews (~18% were from brand and user reports)

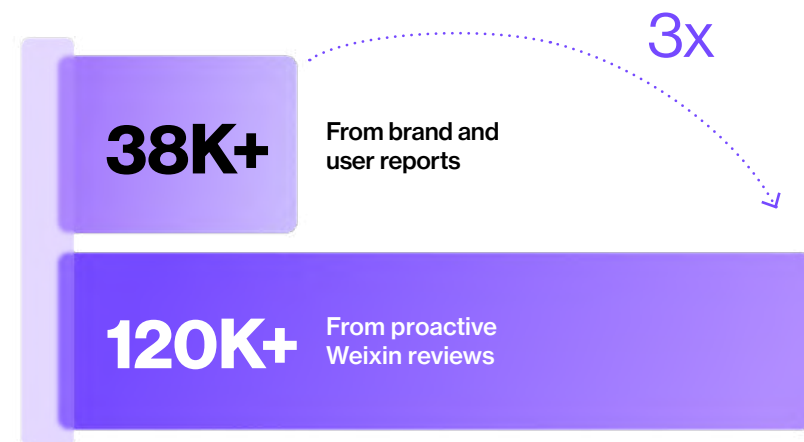
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Channels is an ID-based content platform for public sharing of video and livestreaming content.

# Proactive Measures Drive Actions in Channels

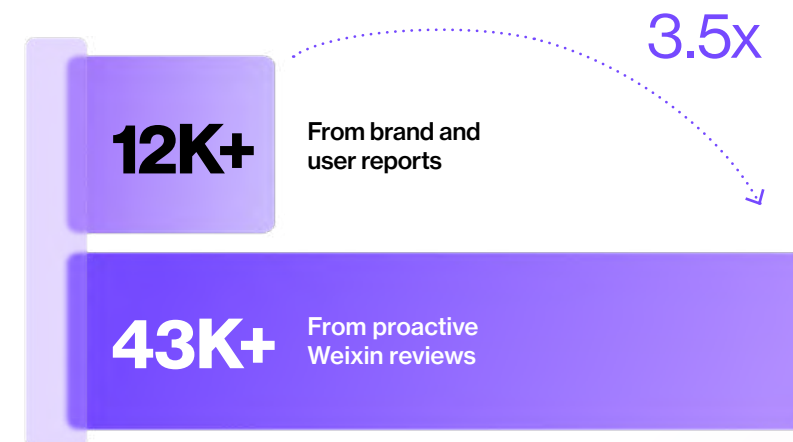
Our 24/7 proactive reviews detect violations faster than user reports and brand submissions, spanning multiple features to ensure infringers have nowhere to hide.

## Number of livestreaming rooms shutdown



Weixin proactive reviews identified and shut down 3x more livestreaming rooms than brand and user reports.

## Number of livestreaming hosts penalized



Weixin proactive reviews identified and penalized 3.5x more livestream hosts than brand and user reports.

## Coordinated enforcement across Channels accounts and personal accounts leaves no gaps

Upon confirming a reported infringing Channels account, Weixin also proactively reviews the public information of any associated personal account of that Channels user.

In 2024, Weixin penalized **3,700+** personal accounts linked to infringing Channels accounts.

# Official Accounts and Mini Programs

In 2024, Weixin made it easier to report infringing Official Account content and continues to take robust actions against infringing Mini Programs.



## Report easily on mobile

Brands can now simply tap the “Report” button within an OA post to file a complaint. This new feature was introduced to further streamline the reporting process for brands, especially for mobile users.



## Report efficiently in bulk

Brands can file complaints against multiple infringing posts and OA accounts within a single submission, eliminating the hassle of repeated logins and multiple form entries.

## Keyword protection upon registration

The Account Name Protection System contains

190K+

keywords

30K+

trademark-related terms

## Notice and take-downs

92K+

reports from users and brands

49.5K+

of these reports were validated and led to enforcement actions

Official Accounts (OA) enable creators to share insights directly with followers, while third-party providers can build Mini Programs on Weixin’s Open Platform to engage users.



8K+

suspicious account registrations or name-change attempts were proactively blocked daily.



Enforcement actions included, but were not limited to, removal of infringing content / profile information, access restrictions, and account suspension / termination.



# Driving Lasting Impact through Enforcement and Education

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The collaboration with Tencent's team has been fruitful and transparent. Their help in supporting our members' efforts to combat counterfeit spirits in China has been noteworthy. We look forward to continuing this open dialogue.”

- Alliance Against  
Counterfeit Spirits (AACS)



“

Our collaboration with the Tencent team in combating IPR infringement for dubious pharmaceuticals across Asia has been highly effective and rewarding. Their commitment to open communication and relentless pursuit of innovative anti-counterfeiting solutions has been invaluable, where counterfeit pharmaceuticals pose serious risks to public health. We deeply appreciate their proactive approach and dedication to continuous improvement in protecting public safety.”

- Pharmaceutical Security Institute (PSI)



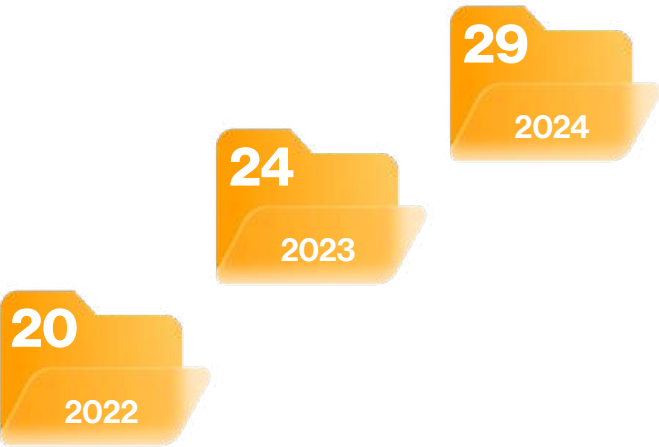
# Expanding Offline Enforcement

Working with enforcement authorities and 30+ brands within China and beyond, Weixin continues to make steady progress in offline enforcement.

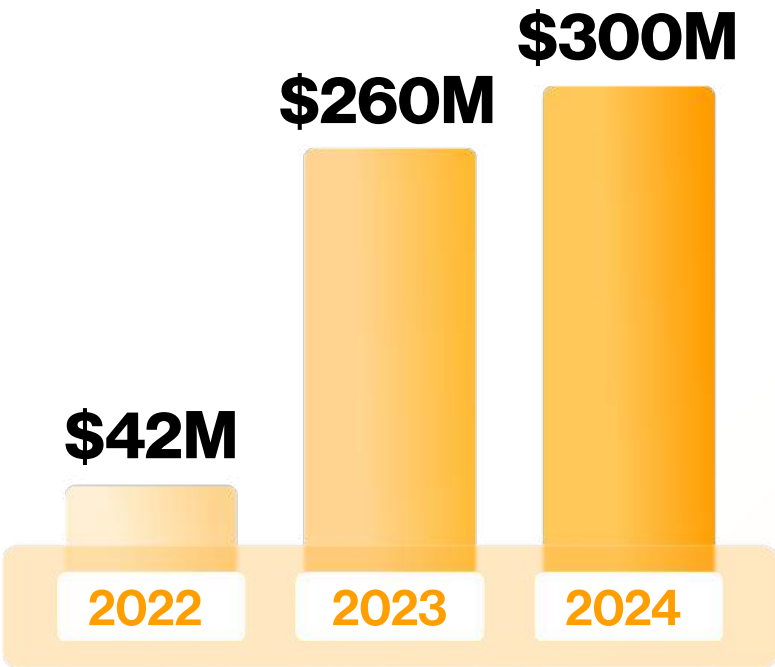


190+ Suspects  
in 2024

Number of Cases



Case Value



Supporting Investigations within China and Beyond

30+ Brands

20+ Industries

- Luxury Goods
- Agricultural Equipment
- Sporting Goods
- Alcohol
- Olympic-related Products
- Medical Devices
- Pharmaceuticals

# Educating Users

Partnering closely with brands, Weixin launched the “Anti-Counterfeiting Classroom,” an online campaign aimed at raising awareness, helping users identify fake goods, and guiding them to shop through trusted channels.



“

We sincerely thank Weixin for your longstanding and generous support of Treasury Wine Estates' portfolio of renowned brands, including PENFOLDS, DAOU, BERINGER, BV, STAG'S LEAP and so many more. We are also honored to be among the first brands to participate in the public education initiative in collaboration with Weixin.

We are especially pleased to see the continued evolution of the Weixin ecosystem, which reaches virtually every consumer. From ongoing enhancements to its brand protection portals to the expansion of innovative features such as Channels, livestreaming, and Mini Shops, Weixin continues to lead in digital brand engagement.

The vision of 'Tech for Good and Win-Win Cooperation' is not only Weixin's guiding principle, but also a shared ambition that we proudly support. We look forward to growing together and advancing this mission in the years ahead.”

- Treasury Wine Estates





# Championing IP Rights

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React has a very open and positive dialogue with Tencent and the Weixin team, and we really appreciate both the continued improvement of the brand protection work on the platform and the opportunity to raise issues faced by our members. We see this partnership going from strength to strength in the future as we work together against the online sale of counterfeits.”

- REACT

React

“

The Global IP Alliance appreciates Tencent for their ongoing support of GLIPA and their active contributions to advancing dialogue around best practices in protecting and promoting intellectual property around the world. We deeply value this partnership and look forward to continuing to collaborate with Tencent to support and empower the global IP community.”

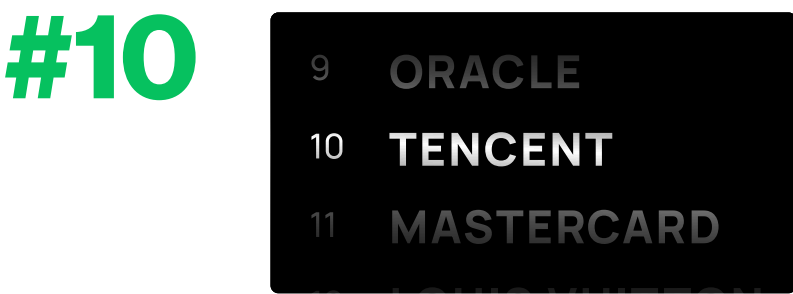
- The Global IP Alliance (GLIPA)

The logo for the Global Intellectual Property Alliance (GLIPA), featuring a stylized globe icon and the text "GLIPA" with "GLOBAL INTELLECTUAL PROPERTY ALLIANCE" in smaller text below it.

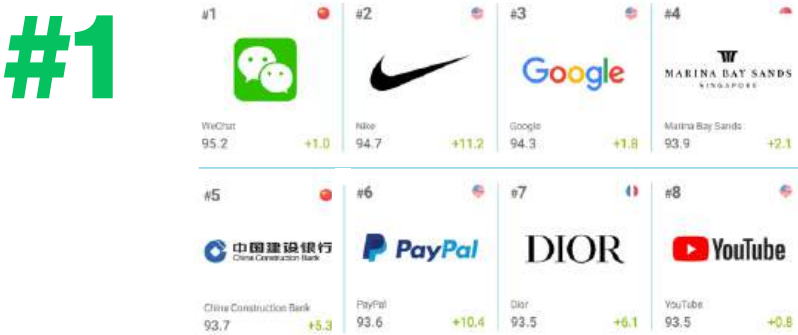


# Leading and Investing in IP

## Most Valuable Global Brands KANTAR



## World's Strongest Brands Brand Finance®




## Top Global Innovators Clarivate™

#2

Rank	Top 100 Global Innovator, 2025	HQ Country/Region	Industry
1	Samsung Electronics	South Korea	Electronics and computing equipment
2	Tencent	Mainland China	Software, media, fintech
3	Honda	Japan	Automotive

## IP Is a Core Driver of Tencent Businesses




120M+

paid music subscriptions

Tencent Music Entertainment

Leading global online music entertainment platform



110M+

paid video subscriptions

Tencent Video

Leading global video streaming platform



800M+

active users across 170+ games in 200+ markets

Tencent Games

Leading global platform for game developers, publishers, and operators

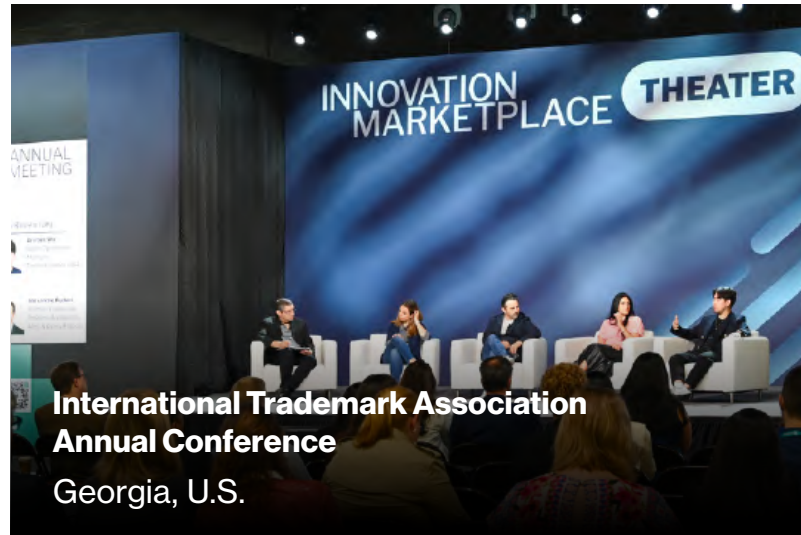


# Partnering in IP Protection





# Partnering in IP Protection







# *Tencent*

For inquiries, please contact us at  
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