

2025 Updates & Analysis

Tencent

Weixin Brand Protection Report

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Introduction

Weixin Brand Protection Platform: A Decade of Partnership, Trust and Scale

Effective intellectual property (IP) enforcement is foundational to the integrity of digital markets. As content creation and digital commerce have grown over the years, so too have the risks of infringement, counterfeiting, and consumer harm. Addressing these risks requires more than isolated or uncoordinated actions and remedies. It demands collaborative, system-level enforcement that combines rights-holder engagement, user mobilization and innovative platform tools. Strong and effective IP protection is measured by the ability to detect violations early, act decisively, and prevent repeat violations at scale.

Since 2015, Weixin’s Brand Protection Platform (BPP) has been built to meet this challenge head-on. Rather than relying solely on traditional — and often reactive — “notice and take down” processes, BPP integrates enforcement directly into platform operations. This enables rapid identification of infringing activity, structured rights-holder collaboration, and escalation pathways that support administrative and criminal enforcement where appropriate.

Over the past decade, Tencent has deepened this ecosystem-based approach through sustained collaboration with rights holders, most recently with the launch of the IP Protection Alliance, upgraded enforcement penalties and Mini-WA, a new AI Assistant in 2025.

These efforts support our Weixin users, partner brands, and broader community.

The latest BPP report marks a decade of progress and partnership. It shows how collaboration among users, brands and other stakeholders has shaped the BPP, and how it will continue to do so as we look to the future.

Weixin Brand Protection Platform: A Decade of Brand Protection Partnership and Progress

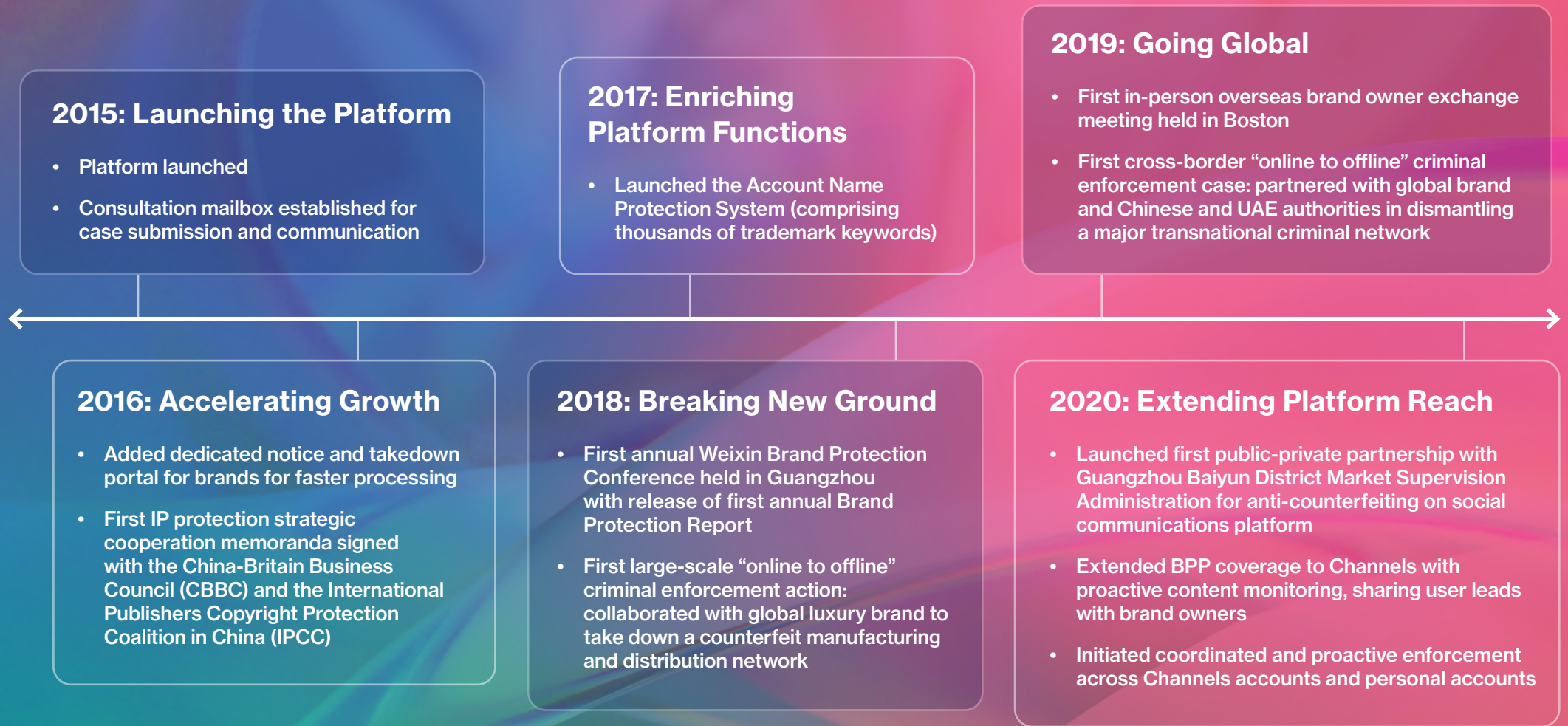




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Overview of Brand Protection on Weixin



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Pearson, a global leading lifelong learning company, has long championed intellectual-property protection and the integrity of educational content in the digital age. As one of the first brand owners to engage with Weixin's Brand Protection Platform (BPP), Pearson China benefited from its expanding enforcement capabilities and operational efficiency. The BPP delivers scalable responses to infringement while keeping rights holders informed through transparent processes, essential in China's fast-moving, highly digital market. We applaud Weixin's technology-driven brand protection and commitment to building a trusted ecosystem that unites brands, users, and industry partners. Pearson China looks forward to deepening this partnership to foster a healthier marketplace for content creation.”

— Pearson China Legal Team

» Pearson

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About Weixin

Growing connections, empowering businesses

Weixin is a social communication service 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



Channels

ID-based content platform for public sharing of video and livestreaming content



Mini Programs

Third-party service providers can develop Mini Programs on Weixin's Open Platform to connect with users



Official Accounts

Official Accounts enable creators to share insights under their own accounts with interested followers

Private Features



Chats

Synchronous communication between mutual contacts



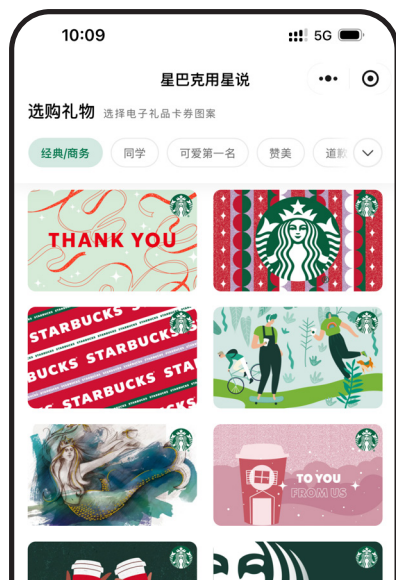
Moments

Asynchronous photo, video, and audio sharing with contacts on Weixin

Channels



Mini Programs



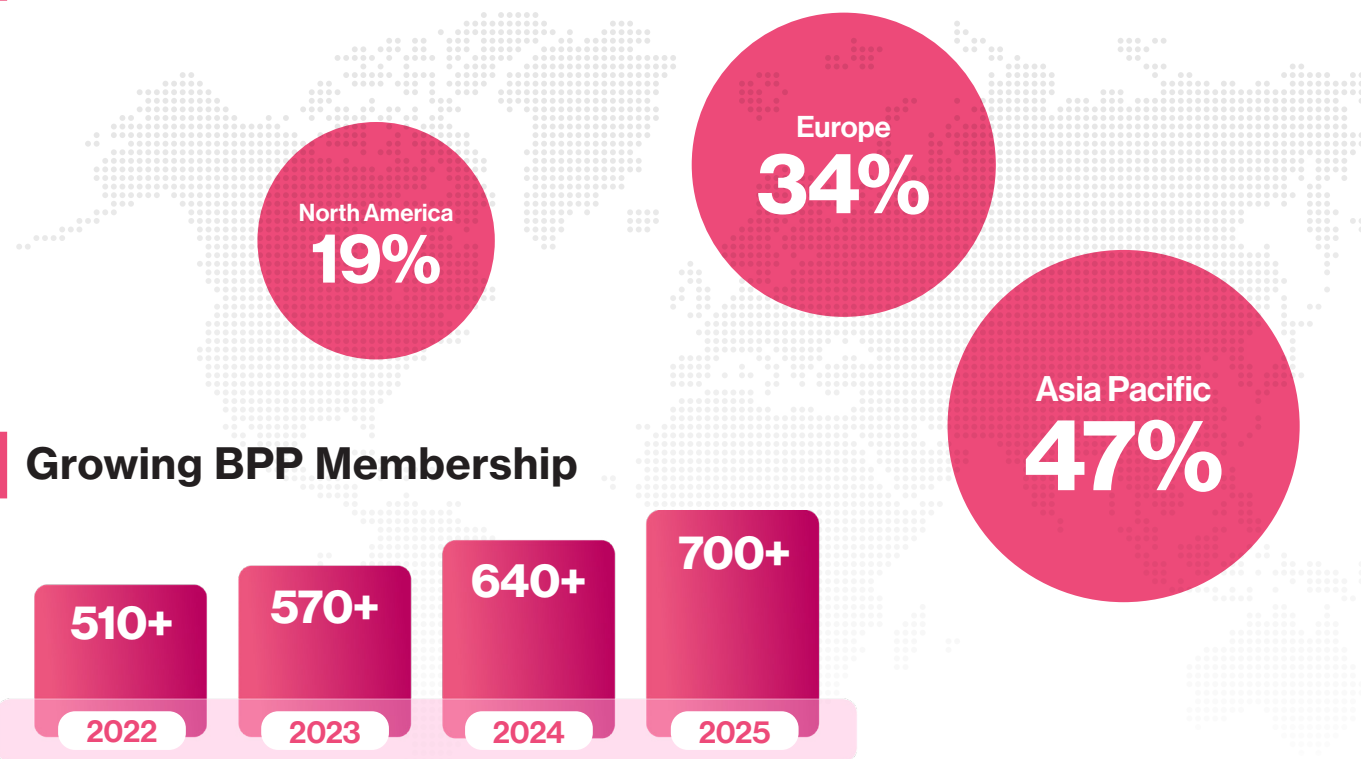
Official Accounts



A Strong and Expanding Brand Protection Community

More than 700 brands have joined our BPP since its launch in 2015.

20+ Countries and Regions



Growing BPP Membership

30+ Industries

Clothing	Watches	Cosmetics	Household Goods	Books & Publications NEW
Bags	Footwear	Jewelry	Sporting Goods	

Ready to Join?

BPP membership is free. Access our bilingual guidelines and get started today!



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.



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.



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.



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

The screenshot displays the Weixin Brand Protection Platform interface. At the top, it features the platform logo and navigation links: Home, 微信小WA, Statistics, Q&A, and Feedback. Below the navigation is an 'Announcements' section with a list of updates and their dates:

- Rules on the Identification and Penalties for the Publication of Counterfeit-Related Information by Weixin Personal Accounts (2025-10-27)
- Notice on the Update of Access Requirements for the Weixin Brand Protection Platform and the Implementation of an Annual Review Mechanism (2025-10-09)
- Announcement on the Opening of the Weixin Brand Protection Platform to Publishers (2025-10-09)
- Notice on the System Upgrade of the Brand Protection Platform (2023-09-08)

Below the announcements is a 'Report and Verification' section, which is divided into two main categories: 'Private Features' and 'Public Features'.

Private Features includes:

- Personal Account**: Chat (One-on-One Chat, Group Chat), Moments etc. with 'Report' and 'Verify' buttons.

Public Features includes:

- Channels**: Short Video with 'Report Short Video' and 'Verify Short Video' buttons.
- Open Platform**: Official Account, Mini Program, Mini-Game with a 'Report' button.

Driving Effective Enforcement to Protect Brands

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Levi Strauss & Co. recognizes Tencent's Brand Protection team for their continued efforts in maintaining a safe marketplace. Their responsiveness and collaboration have made them a long-term trusted partner in combating counterfeit and infringing activity.”

— **Zachary Toczynski, Sr. Director,
Global Brand Protection, Levi Strauss & Co.**

LEVI STRAUSS & CO.

“

The Weixin Brand Protection Platform (BPP) has developed from an early-stage initiative into a structured enforcement mechanism, enabling the identification and takedown of infringing official accounts and mini programs. It also incorporates consumer-reported counterfeit cases, providing practical insight into infringement patterns. At PUMA, protecting intellectual property is an important component of maintaining brand integrity and supporting sustainable growth. Tools such as the BPP contribute to enforcement efforts across digital channels and, in practice, support broader brand protection strategies spanning both online and offline environments.”

— **Wei Zhang, Senior Counsel,
Brand Protection, PUMA**



Private Chats: Pioneering Innovative Mechanisms

By enabling everyday users to report suspected infringement directly within private and public features, Weixin transforms IP protection from a closed legal process into a shared and collaborative system between brands, users, and the platform.

This design turns the Weixin community itself into partners for brands contributing towards a trusted digital environment.

Weixin pioneers this approach by building IP protection into the ecosystem. These innovative mechanisms for addressing infringements in private chats, for example, gives brand owners **unparalleled visibility into otherwise-hidden illicit activity enabled through crowdsourced user reporting**. To support accurate and actionable submissions, Weixin provides a dedicated reporting category with user-friendly, step-by-step guides for reporting suspected cases.

Weixin also addresses “redirected” or “outside” Weixin IP-based violations.

Users who find infringing content on third-party sites that redirect to Weixin can file a report via the BPP portal. Weixin will review the report and act as if the violation occurred within its service.

Users drive infringement detection, submitting the vast majority of reports.

More than 95%

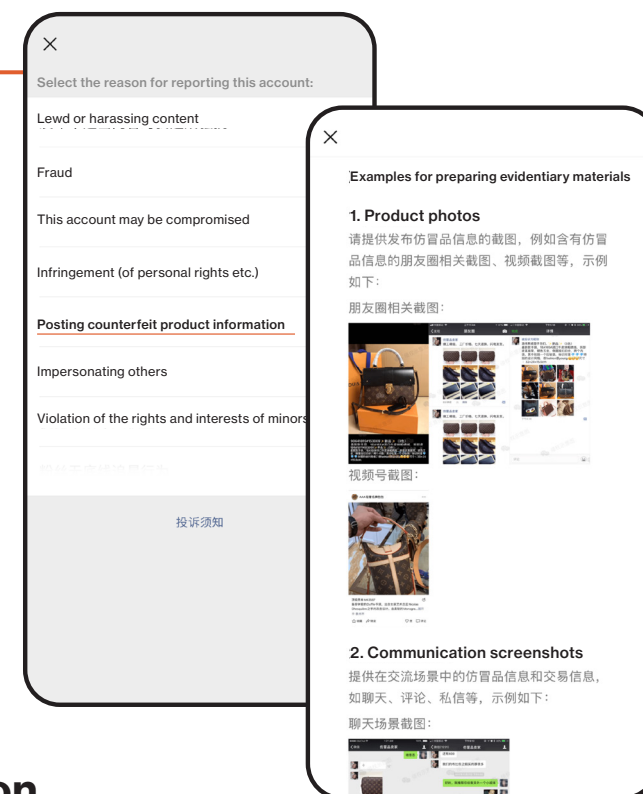
of the total “takedown notices” and reports against suspicious personal accounts came from users.

More than 99%

of reports on suspicious activities in group chats came from user submissions.

More than 96%

of the infringing accounts were discovered by users.



Private Chats: Enforcing Stronger Measures

Weixin continuously refines its enforcement guidelines and measures in response to brand feedback and industry trends.

In October 2025, following extensive collaboration with brand partners, Weixin implemented a comprehensive update that enhanced framework strengthen protection through **more robust enforcement actions and clearer definitions of infringement scenarios**, enabling more effective and targeted actions.

Increased rigor in enforcement.

Of the 37,000+ infringing personal accounts identified:



More than 51%

were suspended or terminated



More than 86%

had their Moments feature blocked



100% removal

14,500+ infringing moments posts removed



2,100+

had infringing profile information removed

To address and prevent repeat infringement, new penalty guidelines were implemented in October 2025, establishing heightened penalties from 60-day account suspensions to permanent termination.

Public Features: Leveraging Keyword Database for Early Prevention

Weixin implements proactive screening measures at the point of account registration for all public features.

Our keyword database enables us to **prevent infringement at the account name level** before accounts go live.

Mini Programs and Official Accounts

190K+

keywords

30K+

trademark-related terms

9K+

suspicious account registrations and name-change attempts—proactively blocked daily on average.

Channels

110K+

keywords

30K+

trademark-related terms

20K+

suspicious account registrations and name-change attempts—proactively blocked daily on average.

Of all reports received, Weixin validated 61K+notice and takedown cases.

Infringing accounts were subjected to penalties including but not limited to:

Proactive blockage of suspicious account registrations or name-change attempts

Removal of infringing content and profile information

Access restrictions

Account suspension or termination

Channels: Driving Proactive and Robust Actions

Proactive enforcement is not just about speed or scale — it is about preventing infringement before it occurs.

By intervening early, ecosystems can protect brands and creators, reinforce trust and maintain the integrity of the Weixin ecosystem enjoyed by almost a billion users and companies alike.

On Channels, Weixin embeds IP protection directly into account and content review, using advanced technology with continuous monitoring to proactively identify and address infringement in real-time.



Tracking accounts easily with static ids

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.



Monitoring around the clock

Through 24/7 automated and human review, Weixin detects and removes infringing content on Channels livestreams faster than traditional reporting mechanisms.



Delivering robust protection and enforcement

Weixin proactively blocked 232K+ suspicious product listing applications and 14K+ suspicious or unauthorized store applications before they went live. For violations that occurred, we removed 728K+ infringing product listings and penalized 9K+ stores.



Proactively coordinating enforcement across channels and personal accounts

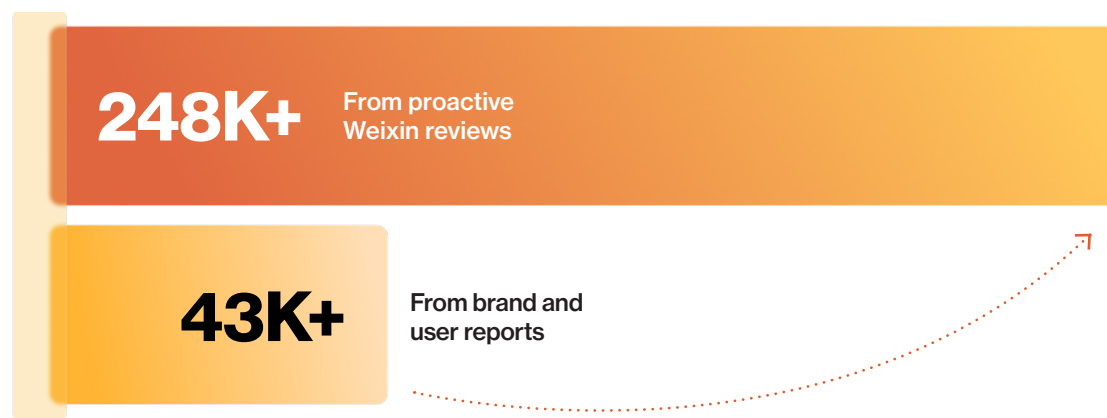
Upon confirming a reported infringing Channels account, Weixin also proactively reviews the public information of any associated personal account of that Channels user.

In 2025, Weixin penalized 7,351 personal accounts linked to infringing Channels accounts.

Channels: Scaling Proactive Enforcement

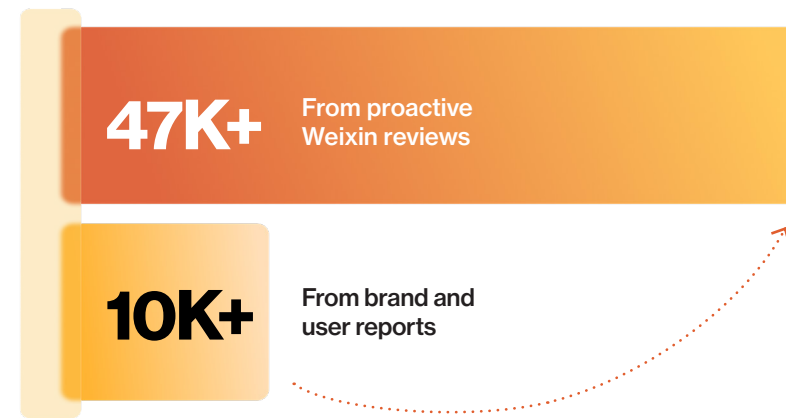
Proactive detection is the primary driver of enforcement on Channels, with platform-initiated actions far exceeding those from user and brand reports.

Proactive Reviews Shut Down Nearly 6X More Livestreaming Rooms Than Reports



5.7x Weixin proactive reviews identified and shut down 5.7x more livestreaming rooms than brand and user reports.

Proactive Reviews Penalized Nearly 5X More Livestreaming Hosts Than Reports

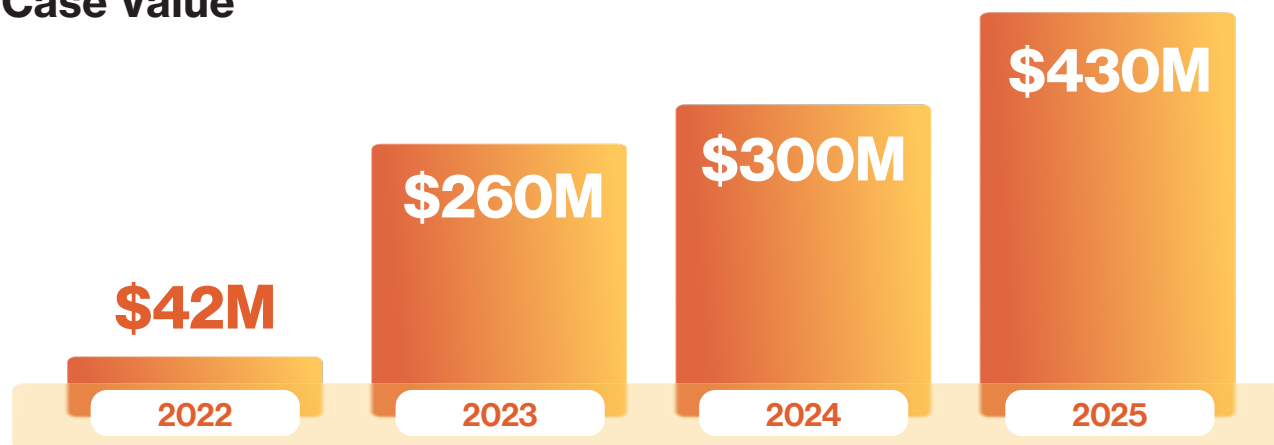


4.6x Weixin proactive reviews identified and penalized 4.6x more livestream hosts than brand and user reports.

Offline Enforcement: Making Steady Progress

Effective IP protection depends on credible consequences beyond the digital environment. By linking online detection with real world enforcement, Weixin enables coordinated action with brands and authorities to address serious and repeat infringement, no matter where it happens.

Case Value



Case Number



300+
suspects



Dozens
of well-known &
international brands



Key sectors
Luxury goods, electronics,
and daily consumer products

Upgrading for Better Brand Protection



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We appreciate Weixin’s long-standing commitment to IP protection and its invaluable support of Amer Sports. Since launching the Brand Protection Platform a decade ago, Weixin has remained at the forefront of brand defense with innovations such as the Mini-WA AI assistant and a human-AI collaboration model that boosts reporting efficiency and accelerates enforcement against infringing short-video accounts.

Our joint efforts have helped protect world-famous brands like **Acr’teryx, Salomon, Wilson, Peak Performance, Atomic, Armada** and many others, reinforcing consumer trust in these iconic names.

The team’s professional, dedicated support, marked by swift responsiveness and continuous improvement, reinforces Weixin as a trusted partner safeguarding our brand’s integrity.”

— Amer Sports



Using AI to Scale Protection Responsibly

As digital ecosystems grow in scale and complexity, IP protection and AI must evolve together.

Strong IP frameworks guide responsible AI development, while AI may also supplement and enhance enforcement efforts. Tencent’s approach is to deploy AI in ways that strengthen IP governance, support accountable decision making, and create sustainable long term value.

AI Assistant for Brand Owners

In December 2025, Weixin launched “Mini-WA,” an AI-powered brand protection assistant designed to streamline engagement for rights holders and deliver actionable enforcement insights. By reducing barriers to participation and ensuring consistent interaction, Mini-WA enables rights holders to use the Brand Protection Platform more effectively.



AI Chatbot

Real-time consultations providing immediate answers to common questions about BPP usage and Weixin enforcement.

AI Analysis & Insights

Structured analysis and visualized summaries of enforcement activities with actionable recommendations for improvement.



150+

requests handled
(December 2025 - February 2026)

Moving forward, Weixin will continue exploring AI-empowered scenarios and expanding AI functionality across the BPP.

Expanding BPP Protection to New IP Categories

Through strategic collaborations with publishers and government IP offices, Weixin is broadening protection coverage to address diverse intellectual property challenges.

Expanding Coverage Against Pirated and Counterfeit Publications

Building on longstanding collaboration with copyright holders, Weixin opened BPP membership to publishers in October 2025. Publishers can now receive and review user reports on pirated publications and copyrighted materials. Since October 2025, 14 publishers have joined the platform.

Enhancing Protection for Geographical Indications

Weixin partnered with the IP Office of Zhuhai to address infringement involving Geographic Indication (GI) products. Through a signed MoU, the parties jointly explore GI product protection on Weixin. Weixin's policy protects all forms of recognized IP rights, including GI products.



Keeping Brand Authorizations Up to Date

Maintaining accurate and current rights holder information is critical to the integrity of BPP enforcement actions.

As the BPP crossed its 10-year mark, many rights holders' registration information became outdated and inaccurate. To ensure the validity and legality of enforcement actions via the BPP, Weixin launched a comprehensive review process in 2025, allowing rights holders to update authorization letters, trademark registration certificates, contact person information, and other essential records.



Building a Collaborative IP Protection Ecosystem



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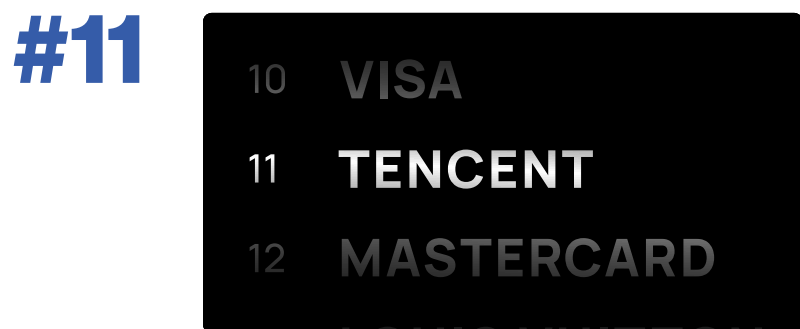
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At Kering we are very appreciative of the support that the Weixin team are able to provide us in China. Tackling counterfeiting on platforms can prove challenging, so it is crucial for brand owners and ecosystems to work together to address the issue — only by supporting each other can we keep ahead of the bad actors.”

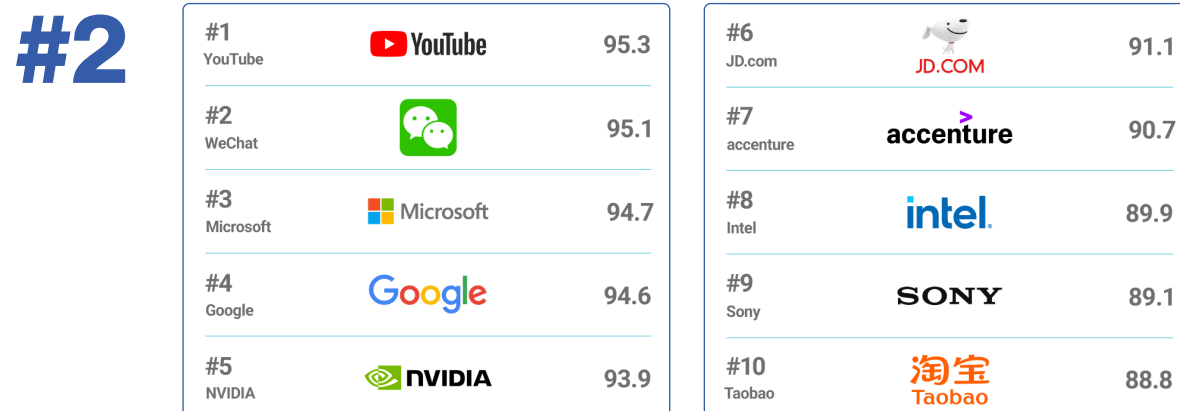
K E R I N G


Leading and Investing in IP

Most Valuable Global Brands KANTAR



World's Strongest Brands Brand Finance®



Source: Brand Finance Technology 100 2026

IP Is a Core Driver of Tencent Businesses

127.4M
paid music subscriptions

Tencent Music Entertainment
Leading global online music entertainment platform

114M
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 with Brands to Pioneer IP Protection Solutions

In 2025, Weixin launched the IP Protection Alliance, a collaborative pilot initiative bringing together leading brand partners to strengthen ongoing IP protection exchanges and co-develop practical anti-counterfeiting solutions.

The Weixin IP Protection Alliance creates a structured forum for collaboration, where brands and Weixin pool resources, share intelligence, and coordinate online and offline enforcement. Through continuous dialogue and experimentation, members identify emerging threats, pilot new protection tools, and develop best practices that benefit the wider brand community.

This partnership-driven approach ensures Weixin's protection capabilities evolve alongside the needs of the brands, strengthening the effectiveness and responsiveness of IP protection across the wider ecosystem.



Contributing to Global Brand Protection Dialogues



Building Trust at Scale: A Model for the Future of IP Protection

Over the past decade, the Weixin Brand Protection Platform has shown that strong IP systems are the infrastructure of trust in digital ecosystems and a core enabler for the creator economy.

By embedding protection into every interaction between users, brands, creators, and authorities, the BPP works to support creativity, commerce and participation to scale with confidence within the Weixin ecosystem.

This ecosystem based approach has already demonstrated the value of treating IP as part of the operating environment, not a reactive afterthought:

- Earlier detection of infringement through proactive reporting tools embedded in everyday product experiences
- Stronger deterrence through the integration of online intelligence with offline enforcement
- Healthier digital markets that better support legitimate creators and brands.

As digital activity continues to expand across technologies and formats, the Weixin ecosystem offers a practical model for how IP and responsible AI can evolve together. This powerful combination can enhance transparency, insight and efficiency while keeping brands, creators and rights holders firmly in control.





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