artnet Expands Presence on China's Largest Social Network WeChat

Berlin/New York, November 8, 2017—artnet, the leading destination to buy, sell, and research art online, expands its presence in the Chinese art market with an immersive new mini program built for the 963 million monthly active users on WeChat, China’s largest social network.

Over the past two years, artnet has built a strong following on its WeChat account, artnet News China, based on the success of the most widely read art market publication, artnet News. Through the mini program, currently in beta, artnet now has the ability to add its entire suite of products to the WeChat ecosystem on the new account handle artnetofficial. Launching with the Gallery Network, the account will soon add artnet Auctions and the Price Database in the coming months. Packed with features that include a comprehensive gallery directory, direct messaging to member galleries, and innovative search functionalities, artnet’s new offering allows the Chinese community to easily access the Gallery Network.

artnet is the first art technology company to build a mini program on WeChat, positioning itself once again at the forefront of technological innovation for the industry. “Web content is almost entirely consumed via mobile devices and apps in China. WeChat is the undisputed leader in that field and is the best way to expand into the Chinese market,” said artnet CEO Jacob Pabst.

“There is no doubt about the huge potential in China,” said Jessica Zhang, artnet’s director of Greater China. “We have already built a solid foundation thanks to the high level of journalistic content offered by artnet News China. Now, the expanded offering brings an unparalleled offering to the Chinese art market.”

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About artnet

artnet is the leading resource for buying, selling, and researching art online. Founded in 1989, artnet’s suite of industry-leading products has revolutionized the way people collect art today. The Price Database contains over 11 million auction results from more than 1,700 auction houses dating back to 1985, providing an unparalleled level of transparency to the art market. artnet News covers the events, trends, and people shaping the global art market with up to the minute analysis and expert commentary. artnet Auctions was the first online auction platform dedicated to fine art, providing a seamless and efficient collecting experience for both buyers and sellers. The artnet Gallery Network is a digital platform for international galleries. Member galleries gain global visibility by promoting their artists and events to artnet’s 25 million annual users, joining a community that attracts an unrivaled audience of serious collectors and first-time buyers.

About Tencent and WeChat

Founded in November, 1998, Tencent is a leading provider of Internet value added services in China. Launched in 2011 by Tencent, WeChat integrates instant messaging and social entertainment, bringing about a mobile digital lifestyle on an easy to use app. In the second quarter of 2017, WeChat had 963 million active user accounts.