

Tencent is bringing TNW to China

The Chinese public internet company Tencent inked a deal with The Next Web (TNW) to host a technology portal with the best content from TNW translated into Mandarin on their most popular portal QQ.com.



The screenshot shows a web browser window with the address bar displaying "tech.qq.com/tnw.htm". The page features the TNW logo and the text "中文站" (Chinese Station) and "腾讯网 · TNW大中华区独家中文版权合作伙伴" (Tencent.com · Exclusive Chinese Copyright Partner for TNW Greater China Region). The main content area includes a featured article titled "虚拟天下：软件服务是如何吞噬物质世界的？" (Virtual World: How Software Services Swallow the Material World?) with a sub-headline "手机已成为人们虚拟生活的‘窗口’，其真实服务则是在别处托管的。" (Smartphones have become the 'window' of people's virtual lives, and their real services are hosted elsewhere). Below this are two more articles: "U2主唱爆料：苹果正在开发全新数字音乐格式" (U2 lead singer reveals: Apple is developing a new digital music format) and "亚马逊460万美元拿下了顶级域名“.Buy”" (Amazon spent \$4.6 million to acquire the top-level domain ".Buy"). The right sidebar contains sections for "版权声明" (Copyright Statement), "关于The Next Web" (About The Next Web), "关于腾讯网" (About Tencent.com), and "热门排行" (Popular Rankings). A TNW logo and the text "腾讯网与全球知名科技媒体 TNW达成独家合作" (Tencent.com and global tech media TNW reach exclusive cooperation) are visible at the bottom right of the page.

QQ.com is China's largest portal in Chinese, integrating news, online communities, entertainment products and widely-used basic services. The website serves hundreds of millions of Chinese users around the world through its broad real-time news coverage and full

range of information and entertainment services.

“ We are very excited to partner with The Next Web. With their leading content on technology and culture, The Next Web will help us deliver even better content to QQ.com users,,

— Caitlyn Chen, Tencent VP

For The Next Web this is a great way to grow their brand into the Chinese market. The Next Web is one of the most popular tech sites in the English speaking world and a partnership like this can help us all become more connected. It makes it easier to spread information and educate people across the globe.

“China is a huge market and a tough nut to crack. With this strategic partnership we've found a way to enter the market with a bang while staying focussed on the English speaking markets. A win for us, a win for Tencent and a win for the Chinese people,,

— Boris Veldhuijzen van Zanten, CEO TNW



ABOUT INSIDE TNW




Here you can get a sneak peak inside TNW, the stuff we don't publish on our media platform. In case you have missed it... We're a technology focused media company founded in 2008. TheNextWeb.com is one of the world's largest online publications that delivers an international perspective on Internet technology, business and culture.



Inside TNW

 Contact information

Inside TNW

-  Main website
 -  Company blog
 -  Contact
-

 Spokesperson



Boris Veldhuijzen van Zanten

Co-founder TNW

boris@thenextweb.com

+31204895779

 [boris](#)



Patrick de Laive

Co-founder TNW

patrick@thenextweb.com

+31204895779

 [patrickdelaive](#)

 [patrick](#)

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