



Huawei Mobile Services
Wechat | Weibo

Explore a Better Digital Life

Huawei Mobile Services White Paper@2020





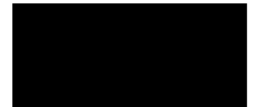
Create better all-scenario intelligent life experience for global users

In 2019, Huawei Mobile Services, along with more than 600 million Huawei Device monthly active users and 1,300,000 registered developers worldwide, witnessed "The Smart Revolution of Global Ecosystem and Digital Life".

Rapid improvements to AI, and the emergence of 5G technology, have made mobile phone-centric smart services ubiquitous in daily life. Huawei Mobile Services is based on Huawei's synergistic "Chipset-Device-Cloud" technology, and dedicated to enriching users' lives with next-level content and services that meet every conceivable need, and span diverse fields, including smart home, health and fitness, mobile office, smart travel and entertainment. In 2019, users spread across 170+ countries and regions, and made 210+ billion downloads in HUAWEI AppGallery. Huawei Mobile Services commitment to users' privacy, and prowess in data security, ensures that users can enjoy the full range of global and localized apps, with maximum peace of mind.

A fully-connected, intelligent ecosystem requires a dedication to openness and innovation. Huawei Consumer Business Group has fully opened up HMS ecosystem to global developers, allowing them to quickly access to it for application innovation and resource sharing. As the core capabilities in the ecosystem, HMS Core provides for smart global distribution across all devices, and to meet all user scenarios, allowing developers to double down on innovation by focusing on areas of strength. The Shining-Star Program continues to upgrade, providing billions of resources to encourage global developers, focusing on AI, AR/VR, IoT, and instant access. Through initiatives such as talent training, development support, innovation support, marketing resource assistance, and preferential cloud infrastructure resources, Huawei builds a important entrance to full-scenario smart mobile services ecosystem, and enriches the digital life of users.

In 2020, Huawei Mobile Services will continue to prioritize the construction of ecosystem, and the enhancement of user experience, by empowering developers with cutting-edge technology and full-throttled support. Let's work together to build a fully-connected, intelligent world!



Alex Zhang
President, Cloud Service, Huawei Consumer Business Group

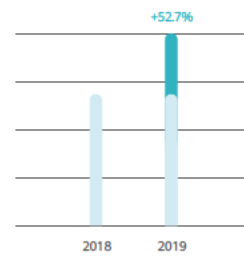
400,000,000

86% in China 14% outside of China

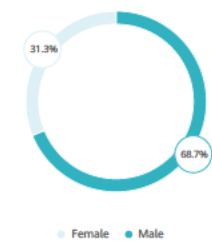
Number of global Huawei Mobile Services monthly active users in 2019

In 2019, the number of Huawei Mobile Services monthly active users increased by 52.7%. Users activity among younger millennials (users born after '95 & '00) were robust.

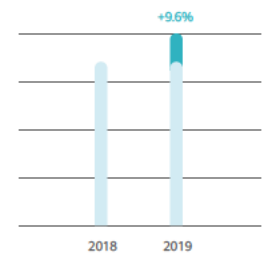
Global monthly active users increased by 52.7%



Youth users (born after '95 & '00) activity increased by 9.6%



Female users activity increased steadily



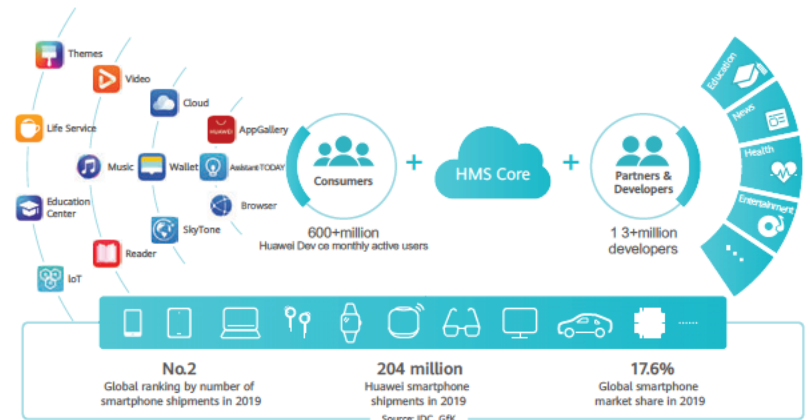
Create a new intelligent experience and HMS ecosystem in the all-scenario era.

All-scenario intelligent experience
All-scenario intelligent lifestyle services for a global user base

HMS: An ascendant global ecosystem
HMS ecosystem, facilitating mutually beneficial collaboration with global partners and developers



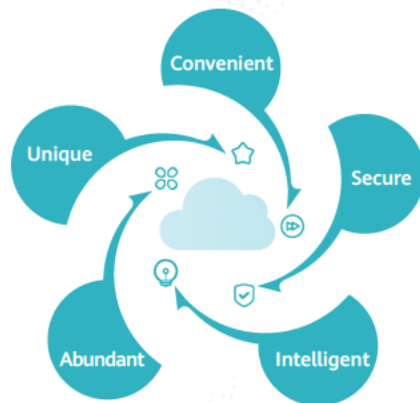
Huawei Mobile Services offers high-quality and intelligent digital life experience in all scenarios.



GDPR, BSIMM, Euro Privacy, ISO 27001, ISO 9001, ISO 14001, ISO 45001, PCADSS Certified

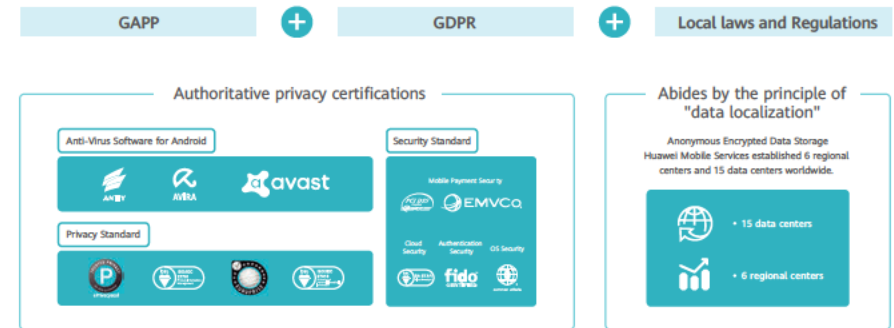
Huawei Mobile Services established 6 regional centers and 15 data centers worldwide. Huawei Global Cloud Operations Center (GCOC) reached the international industry standard. By the end of 2019, 21 businesses were launched globally, including HUAWEI AppGallery and HUAWEI IAP, both of which serve 170+ countries and regions.

All-scenario Intelligent Lifestyle



Users have increasingly prioritized privacy and security. Huawei Mobile Services has been certified by global privacy standard authorities, and comes bolstered with numerous user data security safeguards.

Global Privacy Compliance Framework for Huawei Mobile Services



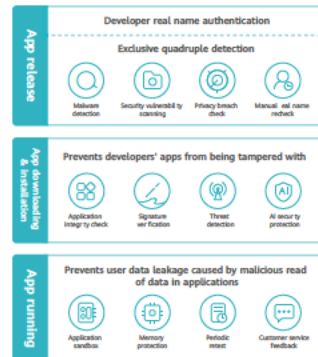
On devices, and an app-to-app basis, Huawei provides multi-layer security verifications that empower users to manage their data privacy in real time.

Multiple security verification mechanisms are deployed on the device, to build an isolated TEE (Trusted Execution Environment) OS, thereby ensuring that personal sensitive data is stored on devices.



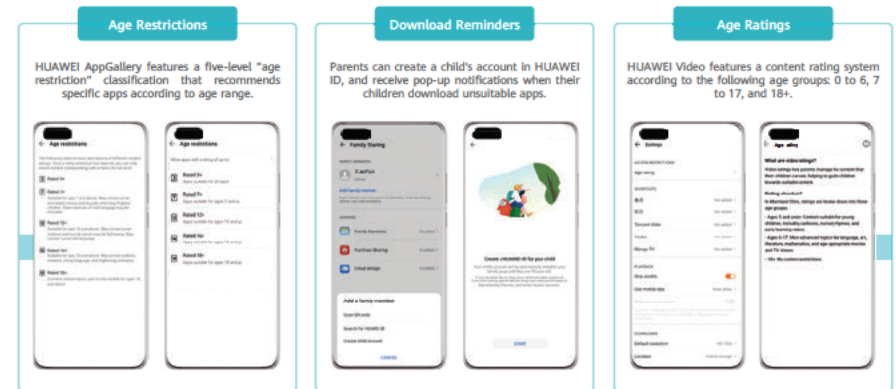
- Biometric Data
- Payment Data
- Encryption Key
- Lock Screen Password

HUAWEI AppGallery has built a fail-safe, end-to-end security assurance system, via developer real name authentication, exclusive quadruple detection, download and installation assurances, and additional protective safeguards.



Ever-attentive to the needs of parents and younger users, HUAWEI AppGallery and HUAWEI Video come with "age restrictions" to ensure that minors only access age-appropriate apps and content.

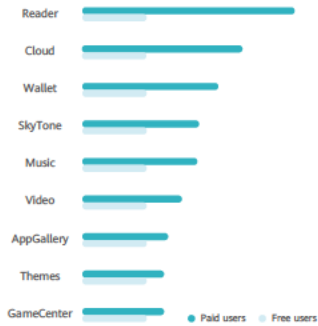
A professional rating system and thoughtful reminders help parents choose age-suitable apps for their children.



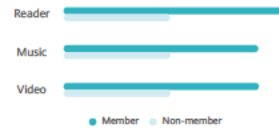
Huawei Mobile Services usage habits facilitate greater brand loyalty.

Huawei Mobile Services users prefer Huawei when considering to get a new smartphone.

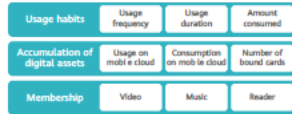
The following payment habits have a significant impact on smartphone user purchasing decisions.



Users with membership in entertainment apps have higher repurchasing rates for the same smartphone brand.

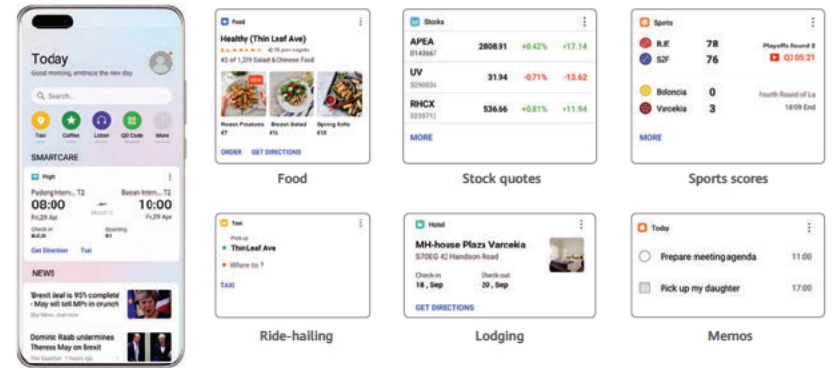


Usage habits, as well as the accumulation of digital assets and memberships, have a positive impact on user stickiness.



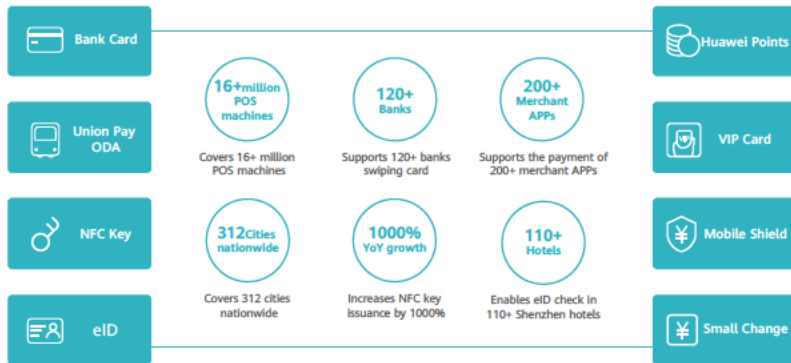
Young adult users are unfazed by new technology, and willing to obtain content and services in a more direct and intelligent way.

More than 60% of HUAWEI Assistantd-TODAY users are young adults (aged 18-34). Smart Search, Instant access, Smart Care and News functions bolster HUAWEI-TODAY Assistant with all-inclusive capabilities.



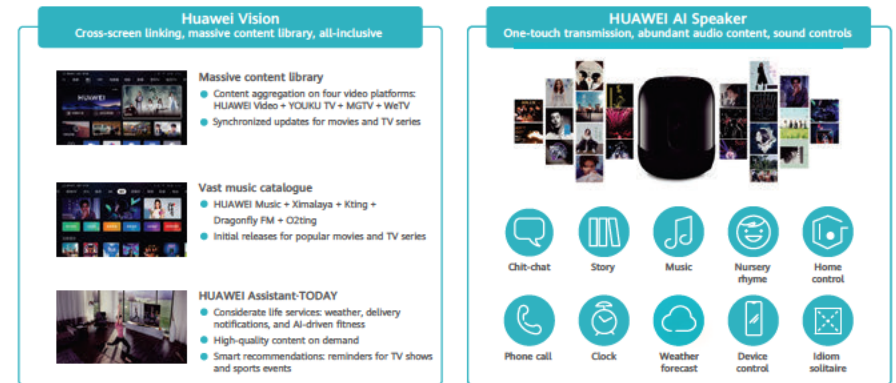
HUAWEI Wallet is bolstered by cutting-edge technology, and facilitates next-level mobile finance and travel services.

HUAWEI Wallet aggregates life services, including cards, certificates, tickets, coupons, and keys, onto a single platform. In 2019, Huawei Pay launched the Smart Card experience, providing users with matched ease through automatically choose.



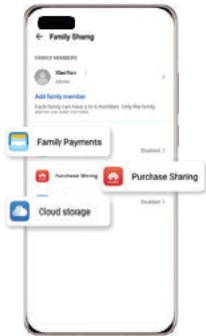
Huawei has broken down barriers between devices, facilitating seamless, connected intelligence that enriches daily life immeasurably.

Smart cross-device content and services that meet all user needs. Connected intelligence, fluid operations, continual improvement and updated content.



"Family Sharing" feature to connect users with loved ones.

Family members can share payments, purchases and cloud storage, via the Family Sharing feature.



More users prefer to store personal data, especially photos and videos, on the HUAWEI Mobile Cloud.

Global monthly active users
65% increase



Video and image storage
72% increase



Global storage on HUAWEI Mobile Cloud
88% increase



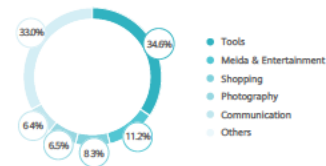
Paid users on HUAWEI Mobile Cloud
191% increase



Soaring demand for all-inclusive services, which free up time for users' hobbies and interests.

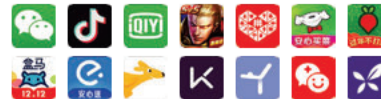
Demand for utility applications has increased by 11.8%. Practicability and convenience are still the main user priorities.

Application download categories in HUAWEI AppGallery



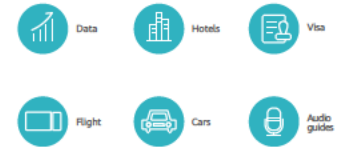
User demand for entertainment, health, and e-commerce services has increased.

Most popular boutique apps in China



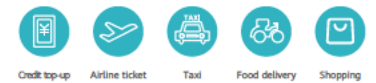
HUAWEI SkyTone provides network service in 100+ countries/regions, car rental service in 180+ countries/regions, and hotel booking service in 220+ countries/regions.

Most popular services in HUAWEI SkyTone



HUAWEI Life Service users increased by 245%
Orders increased by 62%

Most popular services in HUAWEI Life Service



Limitless opportunities to cultivate the mind, including educational courses, and broad-ranging reading and audio content.



Users pay more attention to diversified music genres, both pop music and the niche genres are highly appreciated, music preference represents users' unique label.

Users treat their preference in music as an extension of their personality, and love to mix-and-match, confounding expectations.



Users prefer to find related content that matches their interests, spanning TV, movies, music, and books.

Popular TV Shows on HUAWEI Video (In China)



HUAWEI Video users prefer classic movies (In China)



Popular Novels on HUAWEI Reader (In China)



Theme song is an integral part of HUAWEI Music users' song list (In China)



With the growing popularity of audiobooks, users can now "read" on-the-go, and in any environment.

HUAWEI Reader audio book users increased by 324.5%

Download preferences for HUAWEI Reader users



Popular audiobooks in HUAWEI Reader (In China)



HUAWEI Music Radio channel users increased by 122.3%

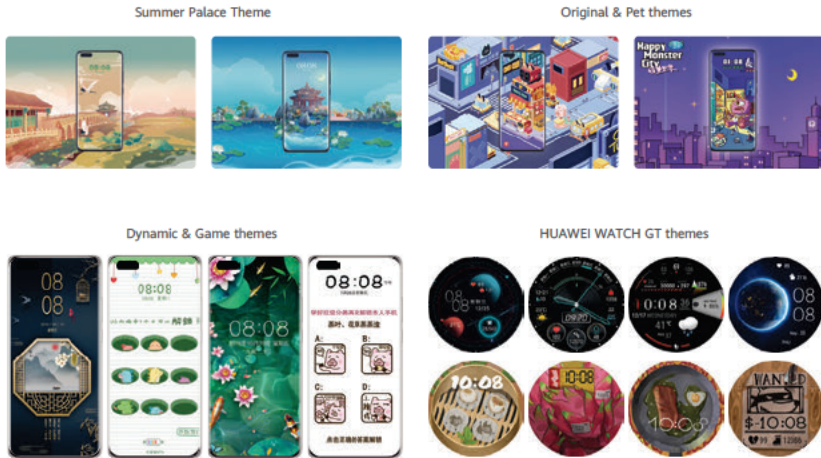
HUAWEI Music Radio Channel users increase significantly



Popular courses on HUAWEI Music Radio channel (In China)

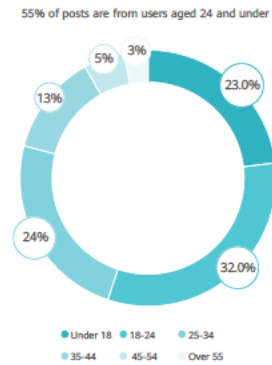


Mobile devices are not only Internet tools, but also personalized devices for fashionable people. Style-based themes and wallpapers are favored.



Young users are more eager than ever to express themselves, share experiences on social media, and participate in online communities.

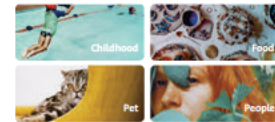
Generation Z users are most interested in posting on forums and social media platforms.



Nearly 80% of HUAWEI Member Center users communicate with others on the platform. Popular topics of discussion include food, electronics, travel, and photography.

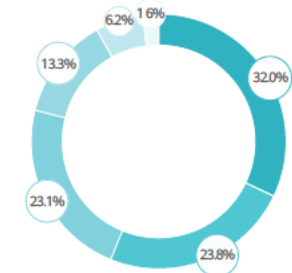


HUAWEI next-image community provides opportunities for users who capture the beauty of life to show their personality and discovery.



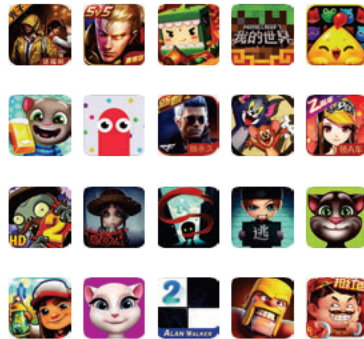
Games allow users to step outside of natural time and space, think strategically, and cultivate teamwork.

Distribution of downloads by genre in HUAWEI GameCenter



- Simulation games
- Puzzles games
- Action games
- Role-playing games
- Board games
- Sports games

Popular games in HUAWEI GameCenter (In China)

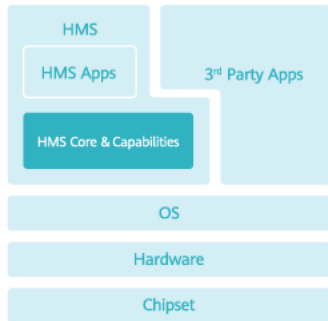


Comprehensive "Chipset-Device-Cloud" open capabilities make the all-scenario HMS ecosystem a unique developer magnet.



HMS aggregates Chipset-Device-Cloud capabilities, providing developers with an open ecosystem within which they can thrive.

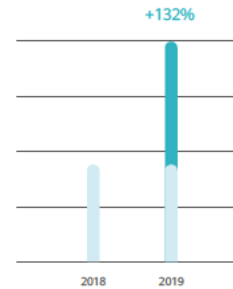
HUAWEI DEVELOPERS has launched 90 open capabilities, 53 of which are now accessible to overseas developers. HMS Core is committed to providing global developers with next-level basic mobile services. It facilitates efficient development, rapid user growth and commercialization, allowing developers to focus on delivering premium content, innovative services, and an optimal user experience.



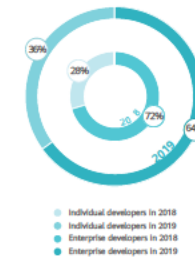
Huawei is dedicated to working with global developers, unleashing the full potential of innovative technology, and building a all-scenario intelligent mobile services ecosystem.

Following the opening of Huawei Mobile Service capabilities, the number of registered developers has soared to reach 1.3 million in 2019, representing 132% growth.

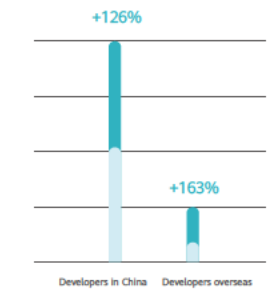
In 2019, the number of registered HUAWEI developers increased by 132%



Overseas registered developers have increased by 163%

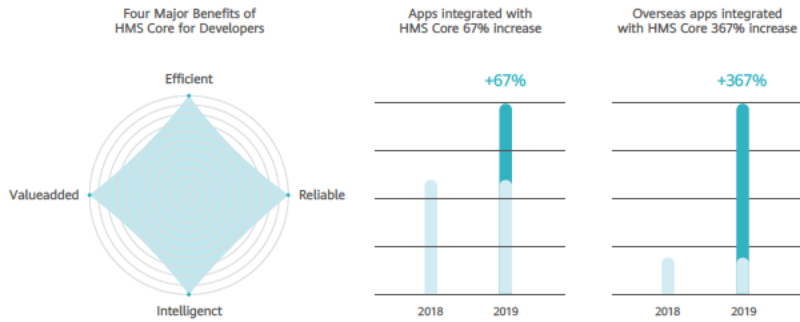


Enterprise developers are still the majority, but the share of individual developers has increased to 36%



Apps integrated with HMS Core are endowed with efficient, intelligent attributes.

Developers for 55,000 apps opted to integrate HMS Core open capabilities in 2019, an annual increase of 67%. Overseas apps integrated with HMS Core increased by a staggering 367%.

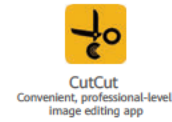


Overseas developers integrate HMS Core to enrich their apps with innovative features and local flavor.



High-precision, low-latency solution

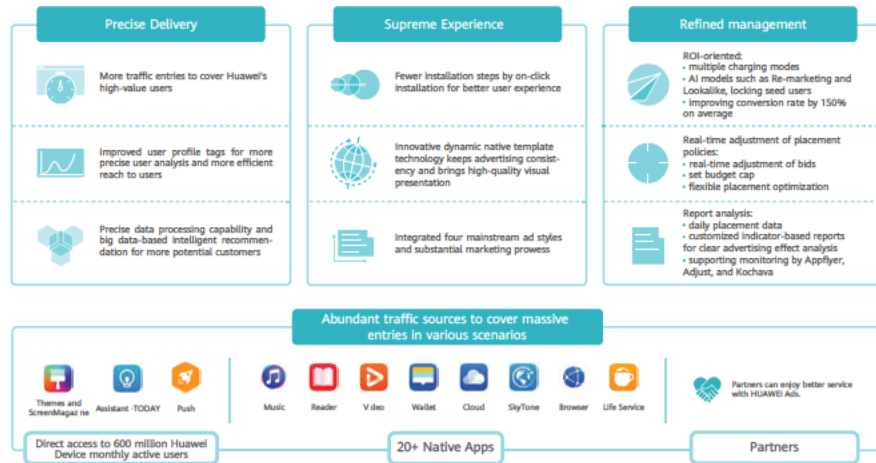
Contour	845 points
Orientation	three dimensions(X-Y-Z)
Multi-Face Support	Yes
Latency	169ms
Emotions	7



CutCut has integrated HMS ML Kit

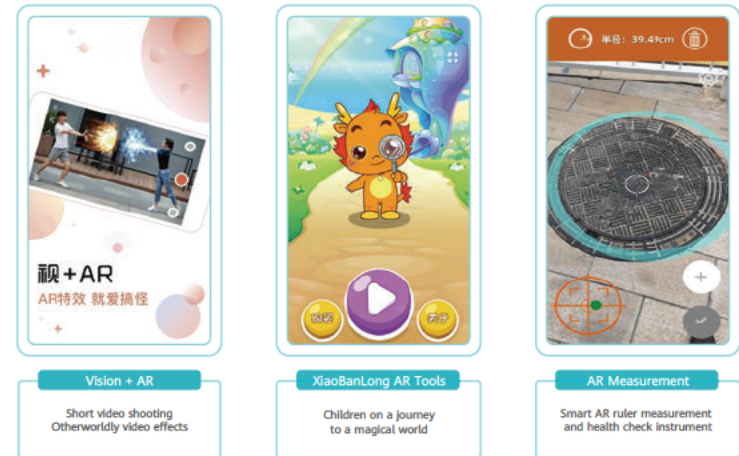
A typical application scenario	<ul style="list-style-type: none"> Select and extract the subject in an image. Paste them to any background as required. Edit images easily for users.
Integration benefits	<ul style="list-style-type: none"> Free service unlimited times of invoking One-time development, applicable to all models Bu in privacy safeguards when processing images on devices

HUAWEI Ads: An open, compliant advertising solution for developers, offering precise delivery and unmatched value-for-money.



Facilitating continual AR developer innovation.

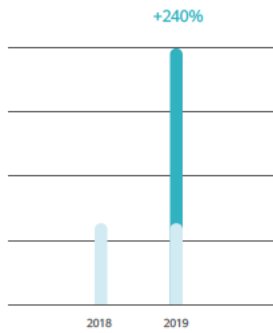
HUAWEI AR Engine provides basic AR capabilities by vertically integrating AR core algorithms and HiSilicon chips, enabling developers to innovate in diverse AR-related fields.



Convenient and efficient, Quick Apps become a top choice of the 5G era.

"No need to install, just click to use", the remarkable benefits of quick apps have attracted numerous users and developers lately. There are now more than 1,700 Quick apps available on HUAWEI AppGallery, spanning lifestyle services, everyday tools, shopping, education, and many other fields.

In 2019, 1700+ Quick Apps were released, a 240% year-on-year increase



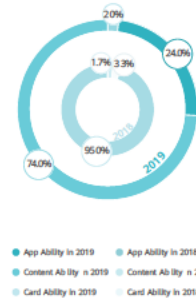
Quick Apps have covered 350 million Huawei mobile devices globally



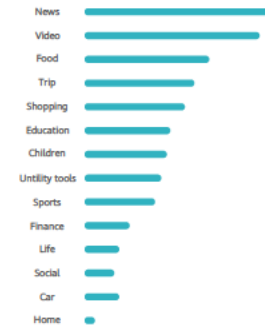
HUAWEI Ability Gallery distributes innovative applications, enabling software and hardware capabilities broadly accessible.

HUAWEI Ability Gallery is an AI-based bridge connecting users and services, capable of accurately distributing services across all scenarios according to user needs, and pushing services in a timely, appropriate manner. It currently has access to 8000+ boutique services, and features a staggering annual growth rate of 150%.

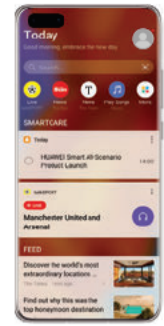
Service distribution
Diversified content



Increasingly popular direct content services
Access to 8000+ boutique services

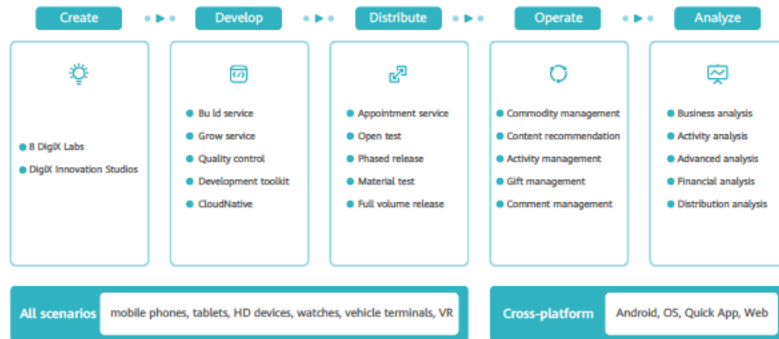


Partnered with News UK, providing up-to-the-minute news



HUAWEI AppGallery Connect maximizes development efficiency.

64 services have been enabled by HUAWEI AppGallery Connect, 45 of which have been opened to overseas developers.

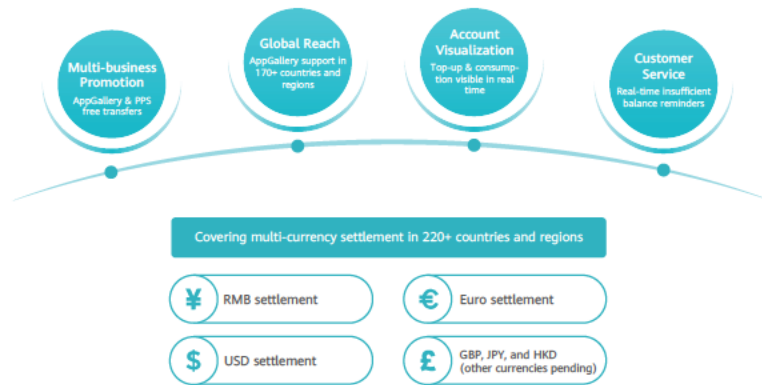


HUAWEI DEVELOPERS: One-Point Access, Global Reach.



Comprehensive account & merchant services for developers.

HUAWEI DEVELOPERS provides global business settlement service, so that developers can enjoy free and convenient top-up and consumption through a single account, and carry out multi-currency transactions across 220+ countries and regions.



Nurturing developer growth and development, via effective promotion and monetization.

HUAWEI DEVELOPERS helps global developers promote and monetize their apps through joint operations, HUAWEI Ads, pre-installation, and a wide range of other services.



Huawei Shining-Star Program provides billions of resources for global developers to innovate and build an all-scenario intelligent ecosystem of the future.

The Shining-Star Program is dedicated to working with global developers and partners to provide users with innovative digital content and services that revolutionize daily life:

- Enhanced support for medium- and long-tailed applications, providing multi-dimensional support for innovative development work, from app integration to release, end-to-end operations across the full lifecycle for local applications.
- Seamless integration with Huawei's local sales resources, for marketing and promotional support.
- Encouraging developers to think globally, beyond their local market, facilitating the release of innovative apps in new markets.

< H-STAR > Huawei Shining-Star Program

So far, US\$300 million of incentives have been earmarked to support the work of 10,000+ global developers and partners.



Connecting developers across the globe, through bold initiatives and shared capabilities.



Huawei Developer Conference

- Huawei Developer Conference is an annual conference where the latest open capabilities and technological achievements are showcased.
- The Huawei Developer Conference 2019 attracted 6,300+ developer attendees, involved 50 technical exchanges, with more than 1,000 participants at the CodeLab development practice.



Huawei Developer Day

- Huawei Developer Day is a series of events that showcase the latest HMS open capabilities and services, innovative technologies, research achievements, applications, and industry trends.
- In 2019, 45 HDD events were held in 32 countries and regions, attracting tens of thousands of developers.



Huawei Student Developers

- Huawei Student Developers is a support initiative for global student developers, facilitating engagement, and nurturing talent within a campus context.
- In 2019, HSD established a presence at 50 top universities, and attracted 600+ student members. There are now more than 200,000 Huawei student developers.

Connecting developers across the globe, through bold initiatives and shared capabilities.

<HDE>

Huawei Developer Experts



Huawei Developer Experts

- Huawei Developer Experts aims to connect leading voices in the field with HMS open capabilities, to facilitate greater global engagement and innovation within the developer community.

<HDG>

Huawei Developer Groups



Huawei Developer Group

- Huawei Developer Group provides a local community for developers to collaborate and share experiences.
- As of 2019, four HDG city stations have been established.

DIGIX 极客



DIGIX Geek Innovation Contest Platform

- In 2019, 5000+ developers participated in competitions on the DIGIX Geek Innovation Competition Platform.
- These competitions received 1000+ entries, generating 60+ award-winning applications, algorithms and works. There were 44 campus innovation teams that worked with Huawei to build an open ecosystem.

DIGIX
Explore a Better Digital Life