ACCELERATION PARTNERS

THE AFFILIATE MARKETING ECOSYSTEM IN APAC

60% OF THE WORLD'S POPULATION

48 DIFFERENT COUNTRIES

5 DIFFERENT REGIONS

21+ SPOKEN LANGUAGES (NOT INCLUDING DIALECTS)

6 COUNTRIES ARE LEADING THE WAY

JAPAN

$21.81 B
ANNUAL SPEND ON DIGITAL ADVERTISING

45.9% of the population made a purchase on the internet in the past year

INTERNET USERS **118.3 M**

SOCIAL MEDIA USERS **102 M**

Working with affiliates through local sub-networks (called Affiliate Service Providers in Japan) is essential for brands looking to expand into Japan. Partners prefer to communicate in Japaneese and work with local platforms.

CHINA

$103.3 B
ANNUAL SPEND ON DIGITAL ADVERTISING

45.3% of the population made a purchase on the internet in the past year

INTERNET USERS **102 B**

SOCIAL MEDIA USERS **983.3 M**

Communication in Mandarin is necessary and preferred by local partners. While email is the basic form of communication, many partners prefer to communicate via WeChat.

SOUTH KOREA

$7.71 B
ANNUAL SPEND ON DIGITAL ADVERTISING

72.5% of the population made a purchase on the internet in the past year

INTERNET USERS **50.29 M**

SOCIAL MEDIA USERS **46.81 M**

South Koreans are tech-savvy and open to new technologies and marketing models.

AUSTRALIA & NEW ZELAND (ANZ)

AUSTRALIA

$9.75 B
ANNUAL SPEND ON DIGITAL ADVERTISING

67.7% of the population made a purchase on the internet in the past year

INTERNET USERS **23.60 M**

SOCIAL MEDIA USERS **21.45 M**

NEW ZEALAND

$1.14 B
ANNUAL SPEND ON DIGITAL ADVERTISING

69.1% of the population made a purchase on the internet in the past year

INTERNET USERS **4.63 M**

SOCIAL MEDIA USERS **4.35 M**

It is straightforward to start a partnership in ANZ, with many European and American partners in-market. A personal touch is important to building business relationships, with emphasis put on face-to-face meetings.

TAIWAN

$1.24 B
ANNUAL SPEND ON DIGITAL ADVERTISING

42.8% of the population made a purchase on the internet in the past year

INTERNET USERS **21.72 M**

SOCIAL MEDIA USERS **21.35 M**

Many Taiwanese businesses are hierarchical, where seniority and age are widely recognised across the workforce, along with a person's rank within the organisation.

HONG KONG

$1.16 B
ANNUAL SPEND ON DIGITAL ADVERTISING

42.5% of the population made a purchase on the internet in the past year

INTERNET USERS **7.05 M**

SOCIAL MEDIA USERS **6.68 M**

Most business communication is done in English or Cantonese (a dialect form of Chinese, written as Traditional Chinese). For marketing communication, it is recommended to prepare materials in both Traditional Chinese and English.

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