

The business of Tencent

Operating metrics on social networks and online gaming

	Q2 2015	Q2 2014	Q2 2013
QQ MAU (m)	843.4	829.3	818.5
Qzone MAU (m)	659.2	645.1	626.4
ACG ACU ('000)	8,200	7,100	5,900
ACG ARPU (yuan)	80-265	85-220	65-155
MMOG ACU ('000)	1,500	2,000	2,200
MMOG ARPU (yuan)	310-375	240-320	185-240
Fee-based subscriptions for Internet, mobile and telco value-added services (m)	84.3	88.0	98.7

- Notes:
- QQ MAU refers to the total number of user accounts that logged in QQ at least once during the last month.
 - Qzone MAU refers to the total number of user accounts that logged in Qzone at least twice during the last month.
 - ACG ACU ("average concurrent users") refers to the average number of simultaneous online user accounts during the quarter, for all advanced casual games (ACGs).
 - MMOG ACU refers to the average number of simultaneous online user accounts during the quarter, for all massively multiplayer online games (MMOGs).
 - ARPU refers to average revenue per paying user, collected during the quarterly period, divided by the number of quarterly active paying user accounts.

Tencent Holdings Ltd

