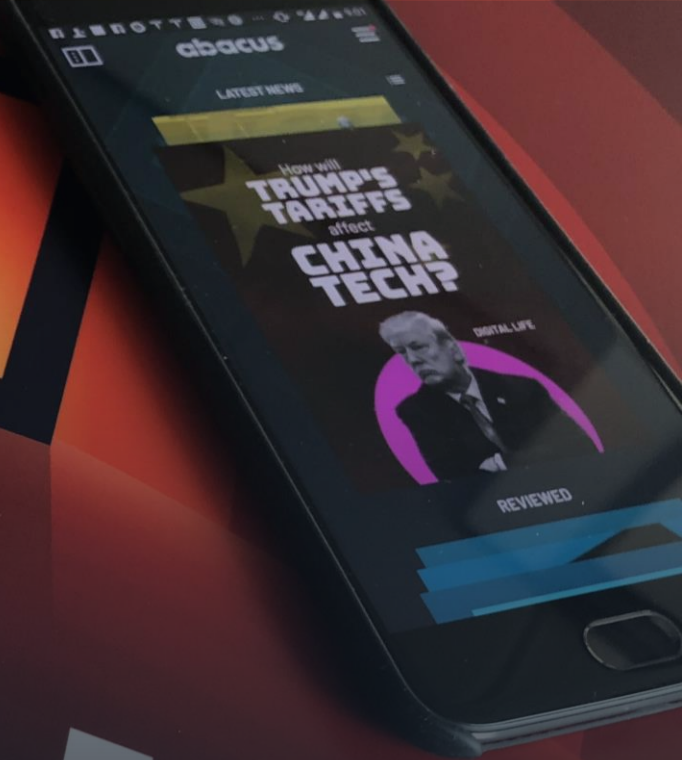
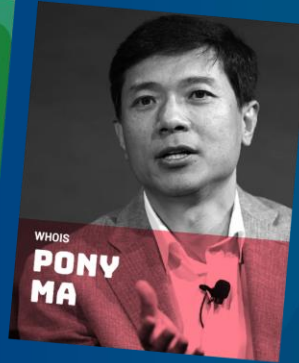


abacus

Introduced in February 2018, Abacus is all about China tech for the rest of the world. It is the definitive source for China tech coverage including people & company exclusives and industry trends as-well-as product reviews and comparisons with international leaders.

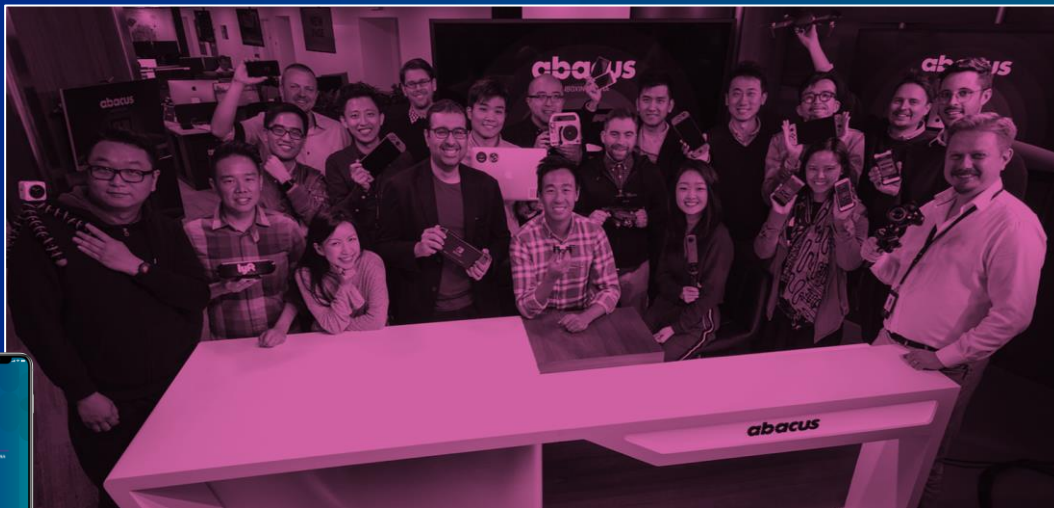
www.abacusnews.com





Overview

- Bringing readers the latest news, reviews and plenty of video showing what's happening in consumer technology in China. Going beyond the headlines to describe a deeper context, breaking down who the big players are in China's tech scene and how they rose to prominence.
- As Chinese technology grows and spreads, so does the need to understand what's driving it. That's our goal; Unboxing China.



The start-up

The Team

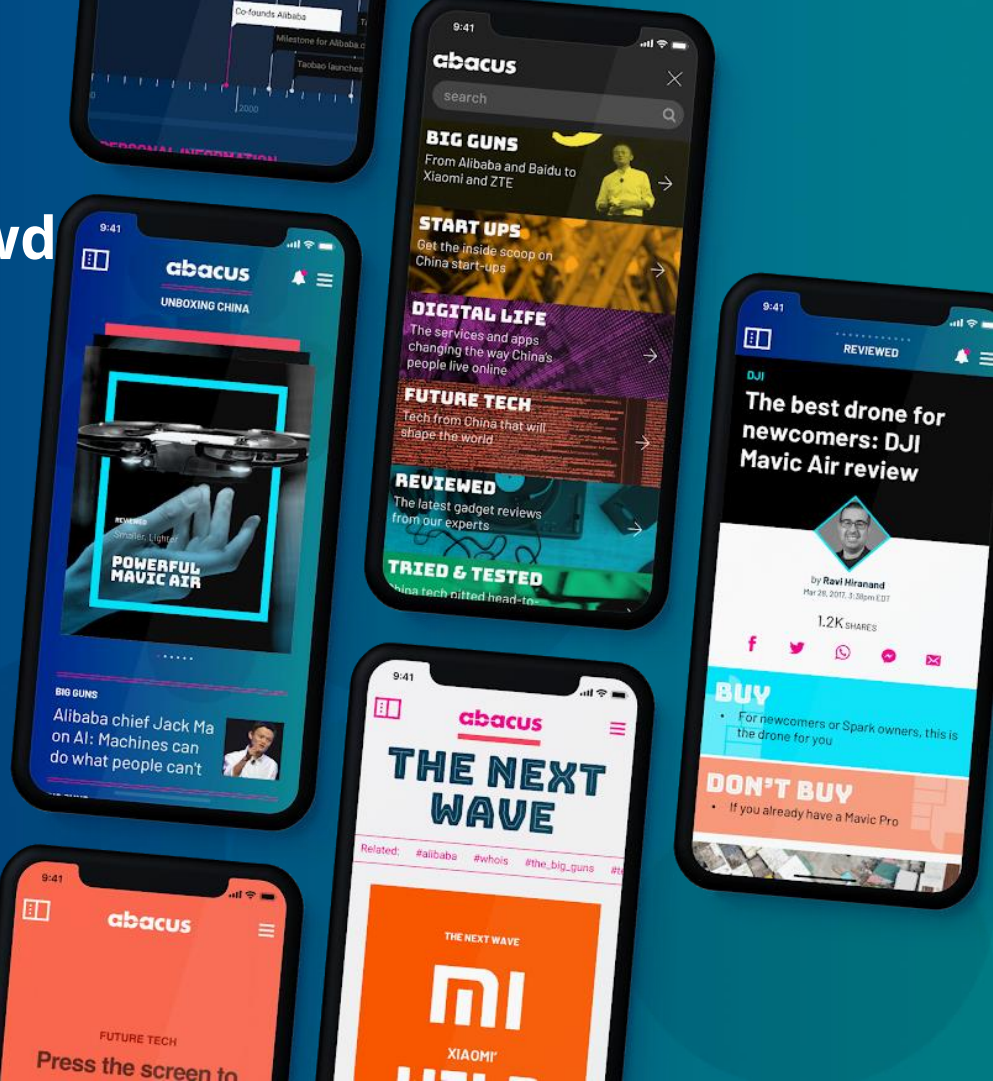
Abacus was created within the South China Morning Post as a start-up. An independent Editorial team of 7 lead by editor Ravi Hiranand was support by a small but dedicated Product team who lovingly brought Abacus to life.

The focus

- Building the right team
- Establishing the right identity and tone
- Getting the right mix of content
- Launching great customer first products
- Listening to reader feedback
- Observing and reacting to analytics
- Prototyping and iterating rapidly

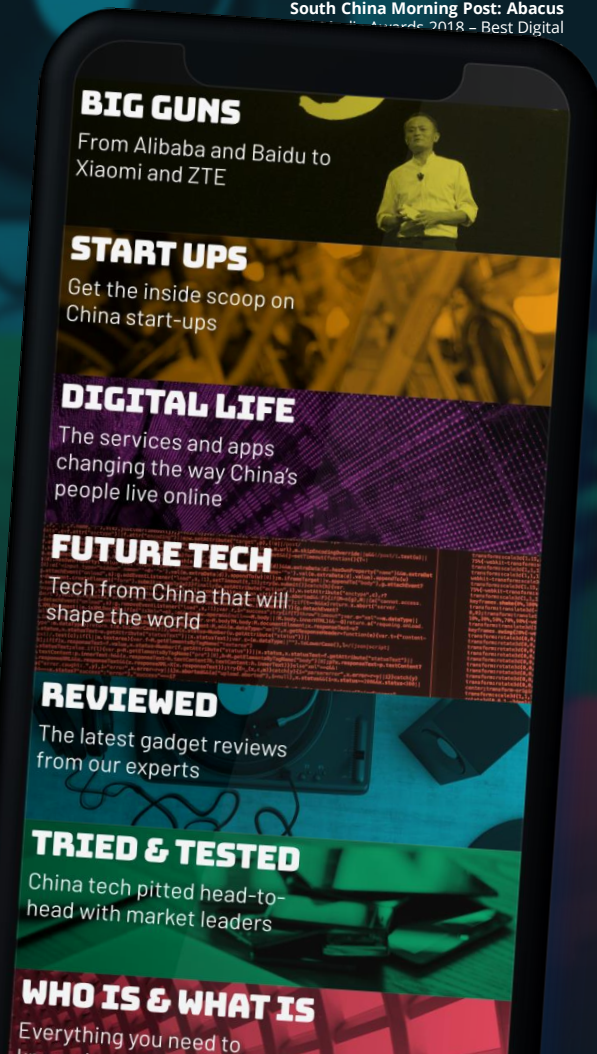
Standing out from the crowd

- Abacus has a unique identity combining retro gaming with a contemporary aesthetic.
- Each article is introduced through a responsive animated card to build recall and provide a moment of delight.
- Similar micro interactions are purposefully placed throughout the platform to reinforce user experience and build affinity. Whether it be a game console-esq sound effect to denote newsletter sign-up or a elegant animation to inform of an article transition, attention to detail has been placed throughout.



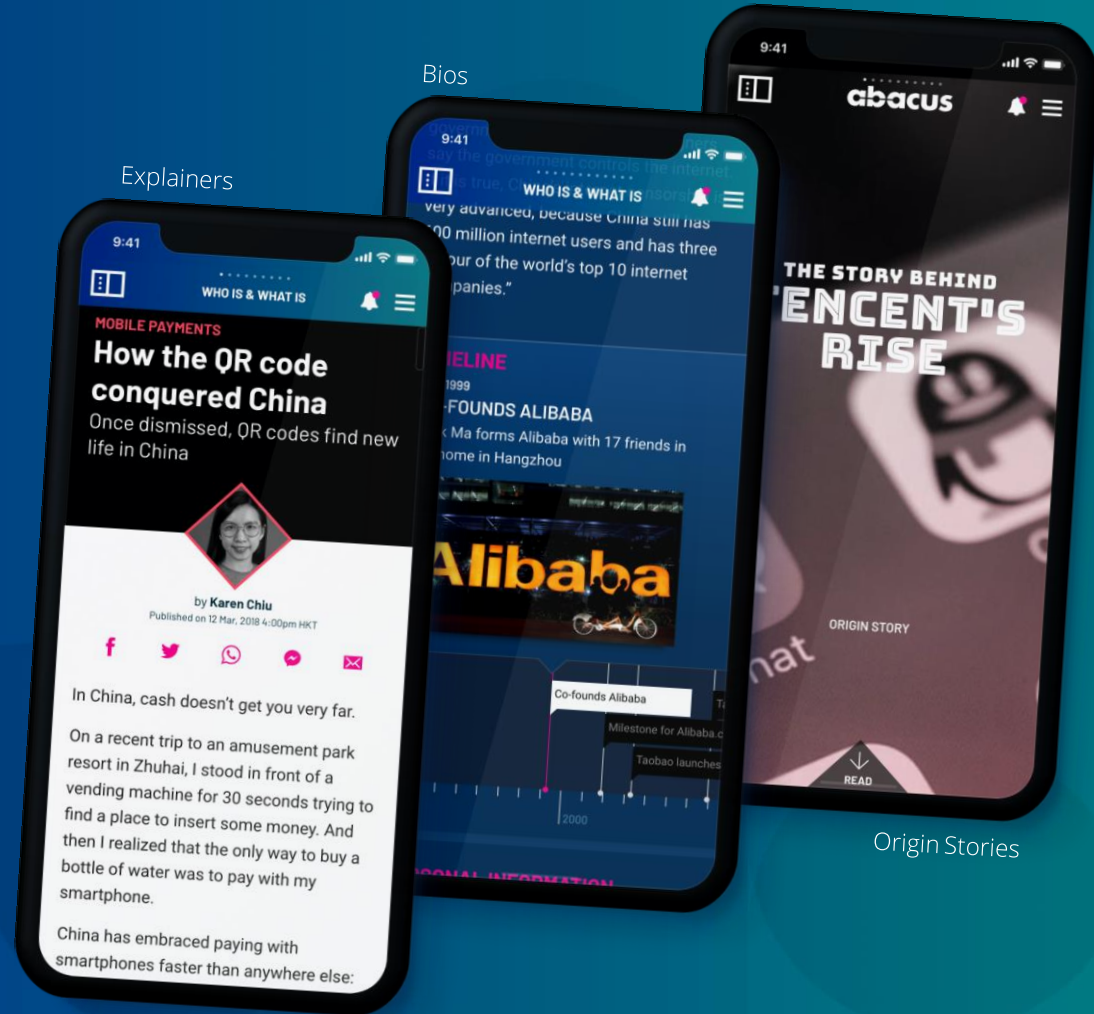
A unique tech offering

- **100% China Focused:** Western based tech media have limited China Tech coverage (SCMP research shows approximately 5% of western media total coverage is China tech focused). Abacus dedicates 100% of it's coverage to China Tech.
- **International Comparisons:** Abacus compares these international standard bearers with the latest from Huawei, Xiaomi and OnePlus giving readers a unique perspective.
- **Live Events:** The definitive source for China product launches and announcements, live blogging events as they happen.
- **Expert Reviews:** With the latest drones, phones, laptops and other consumer tech from China's leading players and provide unbiased practical reviews.
- **Origin Stories:** Helping US audiences understand the history behind China's Tech giants. We provide company overviews, historical timeline, product history and context to help readers understand their rise.
- **Explainers:** We also help readers understand new Tech or even old tech such as QR codes and why they are an essential part of China's mobile payment ecosystem.



Who - What - Why

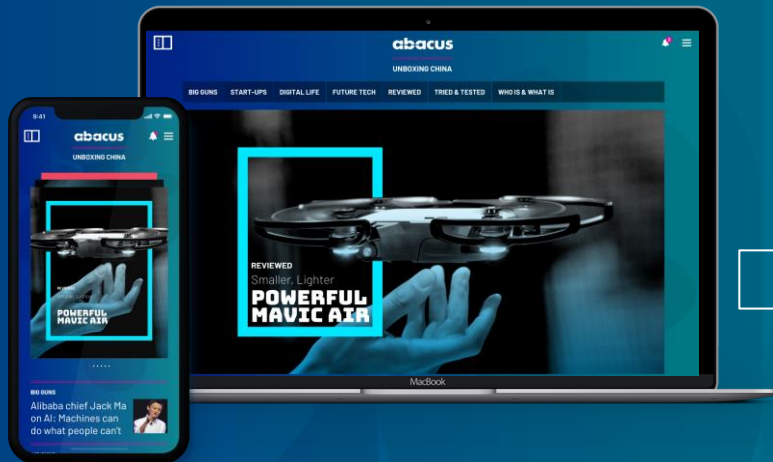
- As Chinese consumer tech grows in prominence, readers are keen to learn more these companies and founders.
- **Bios & Origin Stories:** To help readers understand the history behind the important players in China's Tech industry, we've pulled together company Origin Stories and people Bios. Here Abacus provides a company overview, historical timeline, product history and broader context to help readers understand their rise.
- **Explainers:** We also help readers understand new Tech or even old tech such as QR codes and why they are an essential part of China's mobile payment ecosystem.



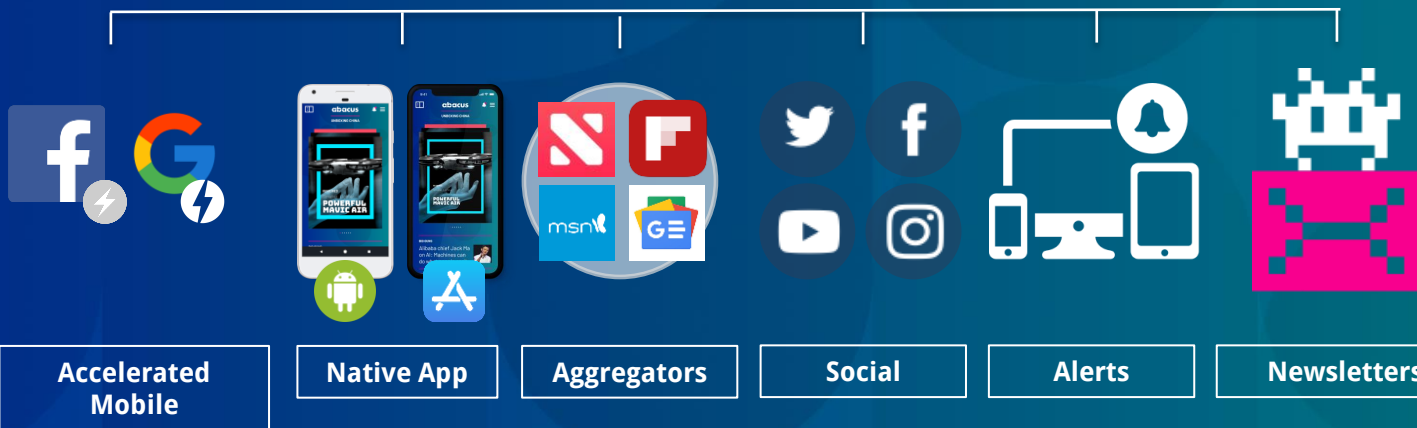
Assessable & Distributed

- Comprehensive accessibility regardless of platform preference:

Mobile



Desktop



The China Internet Report 2018

- This unique collaboration between Abacus, 500 Startups, the South China Morning Post, will break down everything you need to know about China's thriving tech industry, the big players in each field, and lay out the four overarching trends that have emerged.
- The report is created annually.

Full Report: <https://www.abacusnews.com/china-internet-report/>

