



IMS Is Hosting The First China-USA Internet Celebrity Summit Affecting 400 Million Audiences Worldwide

SAN FRANCISCO, CALIFORNIA, US, September 14, 2016 /EINPresswire.com/ -- SAN FRANCISCO, Sep. 14, 2016 /PRNewswire/ -- IMS, one of the largest Chinese New Media Business Group, is hosting a revolutionary internet celebrity summit. The summit will gather social media experts, investors, and top internet celebrities from both countries to interact and explore the differences culturally and economically.

"The internet economy is having a revolutionary change all over the world," said Li Meng, the CEO of IMS, "This summit that we are hosting not only represents the first milestone for Chinese internet celebrity economy to enter the international market, but also it will build up a first-ever platform for internet celebrities from all over the world."

While the economic relationship between China and USA is going well, the social media culture is also playing its huge role between the two countries. Interestingly, becoming Chinese internet celebrities, also known as Wang Hong, has incredible commercial value. In fact, it is a real business now. Papi Jiang, one of China's top online bloggers has just landed 1.8 million dollars from four investors.

The worldwide internet celebrity summit will make a huge impact. It attracts more than 20 Chinese and international media and world top internet celebrities, including Paul brothers (Logan Paul and Jake Paul) from United States and Papi Jiang from China. IMS also invited two special guests, Larry Namer and Christian Carino. Larry Namer is the founder of E! Entertainment Television and Movies USA Magazine. Christian Carino is a recognized celebrity agent from Creative Artists Agency (CAA). The summit aims to build the first platform for social media all around the world to exchange ideas, communicate, embrace the differences and grow together.

The highlights of the summit will be the interaction between Logan Paul and a mysterious Chinese internet icon, international internet celebrities' onsite show, and internet experts' in-depth speech about internet celebrity economy. In the summit, a few recognized entrepreneurs from China's social media giants will share their insights on the booming internet celebrity economy and commercialization of online stars. The list includes Liying Tian, Manager of Channel Marketing at Sina Weibo, Meng Li, CEO of IMS, Kun Han, CEO of YiXia Technology, and Fei Gao, Vice President of LeEco.

About IMS

IMS New Media Business Group (IMS) is founded by Li Meng in 2009. It is the largest media marketing corporation in China that is driven by big data. There are four brands under the group: SMART, WEIQ, TopKlout, and Lingdu App. IMS builds up strategic partnership with top Internet corporations including Alibaba, Sina Weibo, Qihoo 360, and UC Browser. The partnerships gives IMS the absolute advantages of becoming the leader in new media industry and creates the complete system of new media marketing, internet celebrity economy, the new media assets ranking, and copyright economic management.

Currently, IMS owns more than 610,000 media resources, 30,000 companies, and 270 clients (Mercedes-Benz, Coca-cola, Hyundai, Mengniu, Yili, Canon, New Balance, Samsung, etc.). IMS headquarters is in Beijing, and has offices in Shanghai, Guangzhou, Shenzhen, and America.

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About Sina Weibo

Sina Weibo was launched by Sina corporation in 2009. It is a Chinese microblogging website. Akin to a hybrid of Twitter and Facebook. Sina Weibo allows users to post and share images, microblog, video, news, and more. Now it is one of the most popular sites that are used by 30% of internet users.

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