

导读:腾讯集团高级执行副总裁、微信事业群总裁张小龙在微信一年一度的开发者活动“微信公开课PRO版”上表示,微信小程序将于2017年1月9日开放。

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Still, experts and app developers said that the rollout of Little Program on WeChat will erode the market share of app distributors like Apple Store in China.

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"Little Program will attract lots of start-ups, because a program based on WeChat can help them build up businesses at much lower costs," a Shanghai-based app developer, told the Global Times Wednesday.

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If a start-up wants to promote its business via a separate application, it has to hire a special team to develop two different apps - one each for iOS and Android.

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Launched in 2011, WeChat has evolved to include services such as car-hailing, food deliveries, e-commerce and utility payments from just an instant messaging app.

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