

Digital technology

数字技术

Island shopping

海岛购物

TikTok is wading into South-East Asia's e-commerce wars

Tik Tok 涉足东南亚电商大战

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In March TikTok's chief executive, Shou Zi Chew, faced angry lawmakers in Washington, who **grilled** him for five hours on topics ranging from **misinformation** to mental health. A threat of a ban in America, the short-video app's largest market, **looms large**. Other Western governments are making similar noises. TikTok, which is owned by a Chinese firm called ByteDance, has already been **locked out** of India, another big market, since 2020 on **grounds** of national security.

3月, Tik Tok 的首席执行官周受资出席美国国会听证会, 其间, 国会议员就 Tik Tok 涉嫌传播不实信息和有害心理健康等问题对他进行了长达5个小时的盘问。美国是 Tik Tok 最大的市场, 而如今, 这款短视频应用程序遭到该国禁令的极大威胁。其他西方国家政府也发出了类似的声音。TikTok 由一家名为字节跳动 (Bytedance) 的中国公司所有, 自 2020 年起, TikTok 已被印度——另一个大市场, 以国家信息安全为由拒之门外。

【词汇】

1. **grill** /grɪl/ v. to ask somebody a lot of questions about their ideas, actions, etc., often in an unpleasant way 盘问; 追问; 审问; 责问

例: They grilled her about where she had been all night.

他们盘问她整个晚上去哪里了。

<同义替换> interrogate

2. **misinformation** /,mɪsɪnfər'meɪʃn/ n. the act of giving wrong information about something; the wrong information that is given 错误信息: 提供有关某物的错误信息的行为; 给出的错误信息

例：a campaign of misinformation

传播假消息的活动

3. **loom** /lu:m/ v. (of something bad 坏事) to appear serious and and likely to happen soon 显得突出；逼近

例：There was a crisis looming.

危机迫在眉睫。

4. **ground** /graʊnd/ n. a good or true reason for saying, doing or believing something 充分的理由；根据

例：Owen was against it, on the grounds of expense.

欧文因费用问题对此表示反对。

【短语】

1. **wade into** : to enter a fight, a discussion or an argument in an aggressive or not very sensitive way 强行加入, 介入, 插手 (打架、讨论、争论等)

例：The police waded into the crowd with batons.

警察挥舞着警棍冲入人群。

2. **loom large** : to seem important, worrying, and difficult to avoid 显得沉重且无法回避

例：Fear of failure loomed large in his mind.

对失败的担忧沉重地压在他的心头。

3. **lock out** : to prevent somebody from taking part in something 不准进入或参与

例：people who are locked out of the job market because they have a criminal record

因犯罪记录而被排除在就业市场之外的人

Contrast that with the welcome Mr Chew received in June in **Jakarta**. He **charmed** a crowd in the Indonesian capital that included government officials with his plans for the company in South-East Asia, promising to invest “billions of dollars” in the region over the next few years. As uncertainty looms over its prospects elsewhere in the world, TikTok, which in 2020 moved its global headquarters to Singapore, is eyeing South-East Asia’s nearly 700m consumers to **bolster** its fortunes. Reactions to his talk ranged from favourable to **gushing**—except

这与今年6月周先生在雅加达受到的欢迎形成了鲜明对比。他在印尼首都向包括政府官员在内的人群介绍了公司在东南亚的发展计划，并承诺未来几年将在该地区投资“数十亿美元”。TikTok于2020年将其全球总部迁至新加坡，由于其在世界其他地区的前景存在不确定性，TikTok正着眼于东南亚近7亿的消费来发展壮大它的产业。当地民众——除了正在该地区发展的其他数字化公

among the region's digital **incumbents**.

司，对他的演讲赞不绝口。

【词汇】

1. **charm** /tʃɑ:rm/ v. to please or attract somebody in order to make them like you or do what you want 吸引；迷住

例：He was charmed by her beauty and wit.

他被她的才貌迷住了。

<同义替换> attract

2. **bolster** /'bɒlstə/ v. to improve something or make it stronger 改善；加强

例：Falling interest rates may help to bolster up the economy.

利率下降可能有助于刺激经济。

<同义替换> reinforce

3. **gushing** /'gʌʃɪŋ/ adj. expressing so much enthusiasm, praise or emotion that it does not seem sincere 过分热情的；

过分赞扬的；夸张地表现感情的

例：the gushing praise of the New York critics

纽约评论家的夸张吹捧

4. **incumbent** /ɪn'kʌmbənt/ n. a person who has an official position 在职者；现任者

例：the present incumbent of the White House

现任美国总统

【其他】

1. **Jakarta** : the capital and largest city of Indonesia, on the island of Java. It is an important industrial city, port, and tourist centre, and one of the largest cities in southeast Asia. 雅加达(印度尼西亚首都)

That is because TikTok's ambitions in South-East Asia go beyond silly dance videos. In 2021 it launched TikTok Shop, which lets users buy products directly from the app. This foray into e-commerce comes at a volatile time for the sector in the region. Shopee, which accounted for almost half the \$100bn or so in goods sold online last year in South-East Asia, has reported two quarters of declining sales on its platform. The market value of its Singaporean parent company, Sea

这是因为 TikTok 在东南亚的野心远不止愚蠢的舞蹈视频。2021 年，TikTok 推出了 TikTok Shop，用户可以直接在应用中购买商品。TikTok 此次进军正值该地区电子商务行业的动荡时期。去年，Shopee 的在线销售额在东南亚 1000 亿美元左右的在线总销售额中占了近一半，但它的平台销售额已连续两个季度下滑了。其新加坡母公司 Sea Group 现如今的市值只有 202 年 10 月 2000

Group, is a tenth of the \$200bn it reached in October 2021. Sea has cut staff, **retreated** from **ventures** beyond South-East Asia and, in August, told investors to **brace** for losses as it boosts spending in the face of rising competition. Lazada, a Singapore-based e-commerce platform that has probably never turned a profit, is on its fifth ceo in as many years. In March its Chinese parent, Alibaba, added more **commotion** by **splitting** itself into six companies.

亿美元的十分之一。Sea Group 已经裁员了，退出了东南亚以外的业务，并在 8 月份告诉投资者，面对日益激烈的竞争，该公司将增加支出，为亏损做好准备。Lazada 是一家总部位于新加坡的电子商务平台，可能从未实现过盈利。这家公司成立以来已经换了五任首席执行官了。今年 3 月，其中国母公司阿里巴巴 (Alibaba) 被拆分为六家公司，引发了更大的骚动。

【词汇】

- 1. foray** /'fɔ:reɪ/ n. an attempt to become involved in a different activity or profession (改变职业、活动的) 尝试

例: the company's first foray into the computer market

该公司对计算机市场的初次涉足
- 2. volatile** /'vɔ:lətl/ adj. (of a situation 情况) likely to change suddenly; easily becoming dangerous 可能急剧波动的; 不稳定的; 易恶化的

例: This is a highly volatile situation from which riots might develop.

现在局势极不稳定, 有可能发展成动乱。
- 3. retreat** /rɪ'tri:t/ v. to change your mind about something because of criticism or because a situation has become too difficult (由于批评或环境过于恶劣) 改变主意, 退缩

例: He retreated in the face of strong opposition.

面对强烈的反对, 他退却了。
- 4. venture** /'ventʃər/ n. a business project or activity, especially one that involves taking risks (尤指有风险的) 企业, 商业, 投机活动, 经营项目

例: A disastrous business venture lost him thousands of dollars.

一个彻底失败的经营项目使他损失成千上万美元。
- 5. brace** /breɪs/ v. to prepare somebody/yourself for something difficult or unpleasant that is going to happen (为困难或坏事) 使做准备; 使防备

例: UN troops are braced for more violence.

联合国部队准备应付更多的暴行。
- 6. commotion** /kə'məʃn/ n. sudden noisy and confused activity or excitement (突然发生的) 喧闹, 骚乱

例: I heard a commotion and went to see what was happening.

我听到一阵喧闹, 便去看看发生了什么事情。

<同义替换> chaos

7. **split** /splɪt/ v. to divide, or to make something divide, into two or more parts 分开, 使分开 (成为几个部分)

例: The results split neatly into two groups.

结果恰巧分成两类。

<同义替换> divide

【短语】

1. **go beyond** : to be more than something 超过 (或超出) 某事

例: This year's sales figures go beyond all our expectations.

今年的销售额大大超过我们的预期。

Can TikTok take advantage of its **rivals'** troubles?

The app certainly looks well-suited to South-East Asian online-shopping habits. It already has more than 300m users in the region. A study by Bain, a consultancy, and Meta, which owns Facebook and Instagram, found that nearly half of consumers there use social media, particularly short-video and messaging apps, to find products when shopping online. As in China, the home of "social commerce", the line between entertainment and commerce is **blurred** among those "mobile first" shoppers, notes Fred Liu of Hayden Capital, an investment firm. To lessen its reliance on live-streamed product reviews, TikTok is testing a marketplace **tab** in its app, which lets sellers list their goods on the platform without having to pay **influencers** to **plug** products in their videos.

Tik Tok 能从对手的困境中获利吗? 这款应用看起来确实很适合东南亚的在线购物习惯。它在该地区已经拥有超过 3 亿用户。咨询公司贝恩 (Bain) 和拥有 Facebook 和 Instagram 的 Meta 的一项研究发现, 近一半的东南亚消费者在网购时会使用社交媒体 (尤其是短视频和信息应用) 来寻找商品。投资公司海登资本 (Hayden Capital) 的弗雷德·刘 (Fred Liu) 指出, 就像在中国这个“社交电子商务”的发源地一样, 在那些“移动优先”的购物者中, 娱乐和商业之间的界限也很模糊。TikTok 为了减少对直播产品评论的依赖, 正在测试其应用程序中的一个商城标签功能, 该功能可以让卖家在平台上列出他们的商品, 而不必付钱给网红让在他们的视频中宣传产品广告。

【词汇】

1. **rival** /'raɪvl/ n. a person, company or thing that competes with another in sport, business, etc. 竞争对手

例：The two teams have always been rivals.

这两个队一直是竞争对手。

2. **blurred** /blɜːrd/ adj. difficult to recognize, so differences are not clear 难以区分的；模棱两可的

例：blurred distinctions

含混不清的区别

3. **tab** /tæb/ n. a small piece of paper, cloth, plastic etc that sticks out from the edge of something, so that you can find it more easily [凸出于某物边缘、方便查找的] 标签，检索凸舌

例：an index tab labeled 'Expenses'

标着“支出”字样的检索标签

4. **influencer** /'ɪnfluənsər/ n. a person or thing that influences somebody/something, especially a person with the ability to influence potential buyers of a product or service by recommending it on social media 有影响力的人：影响某人/某物的人或事物，尤其是有能力通过在社交媒体上推荐来影响产品或服务的潜在购买者的人

例：Which is why we call them 'social media influencers'. Or simply, 'influencers'.

这样的人我们就把他们叫做“社交媒体影响者”，或者简单说“网红”。

5. **plug** /plʌg/ v. to give praise or attention to a new book, film, etc. in order to encourage people to buy it or see it 推广；宣传

例：She came on the show to plug her latest album.

她上电视节目宣传她的新唱片专辑。

【其他】

1. **social commerce** : Social commerce is a subset of electronic commerce that involves social media, online media that supports social interaction, and user contributions to assist online buying and selling of products and services. 社交电子商务 (social commerce) 是依托社交关系而进行买卖交易的电商。社交电商和传统电商的区别在于流量的获取/分发方式。它借助社交网站、SNS、微博、社交媒介、网络媒介的传播途径，通过社交互动、用户自生内容等手段来辅助商品的购买和销售行为。

2. **mobile first** : 移动优先。优先考虑移动设备的用户体验和功能，而不是只专注于桌面设备的用户。

【长难句】

A study by Bain, a consultancy, and Meta, which owns Facebook and Instagram, found that nearly half of consumers there use social media, particularly short-video and messaging apps, to find products when shopping online.

句子的主干部分为：A study by Bain and Meta found that nearly half of consumers there use social media, particularly short-video and messaging apps, to find products when shopping online.

其中 nearly half of consumers there use social media, particularly short-video and messaging apps, to find products

when shopping online.为**宾语从句**，整句话的意思是：贝恩（Bain）和 Meta 的一项研究发现，近一半的东南亚消费者在网购时会使用社交媒体(尤其是短视频和信息应用)来寻找商品。

a consultancy 是**同位语**，和 which owns Facebook and Instagram 是**定语从句**，对前者进行补充说明，意思分别是：一家咨询公司，拥有 Facebook 和 Instagram 的

Don't **count** the regional incumbents **out** just yet, though. Whereas TikTok Shop is **dominated** by things best-suited for **promotional** video and **impulse** purchases, such as clothes and **cosmetics**, its rivals offer a broader **assortment** of **wares**, from gadgets to furniture. Vion Yau of Momentum Works estimates that the average order value on TikTok is around \$5, compared with \$8 at Shopee and \$10 at Lazada.

不过，现在还不能把该地区的现有企业排除在外。尽管 TikTok Shop 以最适合视频宣传和冲动消费的商品（如服装和化妆品）为主，但其竞争对手提供的商品种类更多，从小商品到家具应有尽有。Momentum Works 的 Vion Yau 估计，Tik Tok 的平均订单价值约为 5 美元，而 Shopee 为 8 美元，Lazada 为 10 美元。

【词汇】

1. **dominate** /'dɔːmɪneɪt/ v. to control or have a lot of influence over somebody/something, especially in an unpleasant way 支配；控制；左右；影响

例：As a child he was dominated by his father.

他小时候由父亲主宰一切。

2. **promotional** /prə'məʊʃənl/ adj. connected with advertising 广告宣传的；推销的

例：promotional material

广告宣传资料

3. **impulse** /'ɪmpʌls/ n. a sudden strong wish or need to do something, without stopping to think about the results 冲动；心血来潮；一时的念头

例：He had a sudden impulse to stand up and sing.

他突然心血来潮，想站起来唱歌。

4. **cosmetic** /kɔːz'metɪk/ n. a substance that you put on your face or body to make it more attractive 化妆品；美容品

例：the cosmetics industry

化妆品行业

5. **assortment** /ə'sɔːrtmənt/ n. a collection of different things or of different types of the same thing 各种各样

例：a wide assortment of gifts to choose from

各式各样可供挑选的礼品

6. **ware** /wer/ n. things that somebody is selling, especially in the street or at a market (尤指小商贩在大街上或市场里出售的) 物品

例: He travelled from town to town selling his wares.

他走乡串镇出售自己的货品。

<同义替换> goods

【短语】

1. **count out** : to not include somebody in an activity 不把某人算入; 不包括

例: If you're going out tonight you'll have to count me out.

假如你们今晚要出去, 就别把我算在内。

Shopee, Lazada and Tokopedia, another local champion, have also built their own **logistics** networks and payment systems to **get around** South-East Asia's tricky **peninsular** and **archipelagic** geography, and often **shabby** infrastructure. This allows the companies to operate more efficiently than TikTok, which relies on external suppliers to store and ship its products, giving it less control over the shopping experience and **eating into** margins.

Shopee、Lazada 和 Tokopedia (另一家本地龙头公司) 还建立了自己的物流网络和支付系统, 以应对东南亚半岛和群岛复杂的地理环境, 以及通常较为落后的基础设施。与 TikTok 相比, 这些系统使得公司的运营效率更高, 因为 TikTok 依赖外部供应商来存储和运输产品, 对购物体验的控制能力较弱, 利润也会受到不利影响。

【词汇】

1. **logistics** /lə'dʒɪstɪks/ n. the business of transporting and delivering goods 物流

例: A logistics firm was hired for the deliveries.

雇用了一家物流公司进行交货。

2. **peninsular** /pə'nɪnsələ/ adj. on or connected with a peninsula 半岛上的; 与半岛有关的

例: peninsular Spanish (= that is spoken in Spain, not in Latin America)

半岛本土西班牙语

3. **archipelagic** /,ɑ:kɪ'lædʒɪk/ adj. of, relating to, or located in an archipelago 群岛的, 多岛海的

例: Floods displaced over 600,000 people in the archipelagic country last year.

去年, 洪水使这个群岛国家的 60 多万人流离失所。

4. **shabby** /'ʃæbi/ adj. (of buildings, clothes, objects, etc. 建筑物、衣服、物品等) in poor condition because they have been used a lot 破旧的；破败的；破烂的

例：The outside of the house was beginning to look shabby.

房屋外面开始显得破旧。

<同义替换> dilapidated

【短语】

1. **get around** : to persuade somebody to agree or to do what you want, usually by doing nice things for them (常用讨好卖乖的手段) 说服某人同意，哄骗某人依顺，笼络某人

例：She knows how to get round her dad.

她知道怎样讨她爸爸的欢心。

2. **eat into** : to use up a part of something, especially somebody's money or time 消耗，花掉，耗费（尤指金钱或时间）

例：Those repair bills have really eaten into my savings.

那些修理账单已经耗掉我相当一部分积蓄。

【长难句】

This allows the companies to operate more efficiently than TikTok, which relies on external suppliers to store and ship its products, giving it less control over the shopping experience and eating into margins.

句子的**主干部分**为：This allows the companies to operate more efficiently than TikTok，意思是：这些系统使得公司的运营效率更高

which relies on external suppliers to store and ship its products 为**定语从句**，修饰 TikTok，意思是：TikTok 依赖外部供应商来存储和运输产品

giving it less control over the shopping experience and eating into margins 为**结果状语**，意思是：对购物体验的控制能力较弱，利润也会受到不利影响

TikTok may overcome these **hurdles**. Thanks to its Chinese parent's \$220bn **valuation** its pockets are deeper than most. But Shopee's **belt-tightening** has given Sea a cash **buffer** to defend its **turf**. Lazada got an **injection** of \$845m from Alibaba in July. And the local incumbents are not TikTok's only competition.

TikTok 可能会克服这些障碍。得益于其中国母公司 2200 亿美元的估值，它的财力比大多数公司都要雄厚。但是，Shopee 的紧缩开支为 Sea Group 提供了现金缓冲，使其能够捍卫自己的地盘。今年 7 月，Lazada 获得了阿里巴巴 8.45 亿美元的注资。TikTok 的竞争对

Last month Temu, an **offshoot** of Pinduoduo, another large Chinese e-commerce firm, quietly launched its online store in the Philippines. The battle for South-East Asia's online shoppers is only getting started.

手并不只有本地的现有企业。上个月，中国另一家大型电子商务公司拼多多（Pinduoduo）的子公司特姆（Temu）悄然 在菲律宾推出了自己的网上商店。争夺东南亚电商市场大战才刚刚开始。

【词汇】

- 1. hurdle** /'hɜːrdl/ n. a problem or difficulty that must be solved or dealt with before you can achieve something 难关；障碍

例：The next hurdle will be getting her parents' agreement.

下一个难关是征得她父母的同意。

<同义替换> obstacle
- 2. valuation** /,vælju'eɪʃn/ n. a professional judgement about how much money something is worth; its estimated value (专业) 估价；估定的价值；估值

例：land valuation

土地的估价
- 3. belt-tightening** /'belt taɪtənɪŋ/ n. changes that are made in order to spend less money 束紧腰带：为了节省开支而进行的更改

例：This will cause further belt-tightening in the public services.

这会导致公共事业单位进一步紧缩开支。
- 4. buffer** /'bʌfə/ n. a thing or person that reduces a shock or protects somebody/something against difficulties 缓冲物；起缓冲作用的人

例：Support from family and friends acts as a buffer against stress.

家庭和朋友的支持有助于减缓压力。
- 5. turf** /tɜːrf/ n. the place where somebody lives and/or works, especially when they think of it as their own (自己的) 地盘，势力范围

例：He feels more confident on home turf.

他在主场感到更有信心。
- 6. injection** /ɪn'dʒekʃn/ n. a large sum of money that is spent to help improve a situation, business, etc. 大量资金的投入

例：The theatre faces closure unless it gets an urgent cash injection.

剧院面临着倒闭，除非有大笔救急现金投入。

<同义替换> investment

7. **offshoot** /'ɔ:ʃu:t/ n. a thing that develops from something, especially a small organization that develops from a larger one 分支；（尤指）分支机构

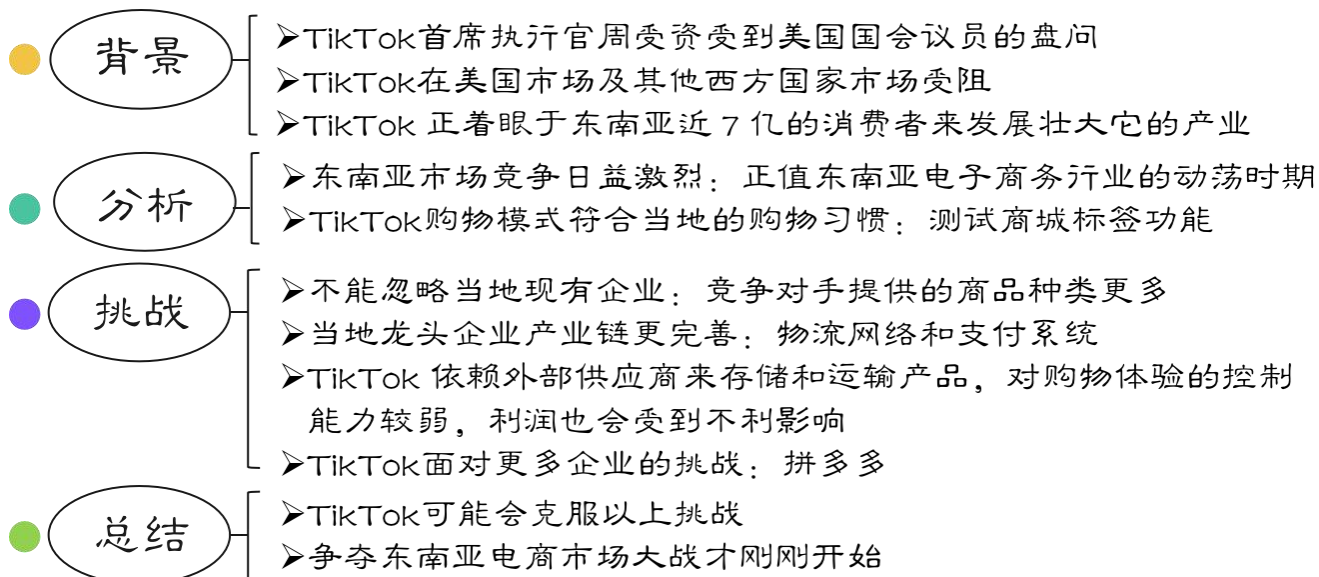
例：commercial offshoots of universities

大学附属的商业机构

<同义替换> branch

总结

1) 文章架构



2) 同义替换

✓ 产品；商品

goods

...which lets sellers list their goods on the platform without having to pay influencers to plug products in their videos.

...可以让卖家在平台上列出他们的商品，而不必付钱给网红让在他们的视频中插播产品广告。

ware

...its rivals offer a broader assortment of wares, from gadgets to furniture.

...其竞争对手提供的商品种类更多，从小商品到家具应有尽有。

其他：product

例: It is the responsibility of the industry to produce safe products.

生产安全的产品是行业的责任。

✓ 加强；增强

bolster

...is eyeing South-East Asia's nearly 700m consumers to bolster its fortunes.

...TikTok 正着眼于东南亚近 7 亿的消费来发展壮大它的产业。

boost

...in August, told investors to brace for losses as it boosts spending in the face of rising competition.

...并在 8 月份告诉投资者，面对日益激烈的竞争，该公司将增加支出，为亏损做好准备。

其他：reinforce

例: Success in the talks will reinforce his reputation as an international statesman.

谈判成功将会增强他作为国际政治家的声望。

3) 一词多义

✓ plug

✓ 文章原句：...which lets sellers list their goods on the platform without having to pay influencers to plug products in their videos. ...可以让卖家在平台上列出他们的商品，而不必付钱给网红让在他们的视频中宣传产品广告。

✓ 释义：

① **to give praise or attention to a new book, film, etc. in order to encourage people to buy it or see it** 推广；宣传

She came on the show to ~ her latest album.

她上电视节目宣传她的新唱片专辑。

② **to fill a hole with a substance or piece of material that fits tightly into it** 堵塞；封堵

He ~ the hole in the pipe with an old rag.

他用一块旧破布把管子上的那个洞塞住了。

③ **to provide something that has been missing from a particular situation and is needed in order to improve it** 补足；补充；供给

A cheaper range of products was introduced to ~ the gap at the lower end of the market.

推出相对廉价的一系列产品是为了填补较低端市场的缺口。

✓ foray

✓ 文章原句：This foray into e-commerce comes at a volatile time for the sector in the region. TikTok 此次进军正值该地区电子商务行业的动荡时期。

✓ 释义：

① **an attempt to become involved in a different activity or profession** (改变职业、活动的)
尝试

the company's first ~ into the computer market

该公司对计算机市场的初次涉足

② **a short journey to find a particular thing or to visit a new place** 短途(寻物)；短暂访问
(新地方)

weekend shopping ~ to France

周末赴法国购物

③ **a short sudden attack made by a group of soldiers** 突袭；闪电式袭击

Those on the front line make regular ~ into occupied territory.

一线人员经常进驻占领区。

4) 仿写训练

✓ 描述比较

✓ 文章原句：

Whereas TikTok Shop is dominated by things best-suited for promotional video and impulse purchases, such as clothes and cosmetics, its rivals offer a broader assortment of wares, from gadgets to furniture...another local champion, have also built their own logistics networks and payment systems to get around...This allows the companies to operate more efficiently than TikTok, which relies on external suppliers to store and ship its products, giving it less control over the shopping experience and eating into margins.

✓ 句型及表达：

...offer a broader assortment of..., from ...to... ...的种类多种多样，从...到...，应有尽有

...have...their own...to get around... ...有他们自己的...来应对...

This allows...to...more...than..., which relies on... to..., giving it less control over the ...and eating into... 这使得...比...更加..., ...依靠..., 对...把控更少, 而且耗费...

✓ 仿写示例:

Whereas street retailers are dominated by things best-suited for impulse purchases, such as snacks and adorable gadgets, shopping malls, its rivals, offer a broader assortment of wares, from gadgets to furniture. Another local champion, have built its own logistics networks and payment systems to get around tricky local traffic and often shabby infrastructure. This allows it to operate more efficiently than those street vendors, which relies on external suppliers to import goods, giving it less control over the costs and eating into margins.

✓ 仿写作业——描述比较

家庭制作的面包主要是最适合健康和卫生的东西, 而面包店提供的面包种类更多, 从吐司面包到法式长棍面包。当地一家销量最好的面包店, 设计了自己的面包风格和独家食谱, 以满足当地人挑剔的胃口。这使得这家面包店制作的面包比家庭自制的面包吸引更多的顾客, 家庭自制的面包依靠普通的食谱制作, 对味道的把控较少, 而且耗费时间。

5) 主题词总结

今日主题——电商大战	
1. e-commerce	电商
2. live-streamed product review	直播产品评论
3. promotional video	宣传视频
4. logistics networks	物流网
5. payment system	支付系统