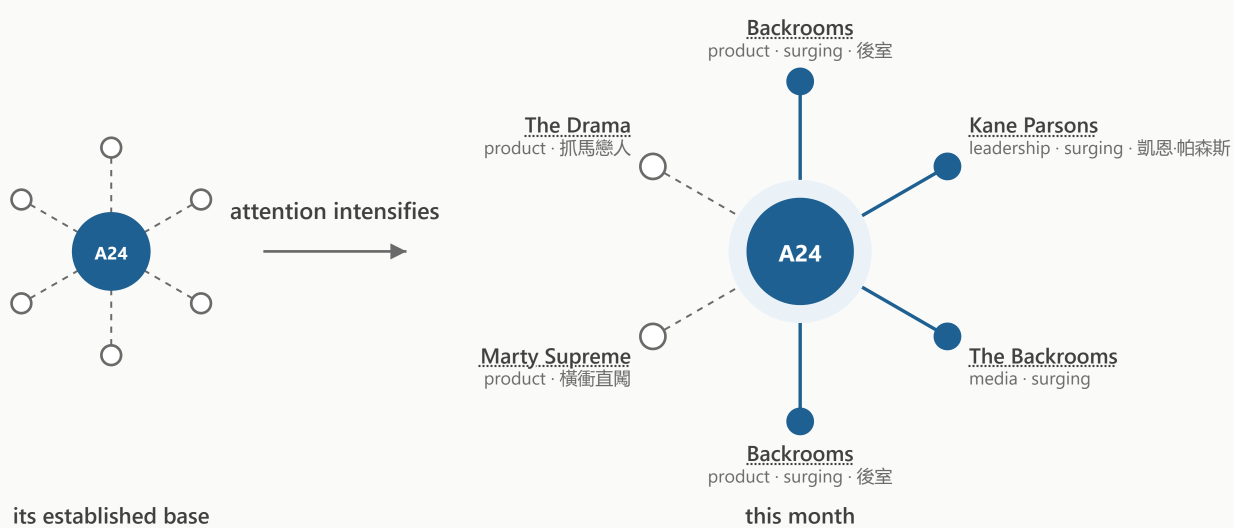
Greater China Brand Discovery Index — June 2026

A monthly read on which consumer brands are breaking out with the Greater-China & overseas-Chinese audience (Taiwan, Hong Kong, and the global Chinese-speaking diaspora), scored from a proprietary attention panel.

How to Read This — Spotlight: A24

What the index measures: how broadly a brand is being discovered. A breakout means attention arriving from many distinct sources at once, not just a bigger crowd from one.

A24 is the strongest riser on this sheet. On the left, its established sources with this audience; on the right, its attention network as it stands this month. Solid spokes are new or surging sources; dashed hollow spokes are the established base. Source names are shown in English, with the original title as this audience writes it.



The connections, stated:

- **Backrooms** — A24 is distributing ""Backrooms,"" scheduled for release in the United States on May 29, 2026.
- **Kane Parsons** — A24 released ""The Backrooms"" in 2026, making Kane Parsons their youngest director.
- **The Backrooms** — A24 is producing a film adaptation of The Backrooms directed by its creator, Kane Parsons.
- **Backrooms** — A24 is producing a film adaptation of the Backrooms videos, with the original creator directing.
- **Marty Supreme** — A24 is the distributor of the film ""Marty Supreme"".
- **The Drama** — A24 is developing ""The Drama,"" with Robert Pattinson and Zendaya reportedly in talks to star.

A24 posts a Composite Z of +1.26 with the Greater-China audience this month, its 5th straight month of broadening discovery. The new breadth is coming from Backrooms (後室), Kane Parsons (凱恩·帕森斯), The Backrooms, Backrooms (後室), all new or surging additions to its attention network this month. It is still early in its attention arc with this audience.

Composite Z is each brand's attention-breadth momentum versus its own history: how much more, or less, broadly it's being discovered this month. Bar length scales with the magnitude (green rising, red fading).

The Lifecycle chip marks where the brand sits in its overall attention arc with this audience, measured relative to the whole panel so an audience-wide drift doesn't read as brand decline; a new stage must hold for two straight months:

Lifecycle	Meaning
discovery	Rising from a low base.
mainstreaming	Climbing toward its peak.
saturation	Near peak — little headroom left.
dormant	Low and flat — off the radar.
decay	Declining from a prior peak.

This index deliberately reads the overseas-Chinese and Greater-China audience (Taiwan, Hong Kong, and the worldwide Chinese-speaking diaspora), not the mainland. Some purely-mainland brands are under-represented here.

Where overseas-Chinese attention is broadening

Brands rising fastest vs their own history with the Greater-China & diaspora audience (June 2026). Asia-origin brands highlighted.

Brand	Ticker	Sector	Lifecycle	Composite Z
A24	—	Entertainment	discovery	+1.26
New Balance	—	Footwear	dormant	+1.06
Bottega Veneta	—	Luxury	dormant	+0.82
Adidas	ADDYY	Footwear	mainstreaming	+0.66
Google	GOOGL	Tech	mainstreaming	+0.65
SpaceX	—	Tech	discovery	+0.43
Balenciaga	—	Luxury	dormant	+0.32
Cathay Pacific	—	Travel	saturation	+0.24
Anta	—	Footwear	discovery	+0.15
Nintendo	NTDOY	Tech	mainstreaming	+0.05
Southwest Airlines	LUV	Travel	mainstreaming	+0.01

Where overseas-Chinese attention is narrowing

Brands decelerating fastest vs their own history with this audience.

Brand	Ticker	Sector	Lifecycle	Composite Z
DJI	—	Tech	saturation	-1.74
Salomon	—	Footwear	decay	-1.72
AMD	AMD	Tech	mainstreaming	-1.71
Xiaomi	—	Tech	decay	-1.67
Valorant	—	Gaming	decay	-1.56
Microsoft	MSFT	Tech	decay	-1.54
Riot Games	—	Gaming	saturation	-1.46
Apple	AAPL	Tech	mainstreaming	-1.46
Minecraft	—	Gaming	decay	-1.36
Arc'teryx	—	Apparel	dormant	-1.33
Toyota	TM	Autos	saturation	-1.19
Starbucks	SBUX	Food & Beverage	dormant	-1.17

The home-grown names

The panel’s Asia-origin names, ranked the same way: how the Chinese-speaking audience reads its own brands.

Brand	Ticker	Sector	Lifecycle	Composite Z
Cathay Pacific	—	Travel	saturation	+0.24
Anta	—	Footwear	discovery	+0.15
Nintendo	NTDOY	Tech	mainstreaming	+0.05
Uniqlo	—	Apparel	mainstreaming	-0.07
Li-Ning	—	Footwear	dormant	-0.20
Huawei	—	Tech	mainstreaming	-0.29
Don Quijote	—	Retail	dormant	-0.31
Muji	—	Apparel	dormant	-0.34
OnePlus	—	Tech	mainstreaming	-0.36
Taobao	—	Retail	dormant	-0.47
BYD	—	Autos	saturation	-0.53
Nothing	—	Tech	dormant	-0.60
Sony	SONY	Tech	mainstreaming	-0.69
PlayStation	—	Gaming	dormant	-0.87
Shopee	—	Retail	decay	-0.96
Nongfu Spring	—	Food & Beverage	dormant	-1.02
Toyota	TM	Autos	saturation	-1.19
Xiaomi	—	Tech	decay	-1.67
DJI	—	Tech	saturation	-1.74

Brands That Move Together

Some names' attention with this audience moves in lockstep: when one breaks out, the other tends to follow. These are the strongest attention co-movement pairs over the panel's multi-year history where at least one side appears on this sheet. Direct flow shows how much attention travels directly between the two names in the last three months. A dash means no meaningful direct flow; the co-movement then reflects a shared audience rather than a direct link. This month shows which side is broadening right now.

Pair	Co-movement	Direct flow	This month
Ford ↔ General Motors	0.74	strong	both narrowing
KFC ↔ McDonald's	0.72	strong	mixed / flat
Riot Games ↔ Valorant	0.72	strong	both narrowing
Nothing ↔ OnePlus	0.70	moderate	both narrowing
Ford ↔ Porsche	0.69	—	both narrowing
H&M ↔ Zara	0.68	moderate	both narrowing
Porsche ↔ Toyota	0.67	—	both narrowing
General Motors ↔ Toyota	0.66	—	both narrowing

Request a sample. A regional back-data sample is available under NDA: flat file, REST API, or Snowflake share. → travis@assetflow.ai

Coverage: 80 brands, monthly, multi-year history. **Audience note:** this index deliberately reads the *overseas-Chinese and Greater-China* audience (Taiwan, Hong Kong, and the worldwide Chinese-speaking diaspora): a *diaspora* attention read, not a mainland one. That is also why some purely-mainland brands are under-represented here. This is descriptive *attention coverage*; it is not benchmarked to a Chinese consumer survey.