

## April 2020

## 数码趋势——一季度更新 - China

“在2020年第一季度，游戏机的拥有率增长最快。具体而言，90后和70后是推动这一增长的两大代际。商业5G用户尚未准备就绪。由于具有破坏性的新型冠状病毒肺炎（以下简称“新冠肺炎”）的爆发，消费者一直在推迟产品升级。随着电商和在线学习的推动，直播商务市场不断出现新的内容，娱乐、专业性、同侪压力成为三大成功要素。”

— 许昕远，初级研究分析师

## March 2020

## Z世代科技产品使用习惯 - China

Z世代伴随着不断地数字化探索长大，他们拥有各种各样的科技产品，并喜欢在屏幕之间切换以享受各种网上活动。看电视剧/电影和玩网络游戏在所有屏幕上仍很受欢迎。由于Z世代的注意力分散在不同的平台和屏幕上，广告商应更关注如何立即抓住他们的眼球，而不是简单地覆盖尽可能多的数字媒体渠道。随着社交媒体主导科技产品的使用，Z世代高度依赖这些平台与世界保持联系，但由于他们感到社交障碍的同时又对网络上瘾，品牌在促进健康的网上行为方面应承担更多责任。”

— 王瑾瑜，初级研究分析师

## February 2020

## 手机APPs - China

“当出现能进一步提供便利性的app时，消费者可能会轻易地转移注意力，然而，他们也高度警惕个人数据的所有权。在制定成熟的数据隐私相关政策方面，中国走在世界前列，因此手机app开发商面临着竞争更加激烈的市场，消费者期待这些企业提供即时的优质内容、科技型创新和安全的用户体验。”

— 许昕远，初级研究分析师

## Digital Trends - Q1 - China

“Observed in Q1 2020, the biggest ownership growth is in gaming console. In specifics, post 1990s and post 1970s are the top two generations driving this increase. Commercial 5G users are not ready. A result from the disruptive COVID-19 outbreak, consumers have been delaying their product upgrades. As the livestream ...

## Technology Habits of Gen Z - China

“Having grown up with constant digital exposure, Gen Z owns a wide range of digital devices and favours switching between screens to enjoy various online activities. Watching TV series/movies and online gaming remains popular across all screens. As Gen Z's attention has been distributed across diverse platforms and screens ...

## Mobile Apps - China

“Consumers may be easily converted when it comes to apps that can provide further convenience, yet they are also hyper-vigilant about the ownership of personal data. As China leads the world in developing mature data privacy-related policies, mobile app developers are left to face a more intense market, expected to ...