

January 2015

平板电脑 - China

“为了平衡移动和功能，平板电脑、笔记本电脑，甚至智能手机日益融合。此外，由于平板电脑主要为内容驱动型设备，所以软件开发也与平板电脑的命运息息相关。”

December 2014

科技领域中品牌的重要性 - China

“中国消费者对科技的接受度非常高，也愿意在科技产品和服务上花钱。他们在科技和通信方面的开支比例大，表明他们的参与度非常高。因此，所有科技品牌都有可能从这可迅猛发展的市场中获得丰厚利润，这也是为什么市场上有丰富的国内和国际公司存在。”

November 2014

Tablet Computers - China

“To balance mobility and functionality, tablets, laptops and even smartphones are increasingly converging towards unity. Besides, software development is also crucial to the fate of tablets, as tablets are more of a content-driven modern device.”

– Can Huang, Senior Research Analyst

October 2014

The Importance of Brands in Technology - China

“Chinese consumers see technology brands they use as a reflection of desired lifestyles. What brands need to do is to understand consumer behaviour, build unique brand value, communicate through storytelling and establish a binding relationship that shares a sense of identity.”

– Can Huang, Senior Research Analyst

台式电脑和便携式电脑 - China

“在今天的竞争激烈的环境中，个人电脑品牌和公司需要考虑整体系统，不仅包括软件和硬件，还有内容和服务——以求脱颖而出”。

– 黄灿，高级研究分析师

August 2014

Desktop and Laptop Computers - China

“Over the past few decades, desktop and laptop computers have become essential both for business and personal use. However the rise of mobile devices, in particular tablets and smartphones, has posed a serious threat to these ‘traditional’ forms of personal computers. The demand for portability is the biggest threat to ...

July 2014

数码科技趋势 - China

“电脑和手机在我国的拥有率十分高，是领先的消费科技产品细分市场。这两个市场都十分成熟，使用普及率高，更新换代和升级产品是销量增长的主要驱动力。

电脑和手机对20多岁的年轻人来说更加重要，这揭示出消费者生活方式的一个重要转变——即年轻人正远离电视屏幕。

- 黄灿, 高级研究分析师

June 2014

Digital Trends - China

“PCs and mobile phones are leading consumer technology product segments with high product ownership. Both segments are mature in terms of penetration, and volume growth for these categories is mainly driven by replacement and upgrades.”

- Can Huang, Senior Research Analyst

社交网络和媒体网络 - China

中国消费者能接受品牌在社交网络和媒体网络上精心策划的、有针对性的营销活动，这是网络营销其中国发展的关键优势之一。较低针对品牌的负面情绪和行为让社交网络有机会成为品牌的重要营销渠道

- 黄灿 (高级研究分析师)

May 2014

Social and Media Networks - China

“In China, internet penetration was 46% at the end of 2013. The population accessing the internet using mobile phones was approximately 500 million, accounting for 81% of total internet users. The sheer size of China’s internet and mobile population and growth potential provide the foundation for social and media networks ...

March 2014

手机及其应用程序 - China

就销售额而言，中国是头号手机市场，且2013年该市场显示了积极的增长。在稳健的年度增长背后是热情高涨的消费者，他们对手机、特别是智能手机的需求旺盛。

February 2014

Mobile Phones and Apps - China

“China is the number one market in terms of mobile phone volume sales. The market also exhibited very positive growth in 2013. The strong annual increment was fuelled by enthusiastic consumers with a strong demand for mobile phones, and smartphones in particular.”

媒体消费习惯 - China

随着中国城市化进程的推进和宽带覆盖范围的扩大，数字媒体已被中国消费者广泛接受；近九成消费者认为数字媒体比传统媒体更快捷方便。由于消费者普遍愿意为高质量、个性化的数字媒体支付溢价，所以这为媒体企业提供分级的付费数字媒体服务创造了机遇。

January 2014

Media Consumption Habits - China

“Owing to the urbanisation and the growing coverage of broadband service in China, digital media are widely accepted by Chinese consumers. With the general willingness of paying more for high-quality and personalised digital media, this opens up an opportunity of offering tier-based premium services for some digital media.”