

October 2018**社交网络 - China**

“虽然社交网络市场上的主导企业地位难以动摇，但是该市场提供的功能却在快速转变：为了更进一步创造广告收益，平台纷纷融入信息流和短视频功能，而主导平台微信则通过打造操作系统以维系用户。此外，基于线上购物的社交网络购物也不容忽视。”

— 黄一鹤，研究分析师

September 2018**Social Networks - China**

“Although dominating positions rarely change, the social network market is changing fairly fast regarding functions: newsfeeds and short videos are introduced to better generate ad revenue, while dominator WeChat is building its operating system to keep its users. Also, social network shopping, grown on the grounds of online shopping, should ...

付费数字内容 - China

“消费者稳定持续地为数字内容付费可期，因为他们习惯享受线上媒体并为有价值的内容付费。消费者对知识内容市场印象良好，让这一市场极具增长潜力。兴趣培养和职业主题的知识内容将会获得投资回报。”

August 2018**Paying for Digital Content - China**

“Digital content providers could expect stable and continuous spending from consumers, since they are used to enjoying online media and paying for valuable contents. The knowledge content market still has much growth potential supported by consumers' positive impressions of it. Developing knowledge contents in interest and career themes will pay ...