

## November 2015

### 手机和平板电脑APPs - China

随着市场的迅猛发展，中国移动应用市场竞争加剧，变化日新月异。消费者热衷于使用各种类型的移动设备上网。智能手机和平板电脑在一到三线城市消费者中的渗透率分别达到99%和95%，而在这两种设备上，应用程序下载量相差不大。

## October 2015

### Mobile and Tablet Apps - China

“China’s mobile app market is fast growing and rapidly changing with fierce competition. Chinese consumers are actively downloading and using mobile apps, while relatively few of them have spent money on apps yet. Health and wellbeing apps have seen significant growth from last year, demonstrating opportunities for app developers as ...

## September 2015

### 网络媒体消费习惯 - China

“由于消费者只会在体验到更好的客户服务后才会考虑成为付费用户，因此提供个性化媒体内容和服务将会成为网络媒体运营商关注的热门话题。网络电台日益风靡和互动科技继续发展都为市场营销人员带来了绝好的商机。但是，确保广告不会干扰人们的媒体消费体验至关重要。”

— 顾菁，研究经理

## August 2015

### Online Media Consumption Habits - China

“Offering personalised media contents and services will be big topics for online media operators, as consumers expect better customer service to become subscribers. For marketers, the growing popularity of online radio and evolving interactive technologies both exhibit good business opportunities. However, it is important to make sure that online advertisements ...

### 数码趋势 - China

“消费者选择不同数码产品进行网络活动，而非仅仅依赖单一的产品。即使移动平台的地位愈加重要，在线服务商也需要认清台式电脑和笔记本与消费者生活息息相关。”

## July 2015

## Digital Trends - China

“Chinese consumers spend more money on technology products than people from the UK, Canada, the US or Brazil. In 2014, technology and communication account for 7.3% of total household expenditure in China making it the fifth largest spending sector. The increasing penetration of the Internet and growing sales of ...

### June 2015

#### 社交和媒体网络 - China

“截至2014年底，互联网的渗透率达到47.4%。使用移动终端设备连接互联网的消费者的人数与日俱增。中国社交和媒体网络用户正“抛弃”微博，转而选择即时通信型社交网络（如微信）。”

### May 2015

#### Social and Media Networks - China

“There are an increasing number of specialised social and media networks, which differentiate themselves from the leading networks by focusing on a specific group or fulfilling specific user needs. Compared to fully-featured social and media networks that serve the mass audience, these niche platforms offer brands good marketing opportunities due ...

### February 2015

#### 手机 - China

“中国消费者重视手机的品牌；手机企业可以通过高品质产品、优质服务、跨设备整合平台以及创新功能提高消费者的品牌忠诚度。”

— 姜雨微，研究分析师

### January 2015

#### Mobile Phones - China

“Chinese consumers attach importance to mobile phone brands, while consumers’ brand stickiness can be enhanced via high-quality products, outstanding



## Technology and Media - China

consumer services, brand integrated cross-devices  
platforms as well as breakthrough features.”