

January 2019

智能家居 - China

“家用电器‘智能化’对中国消费者而言已不是天方夜谭，他们了解自动化可以省时省力，带来便利。价格，而不是隐私，是最大的购买障碍，表明品牌需要投入更多精力宣传智能家居物有所值。”

— 黄一鹤，研究分析师

December 2018

Smart Home - China

“Home appliances being ‘smart’ is no longer distant from Chinese consumers, and consumers are educated that automation can save them effort and bring convenience. Price instead of privacy is the biggest barrier to purchasing, suggesting brands need to put more effort into communicating the smart home’s value for money.” ...

November 2018

移动游戏 - China

“越来越多玩家在移动设备上玩游戏，与去年相比，玩游戏平均时间略有增加。消费者游戏内购的动力较以往有所增加，他们倾向于尝试各种游戏。因此，提高玩家留存率和游戏内购动力对一款游戏的成功至关重要。”

— 周同，研究分析师

October 2018

Mobile Gaming - China

“More and more gamers are playing on mobile devices while the average playing time has increased slightly compared to last year. Consumers have more motivations to make in-game purchases than before and they tend to try variety of games. Therefore, increasing players’ retention rate and motivations for in-game purchases are ...