

Media Consumption Habits - China - January 2014

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“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.”

– David Zhang, Research Analyst

This report looks at the following areas:

- What is the current state of the usage of media by Chinese consumers in urban areas (tier one to tier three cities)?
- Which information sources do Chinese consumers use when buying a product or service?
- Which social media platforms are used by Chinese consumers for sharing their experiences of a product or service?
- For what reason consumers do use different types of media?
- What are consumers' general attitudes towards media?
- How can companies use digital media more efficiently and effectively when reaching consumers?
- What are the opportunities and challenges for launching premium content services?

On the other hand, digital media will be facing an imminent challenge due to the lack of trust in the content and advertising shown on digital channels. One of the potential solutions is transferring consumers' trust from conventional media onto digital media to make it seem more trustworthy.

Horizontal integration combining information-sharing platforms and the information source before buying a product or service to create a consolidated platform for consumers could help brands to stand out. Brands could bridge the gap between sharing and information-gathering platforms in order to provide consumers with the one-stop information portal they need.

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