

Online Media Consumption Habits - China - August 2015

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“Online media platforms will need to focus on both content development and customer service so as to win more users and foster them into paid subscribers. Evolving technology allows marketers to be creative in running digital campaigns. Advertising can use new platforms (eg online radio) and new formats (eg interactivity) to catch people’s attention.”

– Laurel Gu, Research Manager

This report looks at the following areas:

- Guiding people to find their interested online media contents
- Online media operators need to strengthen customer service dedicated to paid subscribers
- Make online advertisements less disturbing and more eye-catching
- Online radio: a new opportunity for brand marketing

People nowadays spend over three and a half hours a day online. The internet has changed people’s media viewing habits, as online media has now become an indispensable part of Chinese people’s everyday lives.

This report examines consumers’ online media consumption habits, how online media operators can attract more subscribers and how brands can best take advantage of the burgeoning online media platforms for brand marketing and advertising purposes.

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