

Online Media Consumption Habits - China - August 2016

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“Chinese consumers are heavily consuming online media. Adapting to consumers’ consumption habits is vital for increasing the efficiency of marketing communications. Leveraging emerging online media types can be an innovative channel to impress consumers.”
– Terra Xu, Senior Research Analyst

This report looks at the following areas:

- Marketing via online media in fragmented time slots
- Marketing via bullet screen comments and live streaming
- Making video advertisements more efficient
- Opportunities for online news
- Attracting paid users by enhancing experience

Online media is playing a more and more important part in Chinese consumers’ daily lives. Consumers’ preference for online media on weekdays and holidays differ, and it is important that marketers adapt their marketing communication to consumers’ media consumption habits. Leveraging the innovative online media forms, such as bullet screen comments and live streaming, may help the brands to have deeper and more real interaction with consumers.

An increasing number of online media consumers have developed the habits of paying for online media. For online media providers, enhancing user experience is equally important as offering appealing content to attract paid users.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Consumer – What You Need to Know

Penetration of online media sees an increase
Smartphone is still the major device, and more content to be adapted to smart TVs
News, music, e-books and radios are preferred on weekdays
Consumers are willing to pay for online video and music
Both content and experience are important to attract paid users
When watching online videos, consumers prefer being in the audience rather than participants
Social media users skew to males, and bullet screen comments appeal to those in early 20s
For video streaming websites, going comprehensive is not necessary
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Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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