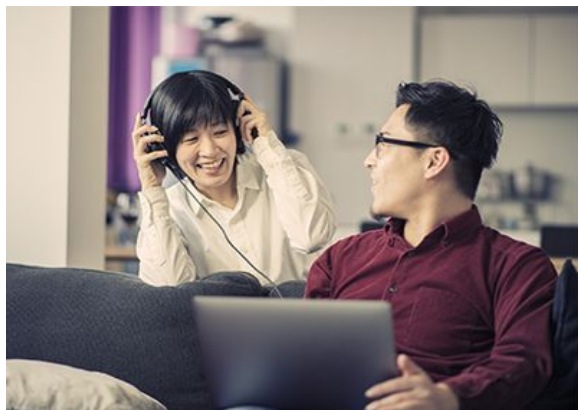


Live Streaming - China - June 2018

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“Consumers are eager to learn about new things via livestreaming shows. The content is the key. Livestreaming shows should be a way for brands to be real to consumers, and also to impress by offering something new.”

– **Mintel Analyst**

This report looks at the following areas:

- In search of high-quality content
- Learning something new from livestreaming
- Potential in gaming and travelling livestreaming shows

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