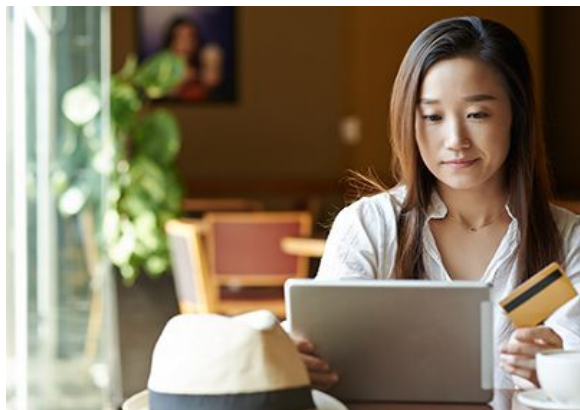


Paying for Digital Content - China - August 2018

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“Digital content providers could expect stable and continuous spending from consumers, since they are used to enjoying online media and paying for valuable contents.

The knowledge content market still has much growth potential supported by consumers’ positive impressions of it. Developing knowledge contents in interest and career themes will pay off.”

– Yihe Huang, Research Analyst

This report looks at the following areas:

- Video streaming websites to offer more than subscription
- Associating tipping with support will yield more tipping
- Knowledge content to cover unsatisfied needs from affluent users

Fast and affordable access to the internet, especially mobile internet, helps to drive the digital content payment market boom. Consumers are open to paying for various types of digital contents to satisfy their online entertainment needs. Knowledge contents arose along with the growth of the digital content market, and such contents meet with consumers’ need for deeper and wider knowledge, especially in the fields of interest/hobby and career development. Consumers also accept payment after consuming the content – most of them would tip for the contents they like or supporting creators.

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Relatively new market with high growth rate and potential
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Market Overview

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