

**June 2015****社交和媒体网络 - China**

“截至2014年底，互联网的渗透率达到47.4%。使用移动终端设备连接互联网的消费者的人数与日俱增。中国社交和媒体网络用户正“抛弃”微博，转而选择即时通信型社交网络（如微信）。

**May 2015****Social and Media Networks -  
China**

“There are an increasing number of specialised social and media networks, which differentiate themselves from the leading networks by focusing on a specific group or fulfilling specific user needs. Compared to fully-featured social and media networks that serve the mass audience, these niche platforms offer brands good marketing opportunities due ...