

January 2018

网络游戏- 中国 - China

“消费者更喜欢和现实生活中的朋友一起玩网络游戏。这为品牌指明了市场机遇，也突出了将消费者的现实社交生活和游戏联系在一起的重要性——消费者邀请朋友一起玩游戏时扮演者游戏代言人的角色，有助于游戏品牌吸引新玩家并留住现有玩家。”

电影院 - China

“在历经2016年的短暂疲软后，影院市场重回正轨，恢复可持续增长。面临在线视频的激烈竞争，电影院需要继续投资最新电影技术，因为丰富的形式是驱动消费者去电影院，而不是在家中看电影的重要因素之一。”

— 黄一鹤，研究分析师

December 2017

Online Gaming - China

“Consumers prefer playing online games with their real-life friends. This reveals an opportunity and also highlights the importance of connecting consumers' real-world social life with games, which will make consumers ambassadors of games, attracting new users and retaining existing ones when they invite friends to play with them.”

Cinemas - China

“Recovering from a glitch in 2016, cinemas are back on track and seeing sustainable growth. Facing fierce competition from video streaming services, cinemas need to continue to invest in the latest film technologies, since rich formats are a key driver to convince consumers to go to the cinema instead of ...

November 2017

流媒体 - China

“在线视频和音频流媒体平台拥有可观的用户基数，但它们面临着如何将免费用户转化为付费用户，最好是长期订阅用户的挑战。对于视频网站来说，独家内容和互动功能是吸引付费用户的主要因素，而对于音乐网站，社交功能和专业推荐可能会帮助平台取胜市场。”

— 黄一鹤，研究分析师

Music and Video Streaming - China

“Holding a considerable user base, video and audio streaming service operators are now facing the challenge of converting free users to paid users, preferably long-term subscribers. For video streaming, exclusive contents and interactive features are key drivers for payment, while for music streaming, social features and professional recommendations can help ...

July 2017

数码趋势 - China

“消费者对判断数码产品能否吸引人变得愈加挑剔。但这并未阻碍他们去尝试新奇有创意、但尚未成熟的科技（如智能家居产品）。多功能和便携性是触发购买的两大主要因素。有趣的是，只为炫耀而购买数码产品的消费者并不多。”

— 马子淳，高级研究分析师

June 2017

Digital Trends - China

“Consumers are more selective and have higher requirements on compelling features of digital products, but this does not stop them from trying new, innovative but less mature technologies, eg smart home appliances. Multiple functions and portability are two main purchase triggers. Interestingly, not many people would buy digital products just ...

社交网络 - China

消费者‘回归线下’的趋势并不意味着社交网络营销大势已去。与其竭力将消费者留在线上，营销活动应该为人们提供连接真实世界的其他方式。”

May 2017

Social Networks - China

“That consumers are showing a trend to ‘switch off’ does not mean that marketing on social networks is no longer important. Instead of keeping consumers online, marketing should offer people alternative ways to connect with the real world.”

– Terra Xu, Senior Research Analyst

March 2017

手机 - China

“在饱和的手机市场，随着消费者展示出消费升级的潜力，换机购买成为主要的市场推动因素。在低线城市和农村地区尤其如此。品牌应该专注出类拔萃的高端手机，同时也要注意线下零售渠道的发展以取胜低线市场。”

Mobile Phones - China

“In the saturating mobile phone market, replacement purchase is the key driver as consumers show the potential to trade up. This is especially the case for lower tier cities and rural areas. Brands should focus on offering outstanding premium phones and also pay attention to developing offline retail channels to ...