

March 2014

手机及其应用程序 - China

就销售额而言，中国是头号手机市场，且2013年该市场显示了积极的增长。在稳健的年度增长背后是热情高涨的消费者，他们对手机、特别是智能手机的需求旺盛。

February 2014

Mobile Phones and Apps - China

“China is the number one market in terms of mobile phone volume sales. The market also exhibited very positive growth in 2013. The strong annual increment was fuelled by enthusiastic consumers with a strong demand for mobile phones, and smartphones in particular.”

媒体消费习惯 - China

随着中国城市化进程的推进和宽带覆盖范围的扩大，数字媒体已被中国消费者广泛接受；近九成消费者认为数字媒体比传统媒体更快捷方便。由于消费者普遍愿意为高质量、个性化的数字媒体支付溢价，所以这为媒体企业提供分级的付费数字媒体服务创造了机遇。

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Media Consumption Habits - China

“Owing to the urbanisation and the growing coverage of broadband service in China, digital media are widely accepted by Chinese consumers. With the general willingness of paying more for high-quality and personalised digital media, this opens up an opportunity of offering tier-based premium services for some digital media.”