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 …