



## Technology and Media - China

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### 在线媒体消费习惯 - China

“中国消费者非常热衷于使用网络媒体。迎合消费者的消费习惯对网络媒体提供商提高营销传播的有效性至关重要。利用新兴的网络媒体渠道可能是吸引消费者的一种创新渠道。”

### Online Media Consumption Habits - China

“Chinese consumers are heavily consuming online media. Adapting to consumers' consumption habits is vital for increasing the efficiency of marketing communications. Leveraging emerging online media types can be an innovative channel to impress consumers.”

– Terra Xu, Senior Research Analyst