

### July 2018

#### 网络直播 - China

“消费者希望能从网络直播中学到新知识。网络直播的关键在于内容。品牌可借助网络直播的方式巩固品牌的真实性，也可借助新奇内容给消费者留下深刻印象。”

— 英敏特研究分析师

### June 2018

#### Live Streaming - China

“Consumers are eager to learn about new things via livestreaming shows. The content is the key. Livestreaming shows should be a way for brands to be real to consumers, and also to impress by offering something new.”