

November 2015**手机和平板电脑APPs - China**

随着市场的迅猛发展，中国移动应用市场竞争加剧，变化日新月异。消费者热衷于使用各种类型的移动设备上网。智能手机和平板电脑在一到三线城市消费者中的渗透率分别达到99%和95%，而在这两种设备上，应用程序下载量相差不大。

October 2015**Mobile and Tablet Apps - China**

“China’s mobile app market is fast growing and rapidly changing with fierce competition. Chinese consumers are actively downloading and using mobile apps, while relatively few of them have spent money on apps yet. Health and wellbeing apps have seen significant growth from last year, demonstrating opportunities for app developers as ...