

January 2019

智能家居 - China

“家用电器‘智能化’对中国消费者而言已不是天方夜谭，他们了解自动化可以省时省力，带来便利。价格，而不是隐私，是最大的购买障碍，表明品牌需要投入更多精力宣传智能家居物有所值。”

— 黄一鹤，研究分析师

December 2018

Smart Home - China

“Home appliances being ‘smart’ is no longer distant from Chinese consumers, and consumers are educated that automation can save them effort and bring convenience. Price instead of privacy is the biggest barrier to purchasing, suggesting brands need to put more effort into communicating the smart home’s value for money.” ...

November 2018

移动游戏 - China

“越来越多玩家在移动设备上玩游戏，与去年相比，玩游戏平均时间略有增加。消费者游戏内购的动力较以往有所增加，他们倾向于尝试各种游戏。因此，提高玩家留存率和游戏内购动力对一款游戏的成功至关重要。”

— 周同，研究分析师

October 2018

Mobile Gaming - China

“More and more gamers are playing on mobile devices while the average playing time has increased slightly compared to last year. Consumers have more motivations to make in-game purchases than before and they tend to try variety of games. Therefore, increasing players’ retention rate and motivations for in-game purchases are ...

社交网络 - China

“虽然社交网络市场上的主导企业地位难以动摇，但是该市场提供的功能却在快速转变：为了更进一步创造广告收益，平台纷纷融入信息流和短视频功能，而主导平台微信则通过打造操作系统以维系用户。此外，基于线上购物的社交网络购物也不容忽视。”

— 黄一鹤，研究分析师

September 2018

Social Networks - China

“Although dominating positions rarely change, the social network market is changing fairly fast regarding functions: newsfeeds and short videos are introduced to better generate ad revenue, while dominator WeChat is building its operating system to keep its users. Also, social network shopping, grown on the grounds of online shopping, should ...

付费数字内容 - China

“消费者稳定持续地为数字内容付费可期，因为他们习惯享受线上媒体并为有价值的内容付费。消费者对知识内容市场印象良好，让这一市场极具增长潜力。兴趣培养和职业主题的知识内容将会获得投资回报。”

August 2018

Paying for Digital Content - China

“Digital content providers could expect stable and continuous spending from consumers, since they are used to enjoying online media and paying for valuable contents. The knowledge content market still has much growth potential supported by consumers’ positive impressions of it. Developing knowledge contents in interest and career themes will pay ...

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.”