

September 2015

网络媒体消费习惯 - China

“由于消费者只会在体验到更好的客户服务后才会考虑成为付费用户，因此提供个性化媒体内容和服务将会成为网络媒体运营商关注的热门话题。网络电台日益风靡和互动科技继续发展都为市场营销人员带来了绝好的商机。但是，确保广告不会干扰人们的媒体消费体验至关重要。”

— 顾菁，研究经理

August 2015

Online Media Consumption Habits - China

“Offering personalised media contents and services will be big topics for online media operators, as consumers expect better customer service to become subscribers. For marketers, the growing popularity of online radio and evolving interactive technologies both exhibit good business opportunities. However, it is important to make sure that online advertisements ...

数码趋势 - China

“消费者选择不同数码产品进行网络活动，而非仅仅依赖单一的产品。即使移动平台的地位愈加重要，在线服务商也需要认清台式电脑和笔记本与消费者生活息息相关。”

July 2015

Digital Trends - China

“Chinese consumers spend more money on technology products than people from the UK, Canada, the US or Brazil. In 2014, technology and communication account for 7.3% of total household expenditure in China making it the fifth largest spending sector. The increasing penetration of the Internet and growing sales of ...