

July 2014

数码科技趋势 - China

“电脑和手机在我国的拥有率十分高，是领先的消费科技产品细分市场。这两个市场都十分成熟，使用普及率高，更新换代和升级产品是销量增长的主要驱动力。

电脑和手机对20多岁的年轻人来说更加重要，这揭示出消费者生活方式的一个重要转变——即年轻人正远离电视屏幕。

- 黄灿, 高级研究分析师

June 2014

Digital Trends - China

“PCs and mobile phones are leading consumer technology product segments with high product ownership. Both segments are mature in terms of penetration, and volume growth for these categories is mainly driven by replacement and upgrades.”

- Can Huang, Senior Research Analyst

社交网络和媒体网络 - China

中国消费者能接受品牌在社交网络和媒体网络上精心策划的、有针对性的营销活动，这是网络营销其中国发展的关键优势之一。较低针对品牌的负面情绪和行为让社交网络有机会成为品牌的重要营销渠道

- 黄灿 (高级研究分析师)

May 2014

Social and Media Networks -
China

“In China, internet penetration was 46% at the end of 2013. The population accessing the internet using mobile phones was approximately 500 million, accounting for 81% of total internet users. The sheer size of China's internet and mobile population and growth potential provide the foundation for social and media networks ...