

February 2022

网络文学 - China

“网络文学已经发展为大众娱乐，该市场用户增长放缓，渗透率较高。未来，留存用户和鼓励活跃用户将比招揽新用户更重要。企业应辨明不同的推广方式对吸引、留存并‘激活’用户的作用。如今，该市场主要依赖小说改编来创收。小说IP可以利用虚拟偶像等多种方式实现商业化。”

- 赵凌波，高级研究分析师

January 2022

Online Literature - China

"The online literature market has become a mature mass entertainment and sees slower user growth and high penetration. Looking ahead, maintaining users and motivating active usage will be more important than recruiting new users. Players need to clarify how different advertising efforts can play a role in user recruitment, retention ...

夜生活 - China

“夜间外出休闲活动迎来两个新兴趋势：消费者在夜间运动健身，以及学习和拓展兴趣。文化活动是经典的休息日休闲选择，如今消费者把参与文化活动的热情衍生到工作日夜晚。居家夜生活方面，家居香氛、慰藉食品和酒类品牌可利用改善心情主题抓住增长潜力。”

- 赵凌波，高级研究分析师

December 2021

Night Life - China

Nightlife sees two emerging trends in out-of-home leisure. Consumers are investing time in fitness and personal learning at night. Cultural activities, a classic choice for non-workdays, are now also enjoyed on workday nights. For home nightlife, home fragrance, comfort food, and alcohol can capture growth potential by leveraging the mood-lifting ...