

## December 2019

## 网联汽车- 中国 - China

“虽然大部分汽车制造商在独立车载系统上投入很多，但大多数消费者仍使用手机与车载系统连接，以避免使用额外的流量。高级功能的安装率较低，这是独立车载系统容易被手机替代的另一个原因。然而，消费者对未来的车载功能具有较高期待，包括自动驾驶、社交功能和车载娱乐系统，这将带来完全不同的车内体验。英敏特研究表明5G服务价格较为亲民，处于消费者愿意支付的价格区间。我们期待5G流量服务的渗透情况将带动汽车互联进入一个新时代。”

— 周同，研究分析师

## November 2019

## Connectivity in Auto - China

“Although most car manufacturers have invested much in their independent in-car systems, most consumers use mobile-to-car connectivity instead to avoid extra data spending. Low equipped rate of advanced function is another reason that independent in-car systems are easily substituted by mobile phones. However, consumers have high expectations for future in-car ...

## 数码趋势 - China

“科技市场已经开始关注和消费者更好地沟通，倾听他们的需求。使用朴实的语言和消费者沟通是第一步。去适应消费者热衷的日常活动做，比如网络游戏、健康管理和护肤，能够帮助品牌拓展消费者的产品使用场景。除了优秀的产品，品牌还应当专注于‘软实力’，比如客户服务和企业社会责任。这将是品牌进一步提升消费者口碑的基础。”

## 对意见领袖的态度 - China

“随着社交媒体网红数量的迅速增长和多渠道网络（MCN）机构的迅猛发展，KOL行业正经历专业化进程，该行业 and 市场的竞争将更为激烈。社交媒体上KOL和追随者的多元化将推动KOL市场的碎片化，但这将惠及品牌，因为最合适的KOL能够说到目标受众的心坎里。”

## October 2019

## Attitudes towards KOLs - China

“With the rapid growth of social media influencers and development of MCN agencies, the KOL industry is going through a professionalization process and the KOL industry and market will be more competitive. The diversification of KOLs and social media followers will push the fragmentation of the KOL market but it ...

## Digital Trends - China

“The tech market has started to pay attention to better communication with consumers and listening to their needs. Using plain language to communicate with consumers is the first step. And adapting to consumers' more popular daily activities like online gaming, health management and skincare could help brands to expand the ...