

**July 2019****数码媒体消费（新闻资讯、电子书、视频） - China**

“智能手机的普及让消费者可以随时随地享受在线活动。随着在线视频、在线新闻和电子书在中国的普及，媒体产业发展的下一步将是鼓励消费者为数字内容付费并在互联网新用户中提高渗透率。总体而言，就消费者为内容付费的意愿来看，付费市场还有待开发。尽管没有发达国家的消费者成熟，但中国消费者的版权意识已有所提升。”

— 黄开意，研究分析师

**June 2019****Digital Media Consumption  
(News, E-books and Video) -  
China**

“The popularization of smartphones enables consumers to enjoy online activities anytime, anywhere. With online videos, online news and e-books universally popular in China, the next step for the media industry will be encouraging consumers to pay for digital content and increasing penetration among new internet users. Overall, the paid market ...

**May 2019****数码趋势- 中国 - China**

“消费者也许渴望回归线下，但他们对数码产品的拥有率和使用频率趋势却反映了他们日益沉迷网络世界。他们追求产品功能的升级和创新，而且热衷于充当数码产品购买决策者的角色。但是，他们对跨界产品兴趣乏乏，尤其是那些与品牌核心业务联系甚微的跨界产品。”

— 黄开意，研究分析师

**April 2019****Digital Trends - China**

“Consumers might have a desire to switch off, but their ownership and usage trends of digital products reveal their increasing addiction to the online world. They are passionately pursuing the upgraded and new functions



## Technology and Media - China

and are enthusiastic to be the decision-makers of purchase. However, they are not so interested in ...