

Digital Trends - Q2 - China - August 2020

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This report looks at the following areas:

- COVID-19 intensifies competition in digital entertainment and creates opportunity for emerging products
- Be aware of more activities on big screens at home
- Short video: time-passing entertainment vs time-saving knowledge gathering

While smartphones still dominate people's screen time, it is important for brands and marketers to know that more and more digital devices are being accepted by consumers. The increasing number of screens in use at any one time mean that people are more distracted. The increase in entertainment time at home has also increased the usage of smart TVs as well.

The rapid rise of short videos – consumed and made – during the outbreak has become an important channel of entertainment and leisure. Consumers also expect short videos to bring them information and knowledge and are prepared to accept the exchange of personal information and potential for marketing that comes with this form of media consumption. Short videos are therefore an important communication channel between brands and consumers in the future.

“COVID-19 has become a catalyst for accelerating the digital society in China. People's work and entertainment are constantly moving towards digitalization. The short-term challenges associated with the virus has not stopped people from accepting more digital devices, but instead has made increased usage and the recognition of their importance in consumers' lives. For the short video industry, the spirit of entertainment first has brought unprecedented opportunities for brands and marketers to explore more about how to commercialize content while - Sa

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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