

Digital Media Consumption (News, eBooks and Video) - China - June 2019

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“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.”

– **Kaye Huang, Research Analyst**

This report looks at the following areas:

- Fulfilling young adults’ needs for emotional connection
- Help parents choose the right content
- Print books still have potential among young adults

In the digital media consumption market, the penetration of online videos and online news has reached a plateau and the growth rate has begun to slow down. Content is still key for content providers and platforms to differentiate themselves from competitors and to be able to charge for subscription services. The development of the e-book market is relatively slow but stable with steady growth in readers. However, the growth of the e-reader market is stagnant due to limited functionality and replacement by other digital reading devices (eg smartphones and tablets).

Given attitudes towards news and books, a further decline in the newspaper market is likely but print books have a promising future. Though not as mature as consumers in developed countries, Chinese consumers are starting to have more awareness of copyright and they are willing to pay for digital content.

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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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