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，该行业和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 ...

网络游戏 - China

电子竞技 - China

"由于手机和移动游戏占据主导地位，简单易玩的游戏在大众市场上日渐普及，这类游戏对深入渗透低线城市以及吸引互联网新用户做好了准备。另一方面，客户端游戏吸引了更多资深玩家，这意味着开发更具挑战性的游戏是该品类的一个机遇。游戏市场中的创新应对游戏内容和社交功能多加关注，而非局限于某一游戏类型，因为中国网络游戏玩家乐于尝试多种游戏类型。"

– 黄开意，研究分析师

"电竞游戏和游戏直播发展形势一片大好的同时，也迎来粉丝群体的快速壮大，而且现在新游戏玩家希望从这一新兴爱好中获得全方位体验。电竞馆和业余电竞比赛是带动市场的首要趋势。电竞粉丝以及电竞行业也对运动健身展现浓厚兴趣，以求改变人们对游戏和电竞的刻板印象。现在正是运动健身品类关心玩家健康以吸引该群体的时机。"

– 黄开意，研究分析师

September 2019

Online Gaming - China

"With the dominance of smartphones and mobile gaming, easy-to-play games are the prevailing trend in the mass market and are primed for further penetration in lower tier cities and new internet users. PC gaming, on the other hand, attracts more sophisticated gamers, meaning developing games that offer more of a ...

E-sports - China

"The flourishing of e-sports games and live game streaming has been accompanied by a rapid growth in the fan base and now game lovers want an all-round experience of this new emerging hobby. E-sports stadiums and amateur e-sports tournaments are top trends driving the market. E-sports fans and the industry ...

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

March 2019

数码营销 - China

"内容和接触点都对数码营销的成功至关重要，因为消费者不想再被填塞与自己无关的信息。原生广告内容将持续占据重要地位，生活方式的定位正越来越受到青睐。同时，广告商应探索新的接触点来吸引消费者，从传统渠道到新的数码服务或设备，比如聊天机器人和智能音响。"

对新兴科技的态度 - China

"随着线上信息渠道和电商的发展，新兴科技对消费者来说已不再陌生。消费者的兴趣从无线耳机等成熟产品拓展到了VR、AR和AI等新兴科技。除了提升效率的基础要求，消费者也希望通过科技产品体现自己的新潮和与众不同，从而得到心理满足。"

Digital Advertising - China

"Both content and touchpoint are crucial for successful digital advertising, as consumers don't want to be fed irrelevant information anymore. Native content will continue to be of importance and lifestyle-positioning is increasingly appealing. Meanwhile, advertisers need to explore new touchpoints to engage consumers, from traditional channels to new digital services ...

February 2019

Attitudes towards Emerging Tech - China

健康科技 - China

"慢性疾病是健康科技市场的一大关注焦点。消费者对疾病预防有强烈渴望，这刺激了他们对健康数据和疾病指征

"Emerging technologies are no longer unfamiliar to consumers with the development of online information channels and e-commerce. Consumers' interests have expanded from mature products like wireless earphones to emerging technologies like VR, AR and AI. Besides the basic requirement of efficiency improvement, consumers also seek the emotional satisfaction of being ...

的兴趣，也改变了其管理健康状况的方式。消费者也期待健康科技具备更多先进的功能，如数据分析、通知和诊断等功能。"

－ 黄开意，研究分析师

January 2019

Health Tech - China

"Chronic disease is a key focus in the health tech market. Consumers' strong desire for disease prevention has stimulated interest in health data and indictors of diseases and changed the ways they manage health conditions. Consumers are also expecting more advanced functions like data analysis, notification and diagnosis."

－ ...