

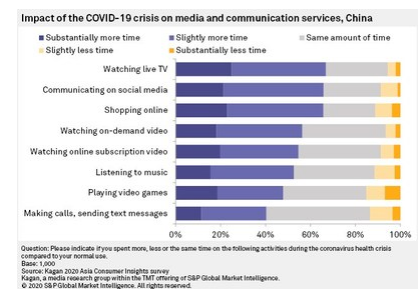
# COVID-19 Accelerated Media and Technology Adoption for Chinese Consumers

Survey results from S&P Global Market Intelligence found people are spending more time watching live TV (67%) and online shopping (66%) in China during the pandemic

HONG KONG, Aug. 13, 2020 /PRNewswire/ -- The COVID-19 pandemic accelerated the adoption of existing digital trends in China, such as increased over-the-top ("OTT") video viewing, active social media and e-commerce engagement, and high interest in 5G technologies, according to the latest survey conducted by Kagan, a media research group within S&P Global Market Intelligence.

Fielded in June this year, Kagan's 2020 Asia Consumer Insights Survey features responses from more than 1,000 adult internet-users in China on the use of internet-connected devices, online digital entertainment services and related customer behaviour.

"COVID-19 will continue to drive the rapid adoption of digital technologies in China," said **Julber Osio, Associate Research Analyst for Kagan, S&P Global Market Intelligence**. "Digital transformation will undoubtedly play an important role throughout the pandemic outbreak and beyond the recovery. More companies are aligning and shifting their digital efforts towards growing customer expectations."



## Highlights from the 2020 Asia Consumer Insights Survey include:

### Entertainment

- Live TV, video watching increased: 67% of adult internet users in China reported spending more time watching live TV during the COVID-19 crisis while 56% spent more time watching OTT video.
- iQiyi and Tencent Video remained dominant in OTT video, but smaller OTT players like UUsee were the biggest winners with a higher proportion of new users during and after COVID-19 restrictions.
- People are not eager to return to cinemas as only 16% of respondents expressed willingness to spend again on movie theatres immediately after lifting of COVID-19 restrictions.

### Social Media, Super Apps

- Social media use surged: 66% of adult internet users in China reported spending more time in social media.
- WeChat (97%) and Alipay (95%) were the most popular "super apps," or one-stop apps that offer multiple services through mini-programs or mini-apps.
- Mobile payments emerged as the most popular activity among super app users (87%), followed by booking services such as grooming, pet services, medical appointment, etc. (78%).

### E-commerce

- 66% of respondents reported that they spent more time shopping online.
- 68% of respondents used their smartphones for online shopping in the past three months, which was a big jump from just 55% in 2018.

### Connected Devices

- IPTV and Mobile TV subscribers are increasing, with 45% and 33% of respondents indicating subscribing to the services, respectively.
- Android smartphone users on the rise and reached 86%, while Apple iPhone ownership slightly fell to 34%.

### 5G and other new technologies

- 93% of wired internet users in China expressed interest in replacing their home internet service with wireless 5G.
- Among Internet of Things ("IoT") applications that we surveyed, home security system got the highest net interest rate (89%). Driverless or autonomous cars got the least reported ownership (2%) but net interest remains high (81%).
- 76% of respondents expressed concerns about their personal data being collected and compromised through IoT connections.

To access additional survey findings, please contact [Vivian.Liu@spglobal.com](mailto:Vivian.Liu@spglobal.com).

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