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# China Internet Report 2020

JULY 2020



Source: SCMP Research 2020

## RESEARCH OUTLINE

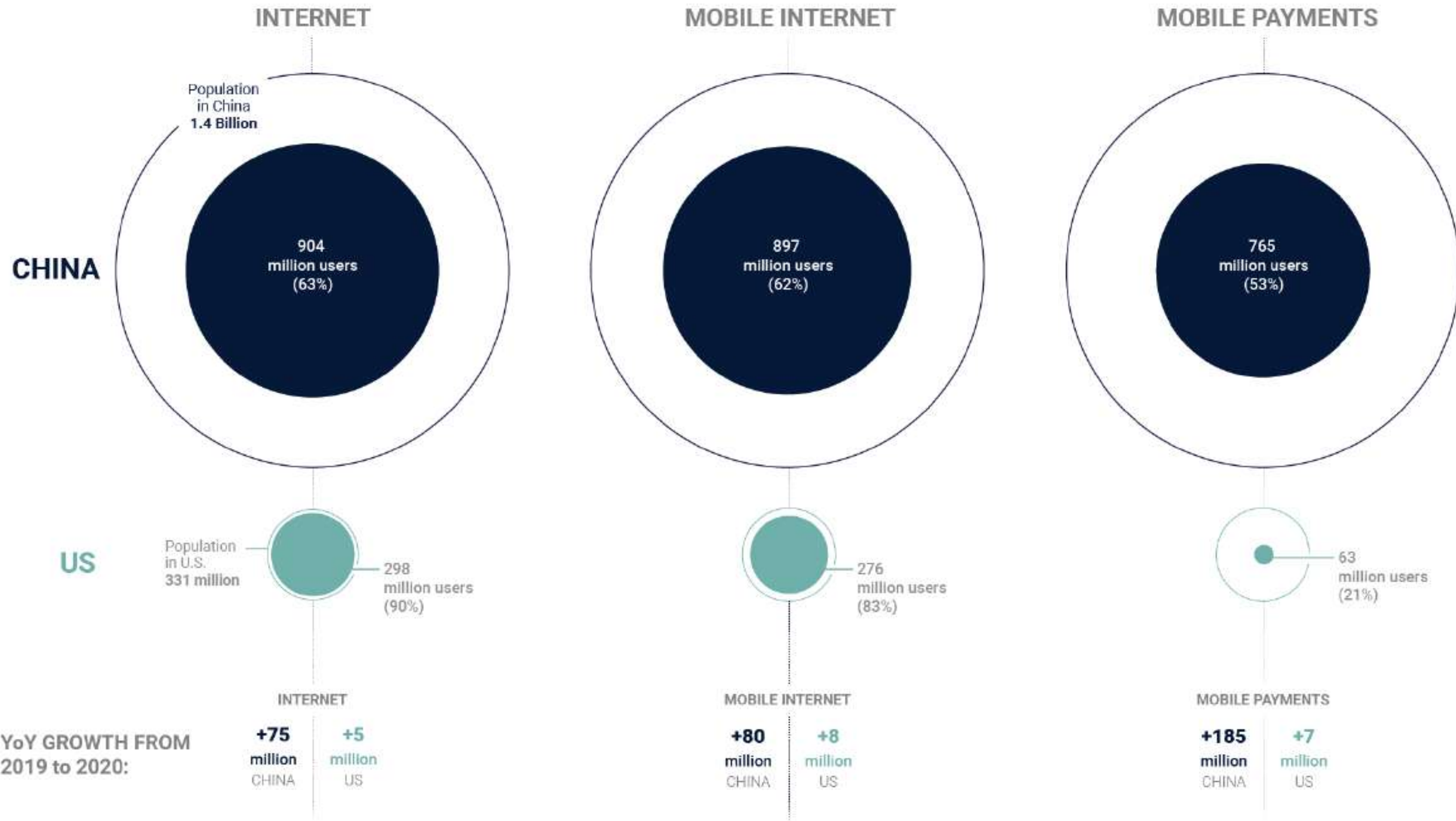


# Background

China has emerged on the world stage with a range of global tech companies that are innovative and competitive. And increasingly, their successes are being studied and replicated in other markets.

China's sheer scale and impact as an emerging global trendsetter make the China Internet Report a must-read for global business, policy, marketing, and technology decision-makers.

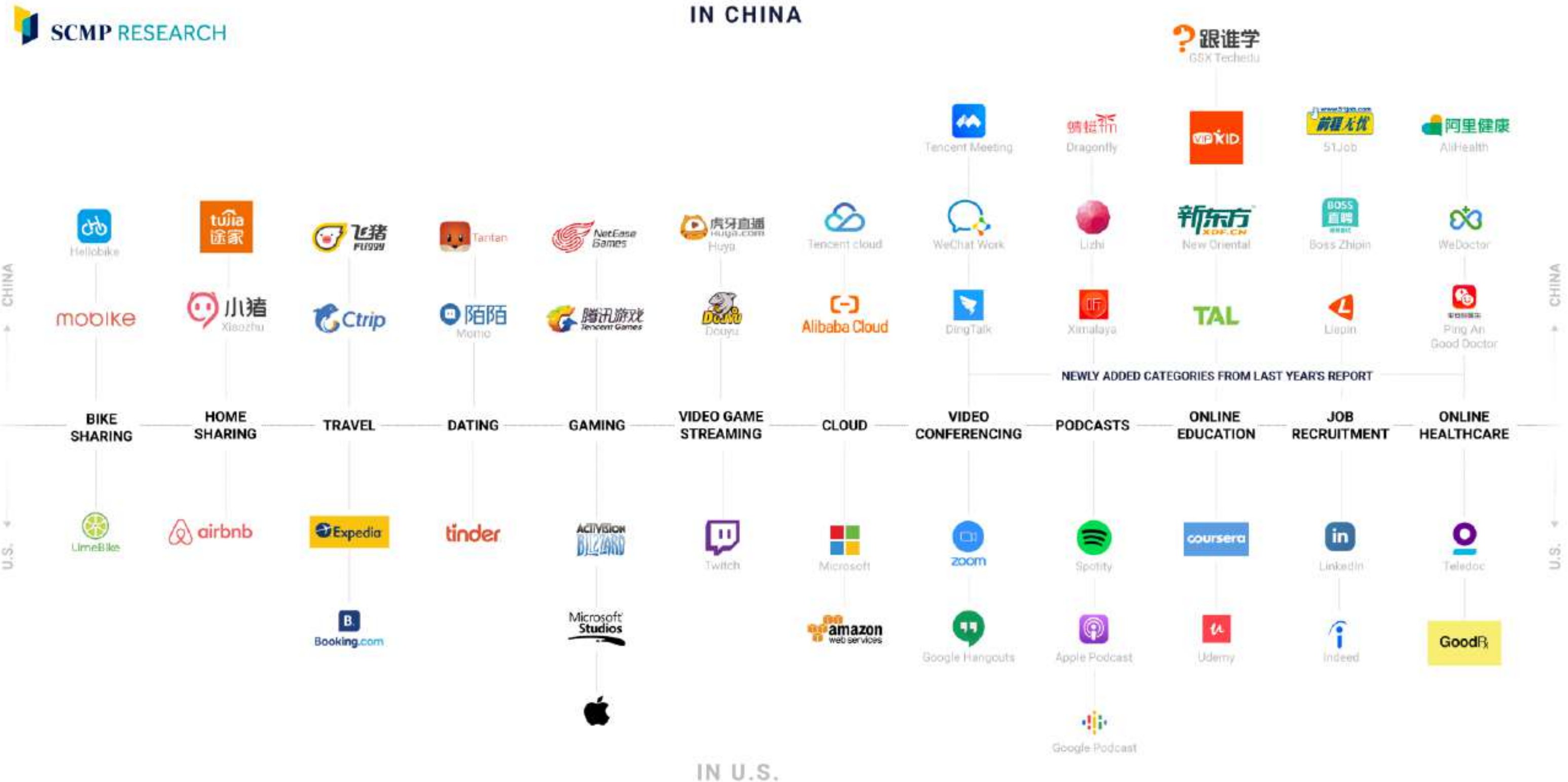
# China vs U.S. Internet



# China vs U.S. Players by Key Verticals (I)

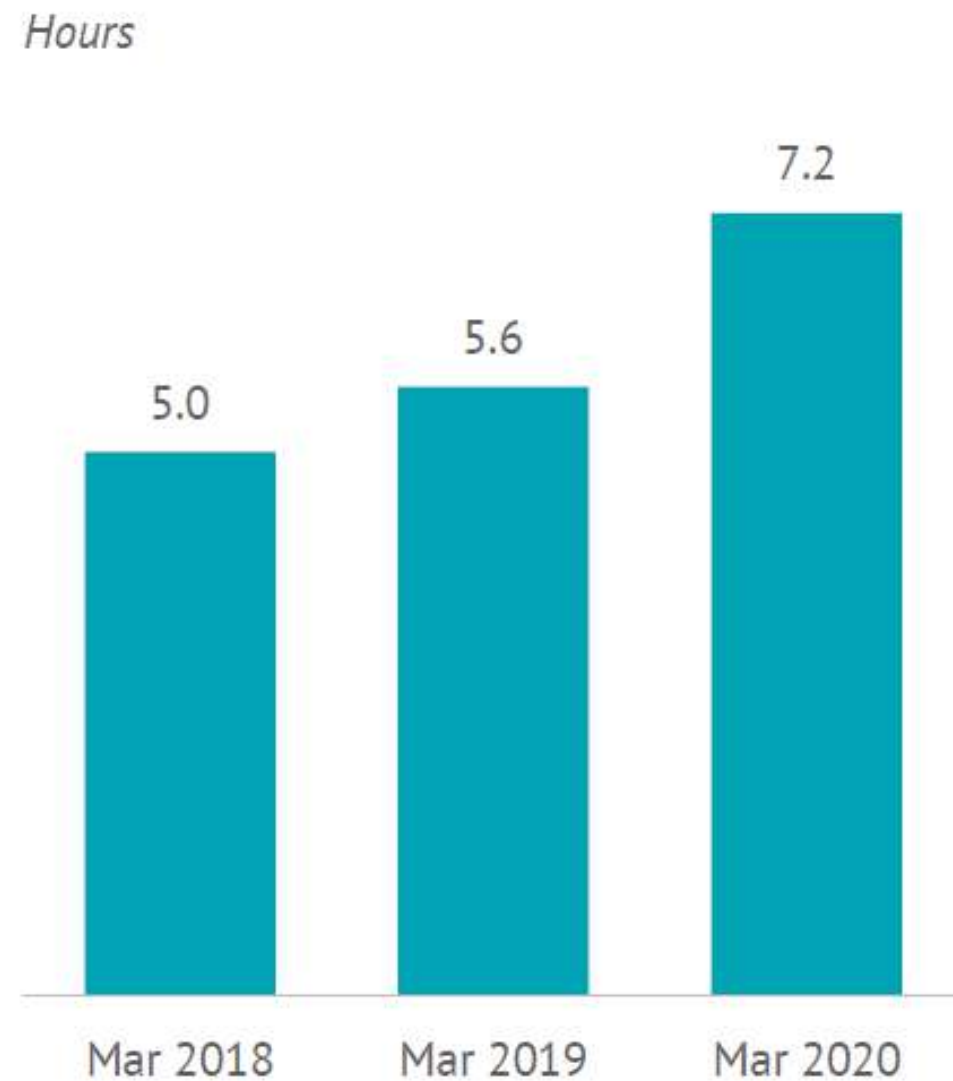


# China vs U.S. Players by Key Verticals (II)

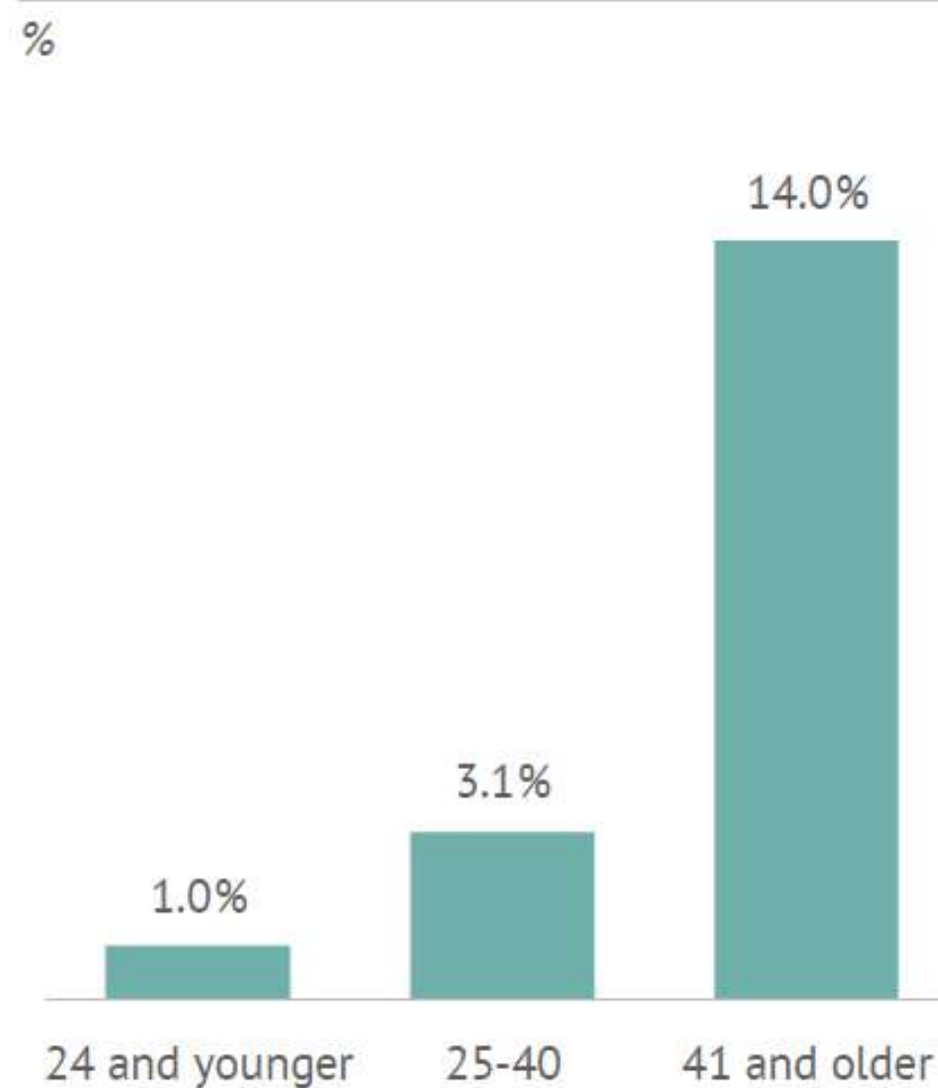


# CHINESE INTERNET USER CHANGES

Average Daily Time Spent on the Internet by Chinese Users



Growth in Monthly Mobile Users by Age Segment, Mar 19 vs Mar 20



## Lasting Impact of COVID-19 on China's Tech Sector

COVID-19 has affected media consumption across China, driving record high internet and app usage, with this growth driven mostly by the 40+ age segment.

# Lasting Impact of COVID-19 on China's Tech Sector

## BIG DATA

China implemented a national initiative in Feb 2020 to assign residents colored QR codes to determine whether they have to be quarantined.

## ARTIFICIAL INTELLIGENCE

Yitu Technology, Huawei, and Alibaba are offering AI-backed services to help analyze the computerized axial tomography scans used by hospitals to diagnose patients suspected to have the coronavirus. Usually,

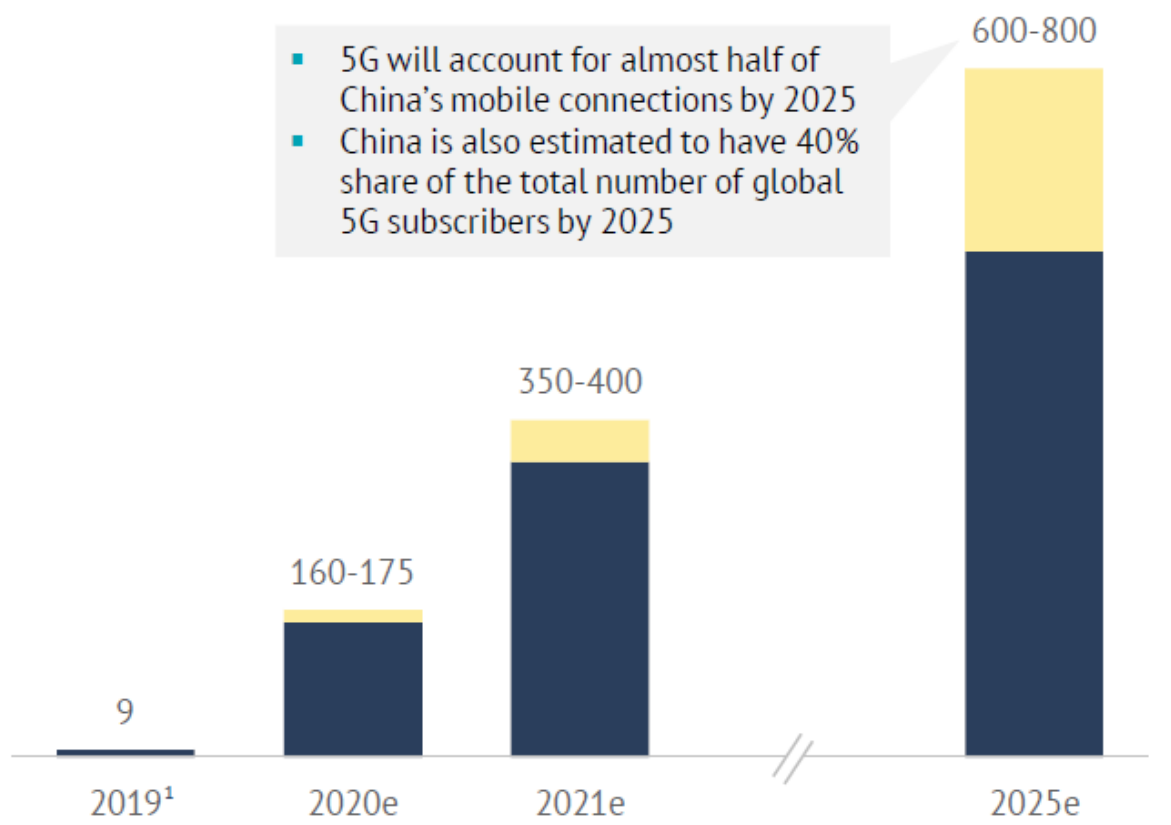
## 5G

The US-China trade war and the sanctions on China's preeminent technology company, Huawei, have intensified global competition in technology and raised the importance of technological independence.

# The Year of Mass Adoption of 5G

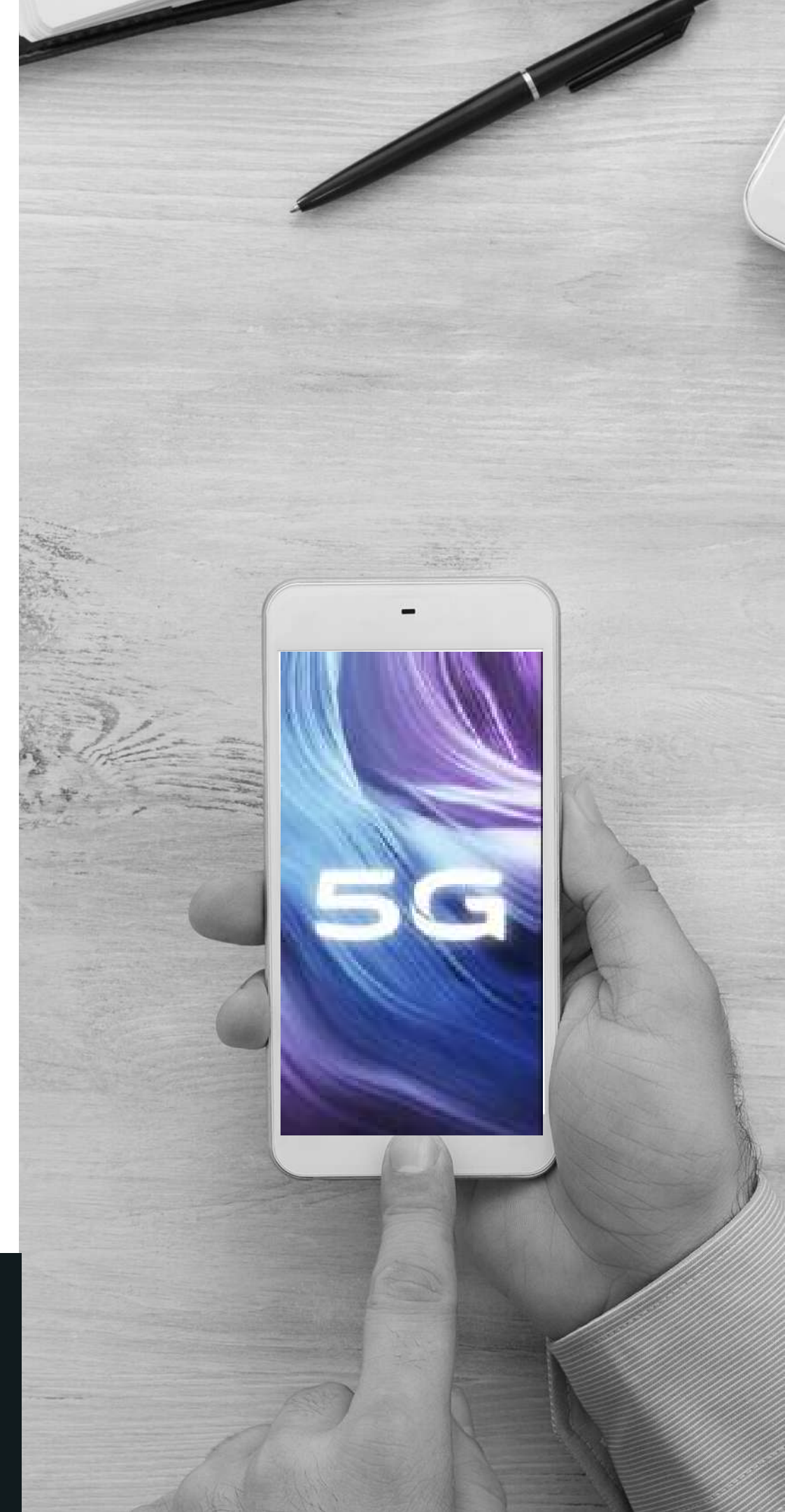
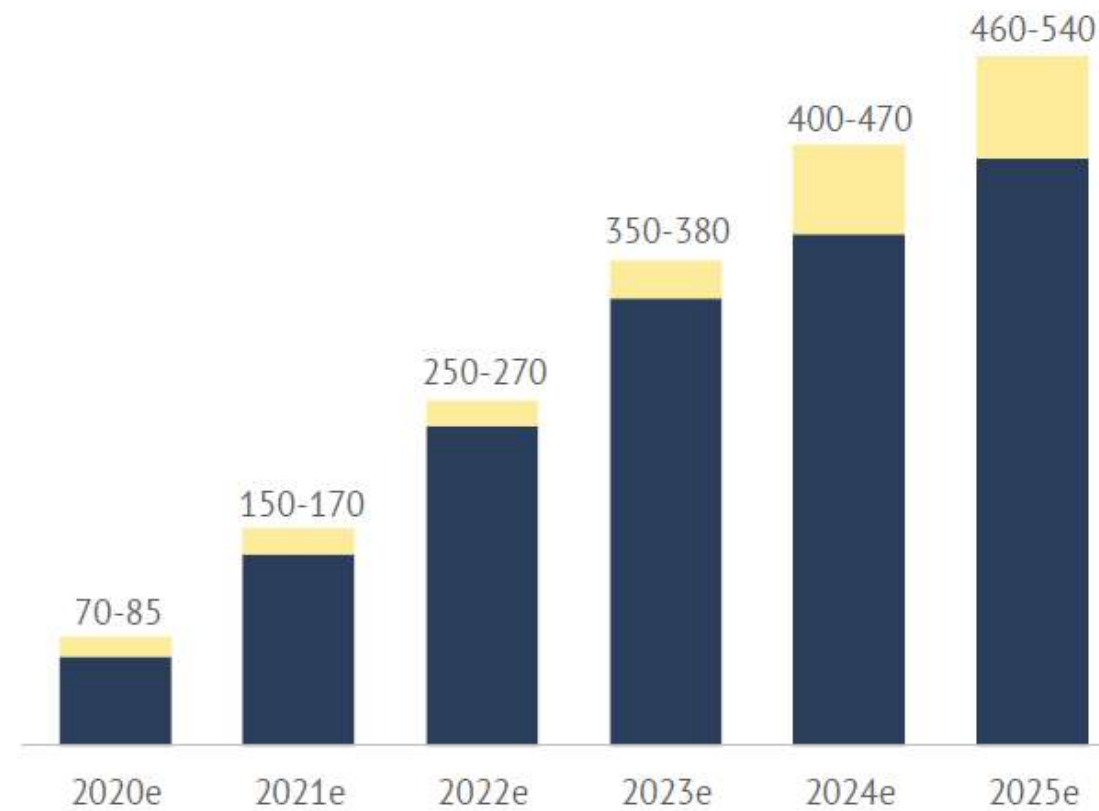
### 5G Subscribers in China

Mn subscribers

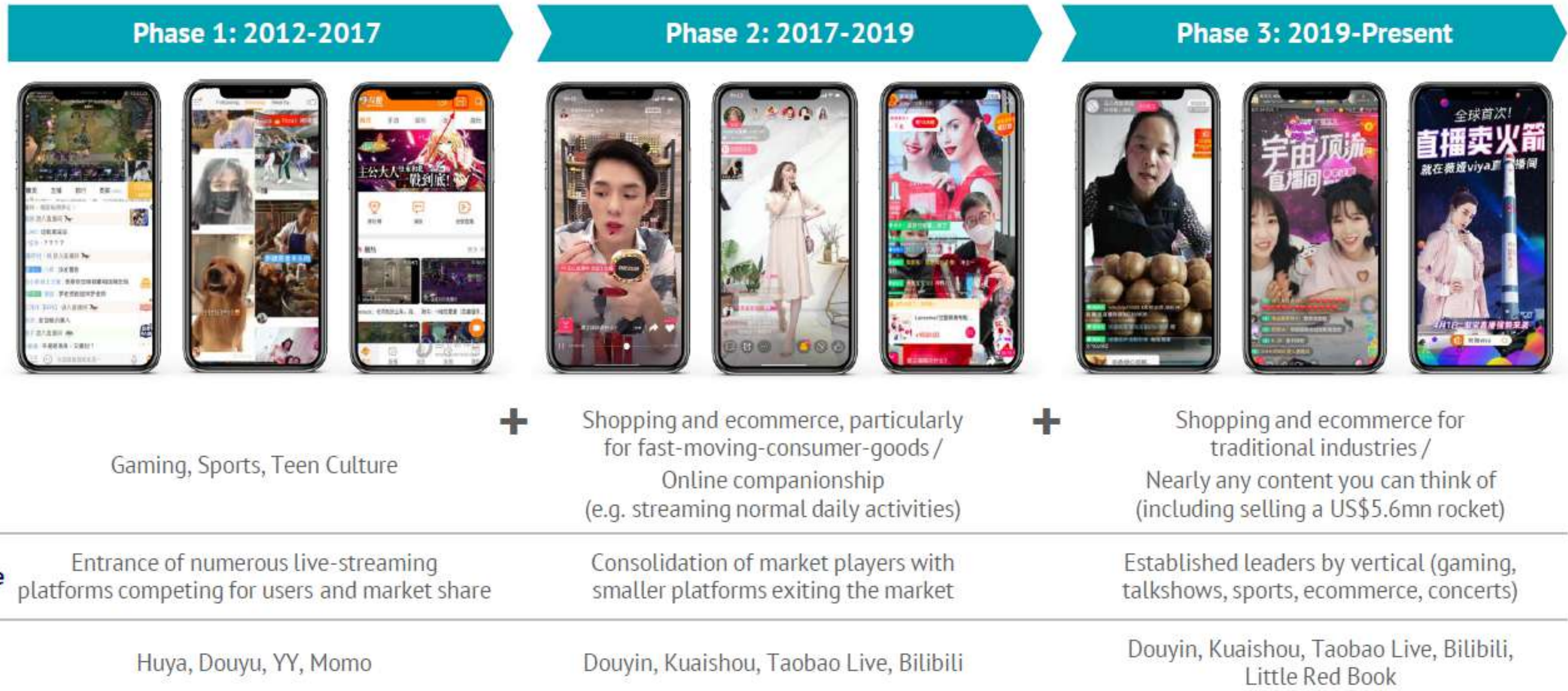


### Estimated Market Size of the 5G Market in China, 2020-2030

US\$bn



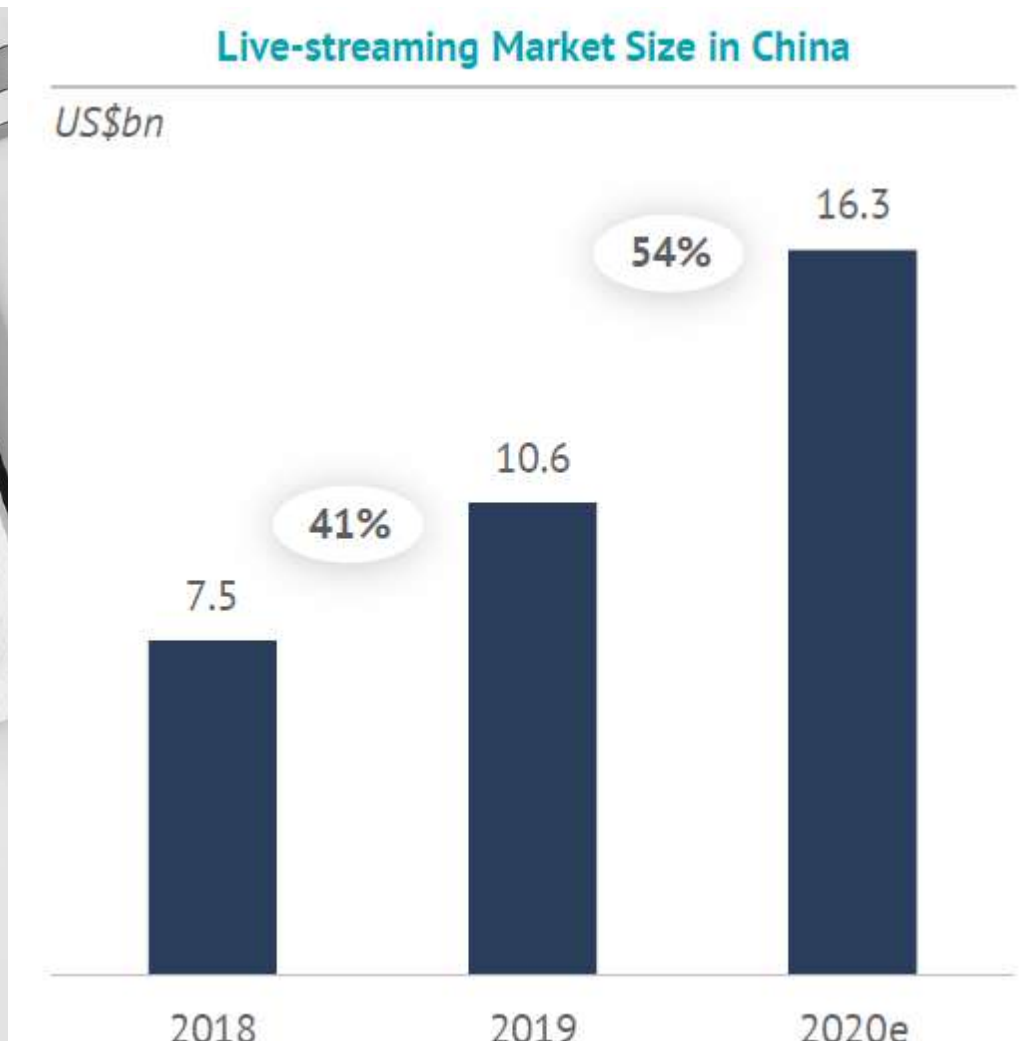
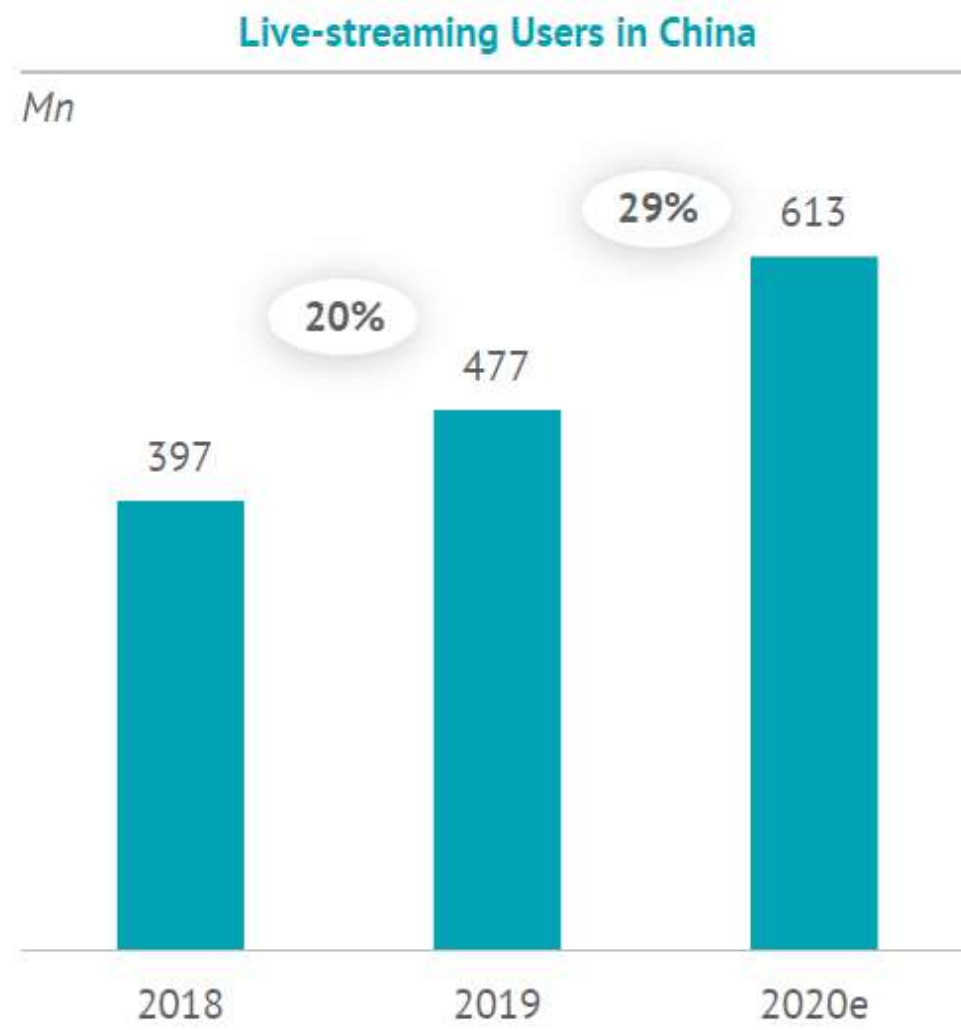




# Live-Streaming's Third Phase in China

# CHINA'S LIVE-STREAMING MARKET CONTINUES ITS HEALTHY GROWTH

Live-streaming in China has gone through an evolution. From a focus on gaming, sports, and teen culture, to an exploratory channel for shopping and ecommerce, to what is now a required marketing channel across industries, new and old. And today, you can expect to see nearly any content you can think of live-streamed.





**CHRISTIE DING**

Co-Founder /  
Client Solutions Director

[christie.ding@brandcatalyser.com](mailto:christie.ding@brandcatalyser.com)

**HAZEL HU**

Co-Founder /  
Head of Markets, APEC

[hazel.hu@brandcatalyser.com](mailto:hazel.hu@brandcatalyser.com)



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