

China Internet Video Market Report 2018

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Abstracts

The determinants of the development of Internet video consumption: the penetration of the population base and the concept of content consumption. The concept of content consumption and the process of educating consumers improve the value of content. The base number of the population determines the market size of Internet video. With the gradual change of consumer habits, the scale of the market will continue to expand.

In 2017, the market size of online video advertising in China was 5.2 billion USD, up 52.7% from the same period. Online video advertising has maintained a relatively stable growth trend in recent years, and market development has been more mature.

In 2017, the monthly activity of Iqiyi, Tencent and Youku was more than 200 million, while the daily average number of people was 20 million. At the same time, in the proportion of young users (under the age of 30), Tencent video accounts for 60.2%, love art is 62.7%, and Youku potatoes reach 63.9%.

The Internet Video market research report analyzes China adoption trends, future growth potentials, key drivers, competitive outlook, restraints, opportunities, key challenges, market ecosystem, and value chain analysis. This report presents a detailed analysis, market sizing, and forecasting for the emerging segment within the Internet Video market.

This study includes the profiles of key players in the market and the strategies adopted by them to sustain in the competition. Recent developments and barriers of the market is expected to help emerging players to design their strategies in an effective manner. The study is expected to help key players in broadcast Internet Video manufacturers to formulate and develop new strategies.

Contents

1 OVERVIEW OF CHINA INTERNET VIDEO MARKET

2 MARKET DEFINITION

3 SPREADING PATH

3.1 TV Terminal

3.2 Mobile Terminal

4 SHORT VIDEO

4.1 Overview

4.2 Community-based

4.3 Platform

5 USER ANALYSIS

5.1 User Scale

5.2 Consumption Custom

6 PREMIUM USER ANALYSIS

6.1 Premium User Analysis

6.2 Charging Mode

6.3 Multi Payment System

6.4 Pricing Capability

6.5 AMC Model

7 ADVERTISING MARKET

8 INDUSTRY CHAIN

9 COMPETITION ANALYSIS

10 KEY ENTERPRISES

- 10.1 Iqiyi
- 10.2 Youku
- 10.3 Tencent Video
- 10.4 Sohu video
- 10.5 LeTV
- 10.6 Six Rooms
- 10.7 163 video
- 10.8 Sina video
- 10.9 Baidu video
- 10.10 CNTV
- 10.11 PPTV
- 10.12 MgTV
- 10.13 Kuaishou
- 10.14 BiliBili
- 10.15 iFeng

11 RESEARCH METHOD

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