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brand catalyser.

China Media Forecasts

What we have in 2020.

What are we expecting in 2021?

Industry Report | August 2020

Source: GroupM China



Thanks to the efficient and successful control of the epidemic in China, it is estimated that China advertising spending will exceed RMB 626.2 billion, in 2020 dropping down by 2.8%, far better than the expectation of 11.8% on global market. China's economy has stepped into the resumption stage, support and stimulus policies are gradually taking effect, therefore, next year is forecast to achieve a considerate positive growth.

From another point of view, even though this black swan event brought enormous negative effect; however, from the upgrading of practitioners to products, from the reshuffle of business operations and management philosophies, the epidemic is also a catalyst that unexpectedly accelerates industrial change and innovation. Never waste a good crisis.

There is no making without breaking, thus there will be a power of integration generated by the market to improve efficiency.

Quick Summary

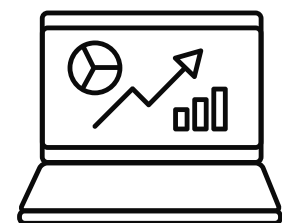
Macro Economy

National economy under pressure, new breakthrough expected.

THE NEW NORMAL OF NATIONAL ECONOMY



The outbreak of the COVID-19 has had a significantly effect on international order and the complex relations between major powers, which has disturbed the global economic fundamentals and weakened the expectation for global economy development. Due to macro economy pressures, advertisers have become more prudent towards media investment. International brands are finding it hard to gain profits from support policies and macro stimulation, and as a result many brands have cut their budgets or suspended or delayed future media investment, preferring to wait and see.



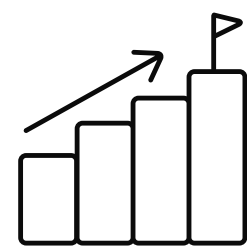
STRENGTHEN DEVELOPMENT OF NEW INFRASTRUCTURE AND UPLIFT MARKET CONFIDENCE

In early March, the central government declared a series of new policies to accelerate 'new infrastructure construction' and to enhance the development of 5G, AI, Industrial Internet of Things, smart city, education, medical care and so on. All of these based on three aspects of infrastructure in information, convergence and innovation.

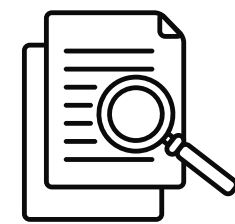


Media & Media Consumption

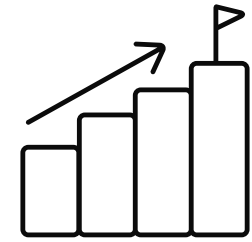
Digital economy accelerates its penetration and expansion. Content is king which reinforces concentration on top media



The epidemic accelerates the development and consolidation of online media consumption habits.



Post - epidemic media consumption trends back to normal, resource concentration to top media further strengthened, while live streaming as popular as an emerging model



Thanks to information equality,
consumers are more independently
pursuing what they like



The post-epidemic consumption
behavior tends to be more rational



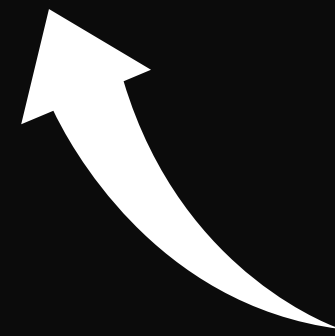
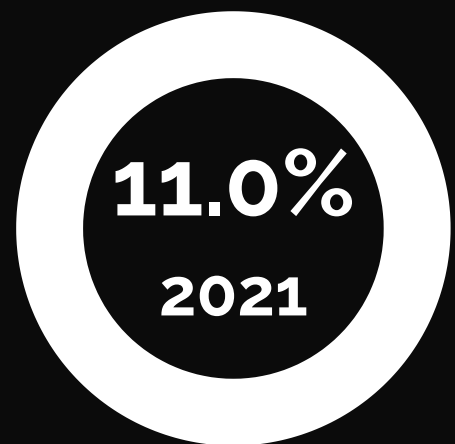
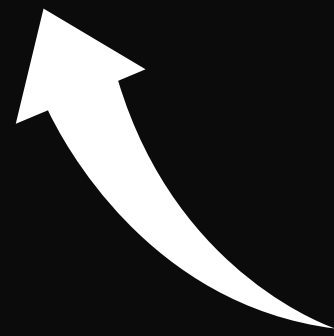
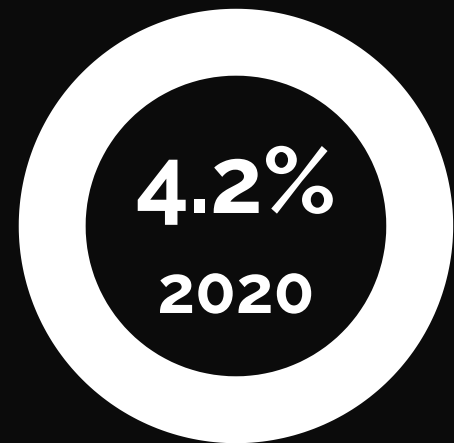
only brands that are advocated by
people will have lasting traffic

Consumers

Self-defining a balance between
personality and rationality

CRISIS AND OPPORTUNITY BY THE BLACK SWAN

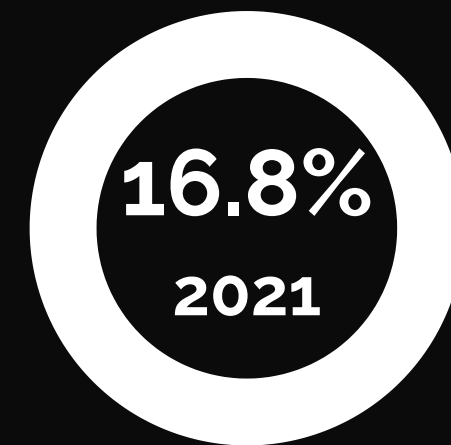
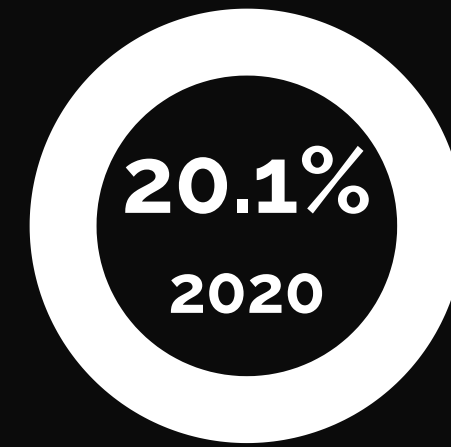
QUALITY AND ABUNDANCE
OF CONTENT WILL GREATLY
AFFECT THE TRAFFIC FLOW



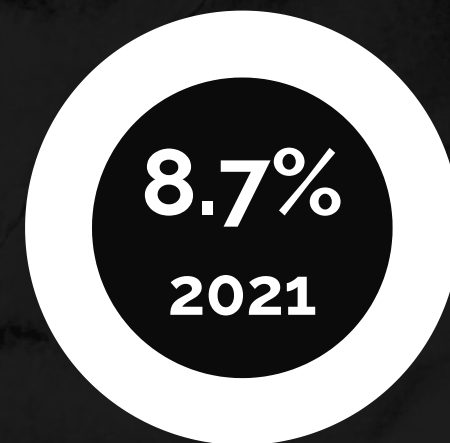
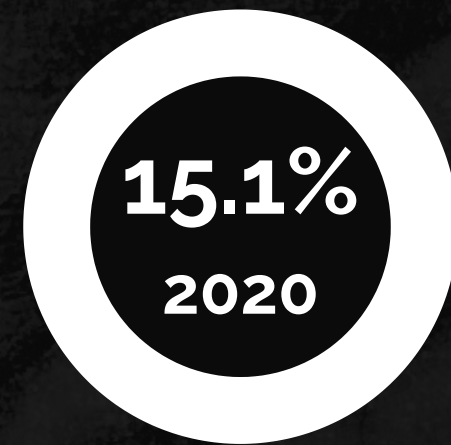
Internet

E-Commerce

The total online retail sales of commodities grew 19.5% YoY in 2019, total retail sales only achieved 8.0%. In addition, under the impact of the epidemic, the total online sales of commodities maintained a YoY growth of 5.9% in Q1 2020. In the meantime, in-store purchase was restricted by the epidemic and this pushed large groups of consumers towards online shopping. E-commerce improves the online purchase experience by leveraging content to draw close parallels with mature offline purchase.

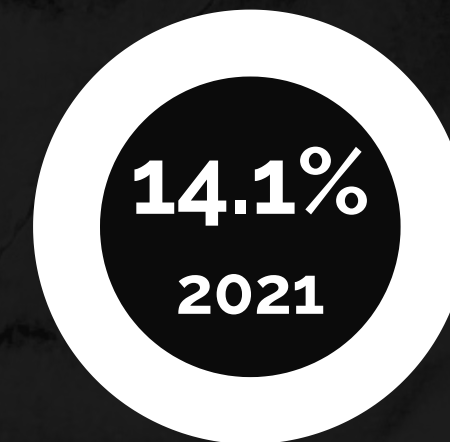
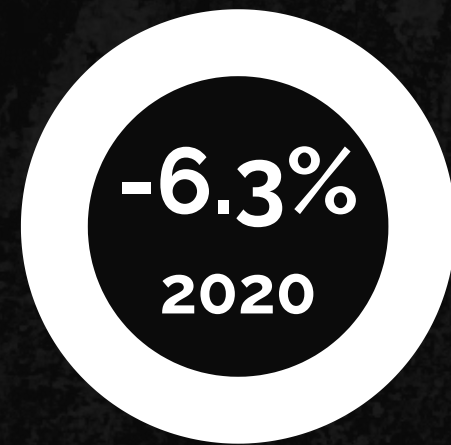


Search



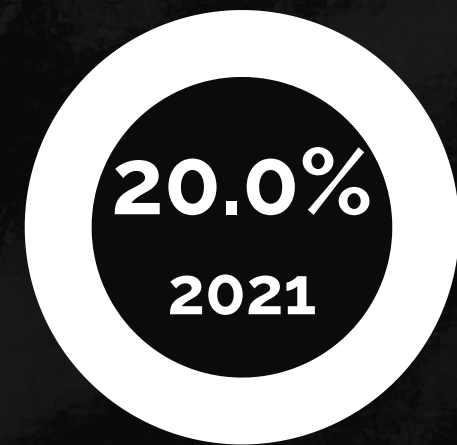
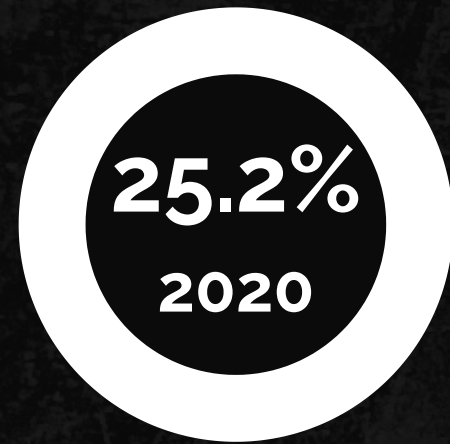
Social

Online Video



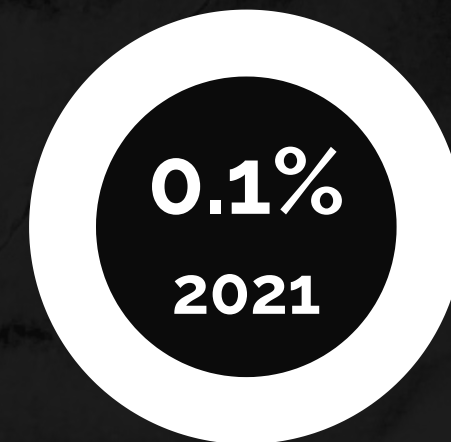
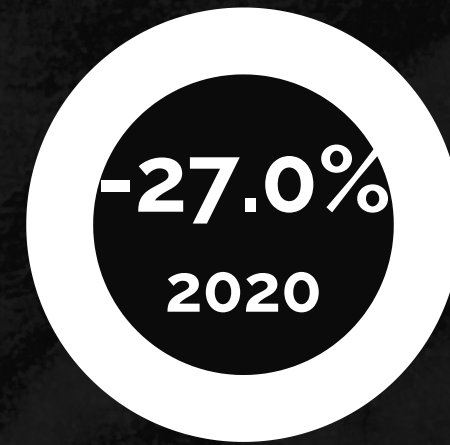
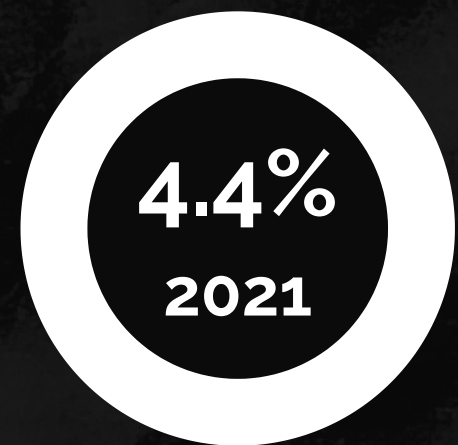
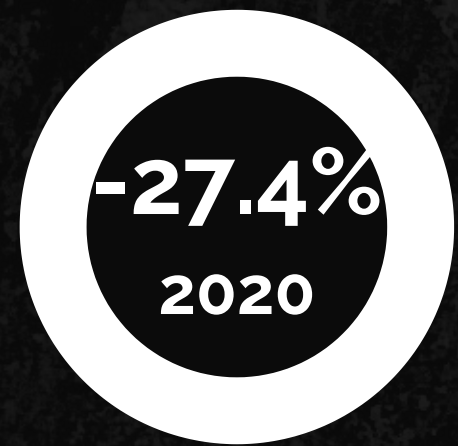
In-feed Ads

Programmatic Buying



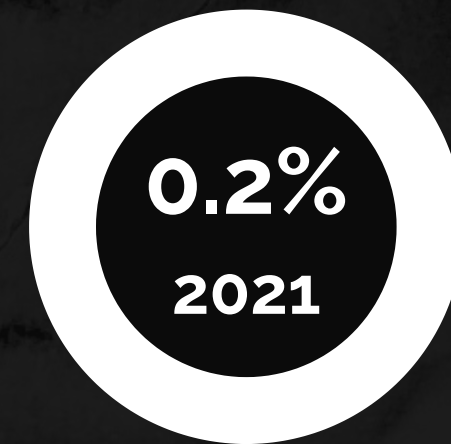
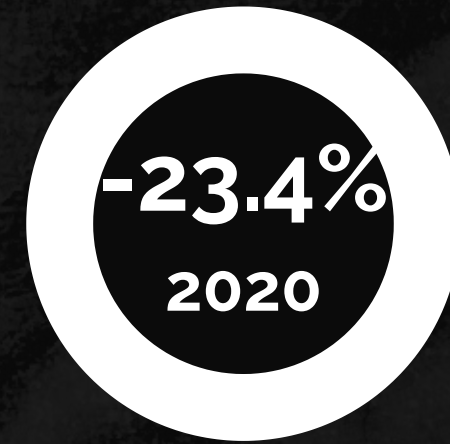
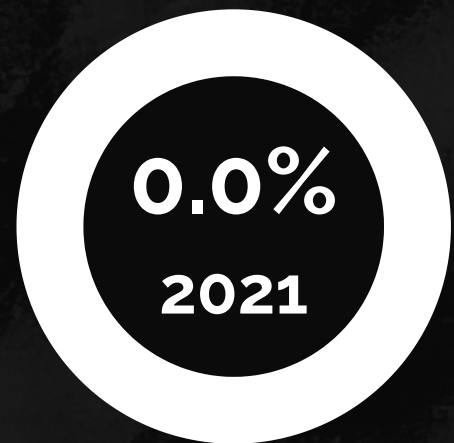
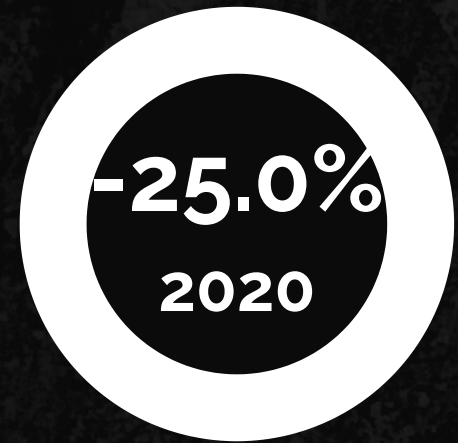
Traditional TV

Outdoor



Radio

Newspapers



Magazines

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We work together, get through this year, and welcome a
better year in 2021!

Contact Us

Let's Chat

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