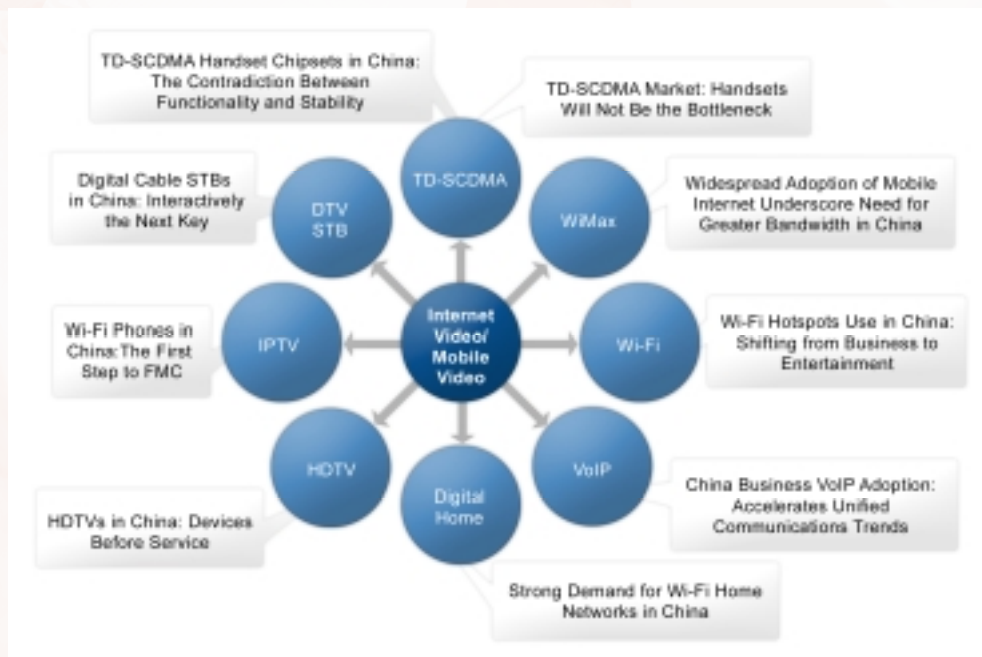


## China Multimedia

The China Multimedia Service delves into video services and device markets in China, and is focused on four big trends in 2008: Internet video, Mobile Video, TD-SCDMA, and Digital cable. These exciting markets have caught the attention of worldwide carriers and vendors.

The service gives global decision makers unique insights into market dynamics analysis, turning point analysis, the value chain, and business models while providing actionable viewpoints and five-year forecasts. Additionally, end-user data provides a strong proven input into each report to analyze specific market demand and individual preferences in China. Data comes from an annual survey of approximately 1,000 end-users, which provides clients with credible data from valid sampling sizes.

### Deliverable Highlights from 2007



### Areas of Coverage

- Digital advertising in China
- TD-SCDMA update in China
- TD-SCDMA handsets in China
- Mobile TV/Video in China
- Mobile TV chips in China
- Internet Video in China
- Video surveillance in China
- DTV update in China
- IPTV update in China
- HDTV update in China
- Wireless Broadband Equipment in China
- Wi-Fi in China

# China Multimedia, Cont.

- Data Elements:**
- Total revenue, subscriber base, ASP, unit shipments for 2008-2012
  - Breakdown by service or by equipment
  - Market share of carriers and vendors

- Critical Questions Answered:**
- Who are the early adopters and early majority for TD-SCDMA, mobile video, wireless broadband, etc?
  - How much are people willing pay for these new technologies and new services?
  - Who are the key players for TD-SCDMA, Internet video and mobile video, etc? And what does this ecosystem look like?
  - What are the BOM trends for TD-SCDMA, HDTV, Video surveillance, etc?
  - When will devices be available and acceptable for users of TD-SCDMA, mobile video, etc ?
  - What are the specific opportunities and what are they worth in terms of revenues?

**Integrated Primary Research Elements:**

**End-user Survey Analysis**

- During the first quarter of each year, In-Stat China conducts phone and online surveys to gain fresh opinions and ideas from existing users and potential users, which give clients unique, fact-based research:
  - These surveys always cover at least 1,000 end-users in first tier and second tier cities.

**Deliverables :**

- In-Stat Reports (12 annual deliverables, including In-Depth Reports, In-Dustry Reports, In-Sights Analyses)
- Survey Seminar
- Input into survey design
- On line HTML and FTP access to research reports

**About In-Stat:**

In-Stat is the leading provider of actionable research, market analysis and forecasts of advanced communications services, infrastructure, end-user devices and semiconductors. Our insights are derived from both a deep technology understanding and comprehensive research, which examines each segment of the value chain for each market. Technology vendors, service providers, technology professionals and market specialists, worldwide, rely on In-Stat's tenured, experienced staff and in-depth research to support critical business, product and technology decisions.

[www.in-stat.com](http://www.in-stat.com) | [info@instat.com](mailto:info@instat.com)

## Contact In-Stat

**Asia/Pacific**

China +86.10.6642.1812

**North America**

Arizona +1.480.483.4440  
California +1.408.345.4495  
Massachusetts +1.781.734.8674

**Europe/Middle East/Africa**

+1.480.483.4470