



New Media Advisory Service

China is the world's largest mobile market with more than 650 million wireless subscribers and the largest Internet market with over 300 million Internet users. Online and over mobile networks, new applications are driving convergence between new media and telecom as China's technology-savvy consumers adopt new services including online gaming, social network services, mobile video, and many more. These trends are set to accelerate as broadband adoption grows and China rolls out third generation wireless networks.

BDA's New Media Advisory Service (NMAS) provides insightful analysis of key developments and profiles of the leading players in the market.

All BDA services are interactive including quarterly presentations, delivery of new research findings in person or by conference call, and analyst access. Clients can ask questions and discuss key market trends directly with our Beijing-based team.

Key Issues

- **Carrier Strategies:** Which services and applications are operators promoting? What are the innovative revenue sharing schemes with operators?
- **Emerging business models:** Which new business models are emerging?
- **Service and Content Providers:** Who are the key players in this market? How do they compete with each other?
- **Applications:** Which applications will take off next? Which applications have already seen their growth peak?
- **Financing:** Where is current VC activity focused? Where are the IPO prospects? Where is consolidation likely?
- **Regulations:** What is the market impact of latest regulations? Where is the regulator likely to step in next?

Focus Areas – Mobile Data

Operator Strategy

- Key mobile data and content applications
- New strategies and marketing initiatives by operators
- Revenue sharing update
- Product roadmap for 3G mobile data services
- Convergence between operator-supported services and handsets

Key Industry Data and Trends

- Mobile data market size
- Important metrics for various mobile data services
- WVAS value chain analysis
- Mainstream WVAS applications update (e.g. SMS, MMS, music, game, navigation)
- Operator WVAS strategies (including KPI, marketing, technology and partnership strategies)

Service and Content Providers

- Competitive landscape
- Profiles of key players
- Business model evolution
- New services under development
- Operator partnerships update
- New service launches
- VC/M&A/IPO activity

Innovative Applications

- Wireless full track music download
- Video call and mobile video content
- Mobile online game
- Mobile instant messenger
- Mobile advertising
- Location based service
- Mobile payment and mobile commerce
- Mobile internet-related applications including mobile SNS, mobile search and WAP portals
- Corporate WVAS applications and convergent services

Regulation

- Analysis of latest regulations and their impact
- Outlook for regulatory changes which may impact mobile data market growth or the competitive environment

Focus Areas - Internet

Research Perspectives

- Investment opportunities
- New media applications
- Changing online consumption habits

Market Snapshot and Trends

- Market size of service sectors including online gaming, online advertising, search, IPTV/DTV, broadband services
- Key metrics including ARPU and users
- Market trends forecast

Online Sector Analysis

- Profiles of key players
- Profitability analysis of leading companies
- Performance and strategies of listed companies
- Competitive landscape
- Business model evolution
- Value chain analysis

Emerging Sector Analysis



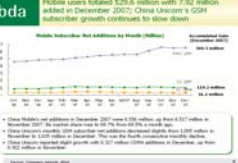



- Online SNS
- Ecommerce: leading service providers and emerging business models
- Vertical search
- Corporate web 2.0 solutions

Regulation

- Analysis of new regulations on key sectors such as online video, online gaming, e-payment and online B2C
- Key regulatory and government policies for telecom and media convergence

Deliverables Summary

The BDA New Media Advisory Service (NMAS) provides its clients with a regular stream of information and analysis on China's new media sector through the following deliverables.

Deliverable	Description
	<p>Sector Outlook Presentations</p> <p>Interactive, forward-looking presentations analyzing key industry trends and market developments. (4 per year.)</p>
	<p>Market Insight Reports</p> <p>PowerPoint reports with a deep-dive analysis of a specific trend or development impacting the industry. BDA's research analysts present reports in person or by conference call. (4 per year.)</p>
	<p>Market Updates</p> <p>Monthly reports in PowerPoint format analyzing key competitive, regulatory and market developments over the previous month. (8 per year.)</p>
	<p>Analyst Note</p> <p>BDA Analysts from the Telecom, Handset and New Media Advisory Services comment on the most significant industry developments. (2 per month.)</p>
	<p>Analyst Access</p> <p>Our analysts welcome your inquiries. (2 hours per quarter.)</p>
	<p>BDA Subscriber Website</p> <p>Subscribers have unlimited access to the fully searchable database of over four years of BDA research available on our website.</p>

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