



Multi-Client Study

2011 China POD Market

Prospectus

InfoTrends Ltd.

Objectives of the Study

- **To identify Chinese printing market's trends and demand drivers for digital print**
- **To size the Chinese market in terms of establishments, hardware equipment adoption**
- **To size and forecast the Chinese digital print opportunity in terms of expected device placements and volume development**
- **To understand the needs of Chinese print services providers for digital printing**

*China – including mainland China, excluding Hong Kong, Macau

Product Categories

Fields	Field Selections	Notes
Function	MFP	Refers to devices with integrated scanner for copying – previously called copier/printer
	SF Printer	
Feed Type	CS	CS refers to Cut Sheet machines
	RF	RF refers to Roll Fed / Continuous Feed machines
CS Speed Range Group	70-90 ppm (CS)	All B/W and Spot Color Cut Sheet machines are broken down into detailed speed segments.
	91-105 ppm (CS)	
	106-134 ppm (CS)	
	135-199 ppm (CS)	
	200 + ppm (CS)	
	RF	B/W and Spot Color Roll Fed machines are tagged “RF”
Color Duty Cycle Range	Color	Color machines are tagged “Color”
	0 to 100K	Color EP and Inkjet machines are grouped by Duty Cycle Range
	101K to 300K	
	301K to 999K	
	1M to 10M	
	>10M	
	Direct-to-Press	Direct-to-Press machines are not grouped by Duty Cycle Range and are tagged “Direct-to-Press”
	B/W	B/W machines are not grouped by Duty Cycle Range and are tagged “B/W”
	Spot	Spot Color machines are not grouped by Duty Cycle Range and are tagged “Spot”
Color Capability	B/W	
	Color	
	Spot	

Research Methodology

- **Primary research**

- ▶ In-depth interviews

- POD vendors / POD sales channels (15-20)
 - Placement by segment, End user needs, Sales strategies, Product planning, etc.
 - Print Services Providers (20)
 - Providers using digital devices to understand the needs for digital devices and software solutions
 - Printing industry organization (1-2)
 - Printing market trends by region, POD penetration, etc.

- **Secondary research**

- ▶ Desk research

- Relevant research reports and forecasts of InfoTrends
 - Existing market information including government and industry association data and published reports

Deliverables, Schedule, Price

- **Deliverables**

- ▶ Placement (2010): Excel Pivot Table
 - Hardware placement by major vendors (2010)
- ▶ Forecast (2010-2015) : Excel Pivot Table
 - Hardware placement, Hardware revenue, Average selling price, Installed Base, AMPV (Average Monthly Print Volume), Annual impression, Service revenue, Supply revenue, Retail value of print
- ▶ Final Report : PowerPoint
 - Analysis of the needs of print service providers
 - Chinese printing industry structure analysis
 - Analysis of Chinese market size and forecast
 - Hardware Vendor Profiles and Strategies

- **Schedule**

- ▶ End of August 2011 : market size and forecast pivot table
- ▶ End of October: Final Report

- **Price**

- ▶ \$21,500 USD
- ▶ On-site presentation : \$1,000 USD + Travel cost

- **About InfoTrends**

- ▶ InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry.
- ▶ We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

Contact

InfoTrends Ltd.

150-0012 Hiroo Office Bldg. 1-3-18 Hiroo, Shibuya-ku, Tokyo, Japan

Phone : +81-3-5475-2663/ Fax : +81-3-5475-2710

Email: info@infotrends.co.jp