



**Digital Tech Consulting, Inc.**

## Domestic Chinese LCD DTV Quarterly Tracking Service

The Chinese digital TV market is one of the most important and fastest growing markets in the world. A roadmap for the domestic Chinese TV market and its primary players is an essential ingredient for participation in this dynamic market place. DTC, in a joint project with China-based RedTech Advisors, now offers a LCD DTV quarterly tracking service that delivers difficult-to-obtain reliable data.

That reliable data is built from the years that RedTech and DTC have devoted to measuring and analyzing the consumer electronics markets. The service relies on primary research gathered from an extensive network of component suppliers, industry players and on-the-ground analysts with years of sector knowledge -- a key differentiator from some local market research companies that rely heavily on secondary and tertiary sources.

### **Each report includes the following:**

- Current and cumulative quarterly shipment estimates for LCD DTVs shipped into the Chinese market.

Data further broken down by:

- market share by top brands
    - video compression technology by top brands
    - chip supplier by top brands
  - top brands by manufacturer (where available)
  - identification for tier 2 and 3 brands\*\*
  - mapping of brand/OEM/ODM relationships (where available)
- Concise analysis on market, industry players and trends for each quarter.

### **Report Delivery**

This impactful report will be compiled and distributed on a quarterly basis throughout 2011, with 2011 fourth quarter estimates delivered early in 2012. This is the 2<sup>nd</sup> annual iteration of the service, for information and pricing on 2010 data please contact Myra Moore at 214-915-0930 or [myra@dtcreports.com](mailto:myra@dtcreports.com).

### **Pricing**

The price for annual service (including all 4 quarters of 2011) is \$20,000. For more detail about the service or ordering information, please contact Myra Moore at 214-915-0930 or [myra@dtcreports.com](mailto:myra@dtcreports.com).

\*Top suppliers (tier 1) to encompass approximately 70% of market. (Percentage may vary from quarter to quarter.)

\*\*Tier 2 and 3 brand list is intended to identify as many brands as possible. (Will not necessarily include market share)



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**RedTech** Advisors

About DTC:

DTC, a boutique market research firm that has measured the digital TV market since its inception more than fifteen years ago, forecasts the DTV receiver market throughout the world, helps individual governments plan their DTT transitions, tracks the activity of individual terrestrial broadcasters, and provided the only digital converter-box tracking service for the world's largest analog shut-off program.

About RedTech Advisors:

RedTech is a Shanghai-based advisory firm specializing in China's ConsumerTech sector. Leveraging more than 10 years of experience in Greater China, RedTech provides research and strategy services to multinational companies, helping them make sense of local technology trends, companies, consumers and government IT policy in Asia's most dynamic market.