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The Chinese Market: Opportunity & Challenge

中国市场：机会与挑战

This research-based paper provides detailed the findings from a consumer research study that was conducted with Chinese consumers in Beijing and Shanghai. It details current information services usage, and provides key insights into what makes the Chinese market unique. It also contains a detailed history and forecast for telephone line growth and information DA/DQ call volumes and revenues in the largest and fastest growing information services market on Earth.

"This report provides a great road map for anyone in the industry who wants to do business in China; plus, it costs less than a round trip business class ticket"
Lyle Wolf, Chairman YiLong Media, Hangzhou China

This Report Features:

- 52 Charts and Tables (See Table of Charts & Figures)
- 100 Pages that provide a detailed analysis of the consumer research conducted with Chinese mobile subscribers to understand how they find telephone numbers, as well as a detailed forecast for the Chinese DA/DQ market
- Provides insight into key market elements that have shaped the Chinese information services market, as well as those that are forecast to impact the market over the next five years
- Actionable recommendations for successful implementations in the Chinese market

Who Needs This Report?

- Any information services business interested the Chinese market
- Print and Internet directory publishers
- Carriers/Operators working in China, or planning to do so
- Technology suppliers to the industry
- Venture capital firms and investors in the information services arena

Understand the market, understand the players, and leverage trends that will change how you do business.

The Pierz Group asks the right questions, you get the answers.

Price: \$3,250; EIDQ members receive a 15% discount

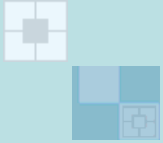
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Key Findings:

This research-based report creates a clear view of how urban Chinese find telephone numbers for businesses and for individuals. History, language and economic development all contribute to the unique characteristics of the Chinese information services market.

- China is the biggest and fastest-growing telecommunications market in the world. In addition, in terms of call volumes, China has the biggest and fastest-growing directory assistance/enquiry market in the world. The market will exceed 14.5 billion DA/DQ calls per year by 2010.
- Seventy-three percent of all telephone number look-ups in China are calls to DA/DQ services, vs. only 15 percent in the U.S. market. The few print directories that exist are difficult to navigate and have serious accuracy problems due to data quality and high telephone-line growth.
- It is difficult to find business telephone numbers in China. Only half of urban Chinese say that it is easy to find a business telephone number while at work. By contrast, a significant majority of Westerners report that it is very easy to find a business phone number while at work.
- It is extremely difficult to find home or mobile numbers in China. Nearly half of urban Chinese say the best way for them to find an individual (home or mobile) number is "calling a friend." There is no print directory or directory assistance/enquiry service for residential or mobile numbers.
- The poor quality of the China Unicom database is one of the most significant barriers to providing high-quality information services in China today.
- The Chinese information services market will not develop the same way directory markets did in other countries.
- There is a very large and immediate opportunity to develop unique information services offerings for this huge and growing market. Those solutions that leverage the most distinctive elements of the market will meet the needs of this marketplace.



- Innovative, market-specific products will command premium prices vs. current DA/DQ offerings in China.
- The size of the Chinese market will allow for a broad range of directory solutions that occupy various segments of the market.

The Pierz Group

For more information on this and other topics pertaining to the greater directory assistance/enquiry market please contact The Pierz Group. The Pierz Group provides consulting services and high value reports on the key issues facing the greater information services market. We focus on providing detailed, actionable research and analysis as well as strategic consulting services. Regular reports cover the issues and trends most likely to influence the current operations as well as future planning of providers of Directory Assistance/Enquiry services and the vendor community worldwide.

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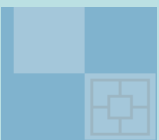
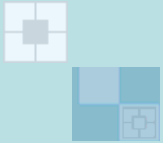




Table of Contents

	<u>Page</u>
Key Findings	10
Executive Summary	12
Opportunity	13
Challenges	
The Opportunity	16
1.3 Billion People and Growing	16
The Chinese Information-Services Market is Unique in the World	18
<i>Language</i>	20
<i>Print Directories</i>	21
<i>Internet Penetration and Access</i>	25
<i>Chinese Family Names</i>	26
<i>DA/DQ Services</i>	26
Usage Detail	27
Call Volumes	30
Finding Business Numbers	32
At Work	32
<i>Beijing and Shanghai are Different</i>	33
<i>By Age</i>	34
<i>By Professional Group</i>	35
Finding Business Telephone Numbers is Hard Work	36
<i>By Age Group</i>	37
<i>By Professional Group</i>	38
Finding Business Numbers While At Home or From a Mobile	39
<i>Differences Between Beijing and Shanghai</i>	43
<i>By Age</i>	44
<i>By Professional Group</i>	45
Finding Phone Numbers for Individuals	47
<i>Calling a Friend or Acquaintance</i>	49
<i>Finding Individuals is Difficult</i>	51
<i>By Age</i>	51
<i>By Age Group</i>	53
<i>By Professional Group</i>	55
Mobile Phones Define the Market	58
How Mobile Phones are Used	58
<i>By Age</i>	60
<i>By Professional Group</i>	61

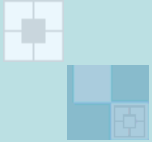


Table of Contents (cont.)

Opportunity to List Telephone Numbers for Individuals	63
Chinese Demand Less Privacy Sensitive Than Most	66
<i>By Age Group</i>	67
<i>By Professional Group</i>	68
To List or Not to List, Why? Is the Question...	69
<i>Beijing and Shanghai are Different</i>	69
<i>By Age</i>	71
<i>By Professional Group</i>	72
The Forecast	74
Call Volumes	74
<i>Global Perspective</i>	75
Revenues	76
<i>Global Perspective</i>	78
Summary & Recommendations	80
Summary	80
<i>Long List of Variables</i>	80
<i>What the Party Says Goes</i>	82
<i>A Brief Note on the Regulatory Environment</i>	82
<i>Big Risk, Big Rewards</i>	83
Recommendations	84
The Sample	89
Consumer Questionnaire (English Version)	93
Glossary	96
Related Research	98

The Chinese Market: Opportunity & Challenge



Table of Charts & Figures

Figure 1: Telephone Growth	17
Figure 2: Strong Growth in Mobile and Fixed Line Phones	18
Figure 3: Finding Phone Numbers; China is Unique	20
Figure 4: Chinese Use of DA/DQ Services	28
Figure 5: Chinese DA/DQ Usage by Age Group	29
Figure 6: Chinese DA/DQ Usage by Professional Group	30
Figure 7: Historic DA/DQ Call Volume Growth	31
Figure 8: Finding Phone Numbers at Work	33
Figure 9: Differences in Finding Business Numbers Between Beijing and Shanghai	34
Figure 10: Where Chinese Find Business Numbers by Age	35
Figure 11: Where Chinese Find Business Numbers by Professional Group	36
Figure 12: Difficulty Finding Business Numbers From Work	37
Figure 13: Difficulty Finding Business Numbers from Work by Age Group	38
Figure 14: Difficulty Finding Business Numbers from Work by Professional Group	39
Figure 15: Where Chinese Go To Find Business Phone Numbers When They Are Calling From Home or Mobile Phones	40
Figure 16 Finding Business Numbers from Home or a Mobile Phone is Different	42
Figure 17: Finding Business Numbers Away from Work; Differences Between Beijing and Shanghai	44
Figure 18: Where Chinese Find Business Numbers Away from the Office	45
Figure 19: Where Consumers Find Business Phone Numbers Away from the Office by Professional Group	46
Figure 20: How Chinese Find Phone Numbers for Individuals	48
Figure 21: Finding Individuals When You Don't Have the Phone Number	49
Figure 22: Finding Phone Numbers for Individuals, Differences Between Beijing and Shanghai	50
Figure 23: Difficulty of Finding Phone Numbers for Individuals	51
Figure 24: How Chinese Find Phone Numbers for Individuals by Age Group	53
Figure 25: Finding Individuals When You Don't Have the Phone Number by Age Group	54
Figure 26: Difficulty of Finding Phone Numbers for Individuals by Age Group	55
Figure 27: How Chinese Find Phone Numbers for Individuals by Professional Group	56
Figure 28: Difficulty of Finding Phone Numbers for Individuals by Professional Group	57
Figure 29: Chinese Mobile Phone Subscribers	58



2005 Global DA/DQ Forecast

Figure 30: Mobile Phone Usage Patterns – Personal vs. Business	59
Figure 31: Chinese Mobile Phone Usage Weighted Toward Business Usage vs. The United States	60
Figure 32: Mobile Phone Usage Patterns – Personal vs. Business by Age Group	61
Figure 33: Mobile Phone Usage Patterns – Personal vs. Business by Professional Group	62
Figure 34: Chinese Willingness to List Mobile Numbers in a Directory	64
Figure 35: Chinese More Willing to List Mobile Number Than Many	66
Figure 36: Willingness to List Mobile Number by Age Group	67
Figure 37: Willingness to List Mobile Number by Professional Group	68
Figure 38: Why Chinese Want Their Mobiles Listed or Not	69
Figure 39: Why Beijing Residents Will or Will Not List Their Mobile Phones	70
Figure 40: Why Shanghai Residents Will or Will Not List Their Mobile Phones	71
Figure 41: Why Chinese Will or Will Not List Their Mobile Phones by Age Group	72
Figure 42: Why Chinese Will or Will Not List Their Mobile Phones by Professional Group	73
Figure 43: Chinese DA/DQ Call Volume Forecast	75
Figure 44: Comparative Size and Volume Growth in Other DA/DQ Markets	76
Figure 45: Chinese DA/DQ Revenue Forecast	77
Figure 46: Comparative Size and Revenue Growth in Other DA/DQ Markets	79
Figure 47: Sample by Geography	90
Figure 48: Sample by Age	91
Figure 49: Sample by Professional Group	92

Table of Tables

Table 1: Key Indicators for the Chinese Market	16
Table 2: Forecast Average DA/DQ Call Pricing in China	78