

A Pearl Research Exclusive Report

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Online Games Market in Korea

Pearl Research's Exclusive Studies

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Chinese User Opinions on the iPhone including purchase intent: A report based on one-on-one interviews with Chinese consumers regarding their knowledge and opinions on Apple's iPhone.

Online Shopping in China: With increasing Internet penetration and use of online banking, online shopping is becoming ever more convenient and accepted by China's consumers. Pearl Research examines the interests, usage and concerns of Chinese consumers towards online shopping.

Games Market in China: The report provides insights into the \$1.66 billion games market with analysis of emerging trends, top titles, leading companies, and forecasts. The report will examine the rising development capabilities in the country and emerging business models and game genres.

China Research: Comprehensive Coverage of Technology, Digital Media and Consumers

Pearl Research's China studies include:

- + Online Advertising
- + Games Market in China (online, console, packaged PC)
- + Web 2.0 (blogging, social networking, video sharing, digital music)
- + Google and Baidu analysis including consumer feedback
- + Games Development and Outsourcing
- + Chinese consumers: online surveys and focus groups
- + Trendspotting for Chinese youth and young adults
- + Individual Games analysis (Sohu's TLBB, EA's FIFA Online, Giant's Zhengtu, among others)
- + Best Buy in China

Official Casual Games Report

Pearl Research is pleased to have contributed to the trade organization Casual Game Association's "Casual Games Report". The report is becoming the industry standard for casual games information. This exclusive 60-page report covers worldwide market sizing, business models, industry dynamics and top products and companies.

Please visit this link: www.regonline.com/CGAPearlResearchReport for more information.

Phoenix Generation series of reports covering Chinese consumers

300 million strong and with \$135 billion in disposable spending income, China's consumer youth markets represent an untapped opportunity.

-Pearl Research's Phoenix Generation reports are an in-depth lifestyle study on Chinese youths ages 16 to 30. The qualitative and quantitative study identifies emerging trends, attitudinal shifts and "what's hot" in games, Internet, entertainment, technology, fashion, and consumer products.

-We focus on trends that have a business impact, providing insights into the origins and implications of these trends. The study helps companies understand this important demographic and what drives their lifestyle choices and spending habits.



Defining the Phoenix Generation

Pearl Research has coined the term "Phoenix Generation" to describe China's dynamic youth. This generation grew up during booming economic times and most do not have any siblings as the result of the one-child policy.

Pearl Research believes this generation will be the core driver of consumer spending in China. The Phoenix Generation reports are exclusive, primary-research reports dedicated to understanding this important demographic.

About Pearl Research

Pearl Research is a business intelligence and consulting firm specializing in the technology, consumer and interactive entertainment markets with a special focus on emerging markets.

Based in San Francisco and China, Pearl Research provides its clients access to a vast knowledge base of market research information. The company publishes in-depth research reports, provides a research advisory subscription service and customized research and consulting services.

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