

Research Report on Chinese E-reader Market, 2010-2011

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Abstracts

E-reader is a professional carrier terminal for digital contents such as e-books, e-newspaper and electronic documents. It is featured with the paperlike display technology and low power consumption. Presently, through Wi-Fi or operator network, users can directly download digital publishing contents for reading with e-readers.

Chinese e-reader market enters the rapid development stage since 2009. The sales volume of e-reader in China exceeded 300,000 with the market scale of about CNY 450 million in 2009.

Chinese e-reader market has been concentrated with a large quantity of brands, including Hanvon, Hanlin and Dr. Yi as well as Founder, Datang, Teclast and Samsung, etc. Besides e-reader manufacturers, there are also other types of entrants. In May 2009, China Mobile announced its G3 e-reader customization program. In May 2010, China Mobile, together with Hanvon, Huawei, Datang Mobile, Datang Telecom, BenQ and Founder to launch 7 TD e-books, some of which have come onto the market. Among those e-reader spare parts manufacturers, in addition to Prime View, some other manufacturers are also engaged in the production of electronic papers and chips, etc.

Generally, Chinese e-reader market enters its high-speed development stage in 2009. It is forecast that Chinese e-reader market will maintain high growth in 2010 with the promotion of e-reader manufacturers, content providers and telecom operators. In 2010, Chinese e-reader sales volume will surpass 3 million and the market scale will be over CNY 3 billion. By 2010H1, there were about 30 e-reader manufacturers in China. The number is expected to rise to 80-100 during the end of 2010 to the beginning of 2011. E-reader is regarded as another highlight in Chinese digital consumption market after MP3

and MP4.

With its rapid development, Chinese e-reader industry is also exposed to the lack of content resources and unsound copyright protection, etc.

Through this report, readers can acquire more information:

Status quo of Chinese e-reader industry

Business model of Chinese e-reader industry

Development of industries associated with Chinese e-reader industry

Competition in Chinese e-reader market

Major e-reader manufacturers in China

Technological trend in Chinese e-reader industry

Prediction on the development of Chinese e-reader industry

Investment opportunities in Chinese e-reader industry

Following persons are recommended to buy this report:

Enterprises associated with the e-reader industry chain

Telecom operators

E-reader manufacturers

Investors concerning the e-reader industry

E-reader distributors

Research institutes concerning Chinese e-reader industry

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