

ResearchInChina

China Tablet PC Market Survey Report, 2010-2011

Mar.2011



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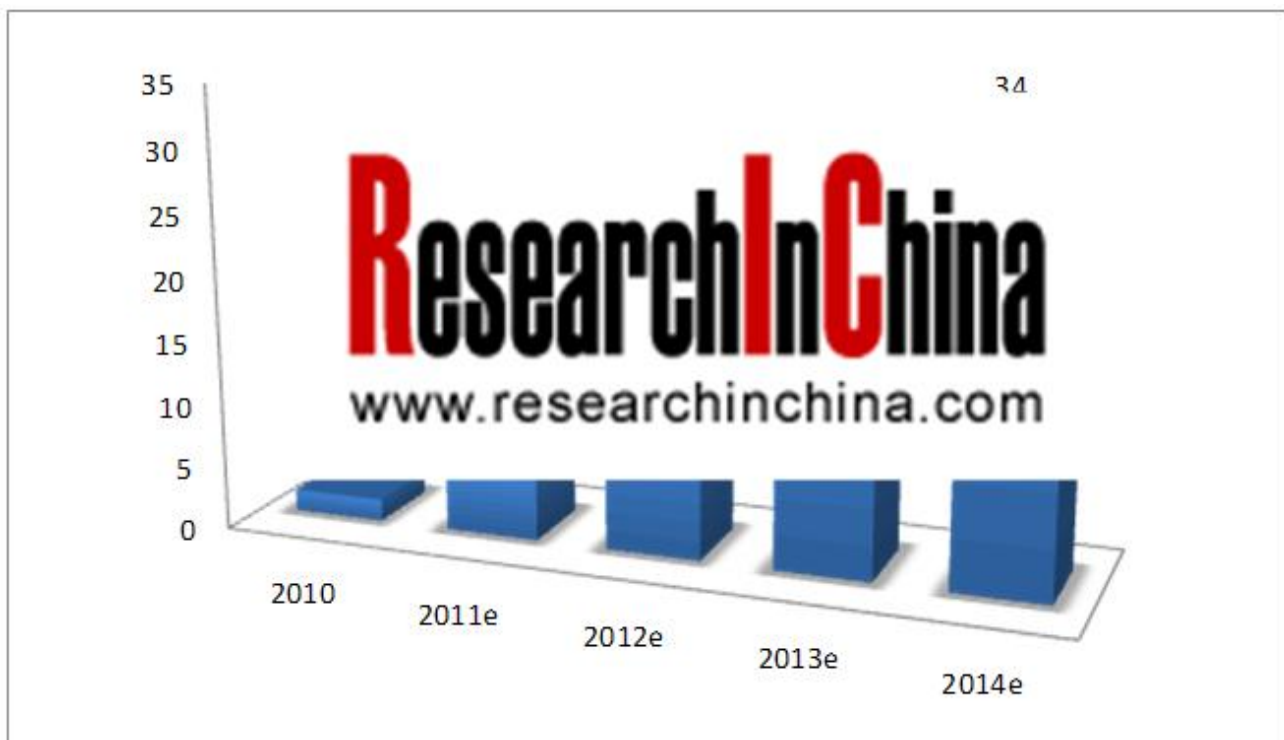
1. Overview of Tablet PC Industry

1.2 China

On September 17, 2010, Apple iPad was officially launched in China's two flagship stores and more than 100 distributors and campus experience centers, which has exerted great influence on Chinese tablet PC market. First of all, iPad has urged Chinese consumers to have an all-round view of tablet PC; secondly, the steadily rising sales volume of iPad indicates the huge potential of tablet PC market, which has encouraged Chinese tablet PC manufacturers; thirdly, iPad has fueled the startup of Chinese tablet PC market, which brings along not only the successive release of various tablet PC terminals but the progress of relevant industries like software application industry.

In regard to hardware terminals, the findings demonstrate that the market size of tablet PC in China approximated ** million in 2010, and is predicted to reach ** million in 2014.

Sales Volume of Tablet PC in China, 2010-2014E (Unit: mln)



Source: ResearchInChina

Apple, Gome, and Eben ranked top three by sales volume, while Apple, Eking, and Eben ranked top three by sales value. Apple iPad occupied**% market share. iPad, Viliv X70 and Eben were the best-selling models in Chinese tablet PC market.

It is anticipated that Apple will still dominate Chinese tablet PC market in 2011 while other manufacturers will remain in fierce competition.

1.3 Characteristics of Available Tablet PCs

According to the statistics of ResearchInChina Smart Terminal Database, among the 220 tablet PCs under 83 brands available as of February 2011, **% adopt Android and **% use Windows.

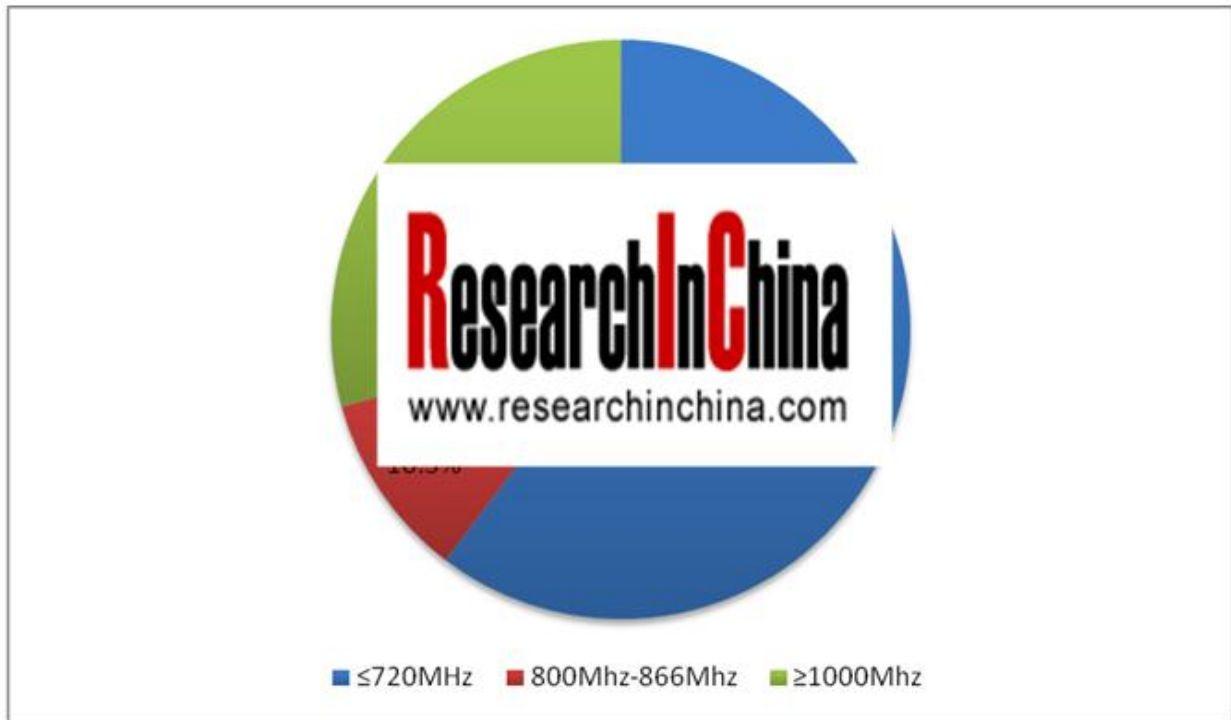
Distribution of Available Tablet PCs by Operating System, 2009-Feb. 2011



Source: ResearchInChina

Currently, **% of Android tablet PCs still adopt the CPUs lower than 720MHz, while **% use the CPUs higher than 1GHz.

Distribution of Available Android Tablet PCs by CPU Frequency, 2009-Feb. 2011



Source: ResearchInChina

3. Major Tablet PC Enterprises

Tablet PC Launch Plan of Major Manufacturers

Company	Tablet PC	Operating System	Release
Archos	Archos series	Android/Windows 7	2010 year-end
ASUS	Eee Pad	Android/Windows 7	2011Q1
Cisco	***	***	***
Haleron	***	***	***
Hanvon	***	***	***
HP	***	***	***
LG	***	***	***
Motion Computing	***	***	***
MSI	***	***	***
RIM	***	***	***
Samsung	***	***	***
Sony Ericsson	***	***	***
Toshiba	***	***	***
ViewSonic	***	***	***
DELL	***	***	***
FIH	Tablet (8.9 in)	Android	
Quanta	Redvale (10 in)	MeeGo	2011
HTC	***	***	***
Acer	***	***	***
Huawei	***	***	***
Lenovo	***	***	***
Motorola	***	***	***
Nokia	7 or 9 inch Tablet	MeeGo	2011
Apple	iPad 2	iOS	2011Q1
Compal	Tablets (7 & 10 in)	Android,Windows,MeeGo	2010Q4
Sony	***	***	***
ZTE	***	***	***

Source: ResearchInChina

3.5 Newsmy

3.5.1 Business Profile

In order to cope with the rapid growing tablet PC market, Newsmy adopts the strategy of satisfying the demands of different consumer groups by means of segmented product lines. Some of the presently available Newsmy tablet PCs highlights reading function while some give priority to video, audio, and entertainment function, meanwhile, some adopt Window System and favor business function. Considering energy consumption, Newsmy will attach importance to ARM platform before the launch of upgraded low energy consumption platform by Intel.

Newsmy has tried to cooperate with other content providers for the sake of abundant tablet PC application resources; for instance, it has practiced novel cooperation with www.ChineseAll.com, magazine cooperation with Dooland Books, and cartoon cooperation with Haqqy.

As for marketing channels, Newsmy employs retailing agent and industrial & government procurement. Up to January 2010, the monthly average sales volume had rested on 10K; hereinto, industrial procurement remained the major outbound channel. In the future, Newsmy will focus on the articles for entrepreneur conference and government conference.

3.5.2 Product

Newsmy boasts diversified product types. NP701 underlines video, audio, and entertainment function, and is equipped with 2-megapixel video camera; NP711 has the similar profile to e-book and is configured with full keyboard under the screen; Newpad 10M, the sole type that has adopted Windows System, is suitable for business market that emphasizes office software application. Newsmy tablet PCs feature low price, basically lower than RMB1500 except NP800 released in February 2011, so as to keep the price edge against other similar products.

Newsmy Tablet PC Configuration and Price

	Operating System	Processor	Screen Size (inch)	3G	Price
NP701	Android 1.5	**	7,800X480	Extrinsic	**
NP711	Android 2.1	**	**	Extrinsic	**
NP715	**	Rockchips 1GHz	**	Extrinsic	**
NP800	**	Rockchips 1GHz	8,800X600	Extrinsic	**
Newpad 10M	Windows	Atom 1.66GHz	10.1,1024X576	Extrinsic	

Source: ResearchInChina

3.5.3 NP711/NP715 User Evaluation

Newsmy NP711:

Website: ZOL Date: Mar. 2, 2011

<http://detail.zol.com.cn/tablepc/index262487.shtml>

Price: RMB1381

Shop Quantity: 18

Ranking of Tablet PC: 37

Website: PConline Date: Mar. 2, 2011

<http://product.pconline.com.cn/tabletpc/newsmy/449135.html>

Recommendation: 84% (13 voters)

Website: IT168 Date: Mar. 3, 2011

<http://product.it168.com/detail/doc/437018/index.shtml>

Availability: Nov. 2010

Ranking among the MID Priced above RMB1001: No. 1

Website: taobao Date: Mar. 2, 2011

<http://s.taobao.com/search?q=%C5%A6%C2%FCNP711>

Sales Volume of Top 3 Distributors: 9

Ranking of Tablet PC: 35

Related Commodity Quantity: 136

Newsmy NP715:

Website: PCPOP Date: Mar. 2, 2011

<http://product.pcpop.com/000305954/Index.html>

Price: RMB1499

Website: ZOL Date: Mar. 2, 2011

<http://detail.zol.com.cn/tablepc/index271457.shtml>

Price: RMB1499

Shop Quantity: 11

Ranking of Tablet PC: **

Website: PConline Date: Mar. 2, 2011

<http://product.pconline.com.cn/tabletmid/newsmy/456454.html>

Shop Quantity: 1

Price: RMB1499

Recommendation: 0% (2 voters)

Website: It168 Date: Mar. 2, 2011

<http://product.it168.com/detail/doc/445235/index.shtml>

Availability: Jan. 2011

Ranking of Tablet PC Priced RMB1001-2000: No. 4

Website: taobao Date: Mar. 2, 2011

http://s8.taobao.com/search?q=%C5%A6%C2%FC+NP715&pid=mm_15226958_0_0&unid=0&mode=63

Sales Volume of Top 3 Distributors: 8

Related Commodity Quantity: 12

4. Survey of Potential Consumers in China

4.1 Consumer's Background

The survey of potential consumers covers 7,000 people at the age of 20-50 and with the annual income of RMB12,000-60,000 in 30 provincial capitals and municipalities (including Shanghai, Beijing, Guangzhou, Shenzhen, Chengdu, etc.).

4.1.1 City

By city, the surveyed consumers in Shanghai (**%), Guangzhou (**%), Beijing (**%), Jinan (**%), Hangzhou (**%), Chengdu (**%), Wuhan (**%) and Nanjing (**%) account for higher proportions; the ones in others cities account for less than 3% respectively.

Distribution of Consumers by City



Source: www.1diaocha.com; ResearchInChina

4.2 Consumer's Tablet PC Purchase Plan

4.2.1 Schedule

Among the surveyed consumers in China, **% intend to purchase Tablet PCs in three months, **% 3-6 months, and **% 6-12 months. In total, **% are going to purchase Tablet PCs in a year, the other **% plan to buy a year later.

Since Apple launched its first Tablet PC in 2010, major manufacturers have followed it to do so. After nearly a year of promotion, the urban consumers in China have been aware of the concept of tablet PC.

According to the planned purchasing schedule of Tablet PC by consumers, China's Tablet PC shipment will see rapid growth in 2011, and will reach the peak in 2012.

Planned Purchasing Schedule of Tablet PC by Consumers

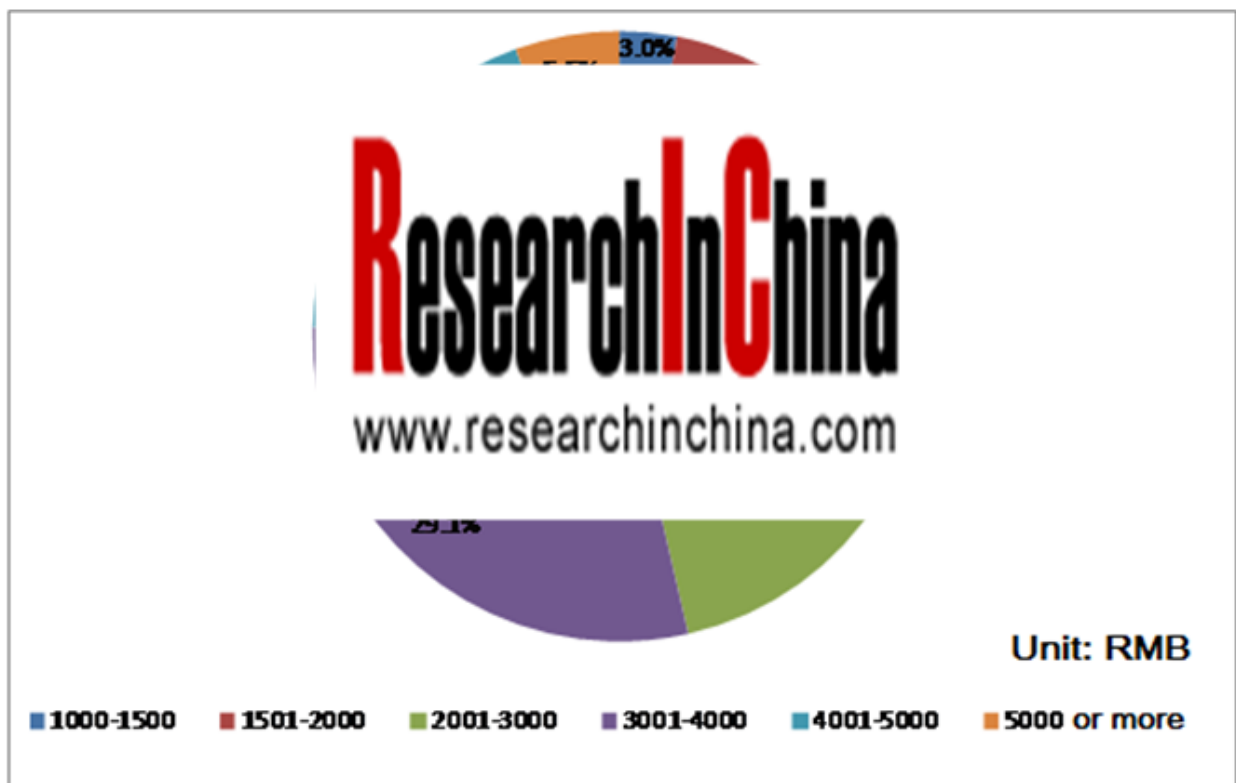


Source: www.1diaocha.com; ResearchInChina

4.2.3 Affordable Price

As for price, consumers would like to buy a Tablet PC at the price of RMB2,000-5,000. Among them, **% prefer RMB2,001-3,000, **% prefer RMB3,001-4,000 and **% prefer RMB4,001-5,000. Only**% can afford the unit price of over RMB5,00. Nevertheless, due to the quality problems, **% accept the unit price of less than RMB1,500.

Affordable Prices of Tablet PC by Consumers



Source: www.1diaocha.com; ResearchInChina

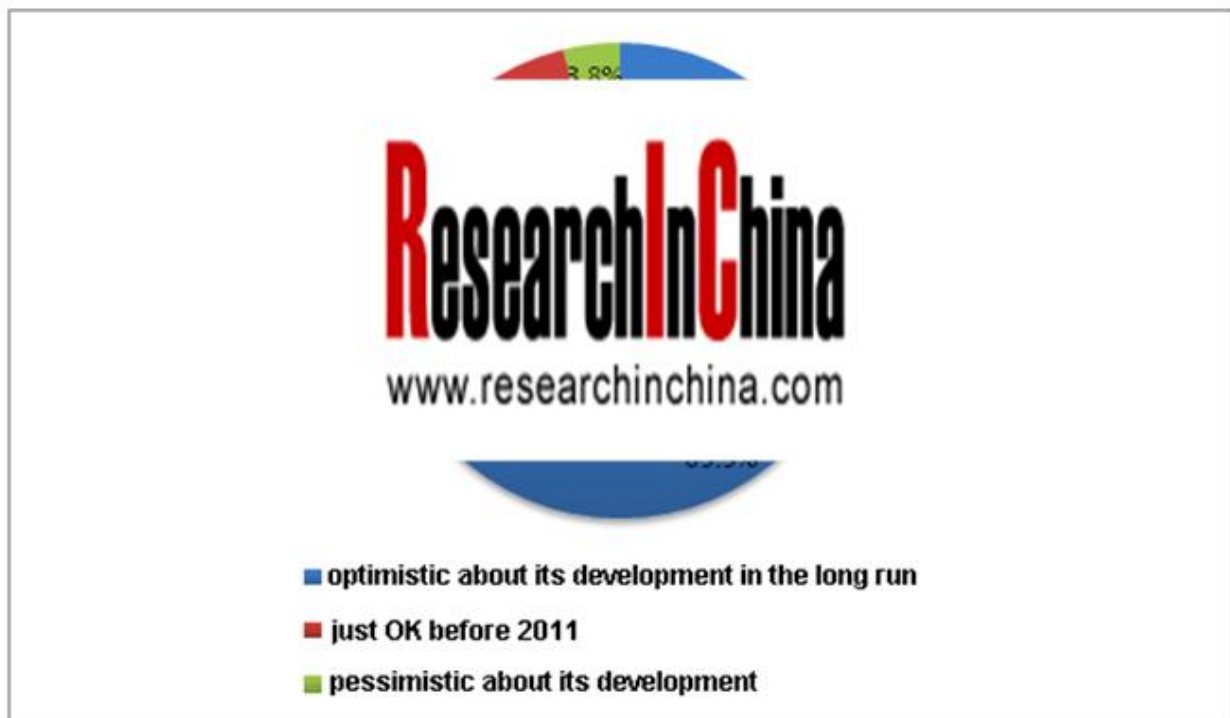
6. Survey of Related Manufacturers and Distributors

6.1 Manufacturers

A questionnaire survey was conducted by ResearchInChina among tablet PC-related manufacturers and media representatives. About **% respondents were very sure about the future of tablet PC and thought that the table PC business would maintain years of fast-growing development. The fever of iPad declares the approaching of tablet PC era. Due to superior performances, the tablet PC not only meets diversified demand for creation, but also is expected to play leading role in commerce domain.

The tablet PC becomes one of hit commodities in big electronic marketplaces. Leading manufacturers such as Apple and Hanvon also join the team to exhibit their table PC products in big electronic marketplaces. In terms of the potential consumer group of tablet PC, a portion of them are more interested about fashionable products for recreation, while lion's portion care more about the performance in portability and for business use. Therefore, the tablet PC market will maintain its robust advance in the upcoming years.

Opinions on Future Tablet PC Market



Source: ResearchInChina

→ Related Reports

- **Global and China CMOS Camera Module Industry Report, 2009-2010**
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- **Global and China Passive Component Industry Report, 2009**
<http://www.researchinchina.com/htmls/Report/2010/5831.html>
- **Global and China Digital STB (Set-top Box) Market Report, 2009**
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- **Semiconductor Equipment Industry Report, 2009**
<http://www.researchinchina.com/htmls/Report/2009/5791.html>
- **IC Advanced Packaging Industry Report, 2009**
<http://www.researchinchina.com/htmls/Report/2009/5772.html>
- **Global TFT-LCD Equipment Industry Report, 2009**
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**Address: Room 1008, A2, Tower A, Changyuan
Tiandi Building, No. 18, Suzhou Street, Haidian
District, Beijing, China 100080
Tel: 0086-10-82600828, 82600893
Fax: 00-86-10-82601570
Mail: report@researchinchina.com**
