

NEWS RELEASE



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Half Legal Movie Spend in Shanghai Result of Online Information

SHANGHAI, March 1, 2011 | The release of a DDMA and Focus Group China report today revealed that the main influence behind over half (57%) of decisions to watch a film legally at the cinema in Shanghai is what people and companies say online. Box office spend in the city mainly influenced by online information is US\$ 67 million. This was one of the findings from a DDMA and Focus Group China report issued today called The Influence of Online Information on Chinese Consumer Buying Behavior.

"Information available online is the main factor determining if Chinese pay to watch a film legally at the cinema or view it illegally," said Sam Mulligan, Director Data Driven Marketing Asia. "In addition, Focus Group China qualitative research found that consumers feel there is more value in paying to watch big budget films including 3D movies, so are more apt to watch these legally."

Chinese movies generated some US\$ 1 billion in box office receipts in 2010. Over 450 Chinese movies were screened in movie theaters, and 17 of these movies achieved box office receipts in excess of US\$ 15 million.

A total of 24 foreign movies were released in China in 2010, generating box office receipts of US\$ 400 million. Foreign movies released in IMAX and 3D formats generated the most revenue, with almost 77% of box office receipts coming from these two movie types. Avatar was the most successful movie in 2010, with ticket sales of US\$ 200 million.

Through a large quantitative sample The Influence of Online Information on Chinese Consumer Buying Behavior report provides details of exactly where consumers go online for information. Supporting qualitative research highlights exactly what information consumers are looking for on these websites, and why.

The research report *The Influence of Online Information on Chinese Consumer Buying Behavior* covers the 24 largest consumer product categories in China. To learn more about the full report visit: www.ddm-asia.com

Detailed Report Ranking

- a) Percentage of Shanghai consumers who stated online information was the main influence for an actual purchase
- b) Shanghai retail spend in the category that was accounted for mostly by online information in 2010

1st — Shanghai Outbound Travel and Tourism: a) 57%; b) US\$ 8.9 billion

2nd — Restaurants, Bars, KTVs and Nightclubs: a) 69%; b) US\$ 3.2 billion

3rd — Medium- to High-end Branded Apparel: a) 47%; b) US\$ 1.97 billion

Joint 4th / 5th — 3G & Smartphones: a) 67%; b) US\$ 1.8 billion

Joint 4th / 5th — Home Appliances: a) 34%; b) US\$ 1.8 billion

6th — Passenger Cars: a) 14%; b) US\$ 1.3 billion

7th — Cosmetics & Skincare: a) 46%; b) US\$ 830 million

8th — Furniture, Home Textiles, Tableware and Home Decoration Materials: a) 34%; b) US\$ 442 million

9th — Home Computers: a) 57%; b) US\$ 262 million

10th — Digital Cameras and MP3/MP4 Players: a) 64%; b) US\$ 227 million

11th — Cinema Box Office: a) 56%; b) US\$ 67 million

12th — Leisure Books: a) 36%; b) US\$ 47 million

About DDMA

DDMA provides market research and business consultancy services in China and across Asia Pacific.

Established in 2003, the company is headquartered in Shanghai. DDMA supports major multinationals with their marketing and business objectives in China, including: Scientific Games, Intel and eBay.

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About Focus Group China

Focus Group China is the in-house qualitative research unit of DDMA.