

# Blu-ray Disc Association

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## 2010 Annual Media Gathering Summary Report



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## I. Program Objectives

- Showcase BD's diverse product line and advanced technology to demonstrate the unparalleled advantages of BD
- Reinforce the strong global trend of 3D and its active role in the promotion of BD at the one year anniversary of Blu-ray 3D's specification release
- Share the most up-to-date market achievements and highlight BDA's commitment to the China market
- Enhance BDA's relationship with key national media and partners and build goodwill equity



## II. Program Overview

The 2010 BDA Annual Media Gathering was held in Shenzhen on December 16<sup>th</sup> and 17<sup>th</sup>, 2010. A total of **28** media (including general, industry, business, and on-line media) attended the event, with **ten** from Beijing, **six** from Shanghai, **ten** from Guangzhou and **two** from Chongqing.

Executives from the China Audio Industry Association (CAIA), BDA CPRG, Desay, Hualu, Excel Media, Warner and Sony DADC delivered speeches. Some of the executives also answered media questions after the speeches, highlighting the below key messages:

- Global BD market has matured. The BD format have been widely accepted in the video market
- The BD market is making great progress in China and has made significant achievements in the global market in 2010
- BDA attaches great importance to the Chinese market and is optimistic about future growth of BD in China
- The Blu-ray 3D era is arriving

More than **50** representatives from **15** hardware manufactures and content providers actively participated in the event, including delegates from Panasonic, Philips, Pioneer, Sony, Warner, Excel Media, Sony DADC, Sumsang, Hualu, Desay, Leqee, TCL, Seastar, Jump-lan and Giec. **11** of those companies showcased their BD products, and **3** of them demoed 3D clips on site, providing attending media with a vivid look at the latest BD products and visual Blu-ray 3D experience.



### III. Event Highlights

#### 1) Media Briefing

Executives from China Audio Industry Association (CAIA), BDA CPRG, Desay, Hualu, Excel Media, Warner and Sony DADC delivered speeches on a range of topics, highlighting the BD market's rapid expansion in the global market, the great progress made in China's BD industry value chain in 2010, and Blu-ray 3D's bright prospects in the future.





## 2) Cake Cutting

A special time was set to celebrate the one year anniversary of the release of Blu-ray 3D following the speeches. Mr. Chen Lixin, Secretary-General of CAIA and Mr. Greg Zhao, chairman of BDA China PRG cut the cake, with representatives from each company looking on.



## 3) Q&A session

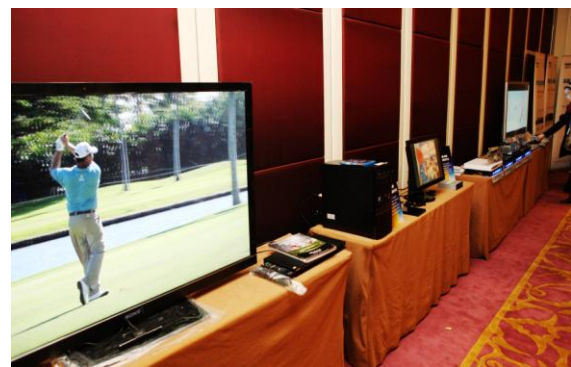
A Q&A session was held to provide an interactive platform for open discussion. Media showed a keen interest in BD and Blu-ray 3D development, new product launch plans and BDA's promotion strategies. Attending executives answered questions while emphasizing the event's key messages.





#### 4) Product Demo

A total of 11 companies, including Panasonic, Philips, Sony, Warner, Sumsang, Hualu, Desay, Leqee, Seastar and Jump-lan showcased their BD products on-site, including BD 2D and 3D players, computers with BD-ROM and BD movies. Representatives from each company answered media questions and had thorough discussions with media at their booths.



#### 5) Team Building

A team building session was held in the afternoon, which provided media with another opportunity to communicate with CAIA, Chinese partners and BDA executives.



#### **IV. Topline Results Summary**

The Annual Media Gathering successfully:

- Provided an opportunity for in-depth communication between manufacturers and media and showcased the strong lineup of the BD value chain in China
- Raised awareness and understanding of BD among key media and increased BD's share of voice by generating media coverage
- Strengthen relations between BDA CPRG and key national media
- Built goodwill equity among the key media





## V. Media Feedback

Many of the attending journalists praised the event for being well-organized and clearly communicating the key messages. Media expressed a desire to hear more about BD in the future. From their own perspectives, media commended and suggested improvements for the event.

### Comments:

- This is a valuable opportunity to meet and talk with different manufacturers and content providers, especially representatives from local BD manufacturers, providing a full picture of China's BD market
- The scale of the 2010 gathering was larger than last year's, showing that the rapid growth of China's BD industry and the increasing involvement of manufacturers
- The roundtable format is convenient for communication
- The organizer's detailed and professional arrangements were quite appreciated

### Suggestions:

- It would be better if more information on BD market trends, data and BD product prices in China could be shared. Some of the speeches' topics could be further combined to better deliver the key messages
- The length of the speech session prevented fitting in a booth-visiting session
- Some group discussion sessions could be considered in the next event
- It is best the event not be held at the end of the year, since many activities are held during that time and journalists are very busy
- The local BD manufacturing line is mysterious to many media. Media visits to local BD manufacturers should be considered



## VI. Event Rundown

<i>Time</i>	<i>Activity</i>
<b>Dec. 16</b>	
13:00-17:00	Media arrival and reception
18:30-21:00	Welcome dinner
<b>Dec. 17</b>	
9:00-9:30	Media visit product demos and engage in discussion
9:30-9:35	Opening remarks by MC, Mr. Wang Xiwen, Vice Chairman of PRG of BDA
9:35- 9:50	Keynote speech by Mr. Chen Lixin, Secretary-General of CAIA
9:50- 10:10	Speech by BDA representative, Mr. Greg Zhao, Chairman of PRG of BDA
10:10-10:30	Speech by Mr. Cao Changqing, Vice President of Desay
10:30-10:50	Speech by Mr. Liu Guanwei, Managing Director of Hualu Info Ltd.
10:50-11:00	Speech by Ms. Hu Xiuzhi, Deputy General Manager of Shanghai Excel Media
11:00-11:05	Speech by Mr. Sai Yin, Manager of Warner
11:05-11:15	Speech by Mr. Wu Xiao, Deputy General Manager of Sony DADC
11:15-11:30	Cake cutting by Mr. Chen Lixin and Mr. Greg Zhao, and witnessed by representatives of each company
11:30-11:50	Media Q& A
11:50-11:50	Lucky draw
11:50-13:30	Lunch
13:30- 15:30	Team building



## VII. Media Attendance

City	No.	Media	Journalist
Beijing	1	Beijing Youth Daily 北京青年报	Zhang Qin 张钦
	2	The Beijing News 新京报	Yin Jie 殷洁
	3	Beijing Times 京华时报	Niu Yinghui 牛颖慧
	4	Legal Evening 法制晚报	Lin Qi 蔺启
	5	Science And Technology Daily 科技日报	Chen Bin 陈彬
	6	China Electronics News 中国电子报	Hu Hongseng 胡洪森
	7	China Information World 中国计算机报	Zhang Nan 张楠
	8	China Computer World 计算机世界	Li Xiang 李响
	9	qq.com 腾讯	Qiao Hongkang 乔红康
	10	China Digital TV 中国数字电视	Cui Muli 崔慕丽
Shanghai	1	Shanghai Morning Post 新闻晨报	Xu Binzhong 徐斌忠
	2	Xinmin Evening News 新民晚报	Lin Lili 林丽丽
	3	Shanghai Evening Post 新闻晚报	Yang Taiwu 杨台武
	4	Youth Daily 青年报	Jiang Zhuo 姜卓
	5	Shanghai Technology Post 上海科技报	Geng Ting 耿挺

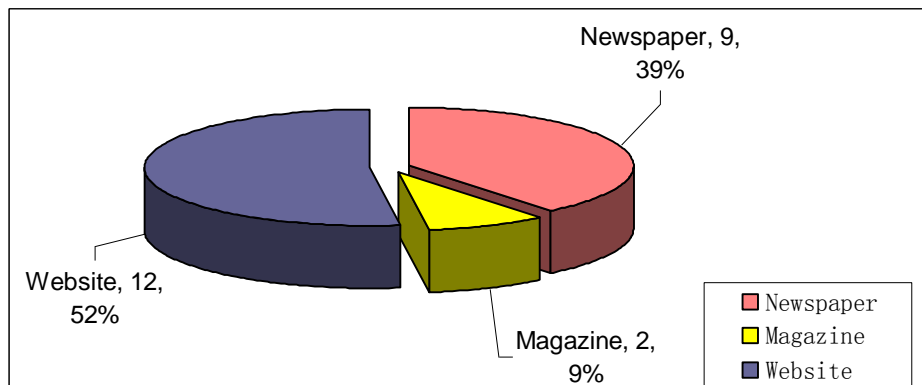


	6	YOLO Magazine YOLO 新电器生活	Sun Wei 孙蔚
<b>Guangzhou</b>	1	Southern Metropolis Daily 南方都市报	Fang Nan 方南
	2	Yangcheng Evening News 羊城晚报	Huang Qibing 黄启兵
	3	Nanfang Daily 南方日报	Dai Yuancheng 戴远程
	4	Guangzhou Daily 广州日报	Li Guangyan 李光焱
	5		Liu Xinwei 刘新伟
	6	New Express 新快报	Chen Xuedong 陈学东
	7	Privatize Economical News 民营经济报	Shen Haiyang 申海洋
	8	TechMag 万家科学	Li Guoqing 李国庆
	9	Home Theatre Magazine 家庭影院技术	Wang Jie 汪杰
	10	163.com 网易	Ye Dan 叶丹
<b>Chongqing</b>	1	E-fashion 新潮电子	Dong Yanbin 董延斌
	2	Digital Home 数字家庭	Huang Yu 黄宇



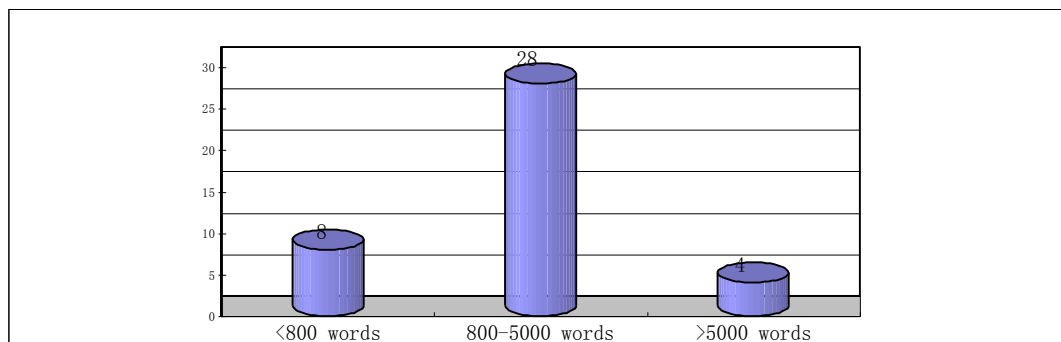
### VIII. Overview of Media Coverage

- As of January 27 2011, **42** original news articles (including **29** print articles, **13** online articles) echoing the key messages presented during the event were tracked in websites and publications.
- **11** print stories and **12** online articles were monitored within one week after the event, achieving a timely delivery of the key messages.



Media Coverage Analysis (by media type)

- Print and online articles generated approximately **95,958** total words with an average of over **2,399** words per article; **7** print articles exceeded **4,000** words.
  - **4** news stories with more than 5000 words equating to **10%** of news coverage
  - **28** news stories with between 800-5000 words equating to **70%** of news coverage
  - **8** news stories with less than 800 words equating to **20%** of news coverage



Media Coverage Size Analysis (by word count)





## **Key Media Angles**

- According to the data, BD achieved substantial progress in 2010 and will usher in a more rapid period of growth in 2011.
- With the expansion of the production scale, consumers have a wider range of choices of Blu-ray products. Meanwhile, the market has grown as a result of continuously lowering product prices; currently, the lowest price for a BD product is less than RMB 1000.
- More and more Chinese companies have joined the army of FLLA licensee. In terms of products, Chinese companies are constantly making adjustments to align with the local market need. Changes include launching BD players that have both BD-ROM drives and Internet connection; offering integrated BD disc-online download options with the purchase of a BD player, and etc.
- The increasing excitement around 3D technology and Chinese consumers' improving 3D awareness is conducive to 3D BD's further development in China. Strategically speaking, 3D BD player bundled with 3D TV will promote sales of 3D BD players in China.
- Currently, the obstacles Blu-ray encounters in China areas are:
  - Hardware- 1) Chinese BD manufacturers are mainly export-oriented, 2) Chinese manufacturers are intermediate links in the industry chain, because the core technology still belongs to foreign companies, 3) and the initial pricing for BD players is relatively high.
  - Software- 1) Internet downloads is convenient, 2) BD disc prices are high, 3) and there is not enough BD content.



## IX. Clipping Report

Please find the clipping list below for your reference. Please click on the link to read the full articles.

\*Update: 2011-1

Print Media					
No.	Title	Page	Media	Date	Word count
1.	<u><a href="#">_3D Industry Forum Concludes, 3D TVs Shoulder Heavy Responsibilities, See Market Share from 0 to 5% in Just Half a Year</a></u> 3D 产业论坛闭幕 各企业展望未来发展	A30/3C·聚焦	<u><a href="#">Legal Evening Post</a></u> 法制晚报	<u><a href="#">2011-1-17</a></u>	<u><a href="#">7,344</a></u>
2.	<u><a href="#">_3D Spurs Blu-ray Market in 2010</a></u> 3D 助力蓝光笑傲 2010	12-13/第一时间	<u><a href="#">e Fashion</a></u> 新潮电子	<u><a href="#">2011-1-15</a></u>	<u><a href="#">7,128</a></u>
3.	<u><a href="#">_Blu-ray Disc Players Expected to Upturn with 3D TV</a></u> 蓝光碟机借力 3D 电视“突围”	12/家电周刊	<u><a href="#">Zhanjiang Evening News</a></u> 湛江晚报	<u><a href="#">2011-1-7</a></u>	<u><a href="#">4,104</a></u>
4.	<u><a href="#">_Blu-ray Disc Players Brace RMB1,000 Era</a></u> 蓝光碟机迈入千元时代	C03/3C 周刊	<u><a href="#">New Express Daily</a></u> 新快报	<u><a href="#">2011-1-6</a></u>	<u><a href="#">1,944</a></u>
5.	<u><a href="#">_China Becomes Fastest-growing Market for Blu-ray</a></u> 中国成蓝光发展最快市场	43/办公外设	<u><a href="#">China Information World</a></u> 中国计算机报	<u><a href="#">2011-1-3</a></u>	<u><a href="#">2,898</a></u>
6.	<u><a href="#">_Blu-ray is Popular</a></u> 蓝光正当红	16/概念	<u><a href="#">Techmag</a></u> 万家科学画报	<u><a href="#">2011-1-1</a></u>	<u><a href="#">216</a></u>
7.	<u><a href="#">_Software, Hardware Manufacturers Jointly Woo Blu-ray</a></u> 软硬件厂商齐心协力 蓝光 BD 成大众“情人”	08/蓝光	<u><a href="#">China Electronics News</a></u> 中国电子报	<u><a href="#">2010-12-31</a></u>	<u><a href="#">13,662</a></u>
8.	<u><a href="#">_Blu-ray Disc Market Boosts in 2010</a></u> 2010 年 Blu-ray 光盘格式市场疾速飙升	/通信与网络	<u><a href="#">www.chinaaet.com</a></u> 电子技术应用	<u><a href="#">2010-12-23</a></u>	<u><a href="#">1,783</a></u>
9.	<u><a href="#">_Guess on 3C in 2011</a></u> 2011 3C 大猜想	D08/3C	<u><a href="#">Foshan Daily</a></u> 佛山日报	<u><a href="#">2010-12-31</a></u>	<u><a href="#">3,978</a></u>
10.	<u><a href="#">_2010 Becomes Landmark for Blu-ray Industry</a></u> 2010 成为“蓝光”行业里程碑	31/数字生活·新品	<u><a href="#">Shanghai Evening Post</a></u> 新闻晚报	<u><a href="#">2010-12-30</a></u>	<u><a href="#">1,944</a></u>
11.	<u><a href="#">_Six Trends of 3D Market in 2010</a></u> “3D 市场”凸显 6 大走向——2010 年“3D 元年”回顾	B13/先锋周刊	<u><a href="#">Yangcheng Evening News</a></u> 羊城晚报	<u><a href="#">2010-12-28</a></u>	<u><a href="#">5,130</a></u>



12.	<u>3D Blu-ray Disc Players Expected to Come Bundled with 3D TV</u> 3D 蓝光碟机有望捆绑 3D 电视落地	14/家电	<u>Harbin Daily</u> 哈尔滨日报	2010-12-28	324
13.	<u>Blu-ray Manufacturers Unite to Gain Support from Chinese Government</u> 蓝光企业抱团寻求官方支持	A3/业.产经	<u>Jiangsu Economic News</u> 江苏经济报	2010-12-27	378
14.	<u>Hualu Launches Tie-in Sales to Promote Blu-ray Disc Players</u> 华录蓝光播放器优惠价“捆绑销售”	40/民生.天气	Beijing Times 京华时报	2010-12-25	540
15.	<u>One Year After Blu-ray 3D Specification Announced, Blu-ray Products Develop Rapidly Worldwide</u> Blu-ray 3D 蓝光发布 1 周年全球范围内发展迅猛	B24/E 生活	Xinmin Evening News 新民晚报	2010-12-24	315
16.	<u>Blu-ray Disc Players Expected to Come Bundled with 3D</u> 蓝光碟机有望捆绑 3D 落地	D10/家电 综合	Information Times 信息时报	2010-12-24	1,026
17.	<u>3D Technology Contributes to China's Blu-ray Development</u> 3D 助力中国蓝光	C13/情报	Youth Daily 青年报	2010-12-24	2,016
18.	<u>Blu-ray Manufacturers Join Hands to Seek Official Supports</u> 蓝光企业扩容 产品价格最高跌幅达 8 成 蓝光企业抱团 寻求官方支持	AIII4/产经	Guangzhou Daily 广州日报	2010-12-24	828
19.	<u>3D Naked-eye Blu-ray Disc Player to Be Launched at the Year End</u> 3D 裸眼蓝光播放器年底推出	C10/E 天下	Guangzhou Daily 广州日报	2010-12-22	180
20.	<u>Blu-ray Disc Market Soars</u> Blu-ray 光盘格式市场疾速飙升	7/产业经济	International Finance News 国际金融报	2010-12-22	450
21.	<u>China's Blu-ray Fuels Global Market, Blu-ray Disc Players Enter Low-price Era</u> 中国蓝光“给力”全球市场 蓝光播放器或将进入低价时代	B01/创新周刊	Shanghai Science & Technology 上海科技报	2010-12-22	2,700
22.	<u>Just 500,000 Units Sold in 2010, Blu-ray Aims to Upturn with 3D TV</u> 年销量仅 50 万台 蓝光欲借 3D 电视突围	20/IT	21st Century Business Herald 21 世纪经济报道	2010-12-21	4,517
23.	<u>Blu-ray Industry to See Rapid Growth in 2011</u> 2011 年蓝光产业将迎来快速增长期	12/产业.家电	Private Economy News 民营经济报	2010-12-21	2,463
24.	<u>Blu-ray Industry Bottleneck Eases; 3D Player's Price Hopefully Closes to 2D Player</u> 蓝光产业突破瓶颈 3D 碟机有望卖出 2D 价	C5/天天财富+科技商业	Southern Metropolis Daily 南方都市报	2010-12-21	821
25.	<u>BDA Bullish on 3D Market</u> 蓝光协会看好 3D 市场	A39/赢家.财经	Shanghai Morning Post 新闻晨报	2010-12-21	360



26.	<u>Price of Blu-ray Disc Players Falls 80%, Many Blu-ray Products Priced Under RMB1,000 Launched in 2010</u> 蓝光播放器价格下降达八成 今年市场出现大量 1000 元以下产品	B3/财经新闻	Beijing Youth Daily 北京青年报	2010-12-19	1,138
27.	<u>Blu-ray No Longer Far From Us, Price of 3D Blu-ray Disc Players Expected to Be Close to that of 2D Disc Players</u> 蓝光享受不遥远 3D 碟机有望卖出 2D 价	12/创意产业	Science and Technology Daily 科技日报	2010-12-18	918
28.	<u>Global Blu-ray Market Boosts in 2010</u> 2010 年：全球蓝光市场飙升	14/	China Digitaltv 中国数字电视	2010-12-1	1,683
29.	<u>BDA 中国推进组赵桂志专访 又到一年“交卷”时</u>	110/现场报道	YoLo YOLO 新电器生活	2010-12-1	4,212

#### On-line Media

No.	Title	Page	Media	Date	Word count
30.	<u>Launching Sales Promotion Activities before New Year's Day, Hualu Speeds up Popularization of Blu-ray</u> 双节蓝光促销战 华录全民蓝光普及提速	/新闻	<a href="http://www.zol.com.cn">www.zol.com.cn</a> 中关村在线	<u>2010-12-28</u>	<u>0</u>
31.	<u>Blu-ray Integrating with High-definition, Hualu Fuels Popularization of Blu-ray</u> 蓝光高清欲统一 华录普及给力再续力	/新闻	<a href="http://www.pconline.com.cn">www.pconline.com.cn</a> 太平洋电脑网	<u>2010-12-23</u>	<u>0</u>
32.	<u>Blu-ray Integrating with High-definition, Hualu Fuels Popularization of Blu-ray</u> 蓝光高清欲统一 华录普及给力再续力	/家电	<a href="http://www.enet.com.cn">www.enet.com.cn</a> 硅谷动力	<u>2010-12-23</u>	<u>0</u>
33.	<u>1,000 High-definition Movies and TV Plays, Hualu Spurs Popularization of Blu-ray</u> 千部正版高清影视剧 华录给力蓝光普及	/数字家庭	<a href="http://www.it168.com">www.it168.com</a> IT168	<u>2010-12-21</u>	<u>0</u>
34.	<u>Blu-ray Integrating with High-definition, Hualu Fuels Popularization of Blu-ray</u> 蓝光高清欲统一 华录普及给力再续力	/新闻	<a href="http://www.cheaa.com">www.cheaa.com</a> 中国家电网	<u>2010-12-21</u>	<u>0</u>
35.	<u>Blu-ray Integrating with High-definition, Hualu Fuels Popularization of Blu-ray</u> 蓝光高清欲统一 华录普及给力再续力	/影音器材	<a href="http://www.cheaa.com">www.cheaa.com</a> 中国家电网	<u>2010-12-21</u>	<u>1,888</u>
36.	<u>Just 500,000 Blu-ray Disc Players Sold in 2010, Blu-ray Aims to Upturn with 3D TV</u> 蓝光年销量仅 50 万台 欲借 3D 电视突围	/新闻	<a href="http://www.donews.com">www.donews.com</a> DoNews	<u>2010-12-21</u>	<u>0</u>
37.	<u>1,000 High-definition Movies and TV Plays, Hualu Launches Sales Promotion for Blu-ray Before New Year's Day</u> 华录千部影视剧 再掀双节蓝光促销战	/新闻	<a href="http://www.pchome.net">www.pchome.net</a> 电脑之家	<u>2010-12-20</u>	<u>2,071</u>



38.	<u>Blu-ray Integrating with High-definition, Hualu Fuels Popularization of Blu-ray</u> <u>蓝光高清欲统一，华录普及给力再续力</u>	<u>/视频频道</u>	<u>www.beareyes.com.cn</u> <u>小熊在线</u>	<u>2010-12-20</u>	<u>1,948</u>
39.	<u>Blu-ray Integrating with High-definition, Hualu Fuels Popularization of Blu-ray</u> <u>蓝光高清欲统一 华录普及给力再续力</u>	<u>/新闻</u>	<u>www.yesky.com</u> <u>天极网</u>	<u>2010-12-20</u>	<u>1,910</u>
40.	<u>Chinese Companies Join Blu-ray Industry, 3D Technology Contributes to Market Development</u> <u>中国力量扩充队伍 3D 技术助力市场发展</u>	<u>/家电</u>	<u>www.163.com</u> <u>网易</u>	<u>2010-12-19</u>	<u>1,763</u>
41.	<u>Blu-ray Disc Market Boosts in 2010, 3D Contributes to Blu-ray Development</u> <u>2010 年蓝光光盘格式市场猛增 3D 助力蓝光发展</u>	<u>/家电新闻</u>	<u>www.qq.com</u> <u>腾讯网</u>	<u>2010-12-18</u>	<u>1,638</u>
42.	<u>Chinese Companies Actively Join Blu-ray Industry, 3D Technology Contributes to Market Development</u> <u>中国力量扩充产业队伍 3D 技术助力市场发展</u>	<u>/蓝光高清频道</u>	<u>www.yesky.com</u> <u>天极网</u>	<u>2010-12-17</u>	<u>1,790</u>