Pearl Research is pleased to announce a subscription-based research advisory service to help companies identify and exploit opportunities in the fast-growing Internet, games and content market.

Need for Insight and Accurate Info

Pearl Research believes it is crucial to filter through rumors and biased information to establish accurate market information. Our research advisory service addresses these concerns:

- **Need for independent and objective research:** Companies need deep sector analysis to fully understand the games market
- **Critical to understand regional differences in a diverse region:** What works in China will not necessarily work in the US and vice versa.
- **Develop accurate sales forecasts to drive decisions:** Forecasts grounded in reality that can be used for both short- and long-term strategic planning

Benefits

For a fraction of the cost of in-house research, or a single proprietary consulting project, Pearl Research's research advisory subscribers receive ongoing access to exclusive reports, forecasts and analysis that can help them:

- Identify new market opportunities and avoid costly mistakes
- Develop strategic plans as well as enhance general market intelligence
- Improve product development, marketing and sales effectiveness
- Create benchmarks and help companies track their progress in the market
- Understand and keep abreast of fast-moving trends in a changing marketplace

Companies can use the knowledge across a variety of functional areas including strategic planning, new product development, R&D, sales, marketing and finance.

PearlResearch
Market Research and Consulting Services

Our Deliverables – Designed to Make Your Job Easier

Pearl Research delivers research results to subscribers through an integrated package consisting of 1) informative and comprehensive reports 2) sales forecasts 3) newsletters and PowerPoint updates and 4) a research inquiry service.

Subscribers receive market research on timely and important topics related to market developments and emerging trends. Deliverables are easy to access and use, and are posted and archived on an exclusive subscriber website.

Market Reports

Pearl Research's comprehensive reports provide companies with a wealth of information to help guide your company's business decisions. The reports typically contain forecasts, an executive summary, deep marketplace analysis, robust discussion of inhibitors and drivers, key metrics, profiles of key companies and their strategies and core competencies, retail and distribution analysis, conclusions and strategic recommendations.

Market Insights: Newsletters and PowerPoint updates

Market Insights are concise briefings that address industry specific topics ranging from market research findings to new technology or products. To ensure relevance, Pearl Research works with our subscribers to prioritize research topics of interest.

Research Inquiry Privileges

Drawing on our knowledge base and industry contacts, Pearl Research will help answer subscribers' quick questions, offer referrals, and direct clients to appropriate resources.

Forecasts

Pearl Research's forecasts cover the PC software, console, online and mobile entertainment markets. These forecasts are constantly being updated and can be accessed at anytime on Pearl Research's password-protected website.

Our Approach

Pearl Research's analysis is generated through in-country visits, in-depth interviews with industry executives, extensive online and offline data collection, and a vast knowledge base and cultural understanding of these markets. Pearl Research's research methods include:

In-country visits: Pearl Research conducts research in each of the countries, covered interviewing key stakeholders in addition to visiting locales such as retail outlets, Internet cafes and software pirate markets to get a pulse on the market. Pearl Research also works with local researchers when necessary to complement our research efforts.

Stakeholder interviews: Pearl Research interviews key industry executives to gather different perspectives on market trends, market sizes and future strategic developments. In countries without any official or reliable sell-through services, executive interviews are an important source to generate market size and projections. Pearl Research conducts several interviews in order to garner the most diverse viewpoints, reduce biases and to cross check information.

Robust forecasting model: Pearl Research's proprietary forecasting model takes into account critical market factors such as sales trends, pricing forecasts, macro-economic factors and relies on our extensive database of historical data. Our objective is to formulate robust and accurate forecasts, grounded in reality, that companies can rely on for strategic planning purposes.

Extensive data collection: To supplement primary data gathering, Pearl Research gathers information from various secondary sources including company annual reports, financial filings, governmental agencies, specialist trade press, trade organizations, white papers, online databases and from other relevant sources.

About Pearl Research

Based in San Francisco and China, Pearl Research is a business intelligence and consulting firm that specializes in the interactive entertainment and games industry. The company publishes in-depth market research reports in addition to providing customized research and consulting services. For more information, please visit:

Web site: www.pearlresearch.com.
Email: research@pearlresearch.com
Phone: (+1) 415-738-7660

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