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Details

Report includes:

- Top ten company "Market Sheets", each showing
 - estimated mainland China share
 - estimated number of desktops
 - estimated pricing
 - product demographics
 - target users
 - recent annual mainland China revenue trending
 - four year mainland China revenue CAGR

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China Financial Market Data/Analysis Market Share 2012

- Key Competitors

Since 2003, mainland China market data/analysis demand has grown at a 42.1% CAGR to reach USD745.4m.

- As a market data provider, which of my competitors are showing the greatest success in fast growing China?
- As a user of China market data, which vendors have the largest presence and are the most used in my field of investment?

Burton-Taylor, in collaboration with Robert Agnew, partner at Marlin & Associates, reveals the often difficult to measure mainland China market data vendor share. This comprehensive, 43 page report allows market data/analysis providers, users or industry analysts to clearly understand 2012 competitive positioning, the recent trends and the domestic vs international vendor dynamics, in mainland China.

This report will benefit:

- | | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> ■ China Strategists ■ China Product Managers ■ China Marketers ■ China Sales Managers | <ul style="list-style-type: none"> ■ China Market Data Industry Analysts ■ China Information Purchasing Managers | <ul style="list-style-type: none"> ■ China Asset Managers ■ China Researchers ■ China Sales & Trading Desks ■ China Hedge Funds | <ul style="list-style-type: none"> ■ China Retail Wealth Managers ■ China Corporate Treasurers ■ China Investment Bankers |
|--|--|---|--|

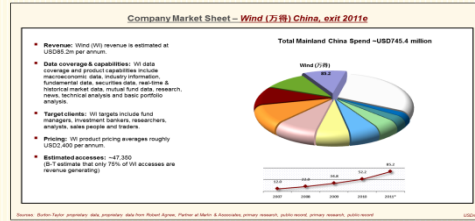
This report allows market data industry participants to:

- Measure penetration and growth of competitor services
- Evaluate domestic and international vendor positioning
- Isolate and target new and changing growth opportunities

This report allows market data users to:

- Understand mainland China financial information options available, as well as their relative market strength
- Target a market leading vendor appropriate to their needs

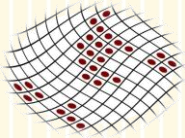
Company Profiles – Wind



- Wind is projected to exit 2011 with a four year CAGR of 63.2%.
- Wind generally offer the most complete set of local real-time & historical information, fundamental data and analytics and can be found in roughly 80% of China buy-side accounts.
- The Wind product foundation is fundamental data, perceived second only to CEIC in quality.

Key Findings

- Spend on market data in China has grown at a 42.1% CAGR since 2003.
- Domestic market data vendors account for 75% of mainland China revenue.
- International market data vendors in mainland China are growing at a slower rate than domestic market data vendors.
- Continued evolution of the financial markets, combined with asset management fees in China totaling as much as USD16.0 billion in 2011, is fueling the purchase of more detailed and sophisticated investment data and tools by market participants in mainland China.



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- Top ten company "Market Sheets", each showing
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 - four year mainland China revenue CAGR

See table for details

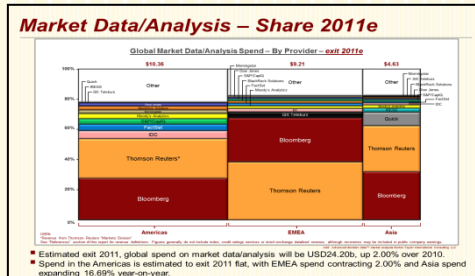
China Financial Market Data/Analysis Market Share 2012

- Key Competitors

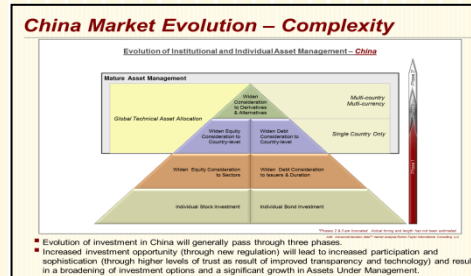
This report is available in two levels of detail; Complete or Market Share only

Report content	Complete
<ul style="list-style-type: none"> ■ Mainland China market data/analysis market sizing and competitor share 	✓ included
<ul style="list-style-type: none"> ■ Top ten company "Market Sheets" for the following companies: <ul style="list-style-type: none"> <li style="width: 50%;">➢ Bloomberg (彭博资讯) <li style="width: 50%;">➢ Hexin Flush (核新同花顺网络信息股份有限公司) <li style="width: 50%;">➢ China Finance Online (中国金融在线) <li style="width: 50%;">➢ Shenyin Wanguo Research (万国测评) <li style="width: 50%;">➢ China Money/CFETS (中国货币网) <li style="width: 50%;">➢ Thomson Reuters (路透) <li style="width: 50%;">➢ Da Zhi Hui/Great Wisdom (大智慧) <li style="width: 50%;">➢ TX Investment Consulting Co Ltd (天相投资资讯) <li style="width: 50%;">➢ East Money Information (东方财富网) <li style="width: 50%;">➢ Wind (万得) 	✓ included
<ul style="list-style-type: none"> ■ Top ten company "Market Sheets" each showing: <ul style="list-style-type: none"> ➢ estimated mainland China share, estimated number of desktops, estimated pricing, product demographics, target users, recent annual mainland China revenue trending, four year mainland China revenue CAGR 	✓ Included
<ul style="list-style-type: none"> ■ Five year estimated revenue history for the following companies: <ul style="list-style-type: none"> <li style="width: 50%;">➢ Bloomberg (彭博资讯) <li style="width: 50%;">➢ Hexin Flush (核新同花顺网络信息股份有限公司) <li style="width: 50%;">➢ China Finance Online (中国金融在线) <li style="width: 50%;">➢ Shenyin Wanguo Research (万国测评) <li style="width: 50%;">➢ China Money/CFETS (中国货币网) <li style="width: 50%;">➢ Thomson Reuters (路透) <li style="width: 50%;">➢ Da Zhi Hui/Great Wisdom (大智慧) <li style="width: 50%;">➢ TX Investment Consulting Co Ltd (天相投资资讯) <li style="width: 50%;">➢ East Money Information (东方财富网) <li style="width: 50%;">➢ Wind (万得) 	✓ Included
<ul style="list-style-type: none"> ■ Report Price 	USD2,500

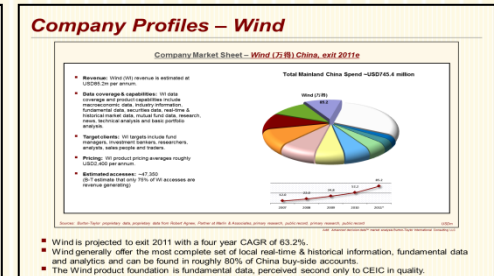
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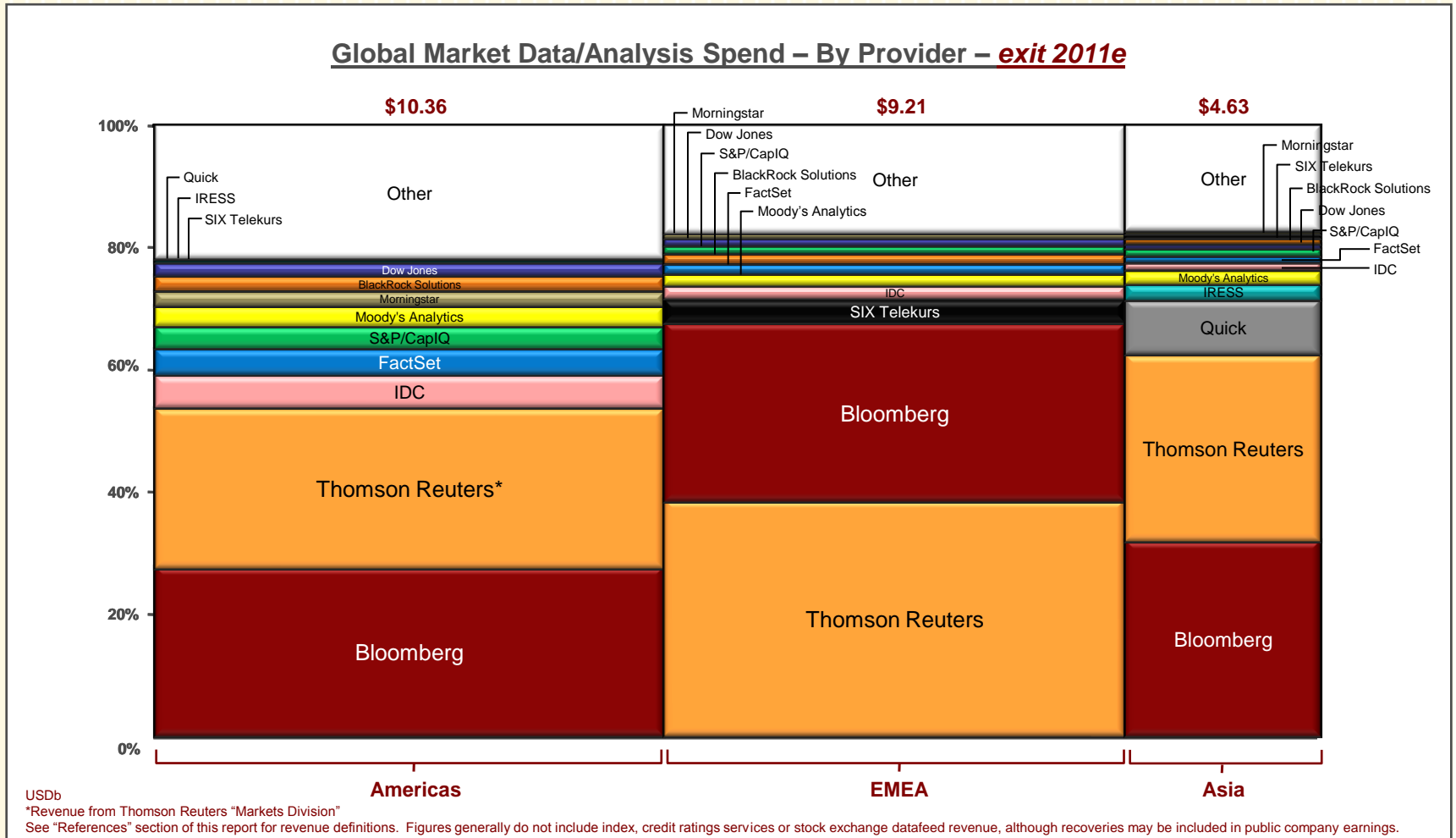
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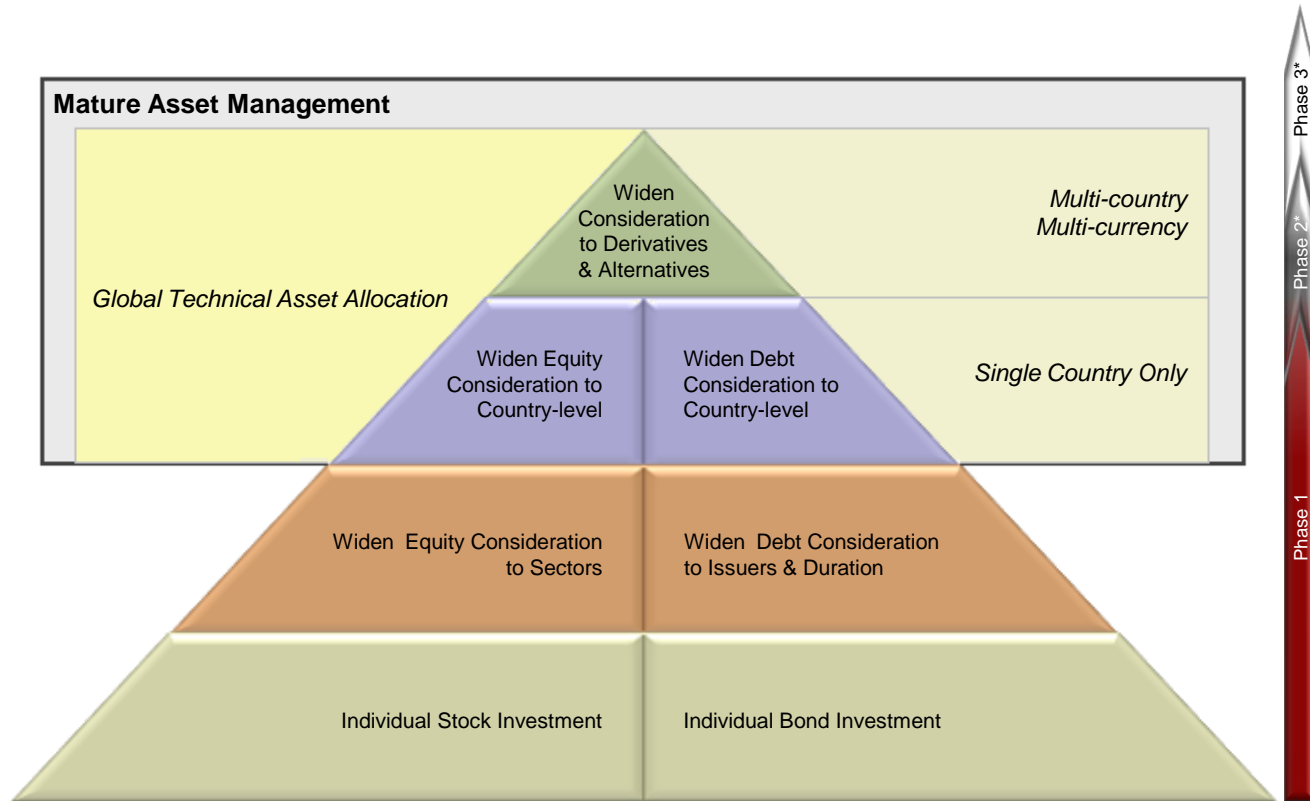
Market Data/Analysis – Share 2011e



- Estimated exit 2011, global spend on market data/analysis will be USD24.20b, up 2.00% over 2010.
- Spend in the Americas is estimated to exit 2011 flat, with EMEA spend contracting 2.00% and Asia spend expanding 16.69% year-on-year.

China Market Evolution – Complexity

Evolution of Institutional and Individual Asset Management – *China*



**Phases 2 & 3 are truncated. Actual timing and length has not been estimated.*

Add: Advanced decision data™ market analysis Burton-Taylor International Consulting LLC

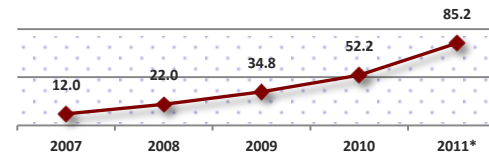
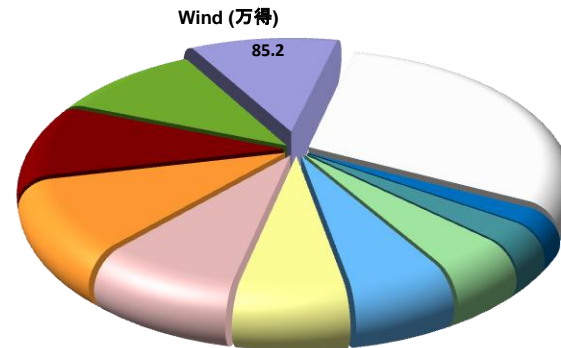
- Evolution of investment in China will generally pass through three phases.
- Increased investment opportunity (through new regulation) will lead to increased participation and sophistication (through higher levels of trust as result of improved transparency and technology) and result in a broadening of investment options and a significant growth in Assets Under Management.

Company Profiles – Wind

Company Market Sheet – Wind (万得) China, exit 2011e

- **Revenue:** Wind (WI) revenue is estimated at USD85.2m per annum.
- **Data coverage & capabilities:** WI data coverage and product capabilities include macroeconomic data, industry information, fundamental data, securities data, real-time & historical market data, mutual fund data, research, news, technical analysis and basic portfolio analysis.
- **Target clients:** WI targets include fund managers, investment bankers, researchers, analysts, sales people and traders.
- **Pricing:** WI product pricing averages roughly USD2,400 per annum.
- **Estimated accesses:** ~47,350 (B-T estimate that only 75% of WI accesses are revenue generating)

Total Mainland China Spend ~USD745.4 million



Sources: Burton-Taylor proprietary data, proprietary data from Robert Agnew, Partner at Marlin & Associates, primary research, public record, primary research, public record

USDm

Add: Advanced decision data™ market analysis Burton-Taylor International Consulting LLC

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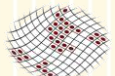
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- ▶ VantagePoint Venture Partners
- ▶ Xignite
- ▶ Over a dozen private equity, investment and consulting firms from around the world, who have chosen to remain anonymous



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■ Other available Burton-Taylor reports:

- ▶ Financial Market Data/News Demand, 2011 & 2012 - Global Survey Results
 - Burton-Taylor surveyed 73 global market data or news vendor executives, users, analysts and consultants, asking them to forecast 2011 and 2012 spend by individual market data user segments, by individual regions and for individual product types. The results show a clear "demand compass" for users (from hedge funds to risk managers), for regions (from West to East) and for products (from desktops to datafeeds). This Burton-Taylor report details the findings of the survey and suggests 2011 & 2012 growth expectations. [Request the Free Report \(using code DEMAND2011\)](#)

- ▶ Financial Market Data/Analysis Global Share & Segment Sizing 2011 - *Key Competitors, Global Market Share 2005-10, Global Segment Sizing 2007-10, Global Product Mix 2007-10, Global User Mix 2007-10, Global Institution Mix 2007-10*
 - Burton-Taylor delivers a comprehensive analysis of market data supplier share, user segmentation, vendor demographics and product mix. The analysis is sufficiently detailed as to allow market data/analysis providers or industry analysts to clearly understand competitive positioning currently, historically, globally, regionally and within individual user segments, and to enable market data/analysis users to make better informed, more confident and more appropriate purchase decisions. [Download Sample Slides and the Information Kit](#)

- ▶ Bloomberg v Reuters News - *Analysis of Fixed Income Services, April 2010*
 - Burton-Taylor delivers the first ever fixed income comparative analysis of the two largest financial news services. The report is sufficiently detailed as to allow fixed income news users and market participants to make better informed, more confident and more appropriate purchase decisions, and to allow news providers to make more competitive product requirement and specification decisions, which could result in greater profitability for both. The report includes qualitative and extensive quantitative comparison of international, regional and local fixed income content, coverage depth and coverage breadth by fixed income instrument type between Bloomberg News and Reuters News. [Download Sample Slides and the Information Kit](#)

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- Other available Burton-Taylor reports (continued):
 - ▶ Bloomberg v Reuters News - *Analysis of International Services, April 2009*
 - Burton-Taylor delivers the first ever comparative analysis of the two largest financial news services. The report is sufficiently detailed as to allow global market participants to make better informed, more confident and more appropriate purchase decisions, and to allow news providers to make more competitive product requirement and specification decisions, which could result in greater profitability for both. The 80 page report includes qualitative and extensive quantitative analysis of international and regional content, daily and hourly volume, 3rd party redistribution, coverage breadth, coverage depth and commentary comparison between Bloomberg News and Reuters News. [Download Sample Slides and the Information Kit](#)
 - ▶ Found: US\$2 Billion in Hidden Demand - Global Financial Information Survey - *Revenue, Sharing & Piracy Estimates, June 2009*
 - Burton-Taylor measured the global spend on financial information and analysis at US\$23 billion, exit 2008. According to a new B-T survey of 80 executives at market data vendors and client companies, there is an additional US\$8 billion in pirated usage from ID/Password sharing and from internet scraping. The industry experts estimate that roughly one-fourth of users sharing IDs/Passwords would purchase if tools were available to enable information companies to accurately and affordably target and approach them. These users represent US\$2 billion in current, hidden, addressable demand that requires no new product development, no new staffing and no significant investment to secure. This Burton-Taylor report details the findings of the survey and suggests remediation action to capture the revenue. [Request the Free Report \(using code PIRACY2009\)](#)
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- B-T's trademarked Hourglass Analysis™ provides a proven, structured yet customizable, business consulting approach that helps companies clearly target new opportunities, define new strategy, and plan new actions to maximize growth.



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- B-T's Hourglass AnalysisTM process provides a proven, structured yet customizable, business consulting approach that helps companies clearly target new opportunities, define new strategy, and plan new actions to maximize growth.
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