



RACEPOINT INMEDIA REPORT | THE CHINA TECH MEDIA VOICE 2017

CHINA'S BIG PLANS FOR THE FUTURE AND HOW WESTERN FIRMS CAN GET IN ON THE ACTION

To help us uncover the major trends for technology marketers this year, Racepoint Global spoke with 16 senior journalists from China's most influential technology publications.



INTRODUCTION

Homegrown innovation will be a huge focus in 2017 as China plans to become the world's leading semiconductor and microchip manufacturer by 2030.

The media we surveyed predict that increased demand for servers and data centers will be the biggest game-changer for the global semiconductor landscape this year. This will be driven by the rise of cloud computing, big data and artificial intelligence.



CONVERSATIONS WITH THE MEDIA

Over 50% of respondents think social media for technology media is important.



40% Written Content/
Traditional Press Release

32% Infographics

16% Video

12% Motion Graphics

60% of media prefer to receive multimedia content

Media recognize **Electronica China** and **Productronica China** as the most important technology trade shows to attend this year.

40% of Mainland Chinese journalists still prefer a more traditional approach when it comes to storytelling. Infographics come close in second place at 32%, as a preferred way to receive new information.

Email and WeChat are the preferred methods of communication between technology marketers and local media.

56% Email

40% WeChat

4% Phone

Mainland journalists are sourcing inspiration for technology trends and research from the following platforms:



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THE SEMICONDUCTOR LANDSCAPE

When asked about their outlook for the semiconductor industry in 2017, media expect to see more collaboration in the semiconductor landscape amongst companies and countries as well as a strong emphasis on the position of Chinese chipmakers.

75% of media agree that semiconductor companies are moving toward higher productivity to meet demands.

87% agree that China will have a greater voice within the global semiconductor industry this year.

62% feel emerging technologies like IoT will drive semiconductor growth enough to offset shrinking demand in sectors such as PCs.

88% agree that China will continue to invest in new fabs in 2017.

What is the strongest driver for the global semiconductor industry in China?

25% Servers & Data Centers

22% Smart Manufacturing

20% Smart Cars

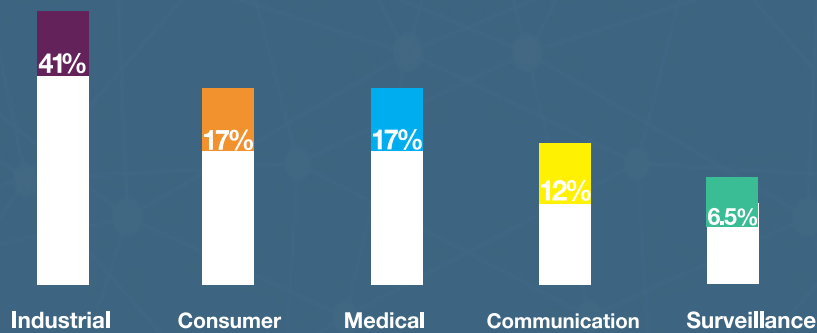
20% Consumer IoT

13% Wireless Networks

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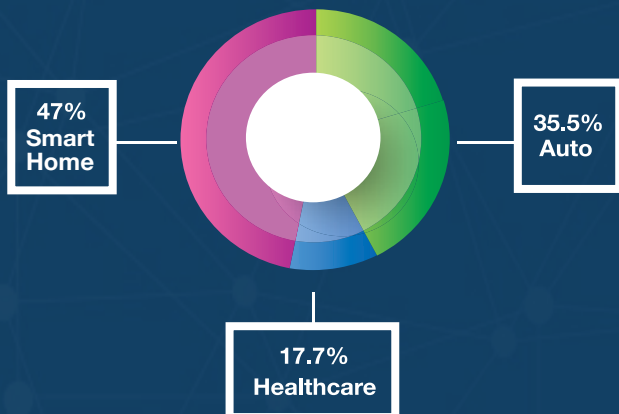
VERTICALS & APPLICATIONS

Wireless applications and auto electronics will be the media's major focus for 2017.



Which applications will generate the highest demand for FPGA products over the next 5 years?

Which applications will see the fastest pace of innovation and adoption of IoT technologies in China?



The most popular IoT application areas in the China market for 2017 are predicted to be:

1. Industrial and Automation
2. Smart Home
3. Medical and Health
4. Smart Transportation



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TECHNOLOGY AND GOVERNMENT POLICY

Key challenges facing international semiconductor companies in China are:

- 1.** Insufficient Local R&D Talent
- 2.** OEMs Starting to Design Their Own Chips
- 3.** Increasing IC Cost
- 4.** Government Policy

What do media feel is the most important thing for Western tech firms to do in order to break into the China market?

Brands need to develop stronger partnerships with Chinese companies and government bodies.

Despite Beijing's strong policy support and huge investment towards domestic chip manufacturers, 63% of media do not believe Chinese companies alone can satisfy the country's growing demand for semiconductor products in the coming years. This points to an ongoing opportunity for foreign firms to embed themselves in China's semiconductor ecosystem.



LOCAL INNOVATION & INSPIRATION

Tencent, Huawei and Alibaba were voted the top three brands to watch by the media we surveyed. They are believed to be the most influential in shaping the technology landscape in China in 2017. Jack Ma, the Founder and Executive Chairman of Alibaba Group, was unanimously recognized as the most influential technology entrepreneur in China for 2017.

What words best describe how the Chinese Technology market is perceived by other geographies?

Large Scale Rapid Growth Rising

Wealth Opportunity **Strong Development**

Big Data Innovation Smart Opportunities

FOR MORE INFORMATION


on this report or on other aspects of marketing communication, please contact:


ASIA



Winky Moon

Account Director, Technology

 + 852 3111 9933

 + 852 9426 5931


 wmoon@racepointglobal.com


EUROPE



Andrew Laxton

EVP, Managing Director

 + 44 (0) 20 8811 2474

 + 44 (0) 7872 870 620


 alaxton@racepointglobal.com


US



RJ Bardsley

EVP, Global Tech Strategy Lead

 +1 415 694 6740

 +1 617 256 8447

 rjbardsley@racepointglobal.com

racepoint
GLOBAL