



# CHINA PRO-VIDEO CAMERA INDUSTRY, DISTRIBUTION AND USER STUDY

*Worldwide Professional Camera Market Tracking Survey Series*

## Research Introduction

---

- **Research Coverage**
- **Research Methodology**
- **Industry end user category definition**
- **Product technical definition**

## Research Summary & Suggestions

---

- **Research Summary**
  - Overview of the total and segmented market status quo
  - Comparison analysis on the market performance of key competitors
  - Market distribution and dealer analysis
- **Market Learning and Suggestion on the client's Marketing**

- **Suggestions on the key target industries: Government, Education and OTT**
- **Suggestions on key target market regions**
- **Suggestions on the key target customers**
- **Suggestion on the key dealers and management policy**
  - Key factors to be considered in selecting dealers
  - Suggested list of dealers
  - Suggested dealer management policy

## Detailed Findings

---

- **China Pro-video Camera Overall Market Analysis**
  - General market information and the latest industry updates
  - The total pro-video camera market size in volume/value 2016, 2017, 2018
  - The total pro-video camera market size in volume/value by brands 2016, 2017, 2018
  - The total pro-video camera market size in volume/value by product types 2016, 2017, 2018
  - The total pro-video camera sales volume/value 2017- product type & brand
  - The total pro-video camera market size in volume/value by frames 2016, 2017, 2018

- The total pro-video camera market size in volume/value by areas 2016, 2017, 2018
- The total pro-video camera market size in volume/value by user segments 2016, 2017, 2018
- The total pro-video camera market size in volume/value by channels 2016, 2017, 2018
- **China Palm Camera Overall Market Analysis**
  - The palm type camera market size in value/volume 2016, 2017, 2018
  - The palm type camera market size in volume/value by brands 2016, 2017, 2018
  - The palm type camera market size in volume/value by frames 2016, 2017, 2018
  - The palm type camera market size in volume/value by areas 2016, 2017, 2018
  - The palm type camera market size in volume/value by user segments 2016, 2017, 2018
  - Suggestion for the palm type camera marketing in terms of product, service, channel and target users
- **Detailed analysis on the market performance of key competitor**
  - Basic information and company organization structure
  - The organization structure of sales division
  - The total pro-video camera sales volume/value 2016, 2017, 2018
  - The total pro-video camera sales volume/value by product types 2016, 2017, 2018
  - The total pro-video camera sales volume/value by product frames 2016, 2017, 2018
  - The total pro-video camera sales volume/value by areas 2016, 2017, 2018

- The total pro-video camera sales volume/value by user segments 2016, 2017, 2018
- The total pro-video camera sales volume/value by channels 2016, 2017, 2018
- The palm type camera sales volume/value 2016, 2017, 2018
- The palm type camera sales volume/value by frames 2016, 2017, 2018
- The palm type camera sales volume/value by areas 2016, 2017, 2018
- The palm type camera sales volume/value by user segments 2016, 2017, 2018
- The palm type camera sales volume/value by channels 2016, 2017, 2018
- The palm type camera sales volume/value 2017-product frame & user segment
- The palm type camera sales volume/value 2017-product frame & area
- The palm type camera sales volume/value 2017-area & user segment
- The diagraph of channel structure
- The value chain of channel
- The channel management regulation
- **Detailed analysis on the key competitors' dealers**
  - The list of ALL pro-video camera dealers of each competitor, ranking by sales volume
  - Detailed information of key dealers including:
    - ◆ Basic information of the dealer company

- ◆ Details of contact person
  - ◆ The total pro-video camera sales in volume/value, 2016-2018
  - ◆ The palm type camera sales by channels
  - ◆ The palm type camera sales by areas in volume/value
  - ◆ The palm type camera sales by frames in volume/value
  - ◆ The palm type camera sales by user segments in volume/value
  - ◆ The palm type camera sales 2017-product frame & user segment in volume/value
  - ◆ The palm type camera sales 2017-product frame & area in volume/value
  - ◆ The palm type camera sales 2017-area & user segment in volume/value
  - ◆ SWOT analysis on its key dealer
  - Learnings on the market distribution and suggestion to the client
  - **Pro-video Camera Corporate User Research (for each of 7 user segments)**
    - ◆ Industry overview: Status quo and trend
    - ◆ Decision-making process and purchasing considerations
    - ◆ Analysis on the market potential
    - ◆ Suggestion on client's marketing
-



