



Ipsos MediaCT

The Media, Content and Technology Research Specialists



2010 BRIC Digital Dashboard

A media- and technology-focused monitor of consumer attitudes, expectations, spending and behavior in Brazil, Russia, India and China – spanning established and emerging socioeconomic classes.

About the Ipsos BRIC Digital Dashboard

Companies in the digital domain increasingly face challenges and opportunities unique to emerging markets in Brazil, Russia, India, and China.

The business issues in BRIC countries don't map cleanly to those seen in more established economies, or to each other. Each of the four countries represents its own "new world" of economic potential, promise – and peril.

Key differences in culture, technology diffusion, market structure, and external influences (including attitudes toward American firms) underscore the risks involved in thinking of BRIC as a monolith.

Method & Deliverables:

The 2010 BRIC Digital Dashboard will be conducted in Spring, 2010.

N=500 face-to-face interviews will be conducted in each of the four countries – Brazil, Russia, India, and China. Mid-tier and emerging socioeconomic classes are proportionally represented, along with more established consumer tiers.

Space for proprietary questions or booster samples is available on a first-come, first-served basis.

Full deliverables include 5 banners of demographic crosstabs, plus a detailed PPT report with executive summary. Single country deliverables include a banner of country-specific crosstabs and a more focused country report.

What is the BRIC Digital Dashboard Designed for?

Ipsos MediaCT conducts dozens of custom studies in BRIC and other key countries annually for tech and media clients.

While their emphasis often is on relatively affluent consumers, we know our clients also need cost-effective insights into emerging social classes to assess opportunities tied to:

- Netbook potential and broader PC platform mix
- Smartphone disruption of PC uptake and form factor preferences
- Device design and look/feel preferences
- Potential for emergent devices such as e-readers
- Implications for optimal software positioning
- Emerging preferences for acquiring and consuming digital content
- Evolving trends across age cohorts

Investment:

The BRIC Digital Dashboard is available for \$30,000 for all four countries, or \$10,000 per country.

Contact:

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About Ipsos MediaCT

Ipsos MediaCT is the specialization within Ipsos dedicated to serving clients in the converging Media, Content, Telecoms & Technology Industries. Areas of expertise include audience measurement, consumer insight, customer acquisition and retention, market sizing and new product development. Our global team combines rigorous research skills with a clear business focus to assist companies in maximizing their return on investment.

To learn more, please visit www.ipsosmediact.com