



**RED KITE**  
INTERNATIONAL



*Delivering International Business Solutions*

## Snapshot Media-Research Company/Red Kite

### **CLIENT**

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**Marketing-Media-Research Company (China) *for software developer affiliate***

### **PROJECT**

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**Investigate operational support requirements/opportunities in print conversion to digital publishing. Produce a report outlining product development and sales/sales support needs.**

### **OBJECTIVES**

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- **Overview what print publishers are doing to convert to digital publishing.**
- **Describe current competitive alternatives available to publishers.**
- **Provide product development alternatives with preliminary risk assessment.**

### **COMPONENTS**

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- **Two-step telephone interview process with North American publishers (publishers/owners and production/web/operational staffs) to assess attitudes, satisfaction with current practices and thinking on future alternatives.**
- **Investigation into competitive offerings and revenue opportunities.**

### **RESULTS**

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**Report addressed product development possibilities and sales/sales support issues. The report focused on existing competitive offerings and risks but also listed future opportunities (market requirements). Report used to: determine software product development; decisions regarding sales/sales support and business model implementation.**