



TECH COMPANIES IN CHINA LACK QUALITY MARKET INTELLIGENCE

Expert Bloggers Discover a New Way to Monetize Their Voices

For Immediate Release

18 November 2008 Guangzhou, China – High tech companies entering the Chinese market complain there is little reliable market research and that which does exist is expensive and generic. Due to the quickly developing economy there is little open source information; most relevant, detailed knowledge is still internalized.

Shanghai-based BloggerInsight.com solves this problem through a dynamic network of expert Chinese Bloggers. Officially launched at the CN Blogger Conference in Guangzhou November 15, the company received interest from top international pundits; including American blogger Shel Israel, Fast Company TV's Robert Scoble, TechCrunch UK's Mike Butcher and many of China's top bloggers. BloggerInsight allows expert Chinese tech bloggers to be compensated for their opinions while giving companies direct access to experts in their respective fields.

"I used to receive calls regularly for advice and access to my personal network of Chinese technology professionals," said Ying Xue, co-founder of BloggerInsight. "Now everyone can access a much larger, more targeted network of Chinese high tech experts."

China is a combination of many very unique markets. BloggerInsight provides access to insider knowledge and expert opinions at economical prices to help companies of all origins and sizes make smart decisions.

Clients work with BloggerInsight to create a personalized case addressing the issues at hand. All qualitative topics are fair game although the most commonly covered include market entry, strategic marketing, and product feedback. Reports are completely customizable. Clients are allowed to choose a price that suits their budget; the higher the target the more incentive experts have to join a given case.

Lucas Englehardt, BloggerInsight CEO, wants to redefine market intelligence. He says, "By connecting clients and expert bloggers, BloggerInsight hopes to fundamentally alter the economics of information and lower the barriers to success." In doing so, BloggerInsight hopes to reward new media for its independent voice.

Custom market intelligence is available for as little as 5,000 RMB (~730 USD)

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For more information, or to schedule an interview with Lucas Englehardt, please call +86 21 5252 0558 or email contact@bloggerinsight.com