

The Creative Markets Research Project

*A global survey
about creative professionals and technology*

What do creative professionals think? How do they work and manage their inspiration in an age where digital technology dominates the majority of fields in the realm of human creativity?

What technology do they use? How do they like the currently available tools? **What is missing? What can be invented for this market** which has been highly influential in the emergence of the digital world we are witnessing today? **To answer these questions is the goal of this research project.**

Methodology

Qualitative, in-depth interviews with strong quantitative elements

The research is based on qualitative, one-on-one interviews, whenever possible conducted at the interviewees' work location. All interviews were conducted by researchers with previous knowledge and experience of creative markets. In addition to qualitative questions, which are documented by extensive notes, **the research questionnaires include precise questions to measure respondents attitude in a way which can be used in statistical analysis.**

Market Segments covered by the research

The core research focuses on creative professionals working with non-proprietary, mainstream hardware, system software and applications: designers, art directors, web creators, illustrators, etc. Vertical markets (Broadcast and Cinema, Music Production, Games Development, etc.) will be covered in future research projects.

Key Information contained in this Report

- **Complete international research data**, covering the **United States, Europe, Japan** and **South-East Asia**, as well as **Latin America**
- Key data on the **attitude of creative professionals to technology.**
- **Who uses what?** Detailed data on platform and software preferences
- **What is missing?** Extensive survey on **perceived needs and shortcomings** of current technology implementations
- Data and Analysis on **region specific aspects**, and differences in appreciation between different geographic zones
- **Recommendations on emerging market opportunities** for creative tools and system services.

Who Needs this Report?

- **Senior Executives and Corporate Decision Makers** in technology and media companies
- **Strategic planners** in hardware and software companies targeting creative professionals
- **Development and Product Managers** of products for creative markets

Delivery Options

- **Core Research Report:** single or multiple copies of the report
- **Corporate Site Licence:** printed copies and electronic files for distribution within organizations
- **Corporate Seminar:** presentation-based delivery of research results, analysis and recommendations accompanied by printed copies of the report
- **Custom Seminars and extended research:** customized research analysis and recommendations. Can include extended research into specific market areas.

See overleaf for details

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Options for Research Delivery

Pfeiffer Consulting offers several options to deliver research data, analysis and recommendations from the Creative Markets Research Project to its clients.

Core Research Report

The research data, analysis and recommendations are delivered through the Core Research Report, available both in **printed format** and as a **combination of hard-copy and electronic file** for reference

Corporate Site License

A Corporate Site Licence allows larger organizations **to make the research available to their staff in a cost-effective way.**

A corporate site licence includes 5 printed copies of the research report, as well as a PDF file of the report which can be made available through the corporate Intranet.

Corporate Seminar

This option allows you to **tailor the research delivery to your needs** and to optimize the time at which key executives in your organization get up to speed with the findings and recommendations of the Creative Market Research Project

Custom Seminars and Extended Research

To fine-tune research analysis and recommendations, **Pfeiffer Consulting can create a custom seminar to adapt the recommendations and research delivery** to a particular project.

In addition, for project and product validation, **Pfeiffer Consulting can conduct extended research into specific market niches or geographic regions.**

About Pfeiffer Consulting

Pfeiffer Consulting's mission is to provide **unique high-level market intelligence and strategic consulting** for both content and technology providers, combining a rare blend of field experience and technological vision to deliver unique information and recommendations to its customers.

Pfeiffer Consulting is the publisher the "**Pfeiffer Report on Emerging Trends and Technologies**", an online resource on trends in the technology and content industry.

Customer References

Pfeiffer Consulting's customers include both major technology providers such as **Adobe Systems, Apple Computer, Creo** and **CCI**, as well as publishers and content providers, such as **Vivendi Universal Publishing** (France), **Condé Nast International, Time Inc** (USA), **The New York Times** (USA), **EMAP** (France), **BBC Worldwide** (UK), **VNU, Bonniers** (Sweden).

About Andreas Pfeiffer

Pfeiffer Consulting was founded by Andreas Pfeiffer, expert on computer based publishing and new media since the early eighties.

Mr. Pfeiffer has been a consultant and technology advisor to publishers, advertising agencies and technology providers, as well as editorial director for a major European technology magazine.

Mr. Pfeiffer's comments on technology and media have appeared in newspapers and magazines around the globe and he is a regular speaker at major international events, such as Ifra, Seybold and Publish Asia.

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