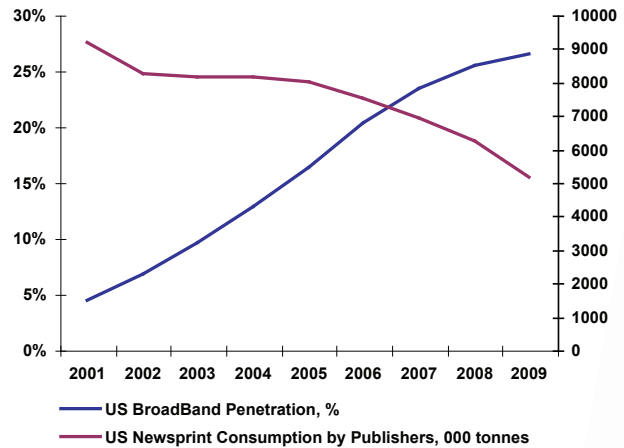


## Pulp and Printing Papers Forecast, 2010–2020: The Impact of Digital Media and E-reading Platforms on Paper Demand

**Reel Time, mediaIDEAS and Equity Research Associates** have joined forces to offer a long-term demand forecast for printing papers. This multi-client report offers analysis and projections that will enable producers and consumers to better plan for the future.

The adoption of new technologies has an effect on paper demand (see graph, right), and this report will cover how digital developments, in combination with traditional factors, will impact long-term paper demand and pricing.



### KEY QUESTIONS ANSWERED:

#### Digital

- How have previous waves of digital media (faxes, PCs, the internet) shaped paper demand over the past two decades?
- E-readers and tablets: how will they affect printed content, from business documents to consumer magazines?
- How long will print be the preferred method of distribution for magazines, catalogs, books, newspapers and advertising inserts? What rate of change can printers and paper & pulp producers expect?
- Will China and the developing world skip the “print age” and quickly adopt new digital media technologies?

#### Traditional

- What will be the long-term effect in North America of currency trends, global economic prospects, expected bankruptcies, producer consolidation, energy costs and international paper-trade forecasts?
- Will paper prices continue to cycle up and down but remain flat over the next 15 years, as they have over the previous two decades; or will paper prices begin to move higher, fueled by inflation and/or other factors?
- Crucial fiber issues are beginning to impact trade flows — but we are only at the beginning. What are the long-term implications of these fiber issues that have been ignored by Chinese paper producers and politicians?
- What are the risks/opportunities provided by environmental initiatives and the search for alternative sources of energy?

**AVAILABLE: September 15, 2010** (see reverse for order information and **special price for early responders**)



## BIOGRAPHICAL INFORMATION

### **VERLE SUTTON, Editor, *The Reel Time Report***

*Reel Time* provides analysis and forecasts for the printing paper grades. Over the last 11 years, *Reel Time* has become widely recognized for its unique market insights and accurate forecasts.

### **DAVID RENARD, Analyst, mediaIDEAS**

mediaIDEAS ([www.mediaideas.net](http://www.mediaideas.net)) is a publishing technology research and advisory firm. It has been covering the development of the e-paper display-based e-reader and tablet markets for the last four years, and is widely acknowledged to be a leading expert on the subject.

### **KEVIN MASON, CFA, Managing Director, Equity Research Associates**

For nearly 20 years, Equity Research Associates has provided economic research on the forest products industry to clients in Canada, the United States, Europe and Asia. The firm's clients include governments, leading forest-products companies and institutional investors.

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