

A large yellow rectangular area with a red horizontal bar at the top left corner. The text "CNET Networks Reviews Central" is positioned in the upper left of the yellow area.

## CNET Networks Reviews Central

Reviews Central



## CNET Networks Reviews Central

CNET Networks is the company behind the world's leading technology media properties. Our mission is to empower and accelerate informed purchasing and usage of technology through a network of trusted content services. CNET Networks provides product reviews, features, news, interviews, and data services.

Reviews Central is your gateway to CNET Networks Asia Pacific's reviews organization. Here you will find an overview of the CNET Asia Product Reviews team, guidelines for getting your products covered, and details and criteria for the Editors' Choice award program, as well as a comprehensive contact list.

## Editorial overview

CNET Networks Asia Pacific's editorial team delivers comprehensiveness and depth in technology coverage through an Asian platform. The CNET Asia Product Reviews team is the core editorial group for reviews and new product coverage for the CNET Asia site.

A review from the CNET Asia Product Reviews team can reach more users than any other source in technology media.

The CNET Asia Product Reviews team covers technology for consumers and businesses, applying the expertise of more than 30 full-time editors and test-lab technicians in the US as well as its own group of Singapore-based editors and writers.

## Guiding the purchase decision

CNET Asia Product Reviews' mission is to guide users through the multiple steps of a purchase decision.

- Expert columns and trend stories define technology issues.
- Previews, buying advisers, and solution-based how-tos educate users on what to look for.
- Reviews, Top 5s, and Editors' Choice awards highlight the winners and losers in the field of product choices so that users maximize their investments.
- An upcoming service will include comparison-shopping listings, merchant ratings, and product catalogs, so that users know what and where to buy.

Our editorial team produces about 100 articles per month, including reviews across the following product categories:

- **HARDWARE:** Desktops, Notebooks, Printers, Multifunction printers
- **ELECTRONICS:** Cell phones, Digital cameras, Handhelds, Portable audio players, Portable video players
- **HOME ENTERTAINMENT:** Projectors, Plasma & LCD TVs, Digital video recorders, Wireless media streamers



## Delivering credible content

The CNET Asia Product Reviews team is dedicated to producing credible content. We share standardized benchmarks across brands, and we openly publish our labs testing methodologies. We take pride in being the first to publish reviews of the hottest products.

## On the Web

The online presentation of our content takes advantage of the Web as a medium: new or upcoming products are announced as soon as we get word, and reviews are backed up by serious specs and test data, as well as user reviews which are incorporated into our site.

But the Web is just the beginning for CNET Asia Product Reviews content. Reviews are available in additional formats—video and email—gaining depth and reach with each incarnation.

## Via email

The CNET Asia Product Reviews team sends topic-oriented, content-based newsletters to more than 100,000 subscribers. These comprise:

- Mobile Tech newsletter
- PC & Peripherals newsletter
- Cool Gear newsletter
- Digital Photo newsletter
- Music & Play newsletter
- Home Entertainment newsletter

Our newsletters are sent in HTML version on a weekly schedule. Each newsletter is connected to a related Web site within CNETAsia.com. Most often, the products highlighted in the newsletters are those that have been reviewed by

the CNET Asia Product Reviews team. Thus, the best way to get product coverage in our newsletters is to work through the CNET Asia Product Reviews group.

## How to get reviewed

The CNET Asia Product Reviews staff creates the vast majority of product reviews published by CNET Asia. Using editors, writers both freelance and in-house, and testing equipment, the CNET Asia Product Reviews team creates content for Web and email.

## How the editorial team reviews products

CNET Asia editors and writers approach product reviews with both qualitative and quantitative tests:

- Our writers and editors perform hands-on evaluations.
- We run jury tests for output devices.
- We use shared benchmarks for PC and Mac systems.
- BAPCo's benchmark tests
- FutureMark benchmark tests
- We publish our scripted tests and methodologies.
- Our criteria vary by product type (for example, we rate digital cameras on different criteria than notebooks), and we reveal those criteria with the review.
- We use a standardized 1 to 10 scoring methodology for all reviews.

## How to pitch to the CNET Asia Product Reviews team

The contact list below provides email addresses through which you can inform us about upcoming products. Use those, and we will make sure your announcement is routed to the correct editors and beat reporters at CNET Asia Product Reviews.

The CNET Asia Product Reviews group uses a beat system, which means editors and writers cover specific product categories. We want to build direct relationships between you and the editors or writers responsible for your product

categories. That helps us create the most timely, well-informed reviews, and it helps you know exactly whom to contact for coverage.

- Pitch directly to the beat editors and writers via email.
- Establish a relationship with the editors and writers; be a resource for them with information about your technologies and company.
- Alert the CNET Asia Product Reviews group to new products as early as possible. Reviews coverage begins long before the product ships, and reviewers are willing to sign non-disclosure agreements. (Please note, however, that CNET Asia News does not sign non-disclosure agreements.)
- Make sure evaluation units of your product are available. We can't write about it if we can't get our hands on it. This is critical for new hardware.
- Don't forget newsletters. Our editors and writers write or contribute to dozens of email dispatches.

Know what the CNET Networks Product Reviews group covers... and what we don't

**We do:**

- Focus on products and services people can buy or acquire rather than technologies embedded in other products.
- Cover primarily hardware, electronics, wireless, and hardware for consumers and small business.
- Concentrate on mainstream platforms.
- Give awards throughout the year recognizing computing products of the highest quality, design, and service to users.
- Write about products in email newsletters, which are sent to thousands of users each week.

**We don't:**

- Cover enterprise products or services;
- Write news—though we do cover products still in development. For straight news stories, contact the reporters at the CNET Asia News team.
- Do reviews of Web building or software development tools.
- Arrange online distribution of trial software or shareware, though our reviews link to software available on CNET Asia Downloads. To make your program directly available to our users, visit [www.upload.com](http://www.upload.com).
- Finally, we don't sell anything. We simply guide users through the multiple steps of a purchase decision.

## Contacts

The CNET Asia Reviews team gives you a single point of contact for reviews throughout most CNET Networks Asia Pacific's properties.

### CNET Asia Reviews

- Juniper Foo, Group Managing Editor, [juniper.foo@cnet.com](mailto:juniper.foo@cnet.com)

#### Mobile phones, PDAs

- Reuben Lee, Editor, [reuben.lee@cnet.com](mailto:reuben.lee@cnet.com)
- John Chan, Senior Writer, [john.chan@cnet.com](mailto:john.chan@cnet.com)
- Damian Koh, Senior Writer, [damian.koh@cnet.com](mailto:damian.koh@cnet.com)

#### Digital cameras, Printers

- Leonard Goh, Writer, [leonard.goh@cnet.com](mailto:leonard.goh@cnet.com)

#### PC Systems, Notebooks

- Darius Chang, Senior Writer, [darius.chang@cnet.com](mailto:darius.chang@cnet.com)

#### Home entertainment, Digital Living

- Philip Wong, Senior Writer, [philip.wong@cnet.com](mailto:philip.wong@cnet.com)

If you have questions or comments, do mail us at [products-sg@cnet.com](mailto:products-sg@cnet.com)

## Introduction

The CNET Asia Reviews team recognizes computing products of the highest quality, design, and service to users. CNET Asia identifies award-winners on an ongoing basis with the Editors' Choice program. Products bearing the CNET Asia Editors' Choice graphic have been rigorously tested and carefully evaluated by our panel of expert editors and writers. We are committed to making the Editors' Choice seal the hallmark of good product performance, design, quality, and value.

## How we rate products

Based on our product criteria and the results we get from our quantitative and qualitative tests, we rate on a scale of 1 to 10. While we try to be as scientific as possible about our ratings, they are based in part on certain subjective considerations. Again, our rating depends on the category, but we typically consider:

**DESIGN:** How does it look and feel?

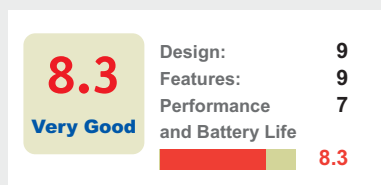
**FEATURES:** What does it do?

**PERFORMANCE:** How well does it work?

For some product categories, these considerations are weighted for importance; consequently, a rating on one of these weighted areas may affect the overall rating more. For example, processing speed matters more in a gaming PC. For more information on the rating system, please visit [http://asia.cnet.com/services/aboutus/reviews\\_central/edchoice.htm](http://asia.cnet.com/services/aboutus/reviews_central/edchoice.htm)

## How we choose Editors' Choice products

An Editors' Choice award signifies a product that is the best of breed in its category, the standard by which all other similar products will be judged. It's not enough, however, that a product just be better than the competition. An Editors' Choice product must also change the competitive landscape of its market, whether through innovative features, exceptional value for the price, remarkable ease of use, or a demonstrable boost to users' productivity. We do not grant Editors' Choice awards to products that receive a score of less than 8 on our ratings scale or products that have not yet been released to the general public.



In all categories, we judge a product on the quality and appropriateness of its feature set and whether it offers a good value for its price tag. We evaluate every product for number and severity of bugs as well as the overall ease of setup, configuration, and use. Where appropriate, we also judge whether hardware products are designed to provide correct ergonomics. Certain categories of products are subject to more specific criteria. An Editors' Choice product must demonstrate excellence in most or all of the categories that apply.

### Use of CNET Asia Editors' Choice Seal

CNET Networks encourages companies to promote Editors' Choice awards. When products and services receive an Editors' Choice award, CNET Asia encourages companies to promote the selections in press releases, advertisements, and product marketing material. Guidelines for the promotion of Editors' Choice awards are as follows:

- Vendors and suppliers may quote text from the review.
- The public use of the information must reference the actual model or version reviewed, and give credit mention to CNET Asia.
- The promotional material must include CNET Asia Editors' Choice seal. (Please adhere to color palette guide for production purposes.)
- The promotional material must be approved by CNET Asia prior to printing or publication.

#### CNET Asia Editors' Choice Seal color palette



EPS/JPEG format  
For 4-C  
print production

CMYK

0C/91M/87Y/0K

0C/9M/69Y/0K

0C/0M/0Y/100K



EPS/JPEG format  
For online  
production

RGB

255R/0G/0B

255R/204G/0B

0R/0G/0B



EPS/JPEG format  
For 1-Color  
(Black) Production

Grey

0K-100K

CNET Asia  
EDITORS' CHOICE



**For prior approval, please contact:**

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Marketing Specialist

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Updated 13 February 2008