

Entertainment Industry in China – PEST Framework Analysis

URL:	https://marketpublishers.com/r/E8DAA677611EN.html
Date:	November 1, 2016
Pages:	20
Price:	US\$ 300.00
ID:	E8DAA677611EN

China has one of the fastest growing entertainment industries in the world. The growth in the industry is driven primarily by movies, theme parks, media, etc. This growth in entertainment gives rise to many issues, including distribution, licensing, intellectual property, contract and investment.

Movies are very popular in China and there are approximately 15 movie studios in China, among the most famous are Shanghai studio, Beijing studio and Changchun studio. But the movies that are most popular are not produced by these studios, but come from foreign sources including the U.S.

Aruvian Research analyzes China's Entertainment Industry in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Table of Content

A. EXECUTIVE SUMMARY

B. INTRODUCTION TO THE INDUSTRY

- B.1 Industry Definition
- B.2 Industry Profile
- B.3 Industry Structure
- B.4 Future Outlook

C. PEST FRAMEWORK ANALYSIS

- C.1 Political Aspects
- C.2 Economic Aspects
- C.3 Social Aspects
- C.4 Technological Aspects

D. GLOSSARY OF TERMS

I would like to order:

Product name: Entertainment Industry in China – PEST Framework Analysis
Product link: <https://marketpublishers.com/r/E8DAA677611EN.html>
Product ID: E8DAA677611EN
Price: US\$ 300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/E8DAA677611EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**