

## Entertainment Industry in China – PEST Framework Analysis

URL:	<a href="https://marketpublishers.com/r/E8DAA677611EN.html">https://marketpublishers.com/r/E8DAA677611EN.html</a>
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.

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