

Company Analysis of Major Players in China's Film Industry

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Abstracts

INTRODUCTION

Following the USA, China has become the second largest movie market in the world, and it's also the fastest growing market. Accompany with the rapid development of economic and fast improvement of people's living standard, China's film industry showed exponential development in recent decade.

Both film box office and film production have rose to a new level. According to China's State Administration of Press, Publication, Radio, Film and Television, China's total box office has reached RMB29.64 billion in 2014, with a YoY of 36.2% and a CAGR of 33.2% during 2002-2014; meanwhile, domestic film production volume was up to 618, with a slightly decline compared with that in 2013 and a CAGR of 26.2% during 2002-2014. It's estimated that the increasing trend will continue in the following years and China's film industry will have a bright future.

As the market size of film industry increasing, the theater expansion is being carried out enthusiastically in recent years. In 2002, there were only about 1,000 theaters and 1,850 screens in China; while in 2014, the numbers up to about 4,850 and 23,600 respectively. In 2014, the number of new screens was 5,397, with an average increasing number of 14.8 per day. The explosive growth of theater and screen laid a good foundation for the fast development of film industry.

In this report, ASKCI profiles the leading players in domestic film market. It analyzes China's film industry in terms of market information (market size, profitability model, etc.), production (movie production, industrial concentration, etc.), current industry trend and the competitive positioning of major movie producers and top 10 theater chains in

the market.

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