

# Market Performance of Chinese Listed Audiovisual Companies in 2015

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## Abstracts

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### INTRODUCTION

China's audiovisual industry has increased dramatically recently. More and more consumers pay attention to the quality rather than brand. The important component of audiovisuals is TV. In 2015, the sales volume of China's TV was over 46 million, increased 4.8%; the sales value was more than RMB157 billion, increased 7.5%.

There were 11 listed audiovisual companies in 2015. With falling cost of audiovisuals, the bigger screen is becoming inevitable. The smart TV and 4K TV will be a new profit point. The rising E-commerce has huge potential in future. The cost control and innovation are the keys for the audiovisual companies.

#### 1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of China's audiovisual industry

To understand the development situation of audiovisual industry in China

Get more information of the major audiovisual producers in China

Gain insight into the major audiovisual producers about operation

To predict what future of China audiovisual industry will be

To reveal opportunities in China audiovisual industry.

## 2) Benefit from the report

Financial performance in 2015 and YoY changes, including revenue, operating profit, net profit, revenue and gross profit margin from audiovisual business

Changes of revenue and net profit in the latest five years and the reasons

Adjustment to business structure in the recent 2-3 years

Development strategy and development trends in the near future.

## 3) Deliverables

PDF-format report, with around 20-40 pages.

## 4) Time needed

Three working days needed.

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2.5 By revenue and gross profit margin of audiovisual business

2.6 By operating profit

2.7 By primary earnings per share

### **3 ANALYSIS OF LISTED AUDIOVISUAL ENTERPRISES**

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3.4 Xiamen Overseas Chinese Electronic Co., Ltd.

3.5 Shenzhen Coship Electronics Co., Ltd.

3.6 TCL Corporation

3.7 Guangzhou Echom Sci. and Tech. Co., Ltd.

3.8 Hisense Electric Co., Ltd.

3.9 Konka Group Co., Ltd.

3.10 SKYWORTH DIGITAL CO.,LTD.

3.11 Shenzhen MTC Co., Ltd.

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