

# Market Performance of Chinese Listed Press and Publication Service Companies in 2015

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## Abstracts

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### INTRODUCTION

During “12th Five-Year Project”, press and publication industry have fast development; over 130 publishing media groups have been established, 52 press and publication companies IPO aboard. The revenue of press and publication industry was over RMB1.9 trillion in 2014 national wide. The aggregate profit reached RMB156 billion, over 8 billion book copies printed, 46 billion copies of newspaper, and 3 billion copies of journal papers. The digital publications have made over RMB338 billion in 2014.

Based on, new media and Internet+ concept have merging with traditional publication industry. “IP” had become one of the most valuable concept in 2015, especially a serious of novel based films have made succeed.

There are 18 listed companies in press and publication service industry in China; the 18 listed companies have made over RMB80 billion in revenue and the total assets have reached over RMB128 billion. Jiangsu Phoenix Publishing & Media Corporation is the one with the largest total asset, and Changjiang Publishing & Media Company has made most revenue among 18 listed companies. By the end of 2015, the average profit rate of press and publication services companies was about 12.5%.

#### 1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of China's press and publication service industry

To understand the development situation of press and publication service industry in China

Get more information of the major press and publication service producers in China

Gain insight into the major press and publication service producers about operation

To predict what future of China press and publication service industry will be

To reveal opportunities in China press and publication service 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 press and publication service 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 30-50 pages.

## 4) Time needed

Three working days needed.

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3.16 Jiangsu Phoenix Publishing & Media Corporation Limited

3.17 Northern United Publishing & Media ?Group?Company Limited

3.18 DuZhe Publishing&Media Co., Ltd

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