

# Market Performance of Chinese Listed Radio, TV, Film and Video Record Companies in 2015

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## Abstracts

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### 1. INTRODUCTION

In 2014, radio, TV, film and video industry has fast developed, the market size of the industry has reached over RMB40 billion, and it has continuous grow in 2015. The value of film market in China worth over RMB37 billion, TV plays market valued over RMB13 billion. Online platforms and Internet technologies development have further stimulated radio, TV, film and video industry development.

Based on the audience preference survey, films and TV plays are the major subjects that audiences prefer to watch, which account for 27% and 30% respectively. The box office sales have reached RMB44 billion in 2015, RMB27 billion was contributed to Chinese movies and about RMB17 billion was contributed to foreign movies.

In 2015, about 80% of the listed companies in radio, film, TV and video recording sector have achieved profited. There are 15 listed companies in radio, TV, film and video record industry in China; the 15 listed companies have made over RMB29 billion in revenue and the total assets have reached over RMB92 billion. Wanda Cinema Line Company is the one with the largest total asset, and it has made most revenue among 15 listed companies.

#### 1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of China's radio, TV, film and video record industry;

To understand the development situation of radio, TV, film and video record industry in

China;

Get more information of the major radio, TV, film and video record producers in China;  
Gain insight into the major radio, TV, film and video record producers about operation;  
To predict what future of China radio, TV, film and video record industry will be;  
To reveal opportunities in China radio, TV, film and video record 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 radio, TV, film and video record 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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3.15 Wuhan Double Co., Ltd

### **COMPANIES COVERED**

Wasu Media Holding Co., Ltd

Hubei Radio & Television Information Network Co., Ltd.

Beijing Jingxi Culture & Tourism Co., Ltd

Great Wall Movie and Television Co., Ltd

Ciwen Media Co., Ltd.  
Perfect World Pictures Co., Ltd.  
Wanda Cinema Line Co., Ltd  
Huayi Brothers Media Corporation  
Zhejiang Huace Film & Tv Co., Ltd  
Beijing Enlight Media Co., Ltd.  
Beijing Hualu Baina Film & TV Inc.  
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