

Market Research for Television in China 2016

<https://marketpublishers.com/r/M185332E855EN.html>

Date: March 2016

Pages: 50

Price: US\$ 6,000.00 (Single User License)

ID: M185332E855EN

Abstracts

It takes 3-5 business days to dispatch the report after the purchase is made.

INTRODUCTION

In this report, ASKCI analyzes the investment opportunities of China's television industry. It will provide you with a comprehensive understanding of this industry from the following aspects: market size, status in the world, product structure, company analysis of major players, etc., as well as make scientific prediction on the future development television industry.

1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of Chinese television industry;

To understand position of China's television in the world;

Get more information of the major television manufacturers;

To predict what future of China's television industry will be;

To find out the key strengths and weakness of China's television players, and the threats and opportunities they face;

To reveal opportunities in Chinese television industry.

2) Benefit from the report

Obtain latest info of television industry, such as market size, product structure, status in the world. key hotspots and so on;

Get latest information of major television players in China;

Evaluate the status of China's television industry in the world;

Identify key trends and opportunities in China's television market;

Understand what are the drivers and barriers of China's television players;

Find out some players who are best worth for investment in China's television industry.

3) Deliverables

Word-format report, with around 30-50 pages;

Excel-format database of key players of television;

Excel-format market data of television;

4) Time needed

3 weeks needed

2. SCOPE OF INVESTIGATION

The report will investigate China's television industry from the following aspects:

Market information (market size, supply chain analysis, competitive landscape, etc.)

Supply chain (content providers , equipment suppliers, etc.)

Policy & technology

Future trend

Commercial opportunity

Contents

1 PEST ANALYSIS OF TELEVISION INDUSTRY IN CHINA

- 1.1 Policy
- 1.2 Economy
- 1.3 Society
- 1.4 Technology

2 TELEVISION INDUSTRY CHAIN

- 2.1 Upstream industry of television
 - 2.1.1 Production situation of major raw materials
 - 2.1.2 Price of major raw materials
- 2.2 Downstream industry of television
 - 2.2.1 Production situation of downstream industry
 - 2.2.2 Demand for television

3 GLOBAL MARKET DEVELOPMENT OVERVIEW

- 3.1 Market size
- 3.2 Major Producers
- 3.3 Industry characteristics
- 3.4 Industry trends

4 CHINA TELEVISION INDUSTRY MARKET ANALYSIS

- 4.1 Market size
- 4.2 Business mode
- 4.3 Characteristics
- 4.4 Competitive landscape
 - 4.1.1 Enterprise scale
 - 4.1.2 Market concentration
 - 4.1.3 Regional concentration
 - 4.1.4 Company concentration
 - 4.1.5 Barriers to entry
 - 4.1.6 Threaten from substitutes

5 PROFILE OF MAJOR MANUFACTURERS

5.1 Company A

5.1.1 Basic information

5.1.2 Production situation of television

5.1.3 New related projects

5.1.4 Financial Performance

5.2 Company B

5.8 Company H

5.8.1 Basic information

5.8.2 Production situation of television

5.8.3 New related projects

5.8.4 Financial Performance

6 FORECAST OF TELEVISION INDUSTRY IN CHINA

6.1 Influence factors

6.2 Forecast to 2020

7 CONCLUSION

7.1 Risk and challenge

7.2 Opportunity

ASKCI's legal disclaimer

List Of Figures

LIST OF FIGURES

Figure 4.1-1 Market size of television in China, 2010-2015

Figure 4.2-1 Supply chain analysis of television in China, 2010-2015

Figure 4.1.2-1 Business mode of television in China, 2016

Figure 4.1.3-1 Industry chain of television in China, 2016

List Of Tables

LIST OF TABLES

Table 1.1-1 Policies for China's television industry, 2013-2016

Table 4.3.4-1 Company concentration of China's television industry, 2015

Table 5.1.1-1 Basic information of Company A, 2016

Table 5.1.3-1 Financial performance of Company A, 2012-2015

I would like to order

Product name: Market Research for Television in China 2016

Product link: <https://marketpublishers.com/r/M185332E855EN.html>

Price: US\$ 6,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M185332E855EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970