

# 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

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### 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

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