

Merger and Acquisition Case Analysis of Media Industry in China in China

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Abstracts

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INTRODUCTION

In this report, ASKCI analyzes the merger and acquisition cases in China's media industry. It will provide you with a comprehensive understanding of this industry from the following aspects: M&A causes, scale, characteristic, risk, major case analysis, as well as make scientific prediction on the future development of media industry and some investment advices.

1) The Aim of this report

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

To understand the reasons of M&A in China's media industry;

To get clear analysis of the major M&A cases;

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

To find out the risks and threats that China's media companies face;

To reveal opportunities in Chinese media industry.

2) Benefit from the report

Obtain latest info of media industry, such as market size, product situation, key hotspots and so on;

Get more M&A information of major media companies in China;

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

Understand what are the drivers and barriers of the M&A process in China's media industry;

Find out some players or some fields which are best worth for investment in China's media industry.

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