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Report on the Chinese TV series industry 2016-2021

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Abstracts

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Increasing levels of cultural demands and accelerated developments in the Chinese film and entertainment industry have allowed the Chinese market for TV series to increase in size at a steady pace.

A total of XX TV series and episodes were created in 2018 of which XX TV series and XX corresponding episodes were reality-themed, while XX TV series and XX corresponding episodes were history themed. The rest were based on major, ongoing themes.

The TV series market reached a total of XX billion CNY in 2013 and has been growing at a steady pace since then. Reality tv shows and New Media shows however have caused the consumer base to be split and have resulted in lower viewership for tv series. The use of online channels and the development of internet TV series in the same vein as Netflix TV shows in other countries has allowed Chinese TV series industry to achieve a comeback.

Current estimates suggest that the Chinese TV series industry will eventually abandon the traditional idea of quality over quantity and dedicate more effort into the creation of quality TV productions. The industry is expected to have produced a total of XX episodes by the year 2021.

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