

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.

Contents

1 CHINESE TV SHOW INDUSTRY DEVELOPMENT ANALYSIS

- 1.1 General overview
 - 1.1.1 Industry characteristics
 - 1.1.2 Supply chain
 - 1.1.2.1 Supply chain structure
 - 1.1.2.2 Upstream analysis
 - 1.1.2.3 Downstream analysis
- 1.2 Market developments
 - 1.2.1 General overview
 - 1.2.2 Licensing
 - 1.2.3 A situation of supply being unable to keep up with demand
- 1.3 Development trends
 - 1.3.1 Historical and Republic of China themes
 - 1.3.2 Exclusivity and tailored content
 - 1.3.3 An abundance of 'major shows'
 - 1.3.4 A tendency towards overcrowding towards hot IPs
 - 1.3.5 Entertainment programs and TV shows' fight for celebrity endorsement
- 1.4 Problems in the TV show market
 - 1.4.1 Official control of content
 - 1.4.2 Remakes
 - 1.4.3 Disconnect between IP and content
 - 1.4.4 Inadequate development for children's shows
 - 1.4.5 Overinflated actor salaries
 - 1.4.6 Copyright infringements

2 CHINESE TV SHOW PRODUCTION AND EXPENDITURE ANALYSIS

- 2.1 Market development analysis
- 2.2 Supply and demand
 - 2.2.1 Production analysis
 - 2.2.2 Market size analysis
 - 2.2.3 Market structure analysis
- 2.3 Supply and demand predictions
 - 2.3.1 Supply and demand predictions
 - 2.3.2 Market size predictions
- 2.4 Chinese viewer preferences analysis

3 CHINESE TV SHOW INDUSTRY MARKET PRICING ANALYSIS

3.1 Profit model analysis

3.1.1 Value chain structure

3.1.2 Profit analysis

3.2 Market price analysis

3.2.1 Pricing mechanisms

3.2.2 Market value analysis

3.2.3 Influential factors upon pricing

3.3 Market price trends analysis

3.3.1 Amateur TV shows on the rise as the result of high costs

3.3.2 Policy-induced inhibitors and rising costs of production

3.4 Pricing trends

3.4.1 Internet TV shows' pricing trends

3.4.2 TV station prices

3.4.3 Profitability changes

4 CHINESE INTERNET TV SERIES DEVELOPMENT

4.1 Online environment

4.1.1 Number of online video viewers

4.1.2 Competitiveness analysis between video streaming sites

4.1.3 Content preferences

4.1.3.1 Content preferences based on terminals

4.1.3.2 Viewership statistics for hot TV series

4.1.3.3 Content interest

4.1.4 Industry development trends

4.2 Development status and prospects

4.2.1 Development analysis

4.2.2 Production analysis

4.2.2.1 Chinese online TV show production volumes

4.2.2.2 Predictions for 2016-2021

4.2.3 Development characteristics

4.2.4 Amateur TV show topics

4.2.5 Notable online TV shows

4.3 Online TV show prospects and investment advice

5 CHINESE TV SHOW INDUSTRY DEVELOPMENT ANALYSIS

5.1 Driving factors

5.1.1 Internet novellas

5.1.2 Script industry developments

5.1.3 Online TV shows' influence on traditional TV shows

5.2 Technological developments

5.2.1 A new generation of television technology

5.2.2 Further migration of TV shows onto digital and online formats

5.2.3 New business models

5.3 Development trends analysis

5.3.1 TV show industry value chain

5.3.1.1 Characteristics of the digital age

5.3.1.2 A reconstruction of the Chinese TV show industry value chain

5.3.1.3 An analysis of the Chinese TV show industry value chain

5.3.2 Cooperation between TV stations and online channels

5.3.3 Private media companies' role in the industry

5.3.4 Protection measures for domestic productions

6 CHINESE TV SHOW INDUSTRY COMPETITIVENESS ANALYSIS

6.1 Competitiveness analysis

6.1.1 Degree of competition

6.1.2 Industry size analysis

6.1.3 Copyrights and its effects on the industry

6.1.4 TV show marketing competitiveness

6.2 TV show industry concentration rate analysis

6.2.1 Market concentration analysis

6.2.2 Production company's competitiveness analysis

6.3 Regional market competition

6.3.1 Script competition

6.3.2 Regional market shares

7 KEY CHINESE TV SHOW COMPANIES

7.1 Huace Film and TV

7.1.1 General overview

7.1.2 Operational analysis

7.1.3 Economic indicators

7.1.4 Profitability analysis

- 7.1.5 Debt repayment capabilities
- 7.1.6 Operational capabilities
- 7.1.7 Costs analysis
- 7.1.8 Development strategies and outlook
- 7.2 CTV Media
 - 7.2.1 General overview
 - 7.2.2 Operational analysis
 - 7.2.3 Economic indicators
 - 7.2.4 Profitability analysis
 - 7.2.5 Debt repayment capabilities
 - 7.2.6 Operational capabilities
 - 7.2.7 Costs analysis
 - 7.2.8 Development strategies and outlook
- 7.3 H. Brothers Media
 - 7.3.1 General overview
 - 7.3.2 Operational analysis
 - 7.3.3 Economic indicators
 - 7.3.4 Profitability analysis
 - 7.3.5 Debt repayment capabilities
 - 7.3.6 Operational capabilities
 - 7.3.7 Costs analysis
 - 7.3.8 Development strategies and outlook
- 7.4 Enlight Media
 - 7.4.1 General overview
 - 7.4.2 Operational analysis
 - 7.4.3 Economic indicators
 - 7.4.4 Profitability analysis
 - 7.4.5 Debt repayment capabilities
 - 7.4.6 Operational capabilities
 - 7.4.7 Costs analysis
 - 7.4.8 Development strategies and outlook
- 7.5 TIK Media
 - 7.5.1 General overview
 - 7.5.2 Operational analysis
 - 7.5.3 Economic indicators
 - 7.5.4 Profitability analysis
 - 7.5.5 Debt repayment capabilities
 - 7.5.6 Operational capabilities
 - 7.5.7 Costs analysis

- 7.5.8 Development outlook
- 7.6 Other companies
 - 7.6.1 New Culture Media Group
 - 7.6.2 HLBN
 - 7.6.3 Omnijoi
 - 7.6.4 New Classics Media
 - 7.6.5 Mahayana Media

8 INVESTMENT VALUE AND INVESTMENT STRATEGIES

- 8.1 SWOT Analysis
 - 8.1.1 Strengths
 - 8.1.2 Weaknesses
 - 8.1.3 Opportunities
 - 8.1.4 Threats
- 8.2 Investment risks analysis
 - 8.2.1 Policy risks
 - 8.2.2 Product risks
 - 8.2.3 Market risks
 - 8.2.4 IP infringement risks
 - 8.2.5 Rising costs
 - 8.2.6 Joint investment risks
 - 8.2.7 Production safety risks
- 8.3 Investment prospects and strategies
 - 8.3.1 Industry development prospects
 - 8.3.2 Key projects
 - 8.3.3 Key investment types
 - 8.3.4 Key investment strategies

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