

China Upstream Media Market: Trends & Opportunities (2015-2019)

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Abstracts

Scope of the Report

The report titled “China Upstream Media Market: Trends and Opportunities (2015-2019)” analyzes the potential opportunities and significant trends in upstream media market of China. The market size and forecast in terms of US\$ for upstream media market has been provided for the period 2010 to 2019, considering 2014 as the base year for growth forecast. The report also provides the compounded annual growth rate (% CAGR) for the forecast period 2010 to 2019. Over the next five years, China upstream media market revenue by value is forecasted to grow due to increased number of movie viewers, increased spending by population on entertainment, introduction of latest 4K technology and government regulations for domestic movies.

The report provides detailed analysis of China upstream media market sizing and future growth by segment for the period 2010-2019. The upstream media market is divided into five broad categories. The report also provides comparison of China box office market and the US in terms of revenue.

The report also provides information regarding the recent trends, challenges and growth drivers of China upstream media market. The recent trends in Chinese upstream media market are return of console market, adoption of new media and fast growth of domestic movies. At the same time market also faced challenges like strict government regulations, etc.

Furthermore, the report profiles key market players such as Oriental Pearl New Media, Beijing Enlight Media, New Culture Media and Hauce Film & TV on the basis of attributes such as company overview, recent developments, strategies adopted by the

market leaders to ensure growth and sustainability.

Company Coverage

Oriental Pearl New Media

Beijing Enlight Media

New Culture Media

Hauce Film & TV

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