

# China Film Industry Report, 2011

<https://marketpublishers.com/r/C3B3B0A673AEN.html>

Date: September 2011

Pages: 87

Price: US\$ 1,800.00 (Single User License)

ID: C3B3B0A673AEN

## Abstracts

In 2010, the consolidated revenue of China film industry approximated RMB16 billion, an increase of 48%. Currently, box office, which was about RMB 5.7 billion in H1 2011, is still the main revenue source and core impetus for growth of the film industry in China.

In the field of filmmaking, 70% of content making is completed or participated by private film production institutions. In 2010, China produced 526 feature films, ranking third globally, and the film output is expected to increase by 70% year on year in 2011. However, due to little improvement in filmmaking quality and limited number of screens in China (less than 9,000 currently), only one third of the films produced are available to the audience.

In the field of film distribution, there are about 300 distributors in Mainland China, wherein private companies hold 90%, while foreign ones are not yet allowed to participate in this link. The top 10 companies including China Film Group, Shanghai Film Group, and Huayi Brothers occupy over 80% market share.

In the field of film screening, Wanda Cinema, China Film Stellar, Shanghai United, etc. occupy top ten spots in recent three years. China has become the fastest growing region in the global IMAX business, by mid-2011, 48 IMAX theatres have been built up, and the number is expected to reach 181 in 2015. It is predicted that in 2011, there will be over 8,900 screens nationwide, including more than 2,500 3D ones.

Huayi Brothers is the most well-known comprehensive entertainment group in China and the most noted film production company as well. In H1 2011, the company achieved revenue of RMB330 million and net income of RMB63 million, of which the revenue from films reached RMB141 million. The company introduced Plan H to further push up the box-office receipts, and will release 8 movies in 2012, with the total box-

office revenue exceeding RMB2 billion.

Poly Bona is the largest professional film distribution company in China. In H1 2011, the operating revenue of the company reached US\$36.01 million, with net income of US\$1.35 million. The company was listed on NASDAQ Stock Market in October 2010 and the funds raised were mainly used in the acquisition of cinemas and in the purchase of film distribution rights.

Enlight Pictures is one of China's three major private film companies, investing in and distributing more than 15 mainstream movies every year. In 2010, the company realized box-office receipts of RMB314 million, accounting for approximately 5% of the box-office revenue of domestic movies.

In terms of box-office receipts, Wanda Cinema is the largest cinema chain in China, making up around 16% of Chinese film market. In 2012, Wanda plans to expand its cinemas to 120 and its screens to 1,100, and its market share of box-office revenue is expected to surge to over 20%.

## Contents

### 1. OVERVIEW OF FILM INDUSTRY

#### 1.1 Authorities

1.1.1 the Department of Publicity of the Communist Party of China (CPC) Central Committee

1.1.2 Film Administration Bureau of State Administration of Radio, Film and Television (SARFT)

1.1.3 China Film Association

1.1.4 China Film Copyright Industry Association

#### 1.2 Regulatory Policies

1.2.1 Access Licensing for Film Production

1.2.2 Administrative Licensing for Film Production

1.2.3 Examine Licensing for Film Content

1.2.4 Administrative Licensing for Film Distribution and Screening

#### 1.3 Film Industry Chain

1.3.1 Industrial Chain

1.3.2 Major Links

1.3.3 Relevance of Upstream & Downstream Sectors

1.3.4 Film Box Office Revenue-Sharing Scheme in China

#### 1.4 Relevant Concepts

1.4.1 Digital Film

1.4.2 3D Film

1.4.3 IMAX Film

1.4.4 Film Advertising

### 2. FILM INDUSTRY DEVELOPMENT IN CHINA

#### 2.1 Development Environment

#### 2.2 Overview

2.2.1 Position in the World

2.2.2 Operating Revenue

#### 2.3 Development of China Film Industry

2.3.1 Film Box Office in China

2.3.2 Single Film Box Office in China

2.3.3 Investment

2.3.4 Status Quo of Chinese Film Derivative Development

#### 2.4 Characteristics

- 2.4.1 Seasonality
- 2.4.2 Regionality
- 2.4.3 Censorship
- 2.4.4 Brand Director

### **3. CHINA'S FILM PRODUCTION INDUSTRY**

- 3.1 Status Quo
  - 3.1.1 Film Output
  - 3.1.2 Investment & Financing
- 3.2 Competition Pattern
- 3.3 Huayi Brothers Media Corporation
  - 3.3.1 Profile
  - 3.3.2 Operation
  - 3.3.3 Prospect & Strategies
- 3.4 China Film Group Corporation (CFGC)
  - 3.4.1 Profile
  - 3.4.2 Business Development
- 3.5 Shanghai Film Group Corporation
- 3.6 Beijing New Picture Film Co., Ltd
- 3.7 Poly-Huayi Media of China
- 3.8 Beijing Perfect World Network Technology Co., Ltd
  - 3.8.1 Profile
  - 3.8.2 Operation
  - 3.8.3 Prospect & Strategies
- 3.9 National Arts Holding Limited
  - 3.9.1 Profile
  - 3.9.2 Operation
- 3.10 ChinaVision Media Group Limited
  - 3.10.1 Profile
  - 3.10.2 Business Development
- 3.11 China Mandarin Holdings Limited
  - 3.11.1 Profile
  - 3.11.2 Operation
- 3.12 Neo Telemedia Limited
  - 3.12.1 Profile
  - 3.12.2 Operation
- 3.13 China 3D Digital Entertainment Limited
  - 3.13.1 Profile
  - 3.13.2 Operation

### 3.14 Imagi International Holdings Limited

#### 3.14.1 Profile

#### 3.14.2 Operation

## **4. CHINA'S FILM DISTRIBUTION MARKET**

### 4.1 Overview

#### 4.1.1 Distribution Patterns of Chinese Films

#### 4.1.2 Distribution Mode

### 4.2 Market Competition Layout

### 4.3 CFGC Film Distribution and Exhibition Corporation

### 4.4 Huaxia Film Distribution Co., Ltd

### 4.5 Poly Bona Film Distribution Co., Ltd

#### 4.5.1 Profile

#### 4.5.2 Operation

### 4.6 XiYing & Huayi Film Distribution Co., Ltd

### 4.7 Enlight Pictures

#### 4.7.1 Profile

#### 4.7.2 Dynamics

### 4.8 Orange Sky Golden Harvest

#### 4.8.1 Profile

#### 4.8.2 Operation

### 4.9 Universe International Holdings Ltd

#### 4.9.1 Profile

#### 4.9.2 Operation

### 4.10 Mei Ah Entertainment Group Limited

### 4.11 China Star Entertainment Limited

## **5. CINEMA CIRCUITS & CINEMAS IN CHINA**

### 5.1 Exhibition Market

#### 5.1.1 Overview of Cinema Circuits

#### 5.1.2 Competition of Cinema Circuits & Cinemas

#### 5.1.3 Film Price Fluctuations

### 5.2 Status Quo of Cinema Construction

#### 5.2.1 Cinema & Screen

#### 5.2.2 Construction of IMAX Screen

#### 5.2.3 Cinema Rank by Box Office

### 5.3 China Film Stellar Theater Chain

- 5.3.1 Profile
- 5.3.2 Operation
- 5.4 Wanda International Cinema
  - 5.4.1 Profile
  - 5.4.2 Operation
- 5.5 China Film South Cinema Circuit Co., Ltd
  - 5.5.1 Profile
  - 5.5.2 Operation
- 5.6 New Film Association
- 5.7 Shanghai United Circuit
- 5.8 GZ. JinYiZhuJiang Movie Circuit
- 5.9 Stellar International Cineplex
  - 5.9.1 Profile
  - 5.9.2 Operation

## **SELECTED CHARTS**

- China Film Industry Value Chain
- Classification of Film Distribution Companies in China
- Development Mode and Profit Sharing of China Film Industry
- China Film Box Office Sharing Proportion by Major Link
- Box Office Percentages of China-produced Films and Imported Films, 2002-2011H1
- Global Box Office Ranking, 2010
- Operating Revenue Structure of China Film Industry, 2004-2010
- Operating Revenue & Growth Rate of China Film Industry, 2005-2011H1
- Film Box Office and Growth Rate in China, 2005-2010H1
- Top 10 Films in China by Box Office, 2010
- Top 10 Films in China by Box Office, 2011H1
- Investment Events of China Film Industry, 2005-2011
- Events of China Film & Television Production and Distribution, 2009-2010
- Mergers and Acquisitions in China Film Industry, 2004-2011
- China Film Capital Recovery Channels
- Monthly Box Office of China Films, Jan. 2009-Jul. 2010
- China's Top Ten Regions by Film Box Office, 2011H1
- Films Directed by Zhang Yimou and Box Offices, 1999-2010
- Films Directed by Feng Xiaogang and Box Offices, 1998-2010
- New Directors and Their Works, 2006-2010
- Film Output of China, 2003-2010
- Film Production and Exhibition Number in China and the United States, 2010

Investment Subject in Film Production, 2010  
The Second Round Contracting Projects of Beijing International Season, 2011  
Ranking and Market Share of Major Film Enterprises, 2010  
Operating Revenue, Operating Income and Growth Rate of Huayi Brothers, 2006-2011H1  
Operating Revenue Structure of Huayi Brothers, 2006-2011H1  
Main Business Gross Margin and Integrated Gross Margin of Huayi Brothers, 2006-2011H1  
Film Exhibition Plan of Huayi Brothers, 2011-2012  
Major Films that CFGC Participated in Investment and Box Office, 2009-H1 2011  
Films that Perfect World Picture Participated in Investment and Box Office, 2009  
Operating Revenue of National Arts Holding Limited, 2008-2011  
Operating Revenue of National Arts Holding Limited by Business, 2008-2011  
Film Business Revenue of National Arts Holding Limited, 2009-2010  
Operating Revenue and Net Income of ChinaVision, 2008-2011  
Operating Revenue of ChinaVision by business, 2009-2011  
Operating Revenue and Gross Profit of China Mandarin, 2008-2011  
Operating Revenue of China Mandarin by business, 2008-2011  
Operating Revenue of Neo Telemedia Limited, 2008-2011  
Operating Revenue of Neo Telemedia Limited by business, 2011  
Operating Revenue and Net Income of 3D Digital Entertainment, 2008-2011  
Operating Revenue of 3D Digital Entertainment by business, FY2010  
Operating Revenue of Imagi International, FY2005 -FY2011  
Operating Revenue of Imagi International by Region, FY2010-FY2011  
China's Film Distribution Patterns  
Box Office Percentage of China's Film Distribution Companies, 2010  
Market Share of China Film Distribution, 2007-2009  
Cinemas of Poly Bona  
Operating Revenue, Operating Income and Net Profit of Bona, 2008-2011H1  
Financing Project of Bona, 2011  
Film Distribution and Box Office of Enlight Pictures, 2008-2010  
Operating Revenue and Gross Profit of Golden Harvest, 2009-2011  
Operating Revenue of Golden Harvest by Business, 2009-2010  
Operating Revenue of Golden Harvest by Region, 2009-2010  
Cinemas Construction and Viewing Trips of Golden Harvest, H1 2011  
Operating Revenue of Universe International, 2008-2011  
Revenue of Universe International by Product, 2008-2011  
Revenue of Universe International by Region, 2008-2011  
Operating Revenue and Operating Income of Mei Ah, FY2006-FY2011

Operating Revenue of Mei Ah, FY2011  
Operating Revenue and Operating Income of Star Entertainment, 2007-H1 2011  
Operating Revenue of Star Entertainment by Business, 2007-2010  
China's Top Ten Cinemas and Box Office Market Share, 2010-H1 2011  
China's Top Ten Regions and Box Office Market Share, 2010-2011  
China's Top Ten Cinemas by Box Office Revenue, H1 2011  
China's Average Film Ticket Price, 2006-2010H1  
China's Cinema and Screen Number, 2002-2011  
China's Top Ten Cinemas by Box Office, 2011H1  
Cinema and Screen Number of China Film Cinema Investment Co., Ltd.  
China Film Stellar Box Office & Cinema Number, 2002-2010  
Box Office & Growth Rate of China Film South Cinema Circuit Co., Ltd, 2005-2010  
Operating Revenue & Net Income of Stellar International Cineplex, 2005-2010



## I would like to order

Product name: China Film Industry Report, 2011

Product link: <https://marketpublishers.com/r/C3B3B0A673AEN.html>

Price: US\$ 1,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C3B3B0A673AEN.html>