+44 20 8123 2220
info@marketpublishers.com

China TV Drama Industry Report, 2011-2012

https://marketpublishers.com/r/CBF454C7AD6EN.html
Date: February 2012
Pages: 74
Price: US$ 1,800.00 (Single User License)
ID: CBF454C7AD6EN

Abstracts

TV drama industry is a policy-sensitive sector in China. From 2006 to 2010, the value of Chinese drama transactions increased from RMB4.85 billion to RMB5.92 billion, with a CAGR of just 5.11%. As the relevant policies relax as well as a variety of supportive policies are issued, China TV drama industry has been developing rapidly. In 2011, the transacted value of dramas in China reached RMB7.6 billion, up 28.37% from a year earlier. Presently, Chinese TV dramas are oversupplied, while excellent works are still in short supply, with the prices ever rising.

In the field of drama production, there are numerous Chinese drama production institutions, with a low market concentration degree. By 2011, there had been 4,678 drama production agencies in China, of which top 10 ones only contributed 11% to the output.

At present, driven by the market demand, some powerful Chinese drama production institutions start to adopt the high-quality strategy. Through the innovations in production and marketing, they raise profitability effectively. Major companies have set foot in the capital market to provide financial support for the future development.

For TV drama production, Huayi Brothers employs the studio model, which runs flexibly. It can not only rapidly expand the production scale, but also enhance the TV drama quality. For marketing, Huayi adheres to the target marketing strategy, and actively explores overseas markets to seek new profit drivers.

In production, Huace introduces the creation model centering scripts and open production model to ensure view and enjoyment as well as market adaptability. As far as the marketing is concerned, Huace distributes its TV dramas by terrestrial and satellite TV stations, exclusive models, buyout models, pre-order models and customized models.

Hai Run will build film & TV bases in Beijing, Shanghai and Qingdao, and it will establish a performing arts training school to extend into the upstream industry chain for raising profitability. Moreover, it is also actively preparing for IPO in Hong Kong.

As for the TV broadcasting, TV stations are still the main broadcasting channels for TV dramas in China, with over 90% market share. Provincial TV stations have surpassed CCTV to become the most powerful TV drama buyers. Video websites and other new media have lower market share, but they develop quickly and have entered the oligopolistic competition stage. In 2010 and 2011, Youku, Tudou and Sohu TV ranked the top 3 by market share. Some video websites have begun to tap into TV drama production, extending towards the upstream industrial chain.

Restricted by China’s various policies, the introduced foreign TV dramas have seen decline as a whole. However, some types of overseas TV dramas have witnessed fast growth. In 2011, Thailand dramas became popular in China quickly with high performance-price ratio, exceeding South Korean dramas to take the second place following Hong Kong dramas.

Contents

+44 20 8123 2220
info@marketpublishers.com

3 CHINA TV DRAMA BROADCAST MARKET

4 DEVELOPMENT OF CHINA INTRODUCED TV DRAMA INDUSTRY

+44 20 8123 2220
info@marketpublishers.com

Selected Charts

SELECTED CHARTS

Policies on TV Dramas Industry of China, 2005-2012
China TV Dramas Industry Chain
Production Models of TV Dramas in Different Countries
Marketing Models of TV Dramas in Different Countries
Transaction Value of TV Dramas in China, 2006-2011
Single-episode Price of Hit Dramas (Exclusive of Network Copyright Income), 2007-2011
Number of Dramas and Episodes of Home-made TV Dramas In China, 2006-2011
Structure of Home-made TV Dramas by Theme, 2008-2011
Per Capita Disposable Income of Urban and Rural Residents in China, 2006-2010
Per Capita Expenditure of Urban and Rural Residents on Culture, Education and Entertainment in China, 2006-2010
Broadcast Time and Growth Rate of TV Programs in China, 2005-2010
TV Population Coverage in China, 2005-2010
China's Television Advertising Revenue, Total Transactions of TV Dramas and Its Share of Advertising Revenue, 2001-2010
Total Tender Pre-Sale of CCTV's Prime-time Advertising, 2006-2012
Broadcast Situation of TV Dramas In the Period of 18:00-24:00 in China, 2007-2010
Demand for Outstanding TV Dramas before and after Independent Broadcast of Chinese TV Stations
Number of Network Users, Network Video Users and Network Coverage in China, 2006-2011
Internet Copyright Price of Outstanding TV Dramas in China, 2006-2011
Number of Institutions with Radio and Television Program Production and Business Licenses and TV Play Production License (Class A) in China, 2006-2011
Market Share of Top10 Film & TV Production Agencies in China, 2010-2011
Number of TV Drama Episodes on Record of Publicity by Region in China, 2011
Number of TV Dramas with Distribution License by Region in China, 2011
Business Model of Huayi Brother Media
Organization of TV Dramas Department of Huayi Brother
Operating Revenue and Net Income of Huayi Brother Media, 2006-2011
Operating Revenue and Gross Margin of TV Dramas Business of Huayi Brother Media, 2006-2011
Number of TV Dramas with Distribution License of Huayi Brother Media, 2006-2011
TV Dramas to be Distributed by Huayi, 2012

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: China TV Drama Industry Report, 2011-2012

Product link: https://marketpublishers.com/r/CBF454C7AD6EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/CBF454C7AD6EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature ____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970