

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

1 OVERVIEW OF CHINA TV DRAMA 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 Ministry of Culture of The People's Republic of China

1.1.4 General Administration of Press and Publication of People's Republic of China

1.2 Environment for Development

1.2.1 Policies and Regulations

1.2.2 Supervisory System

1.3 Analysis of Industrial Chain

1.3.1 Industrial Chain

1.3.2 Relevance of Upstream & Downstream Sectors

1.4 Mode of Operation

1.4.1 Production Model

1.4.2 Marketing Model and Distribution System

2 CHINA TV DRAMA PRODUCTION MARKET

2.1 Status Quo

2.2.1 Market Size

2.2.2 Single-Episode Price

2.1 Production

2.2 Demand

2.2.1 Macro Background

2.2.2 TV Station

2.2.3 New Media

2.3 Competition Pattern

2.3.1 Competition of Companies

2.3.2 Regional Competition

2.4 Huayi Brothers Media Corporation

2.4.1 Profile

2.4.2 Operation

2.4.3 Prospects and Strategies

2.5 Zhejiang Huace Film & TV Co., Ltd.

- 2.5.1 Profile
- 2.5.2 Operation
- 2.5.3 Competitive Edge
- 2.5.4 Prospects and Strategies
- 2.6 Zhejiang Hai Run Movies &TV Co., Ltd.
 - 2.6.1 Profile
 - 2.6.2 Operation
 - 2.6.3 Prospects and Strategies
- 2.7 Beijing HualuBaina Film & TV Co., Ltd.
 - 2.7.1 Profile
 - 2.7.2 Operation
 - 2.7.3 Sales Model
 - 2.7.4 Prospects and Strategies
- 2.8 Shanghai New Culture Media Group Co., Ltd.
 - 2.8.1 Profile
 - 2.8.2 Operation
 - 2.8.3 Competitive Edge
 - 2.8.4 Prospects and Strategies
- 2.9 Subordinate Units of CCTV
 - 2.9.1 CTV
 - 2.9.2 CITVC
 - 2.9.3 CTPC
- 2.10 Video Websites
 - 2.10.1 Backdrop of Self-made Drama
 - 2.10.2 Development Status of Self-made Drama
- Summary

3 CHINA TV DRAMA BROADCAST MARKET

- 3.1 Overview of Broadcast Industry
- 3.2 TV Station
 - 3.2.1 Status Quo
 - 3.2.2 Competition
- 3.3 Video Websites
 - 3.3.1 Status Quo
 - 3.3.2 Competition
 - 3.3.3 Strategy
- Summary

4 DEVELOPMENT OF CHINA INTRODUCED TV DRAMA INDUSTRY

4.1 Policy Environment

4.2 Current Development

4.3 Competition between Introduced TV Dramas with Home-made TV Dramas

4.4 Competition of Introduced Dramas

4.4.1 Competition Pattern

4.4.2 Hong Kong TV Dramas

4.4.3 Korean TV Dramas

4.4.4 Thai TVB TV Dramas

Summary

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

Operating Revenue and Gross Margin of TV Dramas Business of Huace Film & TV, 2009-2011

Operating Revenue and Net Income of TV Dramas and Film Business of Huace Film & TV, 2007-2011

Operating Revenue Breakdown of Huace Film & TV by Region, H1 2011

Distribution Licenses Obtained by Huace Film & TV for Home-made Dramas and Joint Production Dramas, 2006-2010

Introduction of Foreign TV Dramas by Huace Film & TV, 2006-2010

Screenwriter Resources of Huace Film & TV

Number of TV Dramas with Distribution License and Its Market Share of Zhejiang Hai Run Movies &TV, 2009-2011

Subsidiaries and Businesses of Beijing HualuBaina Film & TV

Award Winning TV Dramas of Beijing HualuBaina Film &TV, 2004-2010

Number of Dramas and Episodes of TV Dramas with Distribution License of Beijing HualuBaina Film & TV, 2008-2011

Operating Revenue and Net Income of Beijing HualuBaina Film & TV, 2008-2011

Operating Revenue Breakdown of Beijing HualuBaina Film &TV, 2008-2011

Operating Revenue and Gross Margin of TV Dramas Business of Beijing HualuBaina Film & TV, 2008-2011

Sales Model Diagram of Beijing HualuBaina Film & TV

TV Dramas Distribution Program of HualuBaina Film & TV

Development Planning of HualuBaina Film & TV before 2014

Subsidiaries and Businesses of Shanghai New Culture Media Group

Operating Revenue and Net Income of Shanghai New Culture Media Group, 2009-2011

Operating Revenue Breakdown of Shanghai New Culture Media Group by Product, 2009-2011

Operating Revenue Breakdown of Shanghai New Culture Media Group by Shooting Mode, 2009-2011

Operating Revenue and Gross Margin of TV Dramas Business of Shanghai New Culture Media Group, 2009-2011

Market Share of TV Dramas Production Business of Shanghai New Culture Media Group, 2009-2011

Market Share of TV Dramas Distribution Business of Shanghai New Culture Media Group, 2009-2011

Ways of Shanghai New Culture Media Group to Gain Market Demand

Operation Model of Shanghai New Culture Media Group

Operating Revenue and Gross Margin of TV Dramas and Film Business of CTV, 2009-2011

Video Website Population Coverage in China, 2007-2011

Development of Some Famous Video Sites' Self-made Drama Business in China, 2005-2011

Gross Margin of TV Dramas Producers in China, 2009-2011

Sales and Market Share of TV Dramas Production Companies by Sales Channels, 2009

Number of TV Station and TV Channels in China, 2005-2010

TV Ad Revenue and TV Dramas Introduced of Some Provincial Satellite TV Stations, 2011-2012

Growth Rate of Ad Revenue of All Levels of TV Channels, 2009-2010

Audience Market Share of All Levels of TV Channels, 2009-2010

Ratings and Audience Share of Top10 Channels in China, H1 2011

Ad Revenue and Market Size of Video Websites in China, 2006-2011

Market Share of Video Websites in China, 2010

Market Share of Video Websites in China, Q4 2011

Operating Revenue and Number of Users of Top8 Video Websites, Q1-Q3, 2011

Development Strategies of Video Websites in China, 2012

Market Share of Video Websites in China, 2010-2011

Number of Introduced TV Dramas in China, 2008-2011

Number of Different Introduced TV Dramas in China, 2008-2011

Structure of TV Dramas with Distribution License, 2008-2011

Market Share of Different Introduced TV Dramas in China, 2008-2011

Number of Different Introduced TV Dramas in China, 2008-2011

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**

Customer 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