

# China TV Shopping Industry Report, 2011

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## Abstracts

TV shopping entered China in the early 1990s, and ushered in its first golden era from 1996 to 2000, during which, there emerged more than 1,000 TV shopping companies, with industry revenue already above RMB20 billion. However, since 2000, affected by exaggerated or false advertisement, exorbitant price, inferior quality and lack of after-sale services, this industry experienced rapid shrinkage, by 2005 merely less than 300 companies were left, and the revenue even dived to around RMB3.71 billion.

Due to the intervention from the State Administration of Radio, Film and Television (SARFT), State Administration for Industry and Commerce (SAIC) and other departments, which took joint action to regulate the TV home shopping industry, from 2006, the industry has seen continuous, vigorous growth, with sales up to RMB17.85 billion in 2011.

TV shopping enterprises directly invested by TV stations don't need to buy advertising time, thereby relying on low cost, they are gradually expanding media coverage and acquiring more market share. Whereas, those with traditional forms of advertising have witnessed an increasing shrinkage in market share due to the consistently rising expenses of advertising as well as terrible consumption experience.

China TV Shopping Industry Report, 2011 by ResearchInChina mainly covers the following content:

Development of foreign and domestic TV shopping industry, covering industrial chain, industry status, market size, operation mode, competitive features & pattern, development trends, etc.;

Research on key TV shopping operators in China, involving operation and development status of nine enterprises like HappiGo, Oriental CJ and Acorn International.

As one of the largest TV shopping platforms in China, HappiGo was incorporated by Radio, Film & TV Bureau of Hunan Province in 2006; since the inception, it has sold over 12 million pieces of commodities, with gross sales surmounting RMB9.4 billion, and television signals covering 16 provinces and three municipalities (Chongqing, Tianjin and Beijing) nationwide. As of end-2011, its television coverage has spread to over 60 million households. According to HappiGo's new strategy, it will take gradual step in converting from a TV shopping media into an all media retail enterprise, and is expected to obtain online shopping revenue leveling out that from the existing TV shopping business by 2013.

Oriental CJ is China's first home shopping channel, a joint venture by Shanghai Media & Entertainment Group and South Korea's CJ Group. With 14 regions in service, it has nearly 18.39 million audience nationwide. In March 2011, Oriental CJ received a standard national operating license from SARFT. For the next few years, it will continue to keep a strong foothold in the Yangtze River Delta region, and extend its influence to other regions of the country step by step.

As a large TV shopping company, Acorn International has programmed in 28 national satellite television channels as well as seven local channels in China. From 2008 to 2010, its total operating revenue surged from US\$234 million to US\$293 million; for the first three quarters of 2011, sales climbed 23.4% YoY to US\$275 million. In future, Acorn International will proceed to strengthen its own product brands, meanwhile, to realize all media retail strategy via intensifying e-commerce channel.

## Contents

### **1. DEFINITION AND MODE OF TV SHOPPING**

- 1.1 Definition
- 1.2 Foreign TV Shopping Mode
- 1.3 China's TV Shopping Mode

### **2. TV SHOPPING INDUSTRY CHAIN**

- 2.1 Product Supply
- 2.2 Payment
- 2.3 Logistics
- 2.4 TV Channels

### **3. DEVELOPMENT ENVIRONMENT OF TV SHOPPING INDUSTRY**

- 3.1 Macroeconomic Environment
- 3.2 Policy Environment
  - 3.2.1 Standard of Management on TV and Radio Advertisement
  - 3.2.2 Impact of No-Broadcasting Order on TV Shopping
  - 3.2.3 Development of No-Store Retail Management
  - 3.2.4 New Standard for Drug Advertisement
  - 3.2.5 Urgency of Regulating TV Shopping Industry

### **4. CURRENT STATUS AND COMPETITION OF TV SHOPPING INDUSTRY**

- 4.1 Current Status
- 4.2 Competition

### **5. FOREIGN AND DOMESTIC TV SHOPPING COMPANIES**

- 5.1 QVC
  - 5.1.1 Development History
  - 5.1.2 Operation Characteristics of QVC
- 5.2 Eastern Home Shopping
  - 5.2.1 Profile
  - 5.2.2 Operation
- 5.3 Hunan Happigo

- 5.3.1 Profile
- 5.3.2 Main Channels
- 5.3.3 Main Products & Target Customers
- 5.4 Shanghai Oriental CJ
  - 5.4.1 Profile
  - 5.4.2 Operation
- 5.5 China CCTV Shopping Corporation
  - 5.5.1 Profile
  - 5.5.2 Operation
- 5.6 Best 1
  - 5.6.1 Profile
  - 5.6.2 Operation
- 5.7 Hao 24
  - 5.7.1 Profile
  - 5.7.2 Operation
- 5.8 Acorn International
  - 5.8.1 Profile
  - 5.8.2 Operation
  - 5.8.3 Financial Analysis
- 5.9 China Seven Star Shopping Co., Ltd
  - 5.9.1 Profile
  - 5.9.2 Operation
  - 5.9.3 Financial Analysis

## **6. RISKS & PROSPECTS OF TV SHOPPING INDUSTRY**

- 6.1 Risks & Solutions
- 6.2 Stimulatives
- 6.3 Prospects

## Selected Charts

### SELECTED CHARTS

Difference between TV Shopping and TV Direct-sale  
TV Shopping Industry Chain  
Total Retail Sales of Social Consumer Goods, 2002-2011  
Consumer Price Index, 2001-2011  
Per Capita Disposable Income of Urban Residents, 2002-2011  
Retail Sales and TV Shopping Sales in China, 2004-2011  
Main National TV Shopping Channels  
Main Local TV Shopping Channels  
Operation Characteristics of QVC  
Main TV Shopping Channels of Eastern Shopping  
Main Self-owned Brands of Eastern Shopping  
Coverage of HappiGo TV Shopping Channel  
Products Breakdown of HappiGo  
Target Consumers of Hunan HappiGO  
Features of Shanghai Oriental CJ  
Channels Covered by OCJ  
Channels Operated by CCTV Shopping  
Operation Characteristics of Best 1  
Coverage of Best 1  
TV Direct-sale Products of Acorn International, Q3 2011  
Revenue Structure of Acorn International, 2006-2011  
Operating Revenue of China Seven Star Shopping, 2006-2011  
Business Performance of Seven Stars, 2010-2011  
China's TV Shopping Industry Scale, 2010-2015E

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