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China's Online Video Sites – Competitive Landscape, Regulation, Monetization and the Changing Habits of China's Consumers

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
I. OVERVIEW	6
The Audience.....	7
The Many Flavors of Online Video	7
<i>Online Video Services</i>	7
<i>Online Broadcasters</i>	7
<i>Portals</i>	8
<i>Download Sites</i>	8
Content: What's On	8
II. THE LEADING PLAYERS	9
Youku	9
Tudou	9
56.com	10
Other Notable OVSS.....	11
CCTV	11
BesTV	12
VeryCD, Xunlei and ... iTunes?.....	12
The Pile-On	12
III. OPPORTUNITY: THE GOOD	13
Broadcast Television: More Channels, Less to Watch	13
The Changing Consumer	13
More Targeted Advertising	13
The New Distribution Channel	14
Going Mobile	15
IV. CHALLENGES: THE BAD	15
Righting the Copyright Wrongs.....	16
Must-Have-Content.....	17
Monetization.....	17
Regulation.....	19
Competitive Issues.....	23
V. LOOKING AHEAD: THE UNCERTAIN	25
VI. NOTES	27
VII. APPENDICES	29
Appendix A: SARFT's Notice on Tightening the Regulation Online Audio-Visual Content – March 30, 2009.....	29
Appendix B: Companies Licensed to Operate Online Video Sites by SARFT and MIIT in 2008	31
Contact Details for the Companies Listed in This Report.....	60
VIII. GLOSSARY	63
AUTHOR'S DISCLOSURE STATEMENT	64