

Your Key to China's Media Industries – China Media Sector Reports



China Media Sector Reports

- The WTO Ruling on Importing Entertainment Products into China - What Does It Mean for You?
- China's Online Video Sites - Competitive Landscape, Regulation, Monetization, and the Changing Habits of China's Consumers
- Now You See It - TV Program Sponsorship & Product Placement in China
- China Film Report 2009: The Rise of an Industry to be Reckoned With

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James Ross, Regional Director, ITV Global Entertainment

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SECTOR REPORTS

1 POLICY

The WTO Ruling on Importing Entertainment Products into China – What Does It Mean for You?

Authors: David Wolf and CMM Intelligence. Release date: Dec 14, 2009. Price: EUR 390

In August 2009, a World Trade Organization panel ruled against China's system of monopoly control over entertainment products. Was this the victory supporters hailed as the dawn of a new day for American and global entertainment companies in the China market? Will China ultimately comply with the ruling, or will it circumvent it? Is China's regulatory system the biggest problem the global entertainment industry faces in China, or does it simply mask even greater challenges that lie in wait? This paper examines all of these issues in depth, and suggests a path forward for China and the industry.

2 CONTENT

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

Authors: David Wolf and CMM Intelligence. Release date: Fed 5, 2010, 10% Early Bird discount until Fed 15, 2010. Price: EUR 390

Inspired by the example of YouTube, Chinese entrepreneurs and broadcasters have created hundreds of online video sites, all vying for the attention of a young, educated, increasingly prosperous, and massive audience. Facing even greater opportunities – and more daunting challenges – than their overseas counterparts, are China's online video sites set to displace the state-controlled television establishment and become the vector for China's global soft power, or are they set to be crushed under the wheels of the nation's rigid media policies? This report takes a unique look at one of China's most dynamic media sectors, a must-read for investors, partners, media executives, and industry analysts alike.

3 ADVERTISING

Now You See It – TV Program Sponsorship & Product Placement in China

Authors: CMM Intelligence. Release date: Mar 1, 2010, 10% Early Bird discount until Mar 15, 2010. Price: EUR 390

In 'Now You See It', CMM-I presents the first independent investigation into the intensely grey area of 'second category' or 'soft' advertising across China's broadcast, film, new media and publishing sectors.

From official regulations to the reality of product placement in privately-funded TV dramas, 'Now You See It' is the first report to reveal the opportunities as well as operators exploiting these revenue streams and how they do it.

'Now You See It' reviews advertising industry growth and reveals how sponsorship became an ingrained part of Chinese media culture. With case studies, statistics and insight from the players, we will unveil the full extent of 'second category' advertising in China.

4 CONTENT

China Film Report 2009: The Rise of an Industry to be Reckoned With

Authors: CMM Intelligence. Release date: Mar 1, 2010, 10% Early Bird discount until Mar 15, 2010. Price: EUR 390

China's film industry continued to stake its claim as the world's fastest growing film market in 2009, with total film revenues growing 26.47% year-on-year to US\$1.56 billion. Cinema construction and growing audience numbers spurred the national box office ahead by 42.96% to top US\$909.22 million. Against this back-drop of spectacular growth, China has continued to stress the propaganda function of the film industry while the WTO upheld a US complaint against the restrictions on imported films. Can the industry as a whole continue its spectacular ascent or will conflicting forces hold it back? And what are opportunities and restraints for the media players in this field? To help you understand this complex market, China's Film Industry in 2009 examines the year that was and looks ahead to the issues that will shape the years to come.



CMM Knowledge Products

CMM-I specializes in producing quality reportage and analysis of the Chinese media industry, with a strong focus on content across film, TV and New Media platforms. Key publications include our regular analysis on a range of topics, including the China Media Sector Reports, the China Media Yearbook & Directory, and the free China Media Monitor headline service.



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Reader's Comments

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Emily Wong, Assistant of Chief Representative, Mexico Guajillo Entertainment SA DE CV

"We think that CMM-I Sector Report and the China Media Yearbook & Directory are very helpful information for both foreign and domestic companies to comprehend the current situation and further trend of media industry in China. Hope we can acquire more from your teams' efforts."

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