

China Upstream Media Market: Trends & Opportunities (2015-2019)

December 2015



China Upstream Media Market Report

Scope of the Report

The report titled “China Upstream Media Market: Trends and Opportunities (2015-2019)” analyzes the potential opportunities and significant trends in upstream media market of China. The market size and forecast in terms of US\$ for upstream media market has been provided for the period 2010 to 2019, considering 2014 as the base year for growth forecast. The report also provides the compounded annual growth rate (% CAGR) for the forecast period 2010 to 2019. Over the next five years, China upstream media market revenue by value and is forecasted to grow due to increased number of movie viewers, increased spending by population on entertainment, introduction of latest 4K technology and government regulations for domestic movies.

The report provides detailed analysis of China upstream media market sizing and future growth by segment for the period 2010-2019. The upstream media market is divided into five broad categories. The report also provides comparison of China box office market and the US in terms of revenue.

The report also provides information regarding the recent trends, challenges and growth drivers of China upstream media market. The recent trends in Chinese upstream media market are return of console market, adoption of new media and fast growth of domestic movies. At the same time market also faced challenges like strict government regulations and rising inflation in the rate of media market.

And the report also profiles key market players such as Oriental Pearl New Media, Beijing Enlight Media, New Culture Media and Hauce Film & TV on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Company Coverage

Oriental Pearl New Media

Beijing Enlight Media

New Culture Media

Hauce Film & TV

Executive Summary

Communications channels through which news, entertainment, education, data, or promotional messages are disseminated or distributed is known as media. Media includes every broadcasting and narrow casting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax and internet. Media market has two broad categories mainstream and upstream media. There are different types of upstream media. Most popular types are advertising media, broadcast media, digital media, social media and box office media.

China is second largest market after the US in upstream media market. Chinese upstream media is divided into five broad categories namely box office media market, movie studio market, online media market, TV market and China gaming media market.

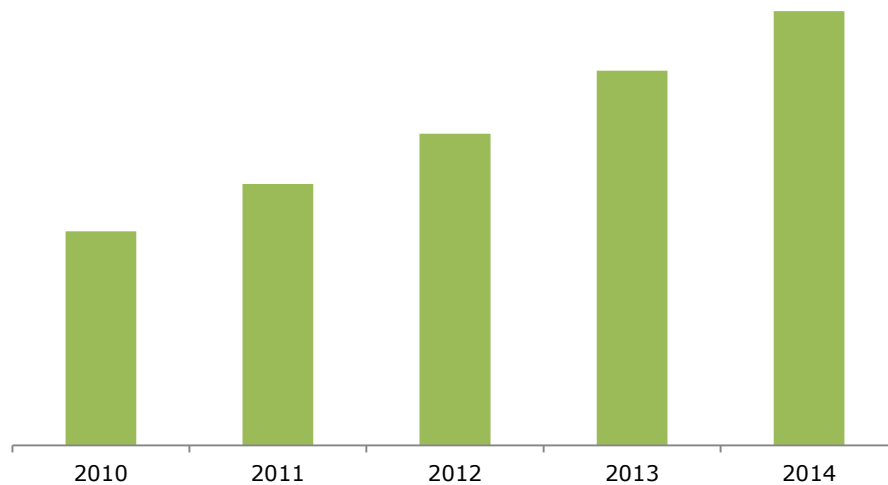
China's box office market holds second rank in global box office market and is expected to surpass the US box office media market by 2020. China's box office media market has grown at an increasing rate over the period 2013-2019. China has already overtaken Japan as the biggest film market for outside of Hollywood.

China box office studio market is mainly dominated by five key player's viz. Enlight, Wanda, Huayi, LeTV and Bona. Most of the movies whether domestic or foreign are produced and distributed by these top five players and majority of the movies falls in the revenue category of US\$0.03- 0.08 billion (RMB200-5000 million). Gaming media market is another growing upstream media market in China.

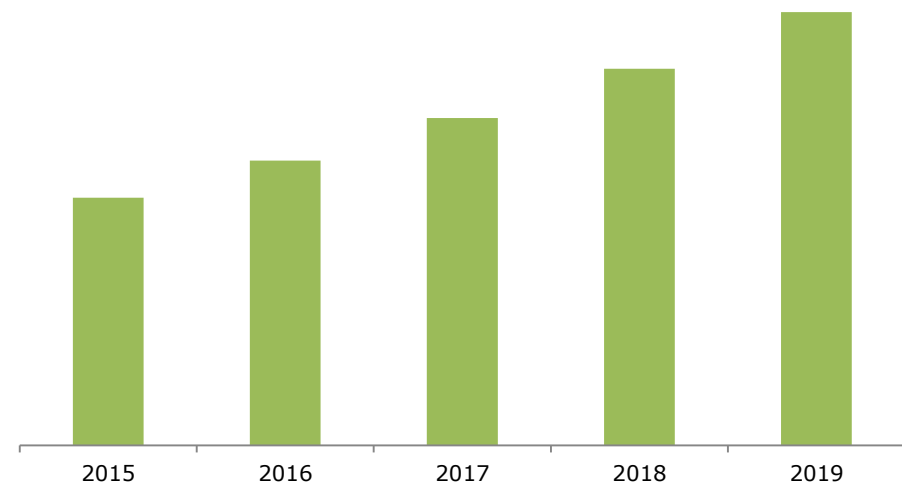
China Upstream Media Market Report

China's cultural industry experienced a CAGR of.....over the past.....years from market value of US\$.....billion in 2010 to US\$.....billion in 2014. China's culture industry contribution to GDP is.....in 2014.

China's Culture Industry Market by Value; 2010-2014
(US\$ Billion)



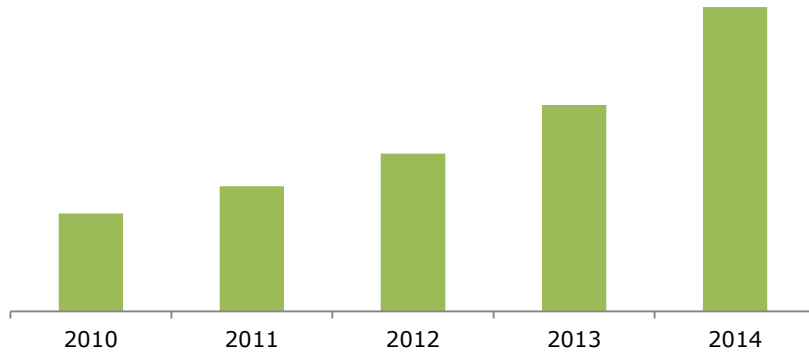
China's Culture Industry Market by Value; 2015-2019
(US\$ Billion)



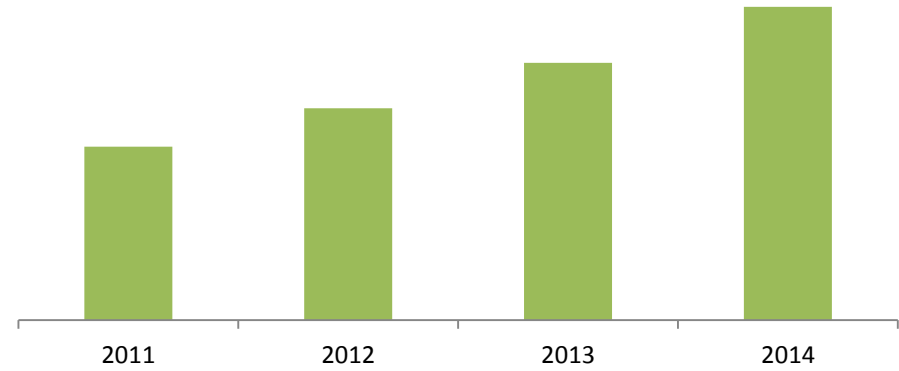
China's cultural industry will follow an upward trend in the forecasted period 2015-2019. The China's cultural industry will reach a value of.....billion in the 2015. The cultural industry is expected to grow at a CAGR value of.....over the forecasted period 2015-2019.

China Upstream Media Market by Segments

China Box Office Market by Value; 2010-2014 (US\$ Billion)



China Online Video Market by Value; 2011-2014 (US\$ Billion)



China TV Drama Market by Value; 2010-2014 (US\$ Billion)

