PART ONE - YEARBOOK

Chapter 1:	TV Policy & Regulation
	<i>y</i> 3

1.1.	Introduction	10
1.2.	Administrative Policy	10
1.3.	Channel Policy	11
1.4.	Pay TV Policy	11
1.5.	DTH Policy	12
1.6.	Convergence Policy	12
1.7.	Content Policy	13
1.8.	Production Policy	14
1.9.	Development Regulations	15
1.10.	International Participation	15
1.11.	Looking Forward	16

Chapter 2: TV Content

2.1.	Introduction	17
2.2.	HDTV	17
2.3.	TV Film & Drama	17
2.4.	Entertainment	18
2.5.	News & Current Affairs	20
2.6.	Factual	20
2.7.	Sports	21
2.8.	Olympic Preparations	23
2.9.	Animation	23
2.10.	Children & Youth	24
2.11.	Education	24
2.12.	Foreign Language	25
2.13.	International Content	25
2.14.	TV Industry Events	28
2.15.	Looking Forward	30

Chapter 3: Audio Video

3.1.	Introduction	31
3.2.	Policy & Regulation	32
3.3.	Industry Initiatives	33
3.4.	The China Film Copyright Association	33
3.5.	Standards	34
3.6.	Looking Forward	34



Chapter 4:	Radio		
	4.1.	Introduction	35
	4.2.	Radio Adspend	35
	4.3.	Domestic Radio	36
	4.4.	International Partnerships	36
	4.5.	Mobile Radio	36
	4.6.	Internet Radio	37
	4.7.	Looking Forward	37
Chapter 5:	Print		
	5.1.	Policy and Regulation	39
	5.2.	Publication Licenses	40
	5.3.	Retail, Wholesale & Printing	40
	5.4.	Operators	41
	5.5.	Content	42
	5.6.	Advertising	44
	5.7	Distribution & Circulation	44
	5.8.	International Participation	45
	5.9.	Looking Forward	46
Chapter 6:	Film		
	6.1.	Introduction	47
	6.2.	Production	47
	6.3.	Funding	48
	6.4.	Projection	49
	6.5.	Distribution	50
	6.6.	International	50
	6.7.	International Participation	51
	6.8.	Piracy	51
	6.9.	Looking Forward	53
Chapter 7:	New	Media	
Chapter 7.	INCVV	Micula	
	7.1.	Introduction	54
	7.2.	Policy & Regulation	55
	7.3.	Continued Convergence	58
	7.4.	Portals	59
	7.5.	New Media Convergence	61
	7.6.	Online Gaming	62
	7.7.	Looking Forward	63



Chapter 8:	Adver	rtising	
	8.1.	Introduction	64
	8.2.	Policy & Regulation	64
	8.3.	Monitoring	66
	8.4.	Tobacco	66
	8.5.	TV Advertising	67
	8.6.	Outdoor	68
	8.7.	Internet	69
	8.8.	Direct Marketing	69
	8.9.	Brands	69
	8.10.	Agencies	72
	8.11.	Festivals	73
	8.12.	Looking Forward	73
Chapter 9:	Sponsored Articles		
	LIC, Ch	ina's Most Dynamic Media Partner	76
PART T	NO - S	STATISTICS	
Chapter 1:	TV Sta	tistics	
	1.1.	Top Channels by Market Share in Beijing, Shanghai and Guangzhou 2005	81
	1.2.	Top Genres by Ratings in Beijing, Shanghai and Guangzhou 2004/2005	85
	1.3.	Top Programs By Ratings in Beijing, Shanghai and Guangzhou 2005	85
	1.4.	Channel Penetration in 10 Cities	86
	1.5.	2005 Top Five Provincial Satellite TV Reach Nationwide (Excluding Tibet)	88
	1.6.	2005 Top Five Provincial Satellite TV Reach In Five Key Cities	89
	1.7.	2005 Top Five Provincial Satellite TV Subscribers Nationwide (Excluding Tibet)	90
	1.7.	Top Five Provincial Satellite TV By Subscribers In Five Key Cities	90
	1.0.	Top Tive Frovincial satellite TV by subscribers III five key Cities	90



91

92

2005 Top Ten Program Genres Male Favored

2005 Top Ten Program Genres Female Favored

1.9.

1.10.

Chapter 2:	Film Sta	atistics	
	2.1.	Highlights from China's Film Industry 2005	93
	2.2.	Domestic Film Production Statistics	93
	2.3.	Top Ten Films by Box Office Revenue 2005	93
	2.0.	TOP TOTALITIES BY BOX Office Revenue 2000	
Chapter 3:	New M	ledia Statistics	
	3.1.	Chinese Internet Users	94
	3.2.	Internet Access Locations 2005	94
	3.3.	Internet Access Methods 2000-2005	94
	3.4.	Chinese Netizens By Age Group 2005	94
	3.5.	Broadband Users in China	94
	3.6.	Sale of Next Generation Mobile Terminals	94
	3.7.	Converged Fixed - Mobile Telephony Consumers	95
	3.8.	IPTV Vs. Cable TV Growth Esimates	95
	3.9.	"Triple Play" Broadband Subs Vs. Broadband Only Subs	95
	3.10.	Next Generation Mobile Devices as a % of Total	95
Chapter 4:	Print Sta	atistic s	
	4.1	November of Magratina Adapted 2004	0/
	4.1.	Newspaper & Magazine Adspend 2004	96
	4.2.	Top 10 Newspapers by Ad Spend 2004	96
	4.3.	Top 5 City newspapers by Ad Spend 2004	96 97
	4.4.	Top 5 IT Newspapers by Ad Spend 2004	97
	4.5. 4.6.	Top 5 Financial and Economic Newspapers by Ad Spend 2004 Top 10 Magazines by Ad Spend 2004	97
	4.7.		97
		Top 5 Fashion Magazines by Ad Spend 2004	97
	4.8.	Top 5 IT Magazines by Ad Spend 2004 Top 5 Financial and Economic Magazines by Ad Spend 2004	98
Chapter 5:	Advert	tising Statistics	
	5.1.	Advertising Industry Turnover 1991-2004	99
	5.2.	Advertising Turnover by Media 1998-2004	99
	5.3.	Ad Spend By Province 2000-2004	100
	5.4.	Top Product Category by Ad Spend in China 2004	101
	5.5.	Top 10 Agencies by Advertising Turnover: 2003/2004	101
	5.6.	Top 20 Media Units by Advertising Turnover: 2003/2004	102
	5.7.	Top 10 Agencies by Advertising Revenue: 2003/2004	103



PART THREE - DIRECTORY

Chapter 1:	General	
	Media Regulatory Bodies	106
	Media Associations & Institutions	108
	Media Groups	109
Chapter 2:	Broadcast	
	TV & Radio Stations	124
	Foreign Satellite channels	192
	Production & Distribution Companies	199
	Broadcast Equipment Manufacturers	213
Chapter 3:	Film	
	Film Studios	217
Chapter 4:	Print	
	Newspapers	225
	Magazines	234
Chapter 5:	Advertising & Media Research	
спаріег 5.	Advertising a media research	
	Ash and the as Common and as	240
	Advertising Companies	249 255
	Research Companies	255
VDDENIUIA -	Laws & Regulations	
ALLENDIX -	Laws & Regulations	
	Production Joint Venture Implementing Regulations	259
	The Regulations on Radio and Television Management	263
	Administrative Provisions on Importing And Broadcasting Overseas Television Programs	271
	Interim Provisions on Joint Ventures for Production	274
	Measures on the Administration of Broadcasting Audio/Visual Programs via Internet	278
	Regulations on the Administration of the Publishing Industry	283
	Advertising Law	294
	List of Abbreviations	300

