

## WELCOMING MESSAGE

Congratulations on your purchase of the CMM-I 2006 China Media Yearbook and Directory, the most comprehensive English resource for businesses active in the world's fastest growing media market.

The 2006 edition retains its triple volume combination of CMM-I independent analysis of major developments, authoritative industrial trend data and fully updated profiles of China's major media players, but the market described has once again shifted fundamentally over the last year.

On the left hand, significant moves towards encouraging international investment in non-WTO media sectors were largely reversed, while on the right hand, sectors such as publishing that must open under WTO rules are now facing the long awaited international competition head-on...nearly.

Meanwhile, the Internet continues to deliver increasingly converged media content direct to over 100 million consumers within the very special regulatory vacuum created by China's competing ministries. Over the last year, the rush for broadband market space has led to wholesale online re-transmission of terrestrial, cable, satellite and pay-TV content.

The fact that content will always seek the best route to market is not lost on China's mobile operators, now laying foundations for their full entry into the game with 3G, or on the local DVD pirates that worry about longer term loss of income from their still flourishing retail trade.

Of course, at the heart of these regulatory and technical issues, lies the content itself and this edition of the China Media Yearbook & Directory tracks a year

in which reality TV finally fulfilled its ratings potential, international content dominated the high profit consumer magazine sector and blogging emerged as a new venue for expression.

We also follow the transformation of the '2008 Beijing Olympics' from media concept to media reality with the establishment of key organizations and the issuance of domestic production contracts along with an explosion in the number of international sports events held in China during 2005.

As China's leading independent media trade facilitator, CMM-I's market analysis and industry databases are informed by our promotion of exchange through professional events. In this respect, China's establishment of national pavilions at MIPTV and MIPCOM and the growth of the European Stand at the Shanghai TV Festival are both clear indications of China's continued integration into international content markets.

With the WTO and new technologies creating opportunities for some and challenges for others, we cannot stress enough the importance of tracking the market on a continuous basis. Indeed, the dynamics captured in this publication are subject to continual change and serious readers are recommended to subscribe to the monthly China Media Monitor for regular analysis.

We welcome your comments on the 2006 China Media Yearbook & Directory. Please submit your suggestions to [feedback@cmmintelligence.com](mailto:feedback@cmmintelligence.com). At the same time, for updated media statistics as they become available, please visit our website at [www.cmmintelligence.com](http://www.cmmintelligence.com).

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