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2006-2007

CMM-I World TV Guide – Chinese Edition

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CMM Intelligence is delighted to provide you with details about the third edition of the **2006-2007 CMM-I World TV Guide**, the definitive information resource to global TV markets for Chinese media executives.

Designed specifically for a Chinese TV industry that is exploring the world for the first time, the **CMM-I World TV Guide – Chinese Edition** is now the recognized information source for the international TV scene.

Because of the importance of the publication in **bridging the information gap** between foreign and Chinese media entities former SARFT Minister Xu Guangchun provided welcoming calligraphy for the publication.

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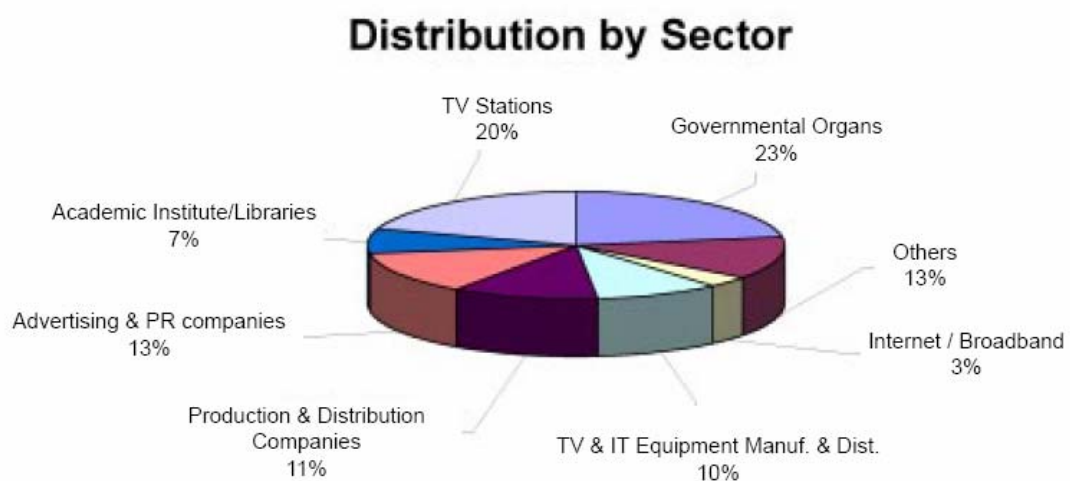
Publishing Details

Title	CMM-I World TV Yearbook 2006-2007
Pages	Approx. 200 (Ad Pages: 30)
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Circulation & Distribution

The 1st edition of the **World TV Guide – Chinese Edition** was distributed to more than 3,000 delegates at the Sichuan TV Festival (one of China's leading TV events) in 2003. The 2006-2007 edition of the **World TV Guide – Chinese Edition** will be distributed at the Shanghai TV Festival in June 2006 and the China Media Group organized China International Film & TV Programs Exhibition in August 2006.

Another 500 copies will be released through controlled distribution from CMM-I's proprietary database.



Content of the CMM-I World TV Guide 2006-2007 Edition

Part One: Overview of international TV Industries

The first part provides practical editorial introductions to the state of TV today across the world. Focusing on global issues and trends, chapters cover all key aspects of the industry from policy & regulation and broadcast technology to program production, distribution and advertising.

Sponsored Section - TV Specialist Insight

Specialist Papers contributed by senior executives from the world's leading media investment companies, broadcasters, technology providers, production, distribution and advertising companies have the opportunity to provide unique insight on all aspects of the modern TV industry.

Part Two: Country Overviews

Country Guides & Company Listings

Each country guide provides geographical, economic and cultural data, general TV industry facts such as broadcasting standard, terrestrial, cable and satellite penetration, basic subscription fees, top rated channels and programs.

Industry relevant companies will have the opportunity to be listed in this section (see listings guide for enhanced listings & advertising rate card, simple listings are free of charge).

Part Three: Appendix

Index & Appendices

Full A-Z listings for all entries, and an English-Chinese glossary of TV terms to complete the most comprehensive guide to world TV ever published in Chinese.

Advertising Rate Card

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