

China Listed Media Companies Report, 2008-2009



With the continuous development of economy and society, China has become the largest media consumer market in the world and China's media output has exceeded the media giant -- the United States. But, in terms of the culture consumption per capita, China is left behind the developed countries. However, it is such a huge consumption gap that we believe greater market and stronger consumption power will arise in Chinese media industry.

In 2008, the digital degree of China digital TV industry was 27.93%. There are big gaps among provinces and cities in number of subscribers and digital degree. At present, the industry is developing promptly, and the rapid expansion of subscribers has become the major force for increasing the revenue in the industry.

In the past decade, publishing industry developed at a slow growth rate of 6.1% with little endogenous growth. Cross-regional merger and acquisition as well as the fostering of large publishing groups will be the inevitable trend in the future.

Advertising industry has obvious characteristics in periodicity. Television advertising is increasingly mastered by preponderant media. Owing to regionality, the revenue of newspapers advertising varies a lot in different regions.

In Jan.-Aug. of 2009, a great number of cultural reform policies were promulgated, under the drive of which the reforms in publishing, radio and television were accelerated. Cross-boundary, cross-media, cross-industry development cases arose. The strategy of fostering large integrated media groups and strategic cultural investors through the integration of resources has been implemented.

This report researches 11 Chinese listed media companies in their profile, revenue in recent years, investment and main business in the recent two years, operation in 2009 and so on.

Table of Contents

- **1 CITIC Guoan (000839)**
 - 1.1 Profile
 - 1.2 Operation and Revenue, 2002-2008
 - 1.3 Investment, 2007-2008
 - 1.4 Main Business, 2007-2008
 - 1.5 Operation in 2009

- **2 CCID Media (000504)**
 - 2.1 Profile
 - 2.2 Operation and Revenue, 2002-2008
 - 2.3 Investment, 2007-2008
 - 2.4 Main Business, 2007-2008
 - 2.5 Operation in 2009

- **3 Hunan TV & Broadcast Intermediary Co., Ltd. (000917)**
 - 3.1 Profile
 - 3.2 Operation and Revenue, 2002-2008
 - 3.3 Investment, 2007-2008
 - 3.4 Main Business, 2007-2008
 - 3.5 Operation in 2009

- **4 Beijing Gehua CATV Network Co., Ltd. (600037)**
 - 4.1 Profile
 - 4.2 Operation and Revenue, 2002-2008
 - 4.3 Investment, 2007-2008
 - 4.4 Main Business, 2007-2008
 - 4.5 Operation in 2009

- **5 China Television Media, Ltd. (600088)**
 - 5.1 Profile
 - 5.2 Operation and Revenue, 2002-2008
 - 5.3 Investment, 2007-2008
 - 5.4 Main Business, 2007-2008
 - 5.5 Operation in 2009

- **6 Shaanxi BC &TV Network Intermediary Co., Ltd. (600831)**
 - 6.1 Profile
 - 6.2 Operation and Revenue, 2002-2008
 - 6.3 Investment, 2007-2008
 - 6.4 Main Business, 2007-2008
 - 6.5 Operation in 2009

- **7 S*ST Chengdu Unionfriend Network Co., Ltd. (000693)**
- 7.1 Profile
- 7.3 Investment, 2007-2008
- 7.4 Main Business, 2007-2008

- **8 Chengdu B-Ray Media (600880)**
- 8.1 Profile
- 8.2 Operation and Revenue, 2002-2008
- 8.3 Investment, 2007-2008
- 8.4 Main Business, 2007-2008
- 8.5 Operation in 2009

- **9 Huawei Media Investment Corporation (000793)**
- 9.1 Profile
- 9.2 Operation and Revenue, 2002-2008
- 9.3 Investment, 2007-2008
- 9.4 Main Business, 2007-2008
- 9.5 Operation in 2009

- **10 Shanghai Oriental Pearl (Group) Co., Ltd. (600832)**
- 10.1 Profile
- 10.2 Operation and Revenue, 2002-2008
- 10.3 Investment, 2007-2008

- 10.4 Main Business, 2007-2008
- 10.5 Operation in 2009

- **11 Shanghai Xinhua Media (600825)**
- 11.1 Profile
- 11.2 Operation and Revenue, 2002-2008
- 11.3 Investment, 2007-2008
- 11.4 Main Business, 2007-2008
- 11.5 Operation in 2009

Selected Charts

- Cable Internet Subscriber Growth of Beijing Gehua CATV Network, 1998-2009H
- Digital TV Subscriber Growth and Penetration Rate of Beijing Gehua CATV Network, 2006-2009H
- Turnover and Net Profit of CITIC Guoan, 2002-2008
- Total Assets and Monetary Fund of CITIC Guoan, 2002-2008
- Operating Revenue and Operating Profit of CITIC Guoan by Industry, 2007-2008
- Turnover and Net Profit of CCID Media, 2002-2008
- Total Assets and Monetary Fund of CCID Media, 2002-2008
- Operating Revenue and Operating Profit of CCID Media by Product, 2007-2008
- Operating Revenue and Operating Profit of CCID Media by Industry, 2007-2008
- Turnover and Net Profit of Hunan TV & Broadcast Intermediary, 2002-2008
- Total Assets and Monetary Fund of Hunan TV & Broadcast Intermediary, 2002-2008
- Turnover and Net Profit of Beijing Gehua CATV Network, 2002-2008
- Total Assets and Monetary Fund of Beijing Gehua CATV Network, 2002-2008
- Operating Revenue and Operating Profit of Hunan TV & Broadcast Intermediary by Industry, 2007-2008
- Operating Revenue and Operating Profit of Beijing Gehua CATV Network by Product, 2007-2008
- Turnover and Net Profit of China Television Media, 2002-2008
- Total Assets and Monetary Fund of China Television Media, 2002-2008
- Operating Revenue and Operating Profit of China Television Media by Industry, 2007-2008
- Turnover and Net Profit of Shaanxi BC &TV Network Intermediary, 2002-2008

- Total Assets and Monetary Fund of Shaanxi BC &TV Network Intermediary, 2002-2008
- Operating Revenue and Operating Profit of Shaanxi BC&TV Network Intermediary by Industry, 2007-2008
- Operating Revenue and Operating Profit of S*ST Chengdu Unionfriend Network by Product, 2007-2008
- Turnover and Net Profit of Chengdu B-Ray Media, 2002-2008
- Total Assets and Monetary Fund of Chengdu B-Ray Media, 2002-2008
- Operating Revenue and Operating Profit of Chengdu B-Ray Media by Industry, 2007-2008
- Turnover and Net Profit of Huawei Media Investment Corporation, 2002-2008
- Total Assets and Monetary Fund of Huawei Media Investment Corporation, 2002-2008
- Operating Revenue and Operating Profit of Huawei Media Investment Corporation by Product, 2007-2008
- Operating Revenue and Operating Profit of Huawei Media Investment Corporation by Industry, 2007-2008
- Turnover and Net Profit of Shanghai Oriental Pearl (Group), 2002-2008
- Total Assets and Monetary Fund of Shanghai Oriental Pearl (Group), 2002-2008
- Operating Revenue and Operating Profit of Shanghai Oriental Pearl (Group)by Industry, 2007-2008
- Turnover and Net Profit of Shanghai Xinhua Media, 2002-2008
- Total Assets and Monetary Fund of Shanghai Xinhua Media, 2002-2008
- Operating Revenue and Operating Profit of Shanghai Xinhua Media by Industry, 2007-2008

How to Buy

Product details			How to Order
	USD	File	By email: report@researchinchina.com
Single user	799	PDF	By fax: 86-10-82600829
Enterprisewide	1,199	PDF	By online: www.researchinchina.com
Publication date: Sep. 2009			
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			