STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.

◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.

◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include National Bureau of Statistics of China, and Company Reports etc.
Abstract

From January to October of 2012, China film industry gained the box office of RMB13.27 billion. Taking into account the contribution of the traditional Lunar New Year holiday, China’s film box office throughout 2012 is expected to reach RMB15.6 billion. The future Chinese film market will maintain a growth rate of about 20%.

In 2012, China increases additional quota of 14 profit-sharing imported films based on the original quota of 20 per year. The new quota stimulates the domestic box office, but exerts a great impact on the domestic films. During the first three quarters of 2012, among the films with the box office of more than RMB400 million, imported blockbusters showed obvious advantages; especially, imported films accounted for 75% of all the films with the box office of more than RMB700 million, and contributed 82.6% to the total box office.

Under the premise of unchanged policies on the qualifications for distributing profit-sharing imported films, China Film Group and Huaxia will continue to monopolize the market of imported film distribution. At the same time, due to the strong demand for high-quality films, blockbuster publishers have enjoyed bigger bargaining power. In November 2012, five major distribution companies, namely China Film Group, Huayi Bros, Enlight Media, Bona and SMI, suggested cinema chains to raise the income-sharing proportion of the box office to 45%, covering 9 films launched in the Lunar New Year holiday.

Eight major cinema chains monopolize the film screening field. In the first three quarters of 2012, Wanda, China Film Group SMI, China Film
South Cinema Circuit, Guangdong Dadi, Shanghai United Circuit, Jinyi Zhujiang Movie Circuit, Beijing New Film Association and Zhejiang Time Cinema achieved the total box office of RMB8.628 billion, with CR8 of 70.83%. Wanda's "cinema + commercial complex" development model represented apparent advantages. The quarterly box office difference between Wanda and eight major cinema chains rose from RMB154 million in 2012 to RMB302 million in the first three quarters of 2012.

**Starting from China film industry chain, the report analyzes and researches status quo, development trends and competitive patterns of China film industry, including:**

- Forecast for the scale of China film industry and development in 2013-2015;
- Relevant industrial policies;
- Status quo and competitive patterns of Chinese film market segments;
- Status quo, operation, development trends and market share of 24 major enterprises.
Preface

1. Overview of Film Industry
1.1 Authorities
1.1.1 The Department of Publicity of the Communist Party of China (CPC) Central Committee
1.1.2 Film Administration Bureau of State Administration of Radio, Film and Television (SARFT)
1.1.3 China Film Association
1.1.4 China Film Copyright Industry Association
1.2 Regulatory Policies
1.2.1 Access Licensing for Film Production
1.2.2 Administrative Licensing for Film Production
1.2.3 Examine Licensing for Film Content
1.2.4 Administrative Licensing for Film Distribution and Screening
1.3 Development Environment
1.4 Film Industry Chain
1.4.1 Industrial Chain
1.4.2 Major Links
1.4.3 Relevance of Upstream & Downstream Sectors
1.4.4 Film Box Office Revenue-Sharing Scheme in China
1.5 Relevant Concepts
1.5.1 Digital Film
1.5.2 3D Film
1.5.3 IMAX Film
1.5.4 Film Advertising

2. Overview of Chinese Film Market
2.1 Market Size Maintains Rapid Growth
2.2 Revenue Structure Remains Unchanged
2.3 Box Office Keeps Going up
2.4 Revenue of Movie Network Copyright Grows Quickly
2.5 Advertising Revenue
2.6 Number of Viewers Rises Swiftly, but Per Capita View Remains Low
2.7 Low Attendance Rate with Huge Space for Improvement
2.8 Box Office Ranking by Region
2.9 Investment

3. China’s Film Production Industry
3.1 Status Quo
3.1.1 Feature Film Output Slows Down
3.1.2 Box Office of Domestic Films Declines Significantly
3.1.3 Box Office Ranking
3.2 Competition Pattern
3.3 Huayi Brothers Media Corporation
3.3.1 Profile
3.4 Beijing Enlight Media Co., Ltd.
3.5 Beijing Hualubaina Film & TV Co., Ltd.
3.6 Zhejiang Huace Film & TV Co., Ltd.
3.7 China Film Group Corporation (CFGC)
3.8 Shanghai Film Group Corporation
3.9 Beijing New Picture Film Co., Ltd.

4. China’s Film Distribution Market
4.1 Overview
4.2 Market Competition Layout
4.3 CFGC Film Distribution and Exhibition Corporation
4.4 Huaxia Film Distribution Co., Ltd.
4.5 Bona Film Group Limited
4.6 Eastern Mordor
4.7 Guang Zhou Mei A Hua Tian Xia Film Distribution Co., Ltd.

5. Cinema Circuits & Cinemas in China
5.1 Exhibition Market
5.2 Status Quo of Cinema Construction
5.3 Cinema Rank by Box Office
5.4 Wanda International Cinema
5.5 China Film Stellar Theater Chain
5.6 Shanghai United Circuit
5.7 China Film South Cinema Circuit Co., Ltd.
5.8 GZ. JinYiZhuJiang Movie Circuit
5.9 New Film Association
5.10 Guang Dong Da Di Dian Ying Yuan Xian Co., Ltd.
5.11 ZheJiang ShiDai Cinema
5.12 The Pacific Ocean In Sichuan Theater Chain
5.13 LiaoNing BeiFang Cinema Circuit
Selected Charts

- Revenue and Profit of Huace Film & TV, 2011-2012Q3
- Revenue of Huace Film & TV (by Product), 2011-2012H1
- Gross Margin of Huace Film & TV, 2011-2012Q3
- China’s Film Distribution Patterns
- Box Office Percentage of China’s Film Distribution Companies, 2011
- Imported Film Distributed by China Film Group Exclusively or Partly, 2012
- Revenue and Profit of Bona Film, 2011-2012Q3
- Revenue and Profit (by Product) of Bona Film, 2011-2012Q3
- Number and Growth Rate of Cinema Chains in China, 2007-2015
- China’s Cinema Circuits & Market Shares, 2012
- Box Office of TOP 10 Cinema Chains in China, 2011
- Box Office of TOP 10 Cinema Chains in China, 2012H1
- Monthly Film Box Office in China, 2011
- China’s Average Film Ticket Price, 2006-2012H1
- China’s Cinema and Screen Number, 2007-2012
- Number of Digital Screens and Digitization Rate in China, 2007-2012
- China’s Top Ten Cinemas by Box Office, 2011
- China’s Top Ten Cinemas by Box Office, 2012H1
- Revenue and Market Share of Wanda’s Cinema Chains, 2008-2012
- Number of Cinemas and Screens of Wanda’s Cinema Chains, 2008-2012
- Box Office of China Film Group SMI, 2008-2012
- Number of Cinemas and Screens of China Film Group SMI, 2008-2012
- Box Office of Shanghai United Circuit, 2008-2012
- Number of Cinemas and Screens of Shanghai United Circuit, 2008-2012
- Box Office of China Film South Cinema Circuit, 2008-2012
- Number of Cinemas and Screens of China Film South Cinema Circuit, 2008-2012
Selected Charts

- Box Office of Jinyi Zhujiang, 2008-2012
- Number of Cinemas and Screens of Jinyi Zhujiang, 2008-2012
- Revenue Structure of Jinyi Zhujiang, 2012Q1
- Showtimes of Jinyi Zhujiang, 2009-2012Q1
- Distribution Revenue of Cinema Chains of Jinyi Zhujiang, 2009-2012Q1
- Box Office of Beijing New Film Association, 2008-2012
- Number of Cinemas and Screens of Beijing New Film Association, 2008-2012
- Box Office of Guangdong Dadi Cinema Chains, 2008-2012
- Number of Cinemas and Screens of Guangdong Dadi, 2008-2012
You can place your order in the following alternative ways:

1. Order online at www.researchinchina.com
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: report@researchinchina.com
4. Phone us at +86 10 82600828/ 82601561

Party A:

<table>
<thead>
<tr>
<th>Name:</th>
<th>Address:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person:</td>
<td>Tel</td>
</tr>
<tr>
<td>E-mail:</td>
<td>Fax</td>
</tr>
</tbody>
</table>

Party B:

| Name: Beijing Waterwood Technologies Co., Ltd (ResearchInChina) |
| Address: Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080 |
| Contact Person: Liao Yan | Phone: 86-10-82600828 |
| E-mail: report@researchinchina.com | Fax: 86-10-82601570 |

Bank details:

Beneficial Name: Beijing Waterwood Technologies Co., Ltd  
Bank Name: Bank of Communications, Beijing Branch  
Bank Address: NO.1 jinxiyuan shijcheng, Landianchang, Haidian District, Beijing  
Bank Account No #: 110060668012015061217  
Routing No #: 332906  
Bank SWIFT Code: COMMCHNSBJG

Choose type of format

PDF (Single user license) .................. 1,800 USD  
Hard copy .................................. 1,900 USD  
PDF (Enterprise-wide license) .......... 2,800 USD

※ Reports will be dispatched immediately once full payment has been received.  
Payment may be made by wire transfer or credit card via PayPal.

<table>
<thead>
<tr>
<th>Title</th>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>