

ACKNOWLEDGEMENTS

Television in China 2004 is the 6th annual publication by **CSM-CVSC/SOFRES Media** providing an overview of the TV situation in China.

Since the first report (1997), **Television in China** has constantly developed providing more information and in-depths analysis of the complex China TV market.

Television in China 2004 is published under the direction of *Paul Wang*, Managing Director of **CSM**.

Pierre Justo, Director of TV Research at **CSM** was responsible for the collection of data, analysis and production of the report.

For this year's edition, we would like to extend once again our thanks to all the **CSM** staff who contributed to the report, and more specifically to the **CSM** Shanghai team.

We also want to thank the **CTR AdEx** Department for providing us the data and analysis about the advertising expenditures in China in 2003.

For the 3rd year in a row, and thanks to our colleagues from **TNS** TAM operations worldwide, we are able this year again to provide valuable information regarding TV viewing in other countries.

A big thank to our **TNS** colleagues from Spain, Norway, Denmark, Poland, Romania, Finland, Latvia, Russia, Lithuania, Lettonia, Kazakhstan, Romania, Israel, Singapore, Vietnam and Korea for their timely contributions.

Without the help and dedicated work of the **CSM** employees and all our **TNS** colleagues overseas, **Television in China 2004** could not have not been published once again.

Pierre Justo (Beijing, March 31st, 2004)

EXECUTIVE SUMMARY

The year 2003 will remain in the minds of many in China and be long remembered for the Sars outbreak that paralysed the country during the 2nd quarter of the year. In most cities, where life and work never stops at day and night, it was like a sudden new Lunar New Year holiday, with deserted streets, limited vehicles and many businesses closed.

The impact of Sars has been strong in many sectors of China and TV has not escaped it; in a way, one can say that TV was one of the main benefitors of Sars as most people had to stay home and limit contacts and so...TV became one of the only leisure activity available and also the major way to learn about the news.

As a result, the Sars impact will often be visible in the various analysis included in the yearly release of the **CSM Television in China 2004**.

CSM (CVSC/Sofres Media), is the leader in TV audience measurement in China. Since 1996, it has been publishing an industry report summarizing the main figures and trends of TV in China. Our ambition since the beginning has always been to provide a clear, accurate and in-depth introduction to the **reality of TV in China through various vantage points**.

Television in China 2004 includes the following topics...

A quick overview of the history of TV in China, the current situation and its future:

China has changed dramatically since Chairman's Mao decision to create a TV industry in the 50's and since the "confidential" audiences of about 80 million in the late 70's.

By 2003, almost all Chinese can watch TV whether it is through terrestrial, cable or satellite. This evolution has lead to important changes in the needs and habits of viewers.

Cable and satellite channels have appeared and become more prevalent in today's TV market, leading to marked changes in TV viewing habits. Digitalization is on the tracks and competition is increasingly strong .

The major TV viewing trends (based on 80 cities) over 2003, specifically:

An average viewing of 3 hours a day/person in line with what has been observed in the past 6 years, but with great differences from areas to areas and by age categories.

The continuing **importance of the Chinese New Year/Spring Festival season and TV drama programs which attract considerable audiences**.

But, in 2003, two events had a considerable impact on the amount of TV viewing in China: the **Iraq War** and the **Sars outbreak**. For the former, news coverage of the war in "direct" led to increased audiences during news time, especially amongst adults, while for the latter, it is the entire TV viewing consumption of the whole population that was changed and boosted.