

1. The usage of TV program distribution channel

As to the usage of various distribution channels, direct program trade is most commonly used one, whereas, Internet, as trade platform, is seldom used. 75.3% of TV stations trade-in program directly from suppliers, the figure of provincial stations is 83.3%. Traditional program exchange network of provincial and municipal stations still play an important role in program distribution, and 62.7% of TV stations still use the channel. Especially in the municipal stations, the ratio (66.7%) is much higher than that of provincial stations (41.7%). Another commonly used channels are TV festival and TV program trade fair. Around 55.4% of stations trade-in programs at TV festival, and the ratio of provincial stations is much higher than other stations (83.3%). The result of program trade via Internet is far from ideal, merely 3.6% of stations trade-in programs via Internet.

Table 4.4.1 TV program trade channels used by TV stations

TV program trade channels	Ratio of stations use the channel %		
	Total	Provincial TV station	Municipal TV station
Trade directly with social program producers	75.3%	83.3%	73.9%
TV festival /TV program trade fair	55.4%	83.3%	49.3%
Other TV program trade fair	47.0%	58.3%	43.5%
Program exchange network of provincial and municipal stations	62.7%	41.7%	66.7%
Trade via Internet	3.6%	0	4.3%
Others	10.8%	16.7%	10.7%

Source: Survey research of Chinese TV program market

TV program producers trade programs by directly selling to TV stations and attending TV festival/ TV program trade fair. 92.8% of social program producers sell programs directly to TV stations, the ratio of social program producers selling programs by attending TV festival and other program trade fair is 59.0% and 37.3% respectively. Only 10.8% of social program producers taking TV program exchange network distribution channel, which means that TV program exchange network only play a role in TV stations' program exchange. Like that of TV stations, the rate of social program producers trading via Internet is as low as 5.4%.

Besides, more TV series are sold through TV program trade fair compared with other programs, while other TV programs are sold directly to TV stations.