

ACKNOWLEDGEMENTS

TV in China 2003 is the 5th annual publication by **CSM (CVSC-SOFRES MEDIA)** providing an overlook of the TV situation in China. Since the first report (1998), the TV Book has constantly developed adding more and more information and providing more in-depths analysis of the TV market.

TV in China 2003 is published under the direction of Paul Wang, Managing Director of CSM; Pierre Justo, CSM Director of Research and Development was responsible for the production of the report. Mr. WANG Ping from the Client Service Department overlook the Chinese version

For this year's edition, we would like to extend our thanks to all the CSM staff who contributed in a way or another to the report:

CSM's offices in Shanghai, Hong-Kong, Chengdu, Guangzhou and Chongqing

CSM's Beijing Client Service, R&D, PR and production departments.

We also want to thank the CTR AdEx Department for the analysis about advertising expenditure in China in 2002.

Similarly to last year, our colleagues from TNS Group's TAM operations worldwide, provided us valuable information of TV viewing in their countries. A big thank to Spain, Norway, Denmark, Poland, Romania, Finland, Latvia, Russia, Lithuania, Lettonia, Kazakhstan, Romania, Bulgaria, Israel, Singapore, Vietnam and Korea for their timely contributions.

A special thank to M.Margo Veskimagi from TNS Estonia who provided us the data of 5 countries.

Video Research from Japan also contributed by providing us the useful Japanese viewing data.

Thanks to everyone who has contributed to this report. Without the help and dedicated work of CSM people and our colleagues overseas, **TV in China 2003** would have been impossible to produce.

EXECUTIVE SUMMARY

Television in China is all but simple....

Nearly **1.2 billion viewers** making over 20% of the TV audience in the world.

Hundreds of channels broadcasting at **different levels** (national, provincial, city...) and in **several languages**.

A **market in constant development**, both on the technical side (cable, satellite, merging of channels) and on content side (wider choice of programs, improved quality).

...but it is really an interesting topic.

CSM (CVSC-SOFRES MEDIA), is the leader in TV audience measurement in China. Since 1996, it has been publishing a book with the main figures and trends of TV in China.

The ambition is to provide an introduction to the **reality of television in China through various vantage points**.

TV in China 2003 includes the following topics...

- **A quick overview of the history of Television, 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 led 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.

- **The major TV viewing trends (based on 69 cities) over 2002**, specifically:

An average viewing of 3 hours a day/person in line with what has been observed in the past 5 years.

The continuing **importance of the Chinese New Year/Spring Festival season and**

TV drama programs which attract considerable audiences.

Anyway, **in 2002, the great attraction was the World Cup soccer Korea-Japan** which saw the first-ever participation of the China national team in what is considered as the major sports event in the world alongside the Olympics Games ! Hundreds of millions of viewers turned on to watch the World Cup, an unprecedented event in Chinese television.

But, programming is by far not the only reason why people are in front of their TV sets: as a huge country, the TV **consumption in China is highly dependent on geography and weather, urbanization and level of economic development** (advanced coastal areas vs more remote central and western regions).

- **A view of the major TV markets in China (measured using peplemeters)**

For Beijing, Shanghai and Guangzhou the focus was on the comparisons with the past years, the current trends, and the favorite programs in 2002.

Additionally, **the analysis of Shenzhen, Chengdu, Changsha, Hangzhou, Chongqing and Xian (installed with peplemeters in 2001 and 2002)** will provide the reader an opportunity to see the similarities and differences of the city TV markets in China.

Apart from cities, **Hunan province, the first-ever province measured using the peplemeter** technology will give an insight of viewing in the urban areas at a provincial scale.

Finally, **the nationwide panel** which provided a 2nd entire year of data will give an interesting angle of the TV scene.

- **Several topics will provide the readers some in-depths insights**

The World Cup Soccer was THE TV event of the year : who were the viewers ? which games attracted high audiences ? which impact had the China national team ? how did the World Cup games compared with the usual favourites programs such as dramas ? what are the reasons behind such a success ? . We have tried to give an answer to these questions.

Alongside sport, **business and economy are very important in nowadays society**. Economic channels serve people on this topic. How do they perform in the market ? how do they operate ? what can be their orientation ?

At the same time, **media in China experience profound changes nowadays**: to better understand this situation we have summarized the IMI survey conducted jointly by BBI (Beijing Broadcasting Institute) and CSM. Is TV still ahead of other media ? how do radio and internet perform ?....

Advertising expenditures have continued to increase in China, despite a regional and global slow down for the industry: the key figures are in the TV Book

2003 once again.

- **In the end, a look at TV viewing in some foreign countries**

As a **leading worldwide actor** in TV audience measurement, **TNS Group**, (CSM's parent company alongside CVSC) provides TAM data in over 30 countries. This year, we have included viewing data ranging from Spain to Finland, Israel to Singapore, Korea to Russia.

How long do people watch TV in these countries ? what are the leading channels ? what were the most watched programs in the past year ? These information will help the reader compare and see how different....and how similar TV viewing can be all over the world !

Guess what.....the final of the World Cup Brazil vs Germany appears in all the countries and often as the most watched programs.

A truly small world !

We wish that you will enjoy reading the TV in China 2003 . We wrote it for you.

Pierre Justo