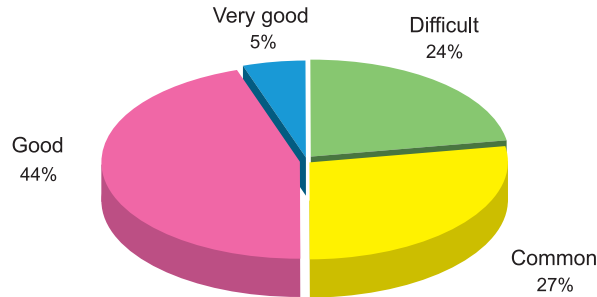


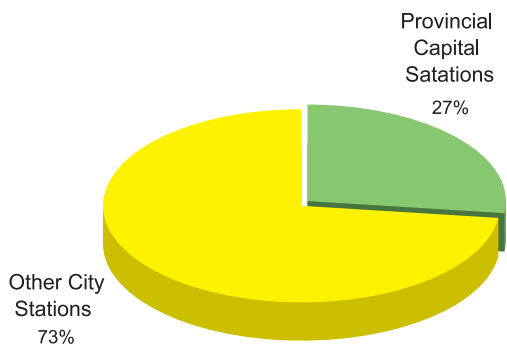
Figure 4.1.3 TV Station Attitude Towards TV Drama Market in the Coming Two Years



Data source: TV S Erie Market Survey

Of the TV stations agreeing that “TV drama market prospect will be difficult”, most were municipal stations (72.3%) with a minority being provincial capital stations (27.3%).

Figure 4.1.4 TV Stations Who Feel “TV drama market prospect will be difficult in coming two years”



Data source: TV Drama Market Survey

Opinion of business circle

Provincial station: The current TV drama situation of the United States will be the situation in China in ten years. We have to be patient with development and reform of the TV drama market. Haste brings no success.

Program producing company: The TV drama market will maintain the status quo over the next two years. Though some defects are caused by improper policy, they are transient effects. The market has matured, and thus is more stable. There will be no significant changes in policy, market structure, producing organizations and sales channels.

Distribution company: The problem is that supply exceeds demand. Before they cared about