

## The Top 20 programs in Guangzhou (all 4+ / 2003)

	Channel	Date	Program name	Genre	TV ratings 000	Audience share%
1	Zhujiang TV	Nov.22	Funny family	Series	925	48
2	GuangZhou TV	Feb.11	Guangzhou TV news	News	830	47
3	Jade Chinese	Jan 24	Square pegs	Series	826	40
4	Jade Chinese	Feb.21	The king of yesterday and tomorrow	Series	777	36
5	Jade Chinese	May 2	Vigilant force	Series	728	34
6	Jade Chinese	Aug.22	Virtues of harmony	Series	719	33
7	Jade Chinese	June 28	Fate twisters	Series	707	34
8	Jade Chinese	Mar.23	Witness to a prosecution (part 2)	Series	699	32
9	Jade Chinese	Feb. 21	Whatever it takes	Series	682	29
10	Jade Chinese	May 30	Ups and downs in the sea of love	Series	678	35
11	Jade Chinese	Aug.14	Survivor's law	Series	670	37
12	Jade Chinese	June 13	Wesley's mysterious file	Series	666	34
13	Jade Chinese	Jan. 16	Lofty waters, verdant bows	Series	654	33
14	Jade Chinese	Nov. 28	The point of no return	Series	633	30
15	Jade Chinese	Oct. 10	The seeds of hope	Series	596	35
16	Jade Chinese	May 2	Perish in the name of love	Series	592	27
17	GuangZhou TV	Feb. 11	Crepe Queen	Series	588	27
18	Jade Chinese	Aug.21	Aqua heroes	Series	587	27
19	Jade Chinese	Oct. 24	The driving power	Series	584	30
20	Jade Chinese	Dec. 20	Triumph in the skies	Series	583	32

Note 1 : programs with a duration of at least 5 minutes / for news and TV series : highest episode taken into account / for sports : games per individual channels

Note 2: In Guangzhou, Jade Chinese channel (via Guangdong Cable) and Jade Chinese channel (via Guangzhou Cable) were combined to a single channel (Jade Chinese via cable) in the rankings because they relay the same feed.

Most of the top 20 programs in 2003 in Guangzhou is made of both TV dramas, most of them aired on Jade Chinese channel. This is in line with the previous rankings in the past years.

The most successful TV drama was once again "Funny family" aired on Guangdong Zhujiang TV. The major reason for its success comes from the fact that it is highly related to the local culture. The episode of Nov. 22 was a TV hit with close to 1 million viewers and close to 50% viewing share. Although Zhujiang TV station appeared only once in the Top 20, it managed to get the highest audience.

Interesting to notice is that in Guangzhou, CCTV channels are not watched a lot, which explains why it is one of the rare markets in China where the CCTV 1 Lunar New Year's Eve and Lantern do not appear in the charts.

News had a lot to say during 2003 and it is not a surprise that the Guangzhou TV Evening News of Feb. 11<sup>th</sup> attracted a lot of viewers (2<sup>nd</sup> rank overall) as it aired the special news conference on SARS by the government. This shows how SARS, which originated in Guangdong's Province drew a lot of concern specifically in Guangzhou.