

Table of Contents

I -	General Information	6
1	China facts	7
2	TV across China	15
3	Audience data	19
II -	Viewing Data	23
1	General viewing	24
2	Seasonal viewing	28
3	Daily viewing pattern	31
4	Audience profile	37
5	Viewing by category of channels	39
6	Viewing by timeslots	48
III -	China's Key TV markets	52
1	Beijing	53
2	Shanghai	59
3	Guangzhou	65
4	Shenzhen	71
5	Hangzhou	76
6	Chengdu	81
7	Chongqing	86
8	Changsha	91
9	Xi'an	96
10	Suzhou	101
IV -	Special Analysis	106
1	TV viewing during summer time	107
2	The Sars impact on TV viewing	109
3	Overview of China's major radio markets	113
4	Overview of China's TV ad.market	124
5	National panel: TV viewing on the "China" scale	128
V -	TNS Worldwide TV data	133
VI-	Appendix	158