

**CHINA'S MEDIA DEVELOPMENT:
NEW TRENDS**

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Executive Summary

1. The media industry in China continued to grow at 12.3% or RMB1,275 billion in 2015 despite the “new normal” of economic growth.
2. For the first time in China, film industry revenue surpassed overall newspaper revenue and gaming revenue exceeded TV advertising revenue.
3. The two star performers in the Chinese media industry are film and mobile media. The former raked in RMB44 billion in box office revenue in 2015, an increase of 49% from 2014. Gaming revenue registered RMB141 billion.
4. The influence and discourse of traditional media are facing severe challenges from the new media.
5. In June 2016, China’s internet users amounted to 710 million and mobile internet users reached 656 million. The huge population of mobile internet users has propelled the explosive growth of the mobile internet media.
6. The market share of internet media in China climbed to 51.8% in 2015 from 47.2% in 2014. This has widened the gap between internet media and traditional media. In the meantime, TV market share decreased from 25% to 18%.
7. For books, the book plus internet model has boosted book sales. Online book sales increased 33.2% in 2015 while that of physical bookstores increased by only 0.3%.
8. According to CVSC-Sofres Media, overall radio listenership in 34 Chinese cities had dropped 3.33% in 2015 compared to 681million in 2014. Most radio listeners are car drivers and use mobile devices. Radio apps are thus poised to be the next dominant force for the radio industry’s growth.
9. Entertainment via internet media has become a common phenomenon and trend in internet media content. Led by internet giants, the trend has spread to the whole

media industry; even the content of news portal does not appear to be very different from that of the entertainment portal.

10. The “Internet Plus” strategy that integrates traditional media and new media is vital for China’s future media development. Today, in a reversal of roles, traditional media is playing a complementary role to new media. The new trend is rapidly changing China’s media landscape.