

Research into Chinese Television Development: Television Industrialisation in China

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Abstract

Research into Chinese Television Development: Television

Industrialisation in China

Over the past five decades, China's television industry has gone through various historical periods, which have seen marked changes in China's political and economic spheres, indeed in Chinese society overall. Over the last thirty years, since the reform and opening up of China in 1978, transformation of the original television systems, structure and industrial market chain has been attempted concomitant with the gradual relaxation of the restrictions applicable to China's television industry. Within these circumstances, the Chinese government, media practitioners, and scholars are actively exploring long-term, feasible and sustainable approaches to the further development of the television industry in China. The research examines China's approaches to the development of its television industry, using McQuail's political, economic and social framework, the relevant political economy traditions involving the neoclassic paradigm and the heterodox approach, and the principles of media economics and the 'market chain' theory of the television industry. This thesis first presents a concise review of how television developed in China: it then seeks to map perceived changes and to ascertain the problems throughout the process. Research methods employed are secondary data analysis, in-depth interview and focus group. Chinese scholars, officials and media practitioners are the participants of interviews and focus groups. The discussion draws on previous analyses and discussions, to assess the overall picture of television industrialisation reformation in China, additionally drawing on discourses surrounding commercial television

in the United States and public television in the United Kingdom for valuable reference material that will support China's television development. The significance of this research lies in its providing an insight into China's television reformation and adding, to the field of communication and development, the Chinese experience. The research expects to propose a television development pathway with Chinese characteristics, drawing on Chinese as well as Western theories.

Statement of Candidate

I certify that the work in this thesis entitled *Research into Chinese Television Development: Television Industrialisation in China* has not previously been submitted for a degree nor has it been submitted as part of the requirements for a degree to any university or institution other than Macquarie University.

I also certify that the thesis is an original piece of research that has been written solely by me. Any help and assistance that I have received in my research work – and in the preparation of the thesis itself – have been appropriately acknowledged.

In addition, I certify that all information sources and literature used are indicated in the thesis.

The research presented in this thesis was approved by Macquarie University Ethics Review Committee, references number: HE26MAY2006–D04727 on 28 June 2006.

Ming Ming Diao

26 February 2008

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Abbreviations

ABC	American Broadcasting Company
AC	Average Cost
ACT	Analog Cable Television
ATSC	Advanced Television Systems Committee
ATV	Analog Television
BBC	British Broadcasting Corporation
BRT	Bureau of Radio and Television
BTV	Beijing Television Station
BYCCC	Beijing Yinhan Culture and Communication Company
CBA	Commercial Broadcasting Authority
CBS	Columbia Broadcasting System
CCTV	China Central Television
CD	Compact Disc
CEO	Chief Executive Officer
CETV	China Education Television
CMCC	China Mobile Communications Corporation
CMG	China Media Group
CMOM	Center for Media Operation and Management
CNN	Cable News Network
CNTV	China National Television
CNY	Chinese Yuan
CPB	Corporation for Public Broadcasting
CPC	Communist Party of China
CSM	CVSC-SOFERES MEDIA
DBS	Direct Broadcast Satellite
DCT	Digital Cable Television
DMT	Digital Mobile Television
DOTOP	Dual Ownership – Three Operation Patterns

DTH	Direct-to-home
DTT	Digital Terrestrial Television
DTV	Digital Television
DVB	Digital Video Broadcasting
DVD	Digital Versatile Disc
EBIT	Earnings before Interest and Taxes
EchoStar	EchoStar Communication Corporation
EPG	Electronic Programme Guide
ESPN	Entertainment and Sports Programming Network
EUR	Euro
FCC	Federal Communications Commission
FOX	FOX Broadcasting Company
GBP	British Pound
GDP	Gross Domestic Product
GE	General Electric Company
GNP	Gross National Product
HBO	Home Box Office
HDTV	High-definition Television
IBA	Independent Broadcasting Authority
ILR	Independent Local Radio
IMF	International Monetary Fund
IPG	Interactive Programme Guide
ISDB	Integrated Serviced Digital Broadcasting
IT	Information Technology
ITA	Independent Television Authority
ITC	Independent Television Commission
ITH	Indirect-to-home
ITV	Independent Television
JNTV	Jinan Television Station
LDTV	Low-definition Television
LIFE	Lifetime Television

MC	Marginal Cost
MSO	Multiple System Operator
MTV	Music Television
NBA	National Basketball Association
NBC	National Broadcasting Company
NBG	Nanjing Broadcasting Group
NBSC	National Bureau of Statistics of China
NHK	Nippon Hoso Kyokai (Japanese Broadcasting Corporation)
NNN	Nippon News Network
NTIA	National Telecommunications and Information Administration
NVOD	Near Video on Demand
N.S.W.	New South Wales
ODSS	One-party Dictatorship Socialist System
OOTOP	One Ownership – Three Operation Patterns
O&O	Owned-and-operated (station)
PBS	Public Broadcasting Service
PC	Personal Computer
PhD	Doctor of Philosophy
PPV	Pay-per-view
PRC	People's Republic of China
PSB	Public Service Broadcaster
PWC	Price Waterhouse Coopers
RAu	Radio Authority
RCA	Radio Corporation of America
SARFT	State Administration of Radio, Film and Television
SARS	Severe Acute Respiratory Syndrome
SBA	State-owned Broadcasting Authority
SBC	Shandong Broadcasting Corporation
SCTNC	Suzhou Cable Television Network Company
SDTV	Shandong Television Station
SMEG	Shanghai Media and Entertainment Group

SMG	Shanghai Media Group
SPB	Separation of Production and Broadcast
SSTCC	State Science and Technology Committee of China
STB	Set-top box
TMC	The Movie Channel
TNS	Taylor Nelson Sofres
TNT	Turner Network Television
TOTOP	Three Ownership – Three Operation Patterns
TSEFAL	Television Stations Established on Four Administrative Levels
TSETAL	Television Stations Established on Three Administrative Levels
TV	Television
UHF	Ultra High Frequency
U.K.	United Kingdom
UPB	Union of Production and Broadcast
UPN	United Paramount Network
U.S.	United States
USD	U.S. Dollar
USSB	United States Satellite Broadcasting
UTS	University of Technology Sydney
VCR	Video Cassette Recorder
VHF	Very High Frequency
VOA	Voice of America
VOD	Video on Demand
WB	Warner Bros. Television Network
WBG	Wuxi Broadcasting Group
WTO	World Trade Organisation
ZJTV	Zhejiang Television Station