

INTRO

The People's Republic of China

Population: 1,400.5 million (The end of 2019)
GDP per capita: CNY 70,892 (2019)

The People's Republic of China is located in the eastern part of the Asian continent, on the western Pacific rim. It is a vast land, covering 9.6 million square kilometers. Additional offshore territory, including territorial waters, special economic areas, and the continental shelf, totals over 3 million square kilometers, bringing China's overall territory to almost 13 million square kilometers.

Western China's Himalayan Mountains are often referred to as the roof of the world. Mount Qomolangma (known to the West as Mount Everest), at over 8800 meters in height, is the roof's highest peak. China stretches from its westernmost point on the Pamir Plateau to the confluence of the Heilongjiang and Wusuli Rivers, 5200 kilometers to the east.

China possesses 20,000 kilometers of land border, plus 18,000 kilometers of coastline. Setting out from any point on China's border and making a complete circuit back to the starting point, the distance traveled would be equivalent to circling the globe at the equator.

China is the world's most populous developing country, has the third largest land area in the world, is the world's second largest economy, and continues to be the largest contributor to the world's economic growth, with its total economic output surpassing CNY 99 trillion in 2019.

The total population of mainland China was 14.05 million at the end of 2019. China is a unified nation consisting of many different ethnic groups. Fifty-six different ethnic groups make up the great Chinese national family. Because the Han people accounts for more than ninety percent of China's population, the remaining fifty-five groups are generally referred to as "ethnic minorities." Next to the majority Han, the Mongolian, Hui, Tibetan, and Uygur peoples comprise the largest ethnic groups. Although China's ethnic minorities do not account for a large portion of the population, they are distributed over a vast area, residing in every corner of China.

As of the end of 2017, China had 34 provincial-level administrative regions (including 23 provinces, five autonomous regions, four municipalities directly under the central government and two special administrative regions), 334 prefecture-level administrative regions, 2851 county-level administrative regions and 39,888 township-level administrative regions. Beijing is the capital of China.

Sources:

1、baidu.com

<https://baike.baidu.com/item/%E4%B8%AD%E5%9B%BD/1122445?fr=aladdin>

Music Industry in China

As a raw force in the entertainment consumption economy, China's music industry has achieved sustained and rapid growth in recent years, not only exceeding the GDP growth rate for the same period for three consecutive years, but also setting a new high for the last five years in 2018. With the development of "music plus" pan-entertainment consumer economy, the development environment of the industry tends to be perfect, the business model and original music production system are becoming more mature, and music technology innovation is widely applied, China's music industry has ushered in a golden period of development for a new era.

The overall size of the music performance market reached CNY 18.221 billion in 2018. The total box office revenue of music shows was CNY 6.818 billion, up 14.8% year-on-year. Among them, the box office income of stage performances was CNY 2.583 billion, the box office income of large-scale concerts and music festivals was CNY 3.985 billion, and the box office revenue of Live house shows was CNY 250 million. The number of music performances in theatres 42,900, an increase of 73.6% year-on-year; the concert consumer continued to be younger generation, with "post-95s" accounting for more than 65%; the full integration of music and technology, continuous thematization and amusement of the music performance consumption scenario, and realizing the diversified profit model; the government-led cultural projects for public benefits have achieved remarkable results, with the policy of providing financial subsidies to the audience and activating the music culture market consumption in all aspects.

The size of the digital music industry reached CNY 61.242 billion in 2018, up 5.5% year-on-year. The scale of digital music users exceeded 550 million, up 5.1% year-on-year. The number of new additions gradually decreases, and the consumer market of existing users becomes a major growth point in the future.

Among subscription, advertising, copyright licensing, revenue from mobile ringtones and pan-entertainment digital music industry, the share of subscription revenue increased from 4% to 6%, up 25% year-on-year, and the market potential remains huge. Audio streaming is used up to 89%, and in the digital album sales and paid subscriptions, streaming contributes up to 93.5% financially. Digital music platforms, mobile karaoke, short videos, and pan-entertainment live streamings have become the main battleground for digital music entertainment services.

In 2018, the licensing revenue of the China Music Copyright Association reached CNY 316 million, up 46.23% year-on-year; the total revenue of the China Audio-Visual Copyright Collective Management Association reached nearly CNY 230 million, a record high, up 15% year-on-year.

Under the guidance and regulation of the National Copyright Administration, the copyright protection of the music industry has been continuously improved. The research of International Federation of the Phonographic Industry points out that the rate of genuine physical album sales in China has reached 96%, higher than the international average of 62%. The copyright management of performing arts brokers and digital music companies are also becoming increasingly professional, but the effectiveness of copyright law enforcement, cooperation in copyright protection and awareness of payment are still inadequate. In the future, big data, blockchain and other innovative applications of technology will play important role in copyright protection.

Advertising revenue in music broadcasting reached CNY 1.58 billion in 2018, basically unchanged from last year; total revenue from music TV and network variety shows exceeded CNY 6.65 billion, up 14.6% year-on-year. The length of time spent listening to music radio per capita reversed its downward trend and reached 12.5 minutes, up 3.3% year-on-year.

The total output value of the music in film, TV drama, games and animation reached CNY 708 million in 2018, up 6.47% year-on-year. Among them, the total value of music in film and TV drama was about CNY 360 million, up 3.45 percent year-on-year; music revenue in games was about CNY 169 million, up 5.63 percent year-on-year; and music revenue in animation was about CNY 179 million, up 14.01 percent.

Source: China Economic Net

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http://www.ce.cn/culture/gd/201911/08/t20191108_33565645.shtml