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2007 ASIA COMMUNICATION AND MEDIA FORUM

First collaboration between the China Media Observatory of Lugano and the Communication University of China.

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On September 13, the *Asia Communication and Media Forum* took place at the Communication University of China (CUC) in Beijing. For ten days, more than 70 researchers and scholars coming from the host cities of previous Olympic Games discussed issues related to the relationship between media and sport. The goal was to share knowledge and build up a broader base of cooperation. The Forum is organized by the Asia Media Research Centre of the Communication University of China, and its fifth meeting was made possible by the organizational collaboration of the Center for Olympic Studies at the Autonomous University of Barcelona and the China Media Observatory of the University of Lugano (USI) with the support of the Swiss Embassy in China.

With the theme "Global Sport Events and Sports Communication", the Forum aimed to address the recent globalization of sporting events and its implications. This theme is of particular significance in light of the upcoming Olympic Games in Beijing. The topic was divided into four sessions of discussion: "Intercultural Communication in Global Sporting", "Interactive Power: Mass Media in Mega Sporting", "Orient Tradition and Beijing Responsibility: Opportunity as Well as Challenge for 2008" and finally, "New Sport, New Economy".

This Forum also offered the opportunity to sign up for three projects. The first project involved the creation of a platform for cooperation and exchange for educational purposes; the second involved the creation of an "observa-

tory" for the Olympic Games. The third was the definition of a common base to develop cooperation agreements with media operators, both national and international, in the field of media policies.

Although the Forum still maintained its traditional structure, the 2007 meeting was characterized by three new features. First, *International Academic Week* took place during the same period of the Forum. This made *Asia Communication and Media Forum* a unique event among the numerous academic and cultural events that take place every year in Asia. It also broadened the influence of China in the realm of media throughout Asia and worldwide.

The second new feature was the creation of a platform for the exchange and integration of resources. The Communication University of China aimed to expand its channels of collaboration beyond its four year collaboration with *Korean Foundation for Advanced Studies*. Thus, CUC has signed a document of intention to collaborate with USI. The goal of this agreement is to maintain a relationship of constant dialogue with an international academic institution in the field of communication studies. Together, CUC and USI will establish a documentation centre and an exchange program for professors and students, and will encourage the joint publication of scientific texts. Furthermore, this collaboration also meets the objectives of the Communication University of China to deepen understanding of multi-language and multicultural regions and therefore to intensify these relationships in

the field of teaching and intercultural communication.

A second channel of collaboration resulted from the strategic cooperation between CUC and Sohu Inc., one of the biggest Chinese search engines.¹ Together they will start a long-term project about how news spread during the Olympic Games and will perform joint research on new media and knowledge exchange. A third channel of collaboration was established with the participation of embassies in such events. By employing the long experience and professional competencies of these institutions in the field of intercultural communication, CUC will be better able to provide consulting services and establish an exchange platform with media. These projects should help establish China's influence and reputation in the international media industry.

A third and last new feature of this Forum was the creation of a "media classroom" for the education of young scholars. This is new to both academics and media operators. The Forum has created a campus for the education of talented young students on an academic level, which is in need of researchers and students willing to play a leading role in the different activities associated with the organizational aspects and not of the Forum. The participants of the Forum have enthusiastically backed this long-term project; it is supported by a network of top international academic institutions.

The Forum, which for years has called the attention of the information media, such as the Chinese national broadcaster CCTV, has become an important event in the world of media. *Asia Communica-*

tion and Media Forum is not only an important platform of exchange within Asian media – it also represents an innovation in the academic world of communication studies. In the last year of preparations for the next Olympic Games in Beijing, this meeting was successful in gathering scholars coming from every part of the world to discuss and share theoretical and practical aspects of sport communication, as well as to examine the functions it assumes in modern societies. In a more and more globalized context, the study of communication among peoples has relevant practical implications.

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¹ Sohu Inc. is also an *information provider* authorized by the Chinese government.

WHO STOLE THE PREMIER LEAGUE IN CHINA? (Part 2)

Xiaowei Huang, Southern Weekly, Guangdong, China.

Tiancheng Media, a pay TV owned by a joint venture between Guangdong TV and private investors, was the only company in China able to win, through an auction, the broadcasting rights of the next three seasons of the Premier League, the professional league competition for football clubs located at the top echelon of the English football league system. These rights entitle the company to broadcast 380 matches of the Premier League from 2007 to 2010, to be delivered on mobile phone, Internet and television. Tiancheng Media has already started to broadcast the matches on its "European Football Channel".

Zheng Sun, the CEO of Tiancheng Media, does not want to reveal the price he effectively paid for the rights because "it is strictly confidential". However, according to experts, the purchase price may approach US\$50 million (36 million euro), which is US\$15 million more (15.5 million euro) than what ESPN STAR Sports (ESS), a joint venture between two leading cable and satellite broadcasters, ESPN and STAR Sports, offered. Sun states that Tiancheng Media has already finished paying the entire amount that was to be paid over three years.

According to Dr. Qing Luo at the Communication University of China in Beijing, the high outright price is definitely good for the market: it may induce the Chinese pay TV market to change its way of thinking. So far, much money has been invested in technology and the set-top-box but little in content. The high cost of content might attract more players into the market of resources. Tiancheng Media can account for about

50,000 initial clients, said an expert in the sector who wishes to maintain anonymity. Given this limited clientele, investing in so high-cost contents may be risky to Tiancheng Media.

First develop commercial users

Sun thinks that the broadcasting rights are not just a "semi-product" – what they provide users is not merely a football match. Monopolizing the content is only a first step. Sun aims "to provide additional services such as explanations, background material and high quality contents".

Pay TV is not new to China, though. The Chinese national broadcaster CCTV has in the past broadcasted some specific sport programs on its own pay channels instead of on its free sport channel, Channel 5. But this led to many complaints from the viewers. CCTV organized several press conferences to explain this change to the public, but in the end CCTV was forced to compromise.

Sun does not believe that the Chinese audience, which is used to viewing for free, is satisfied with the programs that public channels currently provide. Although China accounts for the largest number of TV stations in the world and has more than 2,300 TV channels, more than 60 satellite channels and over a hundred pay channels, the same TV drama is often broadcast on a dozen TV stations at the same time. Sun discovered that in one newly founded urban area, the number of satellite dishes installed illegally was higher than the number of households that possess set-top-boxes. "Those households who

are willing to spend thousands of RMB to install satellite reception equipment are our future pay TV customers", Sun said. "They need programming with better content". Therefore, Sun's foremost goal is to develop his own commercial clientele. He believes that the impulse of commercial users based on commercial interests will be far greater than that of individual private users. This would make commercial users the core of his development policy, and would instill the habit of viewing football through the culture of bars and pubs to increase the number of individual users.

Some concerns

The experience of pay TV providers overseas shows that the most attractive contents of pay TV mainly consist of movies, sport, and programs for adults. According to Dr. Luo, "sport content will be a driving force for the pay TV market in China". The main reason for this trend is that programs for adults have little margins to expand in China and the growth of cinema is jeopardized by diffuse piracy.

After monopolizing sport content, the next step for Sun is to establish strong sales and marketing channels. The operators of the cable network in China work independently from each other, therefore Sun must negotiate with each local cable operator. At present he has successfully landed his "European Football Channel" in 47 cities, covering 80% of digital cable TV users. Tiancheng Media shares its revenues with local cable operators according to a "5-3-2" model, that is, 50% goes to content providers, 30% to network operators, and the remaining 20% to the commercial channels. Because the promotion force of local cable TV operators is weak, Sun cannot help to set up his own sales and marketing means. He believes that strengthening contents and sales channels

will be the core competition forces of Tiancheng Media.

Two issues have been of particular concern to operators: the low revenues of the broadcasting industry and Internet. According to the General State Administration of Radio, Film and TV (SARFT), the 2005 total revenues of the radio and TV system in China accounted only for 1/20 of the revenues of telecommunication sector. On the basis of the single user, the average revenue per month for tlc sector is over RMB80 (8 euro) while the revenues for the broadcasting industry are just around RMB10 (1 euro). Hence, the whole radio and TV system is reasonably placing its hopes on the development of digital pay TV in China. In 2006 the number of digital cable TV households grew by 275.2% in one year, and some forecasts say the digital cable TV industry will continue to grow steadily in next 3 years. According to the analysis of the Asia Cable and Satellite Wide Band Association (CASBAA), during this period, the expenses of cable and satellite pay TV users will increase by 45%, mostly in China and India.

The second concern is the Internet, a common problem that pay TV companies meet. According to CASBAA, TV piracy in Asia causes pay TV companies to lose US\$1.13 million net (773,485 euro) per year. In fact, the Internet allows paying users to deliver the TV pictures they receive to the Web whenever and wherever they wish, so these users can share them with Internet friends. Sun's approach is to cooperate with the tlc operator, and to incorporate their interests in this system. "The deterrent force of the tlc operator to illegal websites will be more effective than a letter of an attorney".

CHINESE PRESS GROUPS LISTED ON THE STOCK EXCHANGE: SOME REFLECTIONS

Chwen Chwen Chen, China Media Observatory, Lugano.

Since the beginning of the economic reforms (1978-1979), the press market in China has been growing rapidly. However, a comparison with foreign press groups shows that there is still a considerable distance between the Chinese press market and the international one. In this regard, Yungeng Xie, a researcher at Fudan University, Shanghai, provides some significant examples. In 2000 the total turnover of the first Chinese press group, *Guangzhou Daily Group* (*Guangzhou ribao baoye jituan*) amounted to RMB1.7 billion (22.95 million euro), while the turnover of one of the biggest press groups in US, *Gannet Co. Inc.*, was over RMB51 billion (about 6.88 billion euro). Again, in September 2007, the newspaper with the highest circulation in Japan, *The Daily Yomiuri* (*Yomiuri Shimbun*), boasts an average daily circulation of 14.4 million copies, compared to only 2.7 million copies of *Reference News*² (*cankao xiaoxi*), the newspaper with the highest circulation in all of China.

The increasing competition that Chinese press groups face on an international scale calls for some consideration. "Get stronger and bigger" in a relatively short time has become the foremost objective of Chinese press groups in order to be competitive on global level. In turn, this growth requires more investments in the sector. Xie observes that, for instance, the employment of the foreign capital that has steadily flown into China since it joined the World Trade Organization³ has been successful. In spite

² This newspaper is run by the national press agency group *Xinhua*.

³ China joined the World Trade Organization in December 2001.

of this, there are still many limitations to foreign investments in several sectors of media industry. This calls for Chinese press groups to be listed on stock exchanges.

The listing of Chinese press groups is quite recent and, appropriately, it is not clear. The case of *Beijing Media* (*Beiqing chuanmei*) is representative. It was the first Chinese press group to be listed at Hong Kong Stock Exchange in 2004. In a short time it was able to raise HK\$950 million (about 85.13 million euro). However, during 2005, two events negatively affected the performance of the group and as result the trend of the stock. The first event was the drop in advertising incomes from the real estate and car markets. Today, these latter are still the main sources of advertising incomes of Beijing Youth Media. The trend of the main group's economic indicators from 2004 to 2006 may provide some insights into the situation of the group. In the first semester of 2005 the net profits of the group amounted to only RMB170,000 (167,000 euro), in comparison with net profits of RMB66.31 million (6.4 million euro) realized in the same period of 2004. The second event was the inquiry into the actions of six employees, among which the vice-president, suspected were related to the group's economic problems. Following these two events, in April 2006, the value of the stock dropped from HK\$21.77 (1.95 euro) to HK\$10.05 (0.9 euro). In its annual report, the group made public its 2005 net profits, RMB10.087 million (989,000 euro), in comparison with net profits of RMB194 million (18.870 million euro) earned in 2004.

The group's situation did not improve during 2006. The main reasons were the advance of new media, the spreading of alternative advertising means and, above all, the increased competition in the press market in Beijing: in fact, in the urban area of Beijing alone there are more than ten city newspapers. For the group, all this implies a strong decrease in its main source of financing—advertising; in particular, advertising incomes from the real estate sector have been considerably affected. At the end of 2006, advertising incomes amounted to about RMB509.076 million (50.907 million euro), which represents a drop of 13.7% from 2005, while the total turnover was RMB792.49 million (79.25 million euro) which is a 7.6% fall with respect to the previous year.

However, Xie points out that there are cases of Chinese press groups that have achieved successful financial performance, such as the group *Boduan Chuanbo*, the Shanghai-based *Xinhua Media* and *Huawen Media* of *People's Daily*, which is the official organ of Chinese Communist Party.

The creation of press groups in China started in the second half of the Nineties, as part of a policy to consolidate the media industry. This policy, which was strongly supported by the central government, aims to create national champions in order to face foreign press groups following the gradual opening of the market. At present there are 39 press groups operating in China.

According to Xie, there are three aspects common to the Chinese press groups that are listed. First of all, the size of Chinese groups is certainly smaller than that of foreign groups. Secondly, Chinese press groups largely depend on advertising as source of financing. For instance, for one of

the biggest press groups, *Wenxing baoyejituan*, the advertising incomes are more than 80% of its total incomes, leaving the group largely exposed to risk.

A third and last characteristic of these groups concerns the variety of economic activities they run. "Although they are called 'cultural enterprises' (*wenhua qiye*)", Xie states, "nowadays Chinese press groups increasingly resemble department stores". In fact, the activities these groups are involved in range from entertainment to health, from clothing to food, from car hiring to real estate. This wide spectrum of activities has led many of these societies to appropriate funds for the development of cultural products toward non-cultural goods. This has brought bad economic and management results.

Therefore, Xie thinks that it is necessary to reconsider the problem of financing of Chinese press groups. In particular, according to Xie, there is need to change the corporate structure of those groups that want to be listed at stock exchange.

Sources:

www.xinhuanet.com

"Report on development of China's media industry 2006"

In 2006 Chinese blogs ranked third in world market share

In 2006 Chinese blogs ranked third in world market share. According to eMarketer research on behalf of the Shanghai-based iResearch, the market share of blogs in Chinese accounts for 8%, preceded by blogs in English (33%) and in Japanese (37%), whereas the remaining 22% goes to blogs in other languages.

An analysis specific to blog market in China shows that since 2002, when the blog phenomenon exploded in China, the growth of this market has been steady: the number of blog users increased from 200 thousand to 16 million in 2005 and 39 million in 2006. According to some forecasts the number of users could reach 127 million by 2010.

Experts indicate that 2005 was a turning year in the development of blogs in China. In fact, the data show that it has become a mass phenomenon — the number of users, the supply of services and the set of knowledge linked to the use and functions of blogs are considerable. For instance, by the end of 2005, blog sites amounted to 36,820,000; the blog providers amounted to 658, of which 330 could boast more than one thousand registered users.

According to the data released by Chinalab, the group responsible for the monitoring of the development of the Internet and relative services, in the second quarter of 2007, the top five blog sites in China by market share are Qzone (which refers to the portal www.qq.com) with a market share of 32.1%, followed by Sina.com (blog.sina.com.cn) with a market share of 19%. The blog site www.Bokee.com ranks third with

10.38%, followed by Sohu (blog.sohu.com) with 7.43% and Baidu (<http://hi.baidu.com>) with 4.45%. These blogs have general content.

Sources: www.media.people.com.cn, www.chinalab.com, "Report on development of China's media industry 2006"

Google expansion in China

Kai-Fu Lee, president of Google China, affirmed that in over the next year, Google will acquire one or two companies in China. Actually Google has taken a stake in Tianya.cn, the Chinese social networking site, broadening its presence in China, the world's second-largest online market.

Reports in China suggested the holding could be as much as 60%. Google has struggled to break into the Chinese market, despite changing its name in the territory to "gu ge" (谷歌): it is a transliteration which literally means "valley song".

As part of Tianya, Google has realised a Google-Answers-like service named "wenda" and what appears to be a discussion board service to share content named "laiba" (meaning "come here").

Source: <http://www.chinaknowledge.com>

Tibet launches 24 hour Tibetan language TV channel

The Tibet Television Station launched a 24-hour Tibetan-language channel - the 58th National Day of China - as the country's first TV channel to broadcast around the clock in minority languages. The new service was upgraded from the previous Tibetan-language channel which broadcast 21 hours a day, said Gongbu Suolang, deputy editor-in-chief at the Tibet TV Station, adding that the

channel only broadcast 11 hours a day when it was opened in 1999.

According to Gongbu, the channel mainly targets local peasants and herdsmen, who account for about 80% of the 2.8 million Tibetan population in southwest China's Tibet Autonomous Region, as well as overseas Tibetans in India and Nepal. Programs on the channel cover local news reporting, shows of traditional Tibetan dancing and singing, and TV series translated into the Tibetan language.

"The reason we decided to lengthen the broadcasting time is that we want to offer better service to the viewers, especially for those living in Nepal and India. You know, there is a time difference," Gongbu said.

Source: CMM Intelligence, October 2007

Telecommunication: China says no timetable for third-generation mobile phones' license issuance

China is yet to decide on a timetable for the issuance of third-generation (3G) mobile phones' licenses, as relevant departments are still mulling over the management and operational mode of 3G services, Qinjian Lou, deputy director of the Ministry of Information Industry said in Beijing.

Source: People Daily's Online - 18.10.07

Television: Smoke-free TV, movie screens sought

A broadcasting watchdog wants to clear television and movie screens of the sight of people smoking. The State Administration of Radio, Film and Television (SARFT), in a statement, criticized film and television producers for their indifference to non-smokers: "Inspection organs at all levels should pay more attention to the excessive use of smoking scenes in movies and teleplays". However, since there are no national laws

banning tobacco, there is no legal basis for completely prohibiting smoking scenes in teleplays and movies.

Data suggest that nearly 63% of the domestically made television programs shown in 2004 and 2005 included smoking scenes. Each program had an average of 30 such scenes. In the three and a half years since China signed the World Health Organization (WHO) convention, both the production and sale of cigarettes have increased by 20%. Each year, about 1 million Chinese die of smoking-related diseases.

Jiqian Fang, a public-health professor at the Guangzhou-based Sun Yat-sen University, said: "Exposure to too many smoking scenes will have an adverse impact on the audience, especially young people."

In late August, Guihua Xu, vice-president of the China Tobacco Control Association, said the authorities would ban tobacco promotions by January 2011.

Source: People Daily's Online - 07.10.07

China's IPTV subscribers heading north

The number of Internet Protocol TV (IPTV) subscribers in China reached 736,000 in the second quarter of 2007, according to research conducted by Analysis International. On the top, the provinces of Shanghai, Henan and Heilongjiang currently each have more than 100,000 subscribers.

The rollout of digital cable in China has moved along considerably faster than the development of IPTV. Due to several problems in system upgrading, policies on landing, and business patterns, the growth of IPTV subscribers in China has been slow during the second quarter.

In urban areas, such as in Shanghai and Harbin the development has been moderate despite

the efforts of telecom operators. However, the fact that there are more than 200,000 rural subscribers in Henan province, and an increasing number of IPTV subscribers in many rural areas in northern China, does indicate that there are prospects for the growth of IPTV's rural market.

Source: CMM Intelligence, September 2007

China Mobile and CRI to deliver Olympic TV services

China Mobile, China's largest cell-phone carrier, signed an agreement with China Radio International (CRI) on August 30th, which will enable CRI to begin broadcasting mobile phone TV on China Mobile's GSM network. CRI will also be able to use this platform to broadcast an Olympic Games program co-produced by Beijing Television Station (BTV).

China Mobile had previously signed agreements with the Shanghai Media Group and China Central TV International to broadcast mobile phone TV, as they are the other two media organizations apart from CRI who have been granted licenses by SARFT to provide the service. As a result of the latest deal CRI has established the Guoshi Communication (Beijing) Co. Ltd. in order to operate the new media business.

China Mobile and China Unicom have therefore currently reached agreements with all three of the aforementioned licensed mobile phone TV operators so as to broadcast on the 2.75G EDGE (Enhanced Data rates for GSM Evolution, an evolution of GPRS standard to transfer data on the mobile phone network) and the CDMA (Code-Division Multiple Access, which refers to any of several protocols used in the so-called second-generation and third-generation wireless communication) network. Yue Li, the China Mobile's vice-president disclosed that the group

will begin a Mobile Broadcast/Multicast Service (MBMS) test on the Time Division-Synchronous Code Division Multiple Access trial network (TD-SCDMA), a 3G mobile telecommunications standard, which is currently under construction, and then plans to launch the commercial MBMS at the beginning of 2008. These steps are all a part of China Mobile's long-term Mobile Phone Olympics Plan.

Source: CMM Intelligence, September 2007

Internet ad market tops 398m euro in first half

China's internet advertising market reached a value of RMB3.98 billion (398 million euro) in the first half 2007, according to a report released by the internet and market research company NetRatings on August 2007. The report stated that RMB1.69 billion (169 million euro) was generated the first quarter, and this rose to RMB2.29 billion (229 million euro) in the second quarter.

Furthermore it said that the first six months of the year saw 2,141 advertisers promoting 12,031 items on the Internet. It also revealed that on average each advertiser invests about RMB1.86 million (186 million euro).

Cars, electronic products (including computers) and fast moving consumer goods have been the backbone of China's internet advertising industry, and they accounted for 56% of all adspend. Cars accounted for 24%, followed by electronic products with 22% and FMCG (Fast Moving Consumer Goods) with 10%.

Additionally, advertisements for financial services, entertainment and employment expanded rapidly, with their annual increase reaching 3.48%, 1.58% and 1.02%, respectively. Simultaneously, some of the industry's market shares decreased dramatically year by year: telecom was down by 1.84%, popular fash-

ion down by 1.27% and computers down by 1.23%.

NetRatings has also estimated the value of China's rapidly expanding Internet advertising market due to the promotion of the 2008 Beijing Olympics. Annually it is expected to increase by more than 30%, and should amount to RMB8 billion (800 million euro) in 2007.

Source: CMM Intelligence, September 2007

Shanghai Media Group launches English channel

The Shanghai Media Group has launched a new English-language TV channel, which will become China's second English TV channel after CCTV-9. The new channel will initially broadcast programs for 6 hours every day and will only be available in Shanghai.

Source: CMM Intelligence, October 2007

Shanghai Radio to launch digital services

Radio in Shanghai will launch and test new digital audio and data services, Eastday.com. Shanghai Media Group (SMG), the only local broadcast media operator, said it has obtained permission to trial the digital services from SARFT.

The new digital radio receiver, unveiled at a press conference, resembles a GPS (Global Positioning System) navigator. It can produce high quality music and provide instant traffic information. The screen can also display real-time weather forecasts and emergency announcements.

Digital audio and data broadcasting has been called the third generation of broadcasting technology and SMG's vice president Jianqiang Wang said digital audio broadcasting technology will transcend traditional radio and provide multimedia services.

Source: CMM Intelligence, October 2007

Mondadori, Grazia lands in China by 2008

Mondadori, the Italian publishing group, will land in China and India by 2008. This was stated by the CEO of the group, Maurizio Costa, during a meeting organized by Grazia, the Italian woman-oriented weekly run by the group. "We are planning to land in China by 2008 and in France as well", said Costa. He affirmed that "China is closer than India. We will launch the periodical in these countries as soon as we are sure about the formula of success", the CEO concluded.

"We have local operators", Costa continued, "as we work in India BBC for the publication of periodicals". As far as China is concerned, Costa said that Mondadori "has signed up for a joint venture with a company operating in the advertising sector. We are planning to launch a some periodical with this Chinese company."

Source: www.mondadori.it

Apple, China Mobile discusses China iPhone

China Mobile is in talks with Apple Inc. about bringing the iPhone to China, but no agreement has been reached yet, the telecom's chief executive said. The companies still need to iron out their differences over revenue sharing, Jianzhou Wang told reporters on the sidelines of the Mobile Asia Congress of the GSMA, a global trade association, in the Chinese territory of Macau. Apple launched its iPhone in the U.S. earlier this year. The Cupertino, California-based company has plans to launch the device in Asia in 2008 and is in talks with various operators in the region.

Source: The Associated Press, November 2007

EVENTS, CONFERENCES and BOOKS ABOUT CHINA

China Media Observatory, Lugano.

■ Publishing in China Quarterly

IEAS-UC Berkeley, US, December 6, 2007

Colloquium by Julia Straus, Senior Lecturer, Political Studies, SOAS and Editor, The China Quarterly. This talk, sponsored by the Center for Chinese Studies, will be on The China Quarterly - its operations, standards, processes, what to expect when submitting articles for publication, and how to make things go smoother with the review process. For more information, visit the website: <http://ieas.berkeley.edu/events/2007.12.06.html>

■ Asia Future TV 2008

Shanghai, China, May 8-9, 2008

Asia Future TV 2007 is an annual meeting place where international and domestic broadcasters, telecom operators, multinational media groups, programme makers, advertisers, broadcasting network builders, television testing equipment providers, venture capitals, commercial banks, IT and high-tech solution providers, law firms, auditing firms and other service providers come together to discuss policy updates, partnership opportunities, technology innovations across the world. For more information, visit the website: <http://www.globaleaders.com/en/2008/tv/tv.asp>

■ The Material Culture, Language and Religion of Central and Inner Asia

Toronto, Canada, May 16-17, 2008

The Thirteenth Annual Conference of the Central & Inner Asia Seminar (CIAS 2008) will be held at the University of Toronto, Ontario, Canada. The deadline for submissions is December 21, 2007. For more information, visit the website: <http://www.utoronto.ca/cias/conference.html>

New & Notable Books

Kops M., Ollig S., 2007, *Internationalization of the Chinese TV Sector*, Lit Verlag, Germany.

The book deals with the prospects and problems of program exchange between German and Chinese broadcasters. It explains that program exchange is less profitable than the economic theory suggests. To trade TV programs with China thus requires a solid knowledge not only of the TV business in general, but also of Chinese media order, Chinese society and the Chinese way of business.

Baensch R.E., 2005, *The Publishing Industry in China*, Transaction Publishers, United Kingdom.

This volume covers all aspects of China's book, magazine, and online publishing industry. Various chapters discuss the different market segments of trade, scientific, technical, professional, education, and children's books. It is an authoritative reference work to help us understand that big, burgeoning and complicated market.

Visit our website: <http://www.chinamediaobs.org>