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LEGAL ISSUES FOR FOREIGN INVESTORS TO ENTER CHINA'S PUBLISHING MARKET

Yingzi Xu, Shanghai University, China.

Media law and policies are one of the entry barriers to enter foreign media markets. For decades, Chinese government has operated and supervised all media organizations including film studios, broadcasting stations and publishing companies. Publications in China were long viewed only as cultural products and used as a tool to steer, direct and control public opinion. Chinese authorities did not admit or recognize their function as market goods.

Since the 1980s, however, when China began to gradually emerge as a free market economy, there has been a debate on whether media product value can also be utilized. Publishing, in fact, was one of the earliest media industries to open up to foreigners, and the process accelerated following the country's World Trade Organization (WTO) accession in 2001 as the government became obliged to open the publishing market to foreign and domestic investors. At present, approximately 600-700 foreign media companies have been approved to reprint and distribute their magazines in China. Nearly a hundred foreign magazines entered China including

world-famous titles such as *Elle*, *Computer World*, *Harvard Business Review*, *Fortune* and *Business Week*. Three-fourths of the top Chinese magazines in terms of advertising revenue in 2007 had partnerships with overseas publishers. In the past decade, China imported ten times more books, periodicals and newspapers than the total of its exported publications (see table 1).

According to China's commitments with the World Trade Organization (WTO), China has opened up the distribution market for publications. At present, foreign publishers can open any kind of publication distribution companies in China through joint ventures.

According to Chinese law, non-Chinese mainland citizens are not allowed to set up news publication organizations in mainland China. The licensing of newspapers and magazines poses the greatest challenge for both foreign and domestic investors. The process might be a year long. As long as foreign publishers find a local publishing partner, it is possible to publish their magazines in China legally.

Table 1 - Statistics of copyright trade in 2005

Item	Book Copies (10,000 copies)	Book Values (USD 10,000)	Periodical Copies (10,000 copies)	Periodical Value (USD10,000)	Newspaper Copies (10,000 copies)	Newspaper Value (USD 10,000)
Import	403.65	4196.96	171.49	10736.73	854.11	1484.66
Export	517.68	2920.87	155.73	228.87	59	137.45
Growth rate compared with 2004	10.5%	40.12%	-32.07%	-40.78%	-15.98%	82.59%

Source: data from GAPP

Compared with the broadcasting and newspaper industry, the entrance barrier for China's magazine industry has notably decreased. The newspaper publication market is almost closed, with only a few foreign entrepreneurs, since the sector is still viewed as too sensitive for private investors, either local or foreign, to enter.

The government centrally supervises and manages book serial numbers and decides the total number of titles to be published. The scope of publishing is strictly defined for all Chinese publishers including educational, cultural, scientific, foreign-language, and other publishing categories. The old system is however breaking down as state-run publishing organizations face pressure from current market-oriented reform. Many non-state publishing enterprises now occupy a large percentage of publishing market share.

According to the 29th Clause of the Magazine Publication Management Regulations, joint publishing projects must be approved by the General Administration of Press and Publication of the People's Republic of China (GAPP). Chinese magazines purchase the copyright to photographs and texts from foreign magazines, then translate and publish that content. GAPP stipulates a strict percentage of foreign content for these magazines. For instance, fashion magazines must have less than 50% foreign content. Science and technology magazines can have between 60% and 70% because of their social contributions.

Foreign publishing companies usually select large Chinese publishing companies to be their partners as such companies can provide accurate information and reliable circulation data and are usual-

ly located in big cities like Beijing and Shanghai. The General Administration of Press and Publication (GAPP) allows some foreign science magazines to reprint in China, and Chinese citizens to subscribe to them. For economic and policy reasons, these companies are focused on consumer and industry affairs.

Links

GAPP
<http://www.gapp.gov.cn/>

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EXPLORING CHINA E-COMMERCE: BUSINESS OPPORTUNITIES WITH ALIBABA

Luca Pisano, University of Turin, Italy.

Alibaba Group is a corporation for global e-commerce with headquarters located in Hangzhou, China. Alibaba was founded in 1999 and it has increasingly grown to six core business sectors as listed below:

- Alibaba, the group's main business. It is the leading business to business e-commerce company in China and one of the most renowned abroad;
- Taobao, an online shopping marketplace for business to consumer or consumer to consumer in China;
- AliPay™, a payment service for money transactions of Alibaba;
- Yahoo! China, a search engine and lifestyle portal, acquired from Yahoo! Inc. in October 2005;
- Alisoft, an Internet-based business management software targeting small and medium-sized enterprises in China;
- Alimama, a newly launched company (Nov. 2007) for online advertising exchange.

Alibaba was established by Jack Ma; from 18 employees at the beginning, Alibaba nowadays is operating with more than 4,000 employees globally and moreover it has been annually awarded by Forbes as the "*Best of the Web Import/Export site*" since year 2000.

Alibaba.com – the English-language version of Alibaba website – is focusing on providing services to Chinese and overseas small and medium size entrepreneurs with a platform to meet with their buyers. Up to present, there are more than 20 million users registered at Alibaba.com. Alibaba has been created basically to offer a platform for importers to find Chinese manufacturers. Its quick expansion allowed Alibaba to extend its range of action outside national

borders becoming an international showcase not only for Chinese suppliers but also for overseas factories and entrepreneurs. The launching of the English version of the website facilitated the rapid soar of its popularity among foreign buyers. At present its website has around 500,000 daily accesses and the total revenue for the first two quarters of year 2007 was more than RMB957 million (91,84 million euro). Alibaba earns its main profits from the membership fees of their registered users and from advertisements.

Alibaba has been listed at the Hong Kong Stock Exchange market since 6 November 2007. In the first trading day on the Hong Kong Stock Exchange market, Alibaba.com's share price closed at HK\$39.50 (3.34 euro) which is 192.6% higher than the offer price of HK\$13.50 (1.14 euro).

Targeting to different markets and users, Alibaba has different websites in order to gather buyers and suppliers more efficiently.

Apart from buy and sell activities, Alibaba.com provides information of trade fairs and other selections of business-related news.

Alibaba.cn is the earlier counterpart set up solely in Chinese. The clearest difference with Alibaba.cn does not stand only in a different language tool but, especially for readers of Chinese, a careful analysis showing more interesting distinctions that illustrate a framework especially designed for domestic users in China. Both sites have a forum-like section where users can discuss and write messages on various instances.

Taobao.com is a quite different site in respect of the other two. It is a business to consumer website, a shopping marketplace clearly intended for users in China. Sellers

(both individuals and retailers) may post their products (new or used) and sell them at fixed, negotiated price or by auction. From this point of view Taobao.com seems more similar to other western sites offering similar services. Taobao.com has been established in May 2003 and at present has more than 40 million of registered users.

There are concealed risks for trading through Alibaba, most of which are common to e-commerce platforms.

1) Products. Through Alibaba's websites, we can see the product from photos and description only, but it is not physically available for checking on all the details, unless customer asks for sample examination.

2) Payment term. Normally, for the vendors that we find on Alibaba, we cannot obtain any credit term for payment for first time trading. Hence it means buyer has to pay before production or shipment. This will obviously reduce the liquidity of buyer's cash flow.

3) Tools of payment. There are different payment methods under Alibaba.com and Alibaba.cn; before selecting supplier/products, buyer should carefully consider the handling charges and the security of the money transaction to the vendor.

4) Product Quality. Quality of samples might not be reproduced at mass production level; the buyer may often suffer from the quality of the goods in mass production.

5) Standard requirements. Nowadays end-users are more and more concerned on the respect of safety and standard requirements of merchandise. Therefore it is very important for the buyer to purchase goods produced according to the standard requirements of their own country. Although, this may not necessarily be reflected and/or verified from the information in the vendors' pages.

7) Return of defective product and claim for refund. Since shipment is pending until after payment, it may be difficult to claim any refund for the defective goods. Regarding the risks on products, customers can personally inspect the goods on site.

However main users on Alibaba websites are small and medium size enterprises, sometimes at the early beginning of their collaboration, therefore the cost to inspect the goods overseas could be relatively high for them. Alternatively, those buyers can appoint an individual from a third party agency to inspect the goods and arrange testing at certified laboratories before shipment.

There is no doubt that for small and medium size firms, Alibaba.com and Alibaba.cn both have good solutions for sourcing products, information searching, company seeking and finding trading partners as well as knowing more of their own competitors. The most important thing is to be aware of the possible risks and to adequately use Alibaba's tools in order to gain success in the transaction under a limited budget.

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Forbes: www.forbes.com
Internet Business Law Service: www.ibls.com
Taobao: www.taobao.com
Technology for Market and Advertising: www.t-f-m.co.uk

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CHINESE MEDIA AT A GLANCE: NEWS FROM CHINA

China Media Observatory, Lugano.

Shanghai Media Group Launches New Story Channel

Shanghai Media Group (SMG), an influential Chinese media and entertainment group, launched a new radio channel dedicated to broadcasting readings of stories and novels on December 23, 2007. The channel will broadcast a variety of story readings 18 hours every day, including classic novels, true crimes, thrillers, science fiction and fantasy, and children's stories. It will also air book programs, with expert reviews, audience interactive segments, and best-seller rankings.

Source: CMM Intelligence – January 2008

Chinese TV Audience Ratings in 2007

According to the 2007 TV Channel Coverage and Audience Ratings Survey released late last year, around 84% of the survey respondents watched TV every day. They watched television for an average of 135 minutes per days on work days and 175.7 minutes per day when they did not have to work. The investigation also found most Chinese residents receive satellite channels via the public cable network. Around 240 million of the 370 million TV households in China have accessed the public cable TV network, representing a penetration rate of 64.9%. Around 17.5% of households, mainly in rural areas, received satellite signals via ordinary antennas.

After investigating gender and age group preferences, the survey found female viewers preferred TV dramas and entertainment programs, while male viewers liked to watch military, news and financial programs. Viewers aged 12-19 years old favored music, children's

and fashion programs, while viewers over the age of 50 liked to watch weather reports, news and drama programs. Viewers in rural areas tended to have lower levels of education than viewers in urban areas. They preferred to watch agricultural, rural areas programs as well as weather reports.

Source: CMM Intelligence – January 2008

CCTV Launches Trial HDTV Service in Beijing

China Central TV (CCTV), the national broadcaster, launched a trial terrestrial High Definition TV (HDTV) service in Beijing on January 1, with plans to roll the service out across the nation over the next few years. The HDTV service is based on China's homegrown terrestrial DTV standards and all the core equipment is manufactured in China. Viewers with a standard HDTV set and separate set-top box can receive the signal free of charge from foreign private, public or CATV (Community Antenna Television) antennas. The channel will only broadcast Olympics events and related material during the 2008 Beijing Games, according to CCTV Vice Director He Zongjiu. The service will be available in major cities such as Shanghai, Tianjin, Shenzhen, Qingdao, Shenyang and Qinhuangdao in early 2008, ahead of the Games.

Source: CMM Intelligence – January 2008

Foreign Films at the China Box Office in 2007

Imported American films had a successful year at the box office in 2007, according to the latest data from the State Administration of Radio, Film and Television

(SARFT). The 20 films imported on a revenue-sharing basis last year took RMB1.17 billion (111 million euro) at the box office, 37.6% more than in 2006.

Paramount's *Transformers* leads the pack after making RMB 146 million (14.02 million euro) at the box office. The only foreign film with a better performance in mainland China was *Titanic* in 1998.

Films dealing with superheroes, science fiction and supernatural subjects did particularly well, though the revenues generated by the top ranking foreign films varied greatly from the revenues generated by the lower ranking foreign films. The top four films - *Spiderman 3*, *Harry Potter 5* and *Pirates of the Caribbean 3* - took in excess of RMB100 million (9.59 million euro) at the box office, while the bottom four films made less than RMB40 million (3.84 million euro). Box office revenues for foreign films started to increase from May when *Spiderman 3* was aired, reaching a climax in summer with *Transformers* and *Harry Potter 5*. Takings then declined until November, when *Mr Bean's Holiday*, *Ratatouille*, *Live Free or Die Hard* and *The Bourne Ultimatum* screened. Animated features did not have a good year in China in 2007. *Ratatouille* and *Shrek 3* only took RMB21 million (2 million euro) and RMB11 million (1.05 million euro) at the box office, even though both were international hits.

Source: CMM Intelligence – January 2008

Chinese Film "In Love We Trust" wins Silver Bear at Berlinale

Chinese director and screenwriter Wang Xiaoshuai has picked up his second Silver Bear at the 58th Berlin Film Festival, winning the

best screenplay prize for "In Love We Trust" ['Zuo You'].

It was the only film from the Chinese mainland competing this year in Berlin, where last year's top Golden Bear award was won by the Chinese film, "Tuya's Marriage".

Wang, who is better known outside China, won the Grand Jury Silver Bear Award at the 2001 Berlin Film Festival for his film, "Beijing Bicycle". He won the Special Jury Prize for "Shanghai Dreams" at the 2005 Cannes Film Festival.

"In Love We Trust" is expected to open in Chinese cinemas in the spring.

Source: Xinhua, February 2008.

Domestic Films at the China Box Office 2007

Domestic films made RMB3.3 billion (316.7 million euro) at the box office in 2007, RMB600 million (57.58 million euro) more than in 2006, according to the China Film Group (CFG, the state-run film enterprise in China) spokesperson Weng Li. Eighty of the almost 400 films produced by the local industry in 2007 made it to the big screen. The *Warlords* took the biggest box office revenues of any domestic film in 2007, followed by *The Assembly* and *Lust, Caution*.¹ A total of 21 local films made more than RMB100 million (9.59 million euro) at the box office. CFG helped distribute and produce seven of them.

By the end of the year, the market could support two big budget blockbusters at the same time. Both *The Warlords* and *The Assembly* performed well at the box office, even though they were screened in close succession in December. A lot of audience members even opted to watch the two films one after the other.

¹ *Lust, Caution* is a co-production but CFG considers it a domestic film in its calculations.

The *Warlords* and *The Assembly* were critical and commercial successes, in another striking departure from previous years when big budget films from directors such as Zhang Yimou and Chen Kaige received negative reviews despite box office success.

Big budget local films also accounted for less than 25% of the box office in 2007. Their share of the box office is decreasing because cinemas are showing more small and medium budget films. The changes have been imposed in line with State Administration of Radio, Film, and Television (SARFT)'s directions to establish a healthy 'pyramid' film production structure, with big budget films on the top and low budget films on the bottom.

Source: CMM Intelligence – January 2008

210 Million Chinese Access Internet in 2007

China had 210 million netizens by the end of 2007, an online population second in size only to the United States, according to a government report published on January 17. The China Internet Network Information Center (CNNIC, the administrative agency responsible for Internet affairs under the Ministry of Information Industry) report says mobile users and rural residents were two of the fastest growing groups of netizens in 2007.

One quarter of the China's netizens - 50.4 million people – used mobile phones to access the web last year, despite slow connection speeds and expensive fees. An earlier report by the private research company iResearch put the number of mobile surfers in China even higher at 61 million.

The number of rural residents online also grew 127.7% over the course of the year to almost 53 million by last December 31. How-

ever, costs remain prohibitively high for many rural residents, with average household access fees estimated at RMB74.9 (7.19 euro) per month or RMB900 (86.37 euro) per year.

Netguide 2008, a second survey of the Internet in China, found Internet-related spending rose 45.8% year-on-year to RMB398.8 billion (38.27 billion euro) by the end of 2007. They polled more than 300 websites, 270 enterprises and 50,786 interviewees around the country.

The survey found China's four largest Internet portals - Sina, netease.com, Tencent and Sohu - gained the most from the robust growth, pocketing around 76% of the revenue generated by web portals in China.

Internet-related spending includes broadband installation expenses, online gaming and online shopping expenditure, and payment for IP phone services. It is expected to reach RMB581.5 billion (55.81 billion euro) in 2008.

Source: CMM Intelligence – January 2008

China's Most Competitive Newspapers in 2007

Nanfang City News has been named China's most competitive newspaper in 2007 by the fourth annual newspaper competitiveness report. The report was released by the Media Development Institute of the General Administration of Press and Publication (GAPP) on December 29. The report lists the most competitive metropolitan and evening newspapers, lifestyle papers and trade papers in China every year. Rankings are based on circulation data and other indicators gathered by GAPP and market research organizations, including CCTV Marketing Research.

Feng Yuming, executive director of the Media Development Research Institute, said this year's

report was based on more comprehensive analysis than in previous years. The rankings are listed below.

Table 1 - The first ten most competitive metropolitan and evening newspapers in China (2007)

Rank	Newspaper	Administrative area
1	Nanfang City News	Guangdong
2	Metro Express	Zhejiang
3	Chinese Business View	Shaanxi
4	Qianjiang Evening News	Zhejiang
5	Yangtse Evening Post	Jiangsu
6	Beijing Youth Daily	Beijing
7	Xinmin Evening News	Shanghai
8	Chengdu Commercial News	Sichuan
9	Qilu Evening News	Shandong
10	Daily News	Tianjin

Source: CMM Intelligence – January 2008

1.14 Million Chinese IPTV Users by November 2007

China's IPTV industry had a disappointing year in 2007 in terms of subscriber growth and equipment shipments, according to a new report by iSuppli Corporation.

Ministry of Information Industries (MII) Vice Minister Lou Qingjian said mainland China had 1.14 million IPTV subscribers by the end of November 2007, year-on-year growth of 109%, in a statement reported on SARFT's China Broadcasting Online Media Info Center. However, the more recent report from the private market intelligence company iSuppli estimates the total number of subscribers was only 846,000 at the end of 2007.

Either way, IPTV subscriber growth in China has slowed dramatically since 2005, when subscriber numbers grew by 480% in twelve months.

The growth has slowed for a number of reasons. Competition between CATV (Community Antenna Television) and IPTV services has caused local TV and broadcasting authorities to block IPTV development in a number of regions.

At the same time, commercial IPTV services such as those offered by Shanghai Media Group are not able to offer content that is compellingly different from that on basic cable due to regulatory issues.

As a result, the industry has also developed unevenly across China, with 80.7% of the country's IPTV subscribers located in Shanghai, Zhejiang, Henan and Heilongjiang.

Source: CMM Intelligence – January 2008

Print Sector Ad Revenues Grow 6.82% in 2007

Newspapers and magazines generated total advertising revenues of RMB80.9 billion (7.76 billion euro) in 2007, according to the latest report from Huicong Media Research. Newspapers generated RMB72.9 billion (7 billion euro) in advertising revenues, compared to RMB8 billion (767.75 million euro) for magazines. While the revenue generated by magazines is still small, the magazine sector has been taking an increasing large share of the advertising market.

Newspaper advertising revenues grew by 6.82% year-on-year, compared to 15.73% for magazine advertising revenues. Many magazines are relatively high-end niche publications and this focus is starting to attract more advertising spend. Magazine advertising spend is expected to keep growing at similar rates in the near future.

The real estate industry topped the list of big advertising spenders with RMB14.3 billion (1.37 billion euro) in 2007. It was followed by the automotive, tourism, food and beverage, leisure, home appliance,

education, medicine, home decoration, medical services, communications, and clothing industries in order of rank.

The ten industries with the greatest advertising expenditure spent a total of RMB50.9 billion (4.88 billion euro) on newspaper and magazine ads, or 62.92% of total newspaper and magazine advertising revenue. New government policies limiting advertising by the medical services industry caused its advertising spend ranking to drop dramatically from second place in 2006 to eighth place in 2007.

Table 2 - Advertising revenue in Mainland newspapers and magazines (2007)

	Revenue (bln euro)	Market Share
Newspapers	7.0	90.90%
Periodicals	0.7	9.09%
Total	7.7	100.00%

Source: CMM Intelligence – January 2008

China's Phone Subscribers To Hit 976 Million in 2008

By the end of 2007, China had 370 million fixed-line subscribers and 530 million mobile subscribers, the two figures combined accounted for a fifth of the world's total phone subscribers, according to statistics from the Ministry.

Sources from the Ministry said that the continuous falling of mobile communication charges has directly led to a sharp increase in mobile phone subscribers and some people even replaced their fixed-lines with mobile phones. In 2007, China's mobile phone subscribers increased by 86.22 million, while fixed-line subscribers fell by 2.33 million.

China's phone subscribers, mobile and fixed line combined, are expected to grow by more than 60 million in 2008 to hit a total of 976

million, according to the Ministry of Information Industry. The Ministry said that by the end of this year, China's fixed-line and mobile phone subscribers will account for 27.1% and 46.4% of the population, respectively.

Source: Xinhua News Agency - February 2008

Nokia Sells 70.7 Million Mobile Phones in China

Nokia saw mobile phone sales soar 38.6% year on year to 70.7 million units in China last year, according to its quarterly report released on its official website.

The Finnish telecoms giant attributed the surge to its widespread distribution channels, various products and a strong position in the country's low-end market.

In 2007, China remained Nokia's single largest market in terms of sales revenues, followed by India and Germany, said the report without giving further details.

Since 2006, the world's largest mobile phone maker started entering China's huge rural market and its sales jumped 39% to US\$6.9 billion in 2006 (4.7 billion euro), as it sold 51 million mobile phones.

Source: Xinhua News Agency – January 2008

Waiting for 08-08-08.



Olympics Fuel Ad-Spending Surge in China

Advertising expenditures in China continued to grow in 2007, but the overall growth rate in traditional media slowed from previous years. Crunched by emerging media and the Olympic Games, industry insiders believe 2007 slower expansion will not shadow this year's outlook.

Tian Tao, the vice president of CTR Market Research, a leading market research company in China, maintains that "three factors caused the slower growth last year. The first is that some companies reduced their 2007 advertising budgets to create a spending reserve for this year, to target the Olympic Games in August. The second is the government's tightened measures on commercials in the pharmaceutical and property industries. The third and last reason, I believe, is the flourishing financial market, which has attracted enterprises to invest more capital in the market, instead of in advertising."

Despite the slower growth last year, CTR Market Research confirms promising outlook for China's advertising market in 2008. As marketers pour money into campaigns targeting the Beijing Olympics, CTR says total expenditures will grow by 13%.

In contrast with the performance of traditional media, advertising spending in new media experienced a robust growth last year, led by online advertising (up 50%). Besides the Olympic Games, the Internet will be the single largest force driving advertising growth in 2008.

Source:

<http://www.chinadaily.com.cn/>-
February 2008

IOC: Olympic Blog Pictures cannot be Involved in Competitions

On February 17, the International Olympic Committee (IOC), gathered in Beijing, issued an important regulation targeted to any athlete, sport team, officials, who are involved with the Olympic Games. These rules concern the use of blogs during the Games, including prohibiting commercial sponsorship advertising, online diaries and other issues.

Blogs are a legitimate and proper form of personal expression, says the IOC, and for this reason, athletes may misuse them for personal purposes. Therefore, only who is entitled with the proper authorization can make public only the contents related to one's own personal experience of the Games. The blogs of athletes cannot include contents neither containing information and pictures about other athletes, the open ceremony and award ceremonies. Static pictures which do not involve competitions can be published.

Besides these measures meant to 'safeguard the rights and interests of media practices', the IOC establishes bloggers cannot sign any cooperation agreement with any organization to make public one's own blog. Moreover, the contents of blogs must conform to the principle "high and quality taste" in the spirit of the Games and cannot be used for commercial purposes.

The IOC regulation also requires athletes' blogs to not show any information that is related to the security and organization of the Games. Blogs' domains cannot also contain words similar to 'Olympic' and 'Olympics', and blog sites must show the official links of the Games.

Sources:

Beijing Times,
www.chinanews.com.cn – February 2008

EVENTS, CONFERENCES and BOOKS ABOUT CHINA

China Media Observatory, Lugano.

■ 17th WWW2008

Beijing, China, April 21-25.

The 17th International World Wide Web Conference is a global event bringing together key researchers, innovators, decision-makers, technologists, businesses, and standards bodies working to shape the Web. Since its inception in 1994, the WWW conference has become the annual venue for international discussions and debate on the future evolution of the Web. For more information, visit: <http://www2008.org/>

■ International Conference on Communications (ICC 2008)

Beijing, China, May 19-23.

The 2008 IEEE International Conference on Communications (ICC 2008) will be held in Beijing, in the year of the Beijing Olympic Games, with the theme "Communications: Faster-Higher-Stronger". This symposium is hosted by the Nordic Institute of Asian Studies (NIAS) and sponsored by the Norwegian Research Council, Programme of Cultural Studies KULFO. For more information, visit: <http://www.shuoshu.org/>

New & Notable Books

Zhao, Yuezhi, 2007, ***Communication in China: Political Economy, Power, and Conflict***, Rowman & Littlefield Publishers, Inc., London.

The author offers a multifaceted and interdisciplinary analysis of communication in China and its central role in the struggle for control during the country's rise to global power. This book studies indeed China's rapidly evolving polity, economy, and society through the prism of its communication system. The industry in all its forms - from the news media to entertainment outlets to the Internet - has been a critical battleground among different social forces in this period of wrenching change. The author explores changes in the structure and content of Chinese communication in light of the rapid evolution of state-society relations to reveal the profoundly contradictory, conflicted, and uncertain nature of China's ongoing transformation.

Huang, Shengmin - Zhou, Yan, 2006, ***Zhongguo weixing dianshi chanye jingying 20nian*** [20 years of Management of Satellite TV in China], Communication University of China Publishing House.

This book goes over the development of satellite television in China from the 1980s to early 2000s. The first part introduces the theories of satellite television as well as its development and management practices in Europe, the US and Japan. The focus of the second part is on the development of satellite television in China. In early 1980s the Chinese government encouraged the use of satellite to increase the TV penetration into the remote western regions of the country. Since then the satellite television has far developed in China so to stimulate growing competition in the Chinese TV market. A section is also dedicated to foreign satellite TVs in China: how they operate, their regulation and their relations with the Chinese government. The last part is about the development of a new form of satellite broadcasting, Direct Broadcasting Satellite (DSB) in China and abroad.

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