Development Trend and Investment Prospect Prediction of Animation Industry in China, 2014-2018

Description: Development Trend and Investment Prospect Prediction of Animation Industry in China, 2014-2018 mainly conducts in-depth research on China’s animation industry in the following aspects: market status, supply and demand, foreign market status and business performance of major foreign and domestic enterprises; meanwhile offers suggestions for animation industry so as to make enterprises concerned know this industry better and provide decision-making references for investors.

In 2012 the scale of China’s animation industry has registered CNY 32.1 billion, an increase of 25% year-on-year, of which the scale of animation broadcasting on television was CNY 10.1 billion and derivative product market scale reached CNY 22 billion. It is estimated that the scale will generate CNY 40.5 billion in 2013.

In recent years, supported by national policies and strategies for encouraging animation industry, the number of domestic animations has dramatic growth and domestic related animation enterprises have reached more than 500. In 2013, because of rising production cost, serious brand drain and less national support policies, investment in animation industry declined and the number of animations also dropped, enterprises producing movies and TV cartoons decreased in quantities, and original animation production was dropped to around 150 thousand minutes, year-on-year decline of 32.7%, indicating China’s animation industry is developing from large quantity to high quality.

The year 2013 has witnessed remarkable achievements in China’s animated movie industry, animated films which have put on totaled 32 ones, and the box office valued CNY 1.6 billion. Increasingly clear creative concepts, gradually reinforced brand awareness, positive value appeal and steadily improved production level indicate that China’s animated movie industry is undergoing changes.

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