
Description: Chinese animation industry has maintained the momentum of robust growth from 2014 on, thanks to the government's supportive policies on animation industry and booming Internet-based new media distribution channels. In 2014, the total output value of China's animation industry exceeded RMB100 billion, up 14.84% from a year earlier.

The animation industry of China characterizes the following during 2014-2015:

The production of animation declined, but box-office earnings of animated movies kept going up. In 2014, China produced 138,579 minutes of domestic TV cartoons, down 32.31% year on year, the lowest level since 2009 and only half of the peak in 2011. There are two main reasons: 1) Fierce market competition resulted in slim profits for some animation firms to stay afloat. 2) Proposal for animation production transiting from quantity to quality put forward in the 12th Five-Year Plan (2011-2015) promoted local authorities to optimize their support schemes.

In 2014, a total of 45 animated movies were released in Chinese mainland theatres, generating total box office of nearly RMB3 billion, including about RMB1.9 billion contributed by 17 imported animated movies and RMB1.06 billion by 28 domestic ones.

The rise and prosperity of new media channels represented by mobile Internet and smart TV fueled the development of animation industry. The influence of Internet on the animation industry is reflected in the following three aspects: 1) New media channels are more demanding on the segmentation of animation content. Video websites have special column for animations. 2) Animation is endowed with the property of being social to meet people's social needs, such as "barrage", animation fairs, and animation communities. 3) New media provides demand for animation derivatives like games on desktop and mobile devices.

Take U17.com (a premier platform for original comics and animations) for example, its animated short “One Hundred Thousand Bad Jokes" was broadcast for hundreds of millions of times, and the movie of the same name released in early 2015 recorded a box office of RMB118 million.

Derivatives market size continued to expand. In 2014, the Chinese animation derivatives market scale grew by 19.7% year on year to RMB31.6 billion, or 31.6% of the entire animation industry (with a growth rate of 14.8%). Animation toys hold the highest proportion, more than half of the whole Chinese animation derivatives market size, followed by animation apparel and animation publishing with a share of 16% and 4%, respectively.

Major listed animation companies continuously extended industry chain with the aim of making a business presence throughout the whole industry via M&As.

Global and China Animation Industry Report, 2015 highlights the followings:

- Overview of global animation industry, mainly involving support policies, industrial pattern, as well as development model and profit model of U.S., Japanese and South Korean animation industries
- Overview of China's animation industry, including support policies, output value, type of company, competitive landscape, etc.
- Analysis of the Chinese animation production and distribution markets, covering mainly TV animation, animated film, animation game, cartoon, new media market and animation industrial base
- Analysis of China's animation derivatives industries, involving cartoon toys, animation apparel, theme park, etc.
- Operation, anime works, business model, development strategy, performance forecast of 8 multinational companies and 9 Chinese animation companies

Contents:
1. Overview of Animation Industry
   1.1 Basic Concept
   1.2 Industrial Chain
6.3.1 Profile
6.3.2 Development History
6.3.3 Brand Introduction
6.3.4 Operation
6.3.5 Development Planning
6.4 DreamWorks
6.4.1 Profile
6.4.2 Operation
6.5 Pixar Animation
6.5.1 Profile
6.5.2 Development History
6.5.3 Operation
6.6 Toei Animation
6.6.1 Profile
6.6.2 Development History
6.6.3 Operation
6.7 Sotsu
6.7.1 Profile
6.7.2 Development History
6.7.3 Operation
6.8 Studio Ghibli

7. Typical Enterprises in China's Animation Industry
7.1 Guangdong Alpha Animation and Culture Co., Ltd.
7.1.1 Profile
7.1.2 Development History
7.1.3 Operation
7.1.4 Revenue Structure
7.1.5 Gross Margin
7.1.6 R&D Costs
7.1.7 Competitive Edges
7.1.8 Full Acquisition of Beijing April Star Network Technology Co., Ltd.
7.1.9 Strategic Layout
7.1.10 Performance Forecast
7.2 Meisheng Cultural & Creative Corp., Ltd.
7.2.1 Profile
7.2.2 Development History
7.2.3 Products
7.2.4 Operation
7.2.5 Revenue Structure
7.2.6 Gross Margin
7.2.7 Subsidiaries and Joint-Stock Companies
7.2.8 Acquisition of Shanghai Yingqi Animation
7.2.9 Cooperation with Alibaba Pictures
7.2.10 Performance Forecast
7.3 Huawei Technology Co., Ltd.
7.3.1 Profile
7.3.2 Development History
7.3.3 Operation
7.3.4 Revenue Structure
7.3.5 Gross Margin
7.3.6 R&D Costs
7.3.7 Customers and Suppliers
7.3.8 Subsidiaries and Joint-Stock Companies
7.3.9 Acquisitions
7.3.10 Performance Forecast
7.4 Fantawild Holdings Inc.
7.4.1 Profile
7.4.2 Business
7.4.3 Development Strategy
7.5 Taomee Holdings Limited
7.5.1 Profile
7.5.2 Development History
7.5.3 Business
7.5.4 Operation
7.6 CCTV Animation Inc.
7.7 Zhejiang Zhongnan Animation Co. Ltd
7.7.1 Profile
7.7.2 Operation
7.7.3 Main Customers
7.7.4 R&D Costs
7.7.5 Cooperation with Royal Group
7.8 Toonmax Media Co., Ltd.
7.8.1 Profile
7.8.2 Business
7.8.3 Advantages and Disadvantages
7.9 Tencent Animation

8. Market Summary and Development Forecast
8.1 Market Summary
8.2 Development Forecast
8.2.1 Drivers
8.2.2 Output Value Forecast

Selected Charts

Animation Industry Chain
Business Model of Animation Industry
Characteristics of “Industrial Culturalization” and “Cultural Industrialization”
Themes Embodied in Classic Cartoon Images in U.S. and Japan
Broadcast of Classic Cartoon Images
Correlation Effects of Animation Industry
Support Policies on Animation Industry and Effects in Developed Nations
Support Measures on Animation Industry in Overseas Countries
Three Echelons of Global Animation Industry
Comparison of the Development of Animation Industry in Major Countries
Development History of Animation Industry in the United States
Animation Industry Chain in United States
Animation Market Structure in Japan, 2002-2013
Production Length of Child Family Animation and Late-night TV Animation in Japan, 2002-2014
Development History of Animation Industry in Japan
Animation Industry Chain in Japan
Investment Chain of Animation Industry in Japan
Support Policies on Animation Industry in China
Output Value and YoY Change of Animation Industry in China, 2009-2014
Major Participants in Animation Industry
Major Typical Companies in China’s Animation Industry Chain
Major Animation Images and Producers in China, 2007-2015
Government Subsidies to Animation Industry in China
Comparison of Six Animation Satellite TV Channels in China
Major Listed Companies in Animation Derivative Industry in China
Revenue and Net Income of Major Animation Derivatives Companies in China, 2014-2015
YoY Change in Revenue and Net Income of Major Animation Derivatives Companies in China, 2014-2015
Overseas Animation Companies’ Layout in China
Chinese Animation Content Consumer Market Structure, 2014
Number of Chinese Animation Companies that Had Been Financed, 2008-2014
Number of Chinese Cartoons, 2010-2015
Duration of Chinese Cartoons, 2007-2015
Number of Chinese Animated Films, 2009-2015
Box Office Revenue of the Chinese Animated Film Market, 2008-2015
Box Office Revenue Proportion of Domestic Animated Films to All Animated Films in China, 2009-2015
Number of Chinese Animated Films with Box Office Revenue of over RMB50 million, 2010-2014
Online Game Market Scale in China, 2011-2015
Structure of Online Game Market Scale in China, 2011-2015
Top10 Chinese Comic Works on ac.qq.com
New Media Distribution Channels for Animation
Revenue Structure of Guangdong Alpha Animation and Culture by Region, 2006-2014
Gross Margin of Guangdong Alpha Animation and Culture by Business, 2010-2015
R&D Costs and % of Total Revenue of Guangdong Alpha Animation and Culture, 2011-2015
Development History of Business Industrial Chain of Guangdong Alpha Animation and Culture
Revenue and Net Income of Guangdong Alpha Animation and Culture, 2015-2017E
Development Course of Meisheng Cultural & Creative
Apparel Products of Meisheng Cultural & Creative
Revenue and Net Income of Meisheng Cultural & Creative, 2010-2015
Revenue Structure of Meisheng Cultural & Creative by Business, 2009-2015
Revenue Structure of Meisheng Cultural & Creative by Region, 2009-2015
Gross Margin of Meisheng Cultural & Creative, 2010-2015
Operating Data of Subsidiaries and Joint-Stock Companies of Meisheng Cultural & Creative, 2015H1
Multi-Dimensional Cooperation between Meisheng Cultural & Creative and Alibaba Pictures
Revenue and Net Income of Meisheng Cultural & Creative, 2015-2017E
Development History of Huawei Technology
Revenue and Net Income of Huawei Technology, 2009-2015
Revenue Structure of Huawei Technology by Business, 2009-2015
Revenue Structure of Huawei Technology by Region, 2010-2015
Gross Margin of Huawei Technology by Product, 2010-2015
R&D Costs and % of Total Revenue of Huawei Technology, 2009-2014
Huawei Technology's Revenue from Top5 Customers and % of Total Revenue, 2014
Huawei Technology Procurement from Top5 Suppliers and % of Total Procurement, 2014
Operating Data of Subsidiaries and Joint-Stock Companies of Huawei Technology, 2015H1
Revenue and Net Income of Huawei Technology, 2015-2017E
Industrial Bases of Fantawild
Theme Parks of Fantawild in China
Culture Content Products and Services of Fantawild
Development Planning of Fantawild
Development History of Taomee
Businesses of Taomee
Key Operating Indicators of Taomee, 2014-2015
Development Overview of CCTV Animation
Partners of Zoland Animation
Key Operating Indicators of Zoland Animation, 2013-2015
Revenue and Gross Margin of Zoland Animation by Business, 2013-2014
Revenue Breakdown of Zoland Animation by Region, 2013-2014
Zoland Animation's Revenue from Top5 Customers and % of Total Revenue, 2015H1
R&D Costs and % of Total Revenue of Zoland Animation, 2013-2015
Business Architecture of Toonmax Media
Partners of Toonmax Media
Comparison of Distribution Channels for Animation Products
Urbanization Rate in China, 1970-2014
Fertility Rate in China, 1952-2014

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