



# China's Media & Entertainment Law: Television: Jan 2013 Edition

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Television in China is a great source of both opportunity and frustration for interested parties, particularly foreign investors seeking access to the domestic Chinese market. This Television guide provides an overview of the current legal environment of the television industry in China, setting out the core principles behind the rules and regulations, key administrative bodies and procedures governing the industry, and also includes the full text of key regulations in English, as translated by TransAsia Lawyers. Written by experienced lawyers with over two decades of experience in the industry, this guide is a must-read for industry professionals, lawyers, academics and government agencies alike.

Four principal, long-term policies pervade the regulatory framework for the PRC television industry: censorship and content control, industry consolidation, technological advancement, and the dissemination of Chinese culture abroad. Despite the Chinese government's desire to develop its own presence internationally, foreign participation in the domestic television industry is not encouraged and many restrictions persist on both market entry and participation. However, with the rise of the internet, digital television and other new media platforms, opportunities exist for foreign companies, especially those that are able to offer advanced technology to enhance industry development.

As television is still the largest media sector in China in terms of both reach and influence, it is crucial to understand how policies are implemented, and the opportunities and challenges the industry presents. This guide provides analysis on how laws are implemented and applied in various sectors (such as cable, digital, satellite, video-on-demand and broadcasting) and across various formats (such as TV dramas and Animations).

This Television guide is part of the China's Media & Entertainment Law series, the first and only authoritative guide on the media and entertainment industry in China. The series is endorsed by China's State Administration of Radio, Film & Television, and supported by the State Administration for Industry & Commerce, the General Administration of Press & Publication and the PRC Ministry of Culture.

This guide includes an online access code to download the original Chinese texts of key regulations, along with additional content such as updated regulations, TransAsia news flashes and translations of PRC government policies.

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