

Analysis on the Trade of Cultural Products of Chinese TV Programs

Teng Kang

School of Economics Shanghai University, Jiading, Shanghai, China

tkang@shu.edu.cn

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Abstract. This paper mainly analyzes the current situation and causes of Chinese TV program cultural product trade. First of all, the data and charts show that the import and export trade of China's TV programs keeps a large deficit and the international competitiveness is insufficient. Moreover, the import and export trade of China's domestic television programs is mainly concentrated in Asian countries. Then, according to the present situation, this paper explores the reasons for its emergence. The cultural industry of China is not fully mature, has many restrictive factors and lacks the competitive vitality of the market. At the same time, cultural discount will also have a certain impact on the import and export volume of TV programs.

Introduction

Since the last decades, the overall trend of the world economy has been developing towards the direction of trade liberalization and the opening of markets. With the deepening of the cultural exchange of all countries, the competition of the global economy has shifted from the trade in goods to the service trade, and the service level has become an important symbol of the modernization of a country, and it is no exception to the cultural industry and the international cultural trade. In the information age and the knowledge society, the growth of the cultural industry has become more and more powerful. In some countries, with the rapid development of the cultural industry, the cultural industry has become one of the pillar industries. The trade of cultural industry occupies a more and more important share and position in world trade. As one of the cultural industries, the TV program trade is accompanied by the development of the globalization circulation and the copyright trade of the film and television works, the cross-region communication of the television programs becomes an unstoppable trend, the external communication of the television programs can not only promote the communication and understanding between countries, It will also bring great benefits to the exporting countries, which will help the exporting countries to spread the core culture and values to the world, and further enhance their position and influence in the world cultural trade. China has a late start in the television industry, and it is not mature and standardized from the international level. According to the statistics of the Bureau of Statistics, China has a large volume of trade in the TV program, but the international competitiveness is weak, and in the international TV program trade market is mainly based on the identity of the buyer, In recent years, the phenomenon of introducing foreign television program mode into China is very frequent, especially in the introduction of various kinds of variety and reality TV program mode, and the import and export trade of TV programs has continued to be a great deal of trade deficit.

Literature Review

In recent years, scholars from all walks of life in China have done a lot of research and discussion on the problems existing in the domestic television industry, the development strategy of Chinese television programs and the comparison of trade competitiveness between Chinese and foreign television programs industries. The purpose of this paper is to promote the development of international trade of Chinese TV programs according to the shortcomings and defects of the development of Chinese TV programs and the successful experience of foreign countries, and to give full play to the influence and penetration of Chinese culture in the global scope. X.Y. Ma (2016) analyzes the phenomenon of "pan-entertainment" in China's TV programs, and summarizes

the positive and negative effects of the phenomenon of "pan-entertainment" in Chinese TV programs¹. Y.L. Dong(2013) thinks that there are still many problems in China's TV program copyright trade, especially in the international trade of TV program copyright. Although the volume of trade is large, it is often in a weak position when dealing with foreign countries². J. Wu(2008) analyzed the potential comparative advantage of Chinese TV programs in the international market by using the theory of dynamic comparative advantage³. C.Y. Zhang(2015) pointed out that China can draw lessons from the successful experiences of Japan and South Korea to enhance the competitiveness of international trade in TV programs and gradually expand the scale of trade in TV programs.

Current Situation of International Trade Development of Chinese TV Programs

Television programs refer to television stations or organizations in society that produce television programs, such as television advertising companies, television cultural communication companies, film and television production companies, etc. An audiovisual work produced in exchange and sale that expresses a complete content for perception, understanding, and appreciation. TV programs consist of many types and are divided according to different standard TV programs. According to the way of program production, it can be divided into live program, film program and video program; according to the nature and function of the program, it can be divided into news program, educational program, literary program and service program. According to statistics, in the past ten years, the comprehensive population coverage rate of television programs in China has been over 96 percent, with 233100 TV dramas broadcast in 2015 and 17796010 hours of public television programs broadcast in 2015. The coverage of TV programs is very wide⁴.

As one of the main cultural carriers, TV programs play an important role in the process of spreading a country's values. Table 1 shows total imports and exports of television programs from 2008 to 2015:

Table 1 total imports and exports of television programs from 2008 to 2015

| Year(¥ million) | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
|--|-------|--------|-------|-------|-------|-------|-------|-------|
| total imports of television programmes | 99398 | 209024 | 58658 | 62534 | 54099 | 43047 | 49146 | 45421 |
| total imports of TV series | 29466 | 169807 | 24498 | 39584 | 34564 | 21450 | 26887 | 24293 |
| total imports of animated TV | 44472 | 11028 | 4432 | 1489 | 702 | 247 | 128 | 878 |
| total ocumentary imports | 7488 | 5275 | 9273 | 5976 | 3683 | | | |
| total exports of television programmes | 51332 | 27226 | 18166 | 22824 | 22662 | 21010 | 9173 | 12476 |
| total exports of TV series | 37705 | 20795 | 9250 | 15020 | 14649 | 7484 | 3584 | 7525 |
| total exports of animated TV | 10059 | 3190 | 4894 | 3105 | 3662 | 11133 | 4456 | 2948 |
| total documentary exports | 901 | 746 | 2693 | 3226 | 1834 | | | |

As can be seen from the table above, the phenomenon of the TV play's trade deficit is very clear, and in 2014 and 2015, whether it is a TV series, an animated TV or a documentary, there is a huge trade deficit. The total import and export of TV programs is analyzed, as shown in Figure 1 and Figure 2 below.

¹ X.Y. Ma: *A study on the phenomenon of pan-entertainment in TV programs* (Ph.D., Harbin normal University, China 2016), p.40.

² Y.L. Dong: *A study on copyright Trade of TV programs in China* (Ph.D., Shandong University, China 2013), p.13.

³ J. Wu: *Comparative advantage of Chinese TV programs* (Ph.D., Hunan University, China 2008), p.41.

⁴ Data from the National Bureau of Statistics

It can be seen that from 2008 to 2015, China's TV program trade has always maintained a large deficit, and has shown a trend of expansion year by year. The above table shows the total amount of China's television program import and export in the past eight years and the reverse difference of China's television program trade. From the chart above, we can see that since 2008, although China's trade in television program services has developed rapidly, the export volume has expanded from ¥ 124.76 million to ¥ 513.32 million in 2015, an increase of 311%, and the amount of imports has risen from ¥ 454.2 million to ¥ 993.98 million. China's TV program trade deficit for eight consecutive years reached a maximum of ¥ 1.817978 billion in 2014 (see fig. 2). Under the influence of the financial crisis, the trade deficit has been increasing since 2010. TV series and animated TV are the main components of the cultural service trade of TV programs in China. The sum of the export value of the two accounts for more than 80% of the total export of TV programs. Therefore, it is feasible and necessary to promote the export of TV series and animated TV in China, so as to promote the total export of TV programs and enhance the competitiveness of China's cultural service trade.

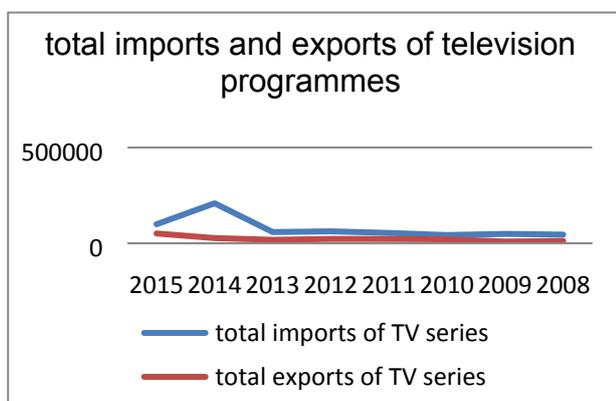


Fig. 1

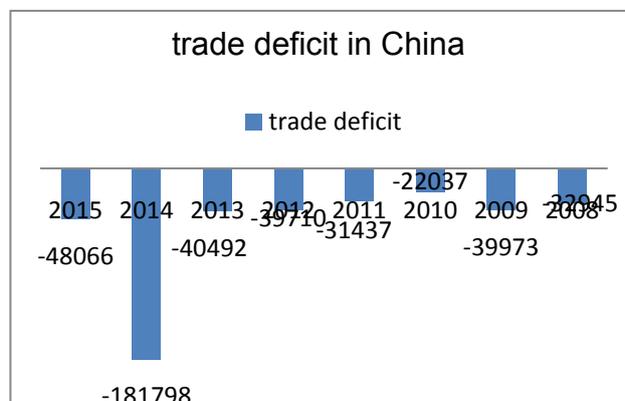


Fig. 2

In addition, according to the data analysis of China Bureau of Statistics, it is found that the main export and import destinations of TV programs in mainland China are Asia, and there are obvious cross-regional differences in imports and exports. Also it can be found that in 2015, the total export value of Chinese TV programs to Asia was ¥ 351.0145 million, accounting for 68.38% of the total exports to the world. China exports ¥ 351.0145 million to Japan, South Korea, Southeast Asia, Hong Kong and Taiwan, accounting for ¥ 94.68 of total exports to Asia. China's total imports to Asia amounted to 656.2735 million, accounting for ¥ 66.03 of the total imports to the world. China imports ¥ 655.7617 million to Japan, South Korea, Southeast Asia, Hong Kong and Taiwan, accounting for 99.92 percent of total exports to Asia.

An Analysis of the Current Situation of Chinese TV Programs

China's domestic TV program trade has always maintained a large deficit and showed a trend of expanding year by year. At the same time, the main export and import places of TV programs are concentrated in Asia, which may have the following reasons.

First of all, since China's accession to the World Trade Organization, the degree of opening up to the outside world has been increasing. However, the related cultural industries, such as radio, television, film services, and so on, involve national information security and national cultural security. Therefore, China has always maintained a cautious attitude towards foreign cultural product providers entering the domestic market. The degree of opening up to the outside world of cultural products of TV programs is still at a relatively low level, and the television industry is still relatively closed. The State Administration of Radio and Television has a series of administrative

powers over the television industry under the high control of the government. For example, Section 43 of the regulations on Radio and Television Administration regulates the television festival and examines its content and quality; In exceptional circumstances, a decision may be made to stop broadcasting, to replace a particular program or to designate the transmission of a particular program; Articles 39, 40 and 41 refer to foreign films, television dramas and other radio and television programs approved by the censors for use in television stations; To authorize other institutions to examine and approve other foreign radio and television programs to be broadcast by television stations; to stipulate the proportion of the time of broadcasting overseas radio and television programs by television stations to the total broadcast time of radio and television programs; TV stations shall be authorized to import and relay overseas radio and television programs by means of satellite transmission. The main body of TV program products in China is the national administrative institution, which leads to its inability to become the main body of market competition, and the lack of market competitiveness of television program products. This is one of the reasons why China's domestic TV program trade has always maintained a large deficit, and showing a trend of expansion year by year.

Secondly, cultural products are different from other general commodities, cultural products because of their language, cultural background, historical traditions and other differences lead to its not necessarily well recognized, that is, cultural discounts. Cultural discount refers to the cultural products in the international market which are not recognized or understood by the audience in other regions because of cultural background differences. The content of television programs is derived from a culture and is therefore of great appeal to those who live in it and are more familiar with it, while those who are not familiar with it will be significantly less attractive, This also explains why the products of television programs imported and exported in China are mainly concentrated in Southeast Asia, Japan and South Korea in Asia, due to cultural differences and different levels of cultural cognition. When people accept unfamiliar television products, their interests, understanding, etc., are greatly compromised, while people living in the same environment have the same common sense and lifestyle. It is easier to understand and identify with the values and historical views that TV programs convey. Therefore, in order to enter the international television market and improve the international competitiveness of domestic TV products, we need to surmount the cultural barriers in the region and improve the international competitiveness in cross-cultural communication.

Summary

In this paper, through a series of data and graphs, the author first shows that the present situation of international trade in China's television shows that there is a large deficit in the import and export trade, the defect of the international competitiveness is insufficient, and the import and export trade of the television programs in China is mainly concentrated in the Asian countries. After that, according to the present situation, the cultural industry of our country is not mature, the restriction factor is more, the openness of the TV program product is not large enough, the market lacks the competitive vitality; At the same time, cultural discount will have a certain influence on the import and export of TV program trade and the main import and export area.

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