

2006-2007 Annual Report on the Development of China's Animation Industry

报告大纲

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一、报告简介

观研报告网发布的《2006-2007 Annual Report on the Development of China's Animation Industry》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

官网地址：<http://baogao.chinabaogao.com/xiantiyongpin/2989729897.html>

报告价格：电子版: 8200元 纸介版：8200元 电子和纸介版: 8500

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二、报告目录及图表目录

Report Highlights The animation industry represented by caricature, cartoon, animation, game, and multimedia content products takes a rising position in the global economy, gradually becoming another pillar industry after the software industry. Characterized by broad consumer groups, huge market demand, long product lifecycle, and high value added, the animation industry is a capital-intensive, technology-intensive, knowledge-intensive, and labor-intensive culture industry. At present, it has become a pillar industry in many developed countries. In the 21st century, it will become a dominant sector guiding the development of the world's knowledge economy as a whole. China is a country with about 500 million consumers for animation and carton products. However, at present, the animation industry does not meet the vast market demand. Supply by far falls short of demand. Meanwhile, China's animation industry faces numerous problems in its rapid development. Supporting system of industry policy, poor original creation capability, incomplete industry chain, and shortage of human resources all hinder its development. In the face of competition and changes and challenges in the market, CCID Consulting releases the 2006-2007 Annual Report on the Development of China's Animation Industry, which helps enterprises, investors, government departments, and animation industry bases grasp the laws governing the development of China's animation industry in the following aspects, and comb the development course of market segments - Presenting accurate industry description data, the report depicts the development and changes in the industry in the dimension of market size, number of enterprises, quantity of products, and market segments, to discern the industry's development trend. It conducts in-depth analysis of the links of the industry chain, and identifies key obstacles for the industry from the angle of literary stories, cartoon production, animated cartoons, audio/video products, derivative products and games, so as to provide pertinent solutions. Moreover, the report presents objective analysis of industry bases and major enterprises across the country, and sums up the experience of leading industry bases and major enterprises. Framework of the Report

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