

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

报告大纲

观研报告网

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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 Creative 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/2995329953.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

Research fields: online games, DTV, films, animation, industrial design, advertising, creative real estate and others. Enterprises involved: Shanda, Kingsoft, Softstar, Time Warner, CFC, CCTV, creative industry bases, etc. Report Highlights In 2006, China's creative industry got into the period of fast growth. Industry clusters represented by online games started to expand to other creative fields. Films, animation and industrial design became the core of the industry in 2006. As large brands' superiority weakens, small and medium brands were rising. The long tail loomed large in market competition. Entertainment remained the primary impetus for the creative industry in 2006: Online games and films contributing 40% to the growth of the market size. Meanwhile, thanks to the promulgation of relevant policies, the market share of animation soared 150% from 2005. Moreover, as infrastructure keeps improving, the digital film, DTV, and mobile game industries are entering the period of fast growth. Facing to competition, changes and challenges in the market, CCID Consulting releases the 2006-2007 Annual Report on the Development of China's Creative Industry, which helps vendors, investors, and industry chain grasp the pulse of China's creative industry in the following aspects, and comb the development course of segment application value - Backed by accurate market description data, the report depicts the development of the industry in 2006 from various angles, e.g. industry structure, competitiveness of key fields, regional distribution of the industry, and influence of related industries, to discern the industry's development trend. In briefly analyzing major brands' competition performance in 2006, it sums up enterprises' successes and failures in the dimension of shares of market segments, competition situation, and competition strategy, and reviews the performance of leading players. After presenting in-depth quantitative forecast of the market, it conducts modeling regression and expert verification for the whole market and market segments, and obtains valuable trend analysis and quantitative results. Moreover, it examines impetuses and obstacles to market segments, and conducts multidimensional analysis of user demand.

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