2018 CHINA FILM INSIDER MEDIA KIT
Launched in 2015, China Film Insider is a leading trade publication that reports on the relationship between China’s film industry, Hollywood, and the rest of the world.

Our readers range from filmmakers to media professionals around the world. We provide daily news and in-depth analyses of the exchanges of capital, information, and talent flowing between China and Hollywood.
Readership

Part Two

Our readers are film industry professionals, investors, film festival and market organizers, broadcasters, entertainment attorneys, film journalists, and individuals who are involved in the dialogue between China and the rest of the world.
Reader Demographics

**Age**
- 25-34: 37%
- 35-44: 17%
- 45-54: 12%
- 55+: 8%

**Gender**
- Male: 63%
- Female: 37%

**Region**
- North America: 37%
- Europe: 13%
- India: 12%
- China: 7%
- Others: 31%

**Industry**
- Film & TV: 68%
- Marketing/PR: 6%
- Others: 9%
- Finance: 9%
- Legal: 3%
- Academia: 4%
- Government: 5%
Coverage

Part Three
We provide selected content to Western and Chinese film and media executives, investment firms, talent representatives and filmmakers themselves, and those who hope to better understand the world’s second largest film market.

**Panel Discussions**
CFI partners with industry leaders to present web panels on a regular basis, which cover the most important and relevant topics in film and feature speakers with both comprehensive understanding of industry landscape and experiences.

**Daily Newsletter**
Our daily newsletter is a digest of news and the best articles on CFI. The newsletter serves as an important resource of the latest updates in the Chinese film market and beyond to our readers.

**Events Calendar**
There is information on global film events, including film festivals, markets, financing forums, and industry conferences.
In an unexpected turn of events, Chinese romantic comedy The Ex-Fox 3: The Return of The Exes overtook Star Wars: The Last Jedi in China, earning $45 million the first weekend it opened, despite a much smaller screen count. Not only was The Ex-Fox 3 selling well, clips of moviegoers crying after the movie were quickly circulating online.

China’s reluctance to the Star Wars franchise may be understandable, given the series’ short history in Chinese theaters, but that still does not explain The Ex-Fox 3 box office success. Domestic rom-coms do not exactly have an enviable track record, the 2015 romantic drama

The project $800 million finish for Transformers: The Last Knight in China may appear healthy in Paramount’s books, but its significant decline from 2014’s Age of Extinction signals a change in fortune not only for China’s most lucrative franchise, but Hollywood franchises in general.

Paramount’s Transformers franchise is the perfect metric to gauge the health of Hollywood in China. The five installments have released on average every two years over the past decade as either the highest-grossing or 2nd highest-grossing film of the year, and their dominance in the territory has coincided with the exponential box office boom in the market as a whole.

The graph above charts the percentage growth in both the Transformers franchise and China’s annual box office from 2007 to 2017 and remarkably, the two almost perfectly mirror each other through the first four installments: Transformers (2007), Revenge of the Fallen (2009), Dark of the Moon (2011), and Age of Extinction (2014).

And while it would’ve been foolish to expect The Last Knight’s box office performance to match the projected 80% increase in annual box office from 2016 to 2017, the significant 17% decline from The Age of Extinction is a worrying sign for both Paramount and other Hollywood studios who have come too complacent thinking that Chinese audiences will swallow whatever garbage they show down their throats.

The phenomenal popularity of the film has triggered the public’s curiosity about its profits. How much money has been made and by whom? Efforts to figure out its financing structure brought a technical term back into public circulation again: a variation adjustment mechanism agreement (VAMA).

A VAMA is a common measure used in M&A deals. A buyer/investor and a seller/financier sign a contract setting out the value adjustment triggering conditions. Value or payment will be adjusted according to how many of the conditions are met. Generally, the seller/financier will get higher payments if the goals are achieved, the buyer/investor will be compensated if the goals are not met.
Headlines From China

02

Cultural And Entertainment Industry Trends In 2018

With China's "two sessions," the annual meetings of the national legislature and the top political advisory body opening in Beijing, and superheroes attending the meetings, a few trends have emerged that will likely affect the Chinese cultural and entertainment industry this year. Other than K-pop, K-drama, and blockchain being the most-discussed buzzwords, questions have been raised about how to prevent content theft in TV and film works. The superheroes representatives are contributing more to the meetings this year, prophesizing that public opinion will matter in entertainment, cultural and film. Read more on shanghaiobserver.com

Chinese Films No Longer Dependent On Celebrity Actors

With the increasing strength of the animation industry and the rise of streaming platforms, Chinese film producers are not relying as much on celebrity actors. This trend is expected to continue in 2018, as the industry looks to create more original content. Read more on chinadaily.com.cn

Why Are There So Many Production Companies Behind Chinese Films?

It might be surprising to many, but there are over 500 production companies that have co-produced the five most popular Chinese New Year films. The main reason for this is to minimize risks. Because film-making is an unpredictable art, having multiple production companies would certainly make the investments less risky. However, this Hollywood-style film-making is not as practical, most likely due to the fact that their box office is more predictable than in China. Read more on chinadaily.com.cn

HEADLINES FROM CHINA: MONKEY KING NO LONGER A MARKETABLE IP?

Monkey King No Longer A Marketable IP?

Journey to the West, one of the Four Great Classical Novels and its characters have long been a favorite among Chinese audiences and there is at least one film adaptation released every Chinese New Year. 2018 is no exception, Monkey King 2, produced by Filmco Entertainment, and released on February 16, is the latest Journey-to-the-West-themed film. Coating 50 million yuan ($7.6 million), the film opened to 170 million yuan ($26.8 million) in box office earnings, but was quickly overtaken by animation film Boonie Bears: The Big Thaw. Its projected ticket sales is under 1 billion yuan ($157 million), much less than that of Monster Hunt 2, Detective Chinatown 2 and Operation Red Sea. In the past few years, The Monkey King, The Monkey King 2, and Stephen Chow's Journey to the West: Conquering the Demons and Journey to the West: The Demons Strike Back, based on the classic novel have all been box office winners. Further, The Monkey King 3 is only rated 4.7 on review site Douban, making many question whether the moviegoers are tired of remixes of Journey to the West. Read more on chinadaily.com.cn

China's Special Effects Industry Not Picking Up

Box office leaders Monster Hunt 2 and Detective Chinatown 2 have something in common: their special effects are done by the same company named Base FX. Established in 2006, the company has projects and teams all over the world and has won three Emmy Awards. Even so, Base FX is mostly not known to the general public. It has been reported that the special effects industry is an extremely competitive one with high turnover rates, regardless of what projects a company has worked on. Asymptotic Visual Effects had to close in 2017 after having done special effects for The Great Wall and The Great Wall, of the same era. It is not clear that this

HEADLINES FROM CHINA: BOX OFFICE

Box Office: "Operation Red Sea" Is Projected To Reach $429 Million

Action thriller Operation Red Sea has garnered an accumulated 2.3 billion yuan at the box office so far, having opened less than two weeks ago. Industry professionals believe that the box office will eventually get to 4 billion yuan ($625 million). Opening on Chinese New Year's day, and having little time for its marketing efforts, Operation Red Sea's success was not foreseeable at first. However, positive reviews quickly poured in, and in turn, brought ticket sales. The incredible box office numbers of the film plusuggy that mainstream and modern military films have made in recent years have raised interest in the genre. Read more on chinadaily.com.cn

Mega-Family Films Needed In China

While China's box office has been astonishingly growing every year, there have not been enough films for the entire family to enjoy. Even Monster Hunt 2, which was marketed as an all-ages film, does not hit the spot for everyone. Family films should be understood as something that entertains people of all ages, which at the same time meets everyone's tastes. Some of the family films that have successfully done both are Disney's Zootopia, Coco, and Hollywood-themed film Dangal. Read more on chinadaily.com.cn
Tencent Report 2018: A Short Introduction to Asia's Most Important and Least Understood Company

This short report aims to layout the basics of Tencent's structure and some detail on their higher management and financials. READ MORE

HEADLINES FROM CHINA

1. Alibaba Now Holds Shares In All Major Film Companies En Group
dafenghao
2. "Monster Hunt 2" To Collaborate With CCTV New Year's Gala
3. Hong Kong Film Awards Nominations 2018 Mtime
4. How the Partnership between Wanda Film and Alibaba May Impact China's Online Ticketing Sector Xinhu

China Film Insider Weekly Wrap-Up

March 4, 2018

iQiyi Reveals User Numbers and Net Loss Since Inception in IPO Filing

iQiyi (爱奇艺), the Chinese entertainment company famous for its video streaming service filed for an initial public offering in the United States. In the filing, iQiyi stated that "We have had a net loss since its inception and may continue to suffer losses in the future." READ MORE
CFI AND CHINA HOLLYWOOD SOCIETY CO-PRESENT WEB PANEL “FILM, FINANCE, AND CHINA” JAN 25

BY CHINAFILMINSDER / JAN 18, 2018

Join the China Hollywood Society and China Film Insider for our second jointly hosted online event: a web panel discussing co-financing with China.

Left to Right:

We’ll discuss what co-financing models exist, what the trends are, and what pitfalls to avoid as an independent producer.

Our panelists will include Bennett Pози, Executive VP at East West Bank; Cristiano Bortone of Bridging The Dragon, as well as returning speaker Rob Cain, founder of ChinaFilmBiz and writer at Forbes.

Sign up now to reserve, as spots are free but limited. Participants are welcome to ask the panelists.

CHINA FILM INSIDER AND CHINA HOLLYWOOD SOCIETY CO-PRESENT WEB PANEL: “INSIDE THE CHINA BOX OFFICE”

BY CHINAFILMINSDER / SEP 12, 2017

China Film Insider is partnering with the China Hollywood Society to jointly present our first online event!

“Inside The China Box Office”, a web panel discussing the ins and outs of the China Box Office, will take place on Thursday, September 14 at 11 am PST/2 pm EST online.

Industry experts from both the United States and China will discuss the current state of China box office, how it’s different from Hollywood, dollar splits, growth, and how to navigate the Chinese box office as an independent producer.

Our panelists will include Rob Cain, founder of ChinaFilmBiz and writer at Forbes; Jonathan Papish, reporter and writer at China Film Insider; and Yuan Yuan, USC Peter Stark alumnus and independent producer based out of L. A. and China.
DAILY BRIEF: FEB 22, 2018

1. China’s media is in a celebration of Sit
   Zentropa Joins Forces With
   Rikke Ennis, the boss of leading Danish powerhouse Zentropa, has joined forces with the company, to co-produce films for C

2. Hollywood and C
   Pacific Rim was suco by both Hollywood in
   Air Bud Entertainment Ente
   China’s Largest Online Vido
   Air Bud Entertainment (ABE), the brand that has, for the past 20 years, been known for bringing animal films, has entered into an entertainment leader iQiyi. PR News

3. Record number
   A record number of schools in China. Mo
   exam, 18 percent me
   CCTV should apologise for i
   world that it, too, knows hou
   In China, state-run China Central Te
   variety show featuring a Chinese ac
   performer playing a monkey. South

4. Baidu’s iQiyi: Mc
   Baidu (BIDU) recently produced China’s Netflix. Athos
   Alpha

5. Berlin: China’s Arthouse Cir
   The ability to import films from out
   armory of the Nationwide Alliance c
   screen that was launched in China

UPCOMING EVENTS

February 2018

Winter Film Awards International Film Festival
February 22 - March 3
Cinema Village, (22 East 12th Street
New York, NY United States + Google Map

Winter Film Awards is New York City. Like the city itself, the organization showcases the eclectic diversity and excitement of the independent arts world. The rapidly growing Winter Film Awards International Film Festival, now in its seventh year, is a dynamic and exciting event in the heart of the City. The 2018 Festival runs February 22 – March 3 in New York City. Among the 93 Official Selections to be screened at Cinema Village in the heart of Greenwich Village (22 East 12th...
Part Four

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