







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





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.

Readership 2

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.





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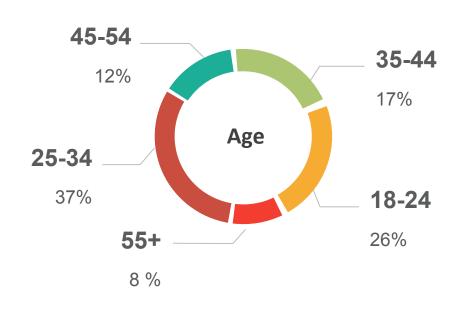


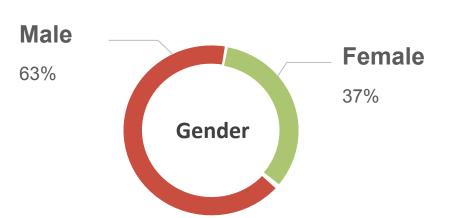
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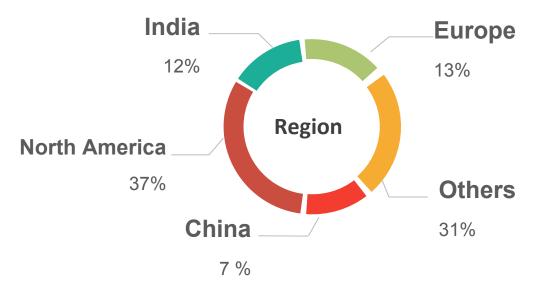


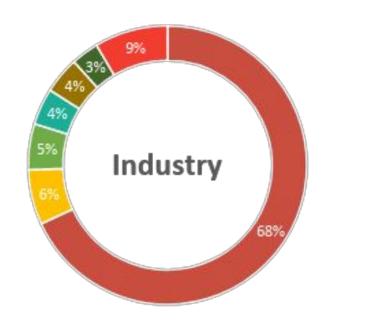
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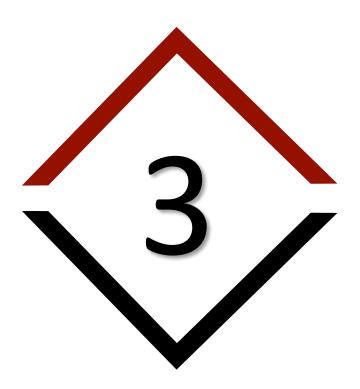




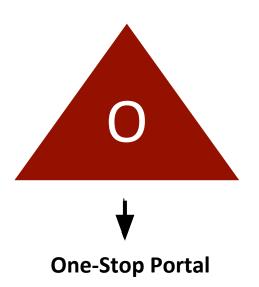


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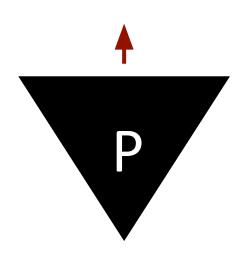
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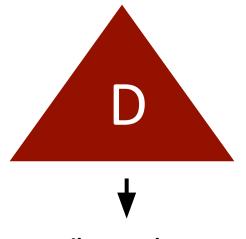


We provide selected content to Western and Chinese film and media executives, investment firms, talent representatives and filmmakers themselves, and those who hope to better understand the world's second largest film market.

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.



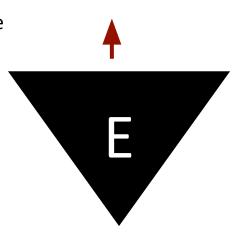


Daily Newsletter

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-Depth Analysis

OPINION

THE SUCCESS OF ATYPICAL ROMANCE FILMS AND CHINA'S CHANGING MOVIEGOER DEMOGRAPHICS

BY LINAN CHEN / MAR 9, 2018



In an unexpected turn of events, Chinese romantic comedy *The Ex-File 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-File 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-File 3*'s box office success. Domestic rom-coms do not exactly have an enviable track record; the 2015 romantic drama

DOY OFFICE

WHY CHINA'S \$250M IS A DISASTER FOR 'TRANSFORMERS' AND WHAT IT MEANS FOR OTHER HOLLYWOOD FRANCHISES

BY JONATHAN PAPISH / JUN 28, 2017

The projected \$250 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 farfetched to expect *The Last Knight*'s box office performance to match the projected 80% increase in annual box office from 2014 to 2017, the significant 17% decline from *The Age of Extinction* is a worrisome sign for both Paramount and other Hollywood studios who have become far too complacent thinking that Chinese audiences will swallow whatever garbage they shove down their throats.

RECOMMENDED READING

China Box Office: 'Transformers' Fatigue Spreads to China

By Jonathan Papish



IINASDI AINING

HOW MUCH MONEY HAS 'WOLF WARRIORS 2' MADE AND WHO GETS IT?

BY QIN QIAN / AUG 8, 2017



Film still from 'Wolf Warrior II.' Photo: Courtesy of Beijing Century Media.

After setting the box office records for reaching 1 billion, 2 billion and 3 billion yuan, Wolf Warriors 2 finally beat the 3.4-billion-yuan record set by The Mermaid on August 7, becoming the highest-grossing film in China, ever. And it took only 12 days. Some analysts expected its box office to exceed 4, or even 5, billion.

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 valuation adjustment mechanism agreement (VAM).

A VAM 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.

RECOMMENDED READING

China Box Office: 'Wolf Warriors II' Makes Fierce Debut, Threatening to Set New All-Time Record



02 Headlines From China

BOX OFFICE

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

BY CHINAFILMINSIDER / FEB 20, 2018



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 3, produced by Filmko Entertainment, and released on February 16, is the latest Journey-to-the-West-thermed film. Costing 550 million yuan (\$86.7 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 Shrink; 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 Chows Journey to the West: Conquering the Demons and Journey to the West: The Demons Strike Back, films 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 remakes of Journey to the West. Read more on D-entertainment

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. Asylum Visual Effects had to close in 2011 after having done special effects for The Curious Case Of Benjamin Button and Terminator Salvation, so did Fuel VFX, a company that has

HEADLINES FROM CHINA

HEADLINES FROM CHINA: CULTURAL AND ENTERTAINMENT INDUSTRY TRENDS IN 2018

BY CHINAFILMINSIDER / MAR 5, 2018



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 showbiz veterans attending the meetings, a few trends have emerged that will likely affect the Chinese cultural and entertainment industry this year. Other than Al, big data, and blockchain being the most-discussed buzzwords, questions have been raised about internet censorships and content regulations, especially when it comes to imported TV and film works. The showbiz representatives are contributing more to the meetings this year, proposing that public opinions matter in entertainment, cultural and film. Read more on shows/yeleguan

RECOMMENDED READING

Chinese TV Guilds Issue Salary Cap for Stars



Chinese Films No Longer Dependent On Celebrity Actors

None of the highest-grossing films in the last few months, including Chinese New Year box office winner Operation Red Sea, record-breaking action film Wolf Warrior 2, and tear-jerker drama film The Ex-File 3: The Return of the Exes, feature a star-studded cast, proving that there are more factors that influence a film's box office than its cast. Although some films have heavily relied on its cast to guarantee box office success, it is clear that Chinese films are becoming more content-driven. Operation Red Sea quickly topped the box office because of its action-packed theme and high production quality; similarly, The Ex-File 3 was able to resonate with the audiences telling breakup stories. Featuring fewer highly popular celebrities also helps films be cost-effective.

IFADLINES FROM CHINA

HEADLINES FROM CHINA: WHY ARE THERE SO MANY PRODUCTION COMPANIES BEHIND CHINESE FILMS?

BY CHINAFILMINSIDER / FEB 27, 2018



Why Are There So Many Production Companies Behind Chinese Films?

It might be surprising to many, but there are over 100 production companies that have coproduced the five most popular Chinese New Year films. The main reason for this is to minimize risks; fantasy film Mojin-The Lost Legend, co-produced by Wanda Group, Huayi Brothers, and Enlight Media, went over budget and cost a total of 250 million yuan (\$39 million). For a highbudget film like this, having multiple production companies would certainly make the investment less risky. However, fewer Hollywood films employ the same practice, most likely due to the fact that their box office is more predictable than in China. Read more on Mtime

COMMENDED READING

Headlines from China: A Run-down of China's Privat Studios in 2017



Box Office: "Operation Red Sea" Is Projected To Reach \$625 Million

Action thriller Operation Red See has garnered an accumulated 2.1 billion yuan at the box office so far, having opened less than two weeks ago, Industry professionals believe that the box office would 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 also signify that mainstream and modern military films have much potential to succeed. Read more on entgroup.cn

More Family Films Needed In China

While China's box office has been consistently 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, while at the same time meets everyone's values. Some of the family films that have successfully done both are Disney's Zootopia, Coco, and Bollywood drama film Dangal. Read more on people.cn

RECOMMENDED READING

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ChinaFilmInsider

中国底片 WHERE HOLLYWOOD MEETS CHINA

MISSED OUR RECENT PANEL ON CHINA BOX OFFICE? CLICK HERE TO LISTEN A

February 16, 2018



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







Newsletter



HEADLINES FROM CHINA

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







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ChinaFilmInsider

中国底片 WHERE HOLLYWOOD MEETS CHINA



A PANEL YOU SHOULD NOT MISS FILM, FINANCE & CHINA

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 US. 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







Web Panel

NEW:

CFI AND CHINA HOLLYWOOD SOCIETY CO-PRESENT WEB PANEL "FILM, FINANCE, AND CHINA" JAN 25

BY CHINAFILMINSIDER / 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 Pozil**, 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

NEWS

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

BY CHINAFILMINSIDER / 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 28, 2018

China's media is

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Record number

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Baidu's iQiyi: Mc

Baidu (BIDU) recently China's Netflix. Altho Alpha

NEWS YOU SHOULD! DAILY BRIEF: FEB 22, 2018

NEWS YOU SHOULDN'T MISS

Zentropa Joins Forces With

Rikke Ennis, the boss of leading Sca Danish powerhouse Zentropa, has jo company, to co-produce films for C

Air Bud Entertainment Ente **China's Largest Online Vide**

Air Bud Entertainment (ABE), the bra that has, for the past 20 years, corndancing animal films, has entered ir entertainment leader iQiYi. PR News

world that it, too, knows how

In China, state-run China Central Te variety show featuring a Chinese ac performer playing a monkey. South

Berlin: China's Arthouse Cir

The ability to import films from outs armory of the Nationwide Alliance o screens 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

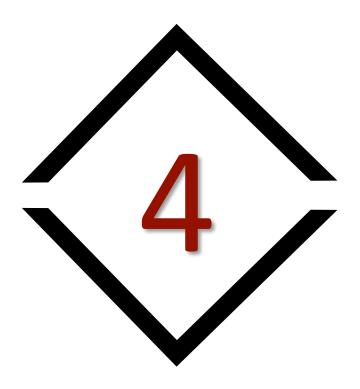
CCTV should apologise for i Winter Film Awards Is New York City. Like the city itself, the organization showcases the eclectic diversity and excitement of the independent arts world. The rapidly growing Winter Film Awards International Film Festival, now in its seventh year, is a dynamic and exciting 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...

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Daily Brief & Upcoming Events

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South China **Morning Post**



























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