

Com Qiyi Video Market

Ester Corvi

Controversy and Construction in Contemporary Aesthetics ,2023-11-13 The inclusion of this volume in Brill's Transcultural Aesthetics, a book series devoted primarily to multidisciplinary Western and non-Western aesthetics, is indispensable to enrich the nature and scope of contemporary aesthetics. Time and again, many aesthetic controversies have not been adequately addressed, and this has become a common concern among scholars in contemporary aesthetics. This volume therefore seeks to contribute new perspectives to these controversies by shedding light on some of the fresh views among the leading theorists working in the field today.

Zoning China Luzhou Li,2024-02-06 An examination of “cultural zoning” in China considers why government regulation of online video is so much more lenient than regulation of broadcast television. In *Zoning China*, Luzhou Li investigates why the Chinese government regulates online video relatively leniently while tightly controlling what appears on broadcast television. Li argues that television has largely been the province of the state, even as the market has dominated the development of online video. Thus online video became a space where people could question state media and the state's preferred ideological narratives about the nation, history, and society. Li connects this relatively unregulated arena to the “second channel” that opened up in the early days of economic reform—piracy in all its permutations. She compares the dual cultural sphere to China's economic zoning; the marketized domain of online video is the cultural equivalent of the Special Economic Zones, which were developed according to market principles in China's coastal cities. Li explains that although the relaxed oversight of online video may seem to represent a loosening of the party-state's grip on media, the practice of cultural zoning in fact demonstrates the state's strategic control of the media environment. She describes how China's online video industry developed into an original, creative force of production and distribution that connected domestic private production companies, transnational corporations, and a vast network of creative labor from amateurs to professional content creators. Li notes that China has increased state management of the internet since 2014, signaling that online and offline censorship standards may be unified. Cultural zoning as a technique of cultural governance, however, will likely remain.

Entering the Chinese e-Merging Market Danai Krokou,2018-12-11 The Chinese e-Merging Market is designed to work as a step-by-step guide to the online marketplace and social media landscape in China. Over the past decades China gained the reputation of being the world's factory, focusing solely on manufacturing exports. This is about to change. The role of e-commerce is tremendously important in the context of the Chinese government's stated goal of relying less on exports to the recession-stricken West and focusing more on domestic consumption as a driver for further economic growth. The Chinese e-Merging Market is designed to work as a step-by-step guide to the online marketplace and social media landscape in China. E-Commerce is an easier, faster, and far more cost-effective way of entering the Chinese market compared to more traditional entry methods. Chinese e-commerce offers great opportunities to Western companies seeking to do business in China without the hurdle of heavy upfront investment. This book aims to assist Western SMEs, business owners, entrepreneurs, investors, and business students to understand and ideally enter the Chinese e-merging market. It provides

practical advice, updated data, and relevant links for further reference that Western companies and entrepreneurs can use to establish their online business presence in China and to remain competitive in this tremendously challenging and profitable market.

International Digital Marketing in China Lala Hu, 2020-03-16 This book examines key issues in international digital marketing in China from a theoretical and empirical perspective. Divided into two main parts, it begins with an analysis of China's cultural characteristics and business environment, with a particular emphasis on the Chinese digital context. The book goes on to present original empirical studies and an investigation into recent challenges and opportunities for international firms in the fashion sector. With nearly 900 million internet users and an e-commerce market volume of over one thousand billion US dollars, China is the world's largest digital market. While this creates significant opportunities for international firms, there are many factors to consider when approaching this market. In order to understand the Chinese digital scenario, the book analyzes the characteristics of local internet platforms and consumer patterns. The book also presents a real-world case study on a luxury retail firm operating in China, Florentia Village, and the results from a questionnaire on Chinese mobile shoppers. On this basis, it provides a conceptual framework and discusses the theoretical and managerial implications for international firms operating in China, making it an enlightening book for scholars, students, and practitioners alike.

Unlocking the World's Largest E-market: A Guide To Selling on Chinese Social Media Ashley Dudarenok , This book is a must-have for anyone who's working with Chinese social media or planning to enter China. It's packed with the latest information, actionable insights and strategies for marketers to make the most of WeChat and Weibo. You'll learn about Chinese consumers, WeChat and Weibo working models and the outlook for digital trends in customer relationship management, artificial intelligence and what kind of changes 'New Retail' will bring. What Every Marketer Needs to Know about China How Your Business Can Harness Chinese Social Media WeChat: China's Operating System Weibo: China's Online Hotspot The Future: Get Ready for New Retail Whether you want to enter the market for the first time, expand your presence in China or provide services to Chinese tourists abroad, "Unlocking the World's Largest E-market" offers practical advice about selling on Chinese social media from someone who has seen the transformation in China's online world firsthand.

The Chinese e-Merging Market Danai Krokou, 2021-04-28 Over the past decades China gained the reputation of being the world's factory, focusing solely on manufacturing exports. This is about to change. The role of e-commerce is tremendously important in the context of the Chinese government's stated goal of relying less on exports to the recession-stricken West and focusing more on domestic consumption as a driver for further economic growth. China's online population is currently the largest online population worldwide. This book is aimed at assisting Western entrepreneurs, SMEs, investors and business students to understand and ideally enter the Chinese e-merging market. E-Commerce is an easy, fast, and cost-effective way of entering the Chinese market compared to more traditional ways of entry. It offers great opportunities for high profit gains to Western companies seeking to do business in China without the hurdle of heavy upfront investment. This book

is designed to work as a step-by-step guide to the online marketplace environment in China. It provides a detailed overview of the Chinese online market and proposes different strategies available to foreign companies. It contains practical advice, the latest data and relevant links for further reference that Western SMEs, investors, and entrepreneurs can use to establish their online presence in China.

Streaming and Screen Culture in Asia-Pacific Michael Samuel, Louisa Mitchell, 2022-10-15 This book is an interdisciplinary collection exploring the impact of emergent technologies on the production, distribution and reception of media content in the Asia-Pacific region. Exploring case studies from China, Japan, South Korea, India, Thailand and Australia, as well as American co-productions, this collection takes a Cultural Studies approach to the constantly evolving ways of accessing and interacting with visual content. The study of the social and technological impact of online on-demand services is a burgeoning field of investigation, dating back to the early-2010s. This project will be a valuable update to existing conversations, and a cornerstone for future discussions about topics such as online technologies, popular culture, soft power, and social media.

Chinnovation Ying Tan, 2011-05-04 It is widely-believed that China's entrepreneur class has grown and their businesses are succeeding primarily due to their knowledge of the domestic market, quick adaptation to market changes, and their resourcefulness. But innovation? Forget about it. Well, not quite. Drawing on a wealth of on-the-ground stories and thorough research, *Chinnovation: How Chinese Innovators Are Changing the World* shows how Chinese companies of every stripe have dispelled this myth and overcome the barriers to successful, profitable innovation. How did Neil Shen, co-founder of CTRIP Capital China, see the opportunity for a Chinese travel site? How did Ray Zhang, CEO of Ehi, scale up one of the most innovative hybrid car-rental companies in China? How did Zhang Tao, CEO of Dianping, start a ZAGAT-inspired user-review site for restaurants and establish a continuous process of innovation? Yinglan Tan has spent more than five years learning the secrets of Chinese innovators, a fast-growing subculture playing key roles in China's transformative transition from Made in China to Innovated in China. Learn: What is the path that an innovative Chinese private-owned enterprise take? How blue-chip innovators remix business models successfully in China? What are the capabilities that these innovative companies acquire? How they harness the necessary resources and navigate around legal restrictions? How do they attract, train and retain talent? How do these companies experiment with innovative approaches and also manage the risk of innovation? What are the lessons learnt and how would these entrepreneurial innovators advise others who are embarking on the same journey? China's rapid economic growth has made it a crucial market but multinational corporations are now competing with China's own homegrown businesses. *Chinnovation: How Chinese Innovators Are Changing The World* uncovers the common threads amongst Chinese entrepreneurs as they reach into a wider world.

The Business of Media Distribution Jeffrey C. Ulin, 2019-05-30 In this updated edition of the industry staple, veteran media executive Jeff Ulin relates business theory and practice across key global market segments—film, television, and online/digital—providing you with an insider's perspective that can't be found anywhere else. Learn how an idea moves from concept to

profit and how distribution dominates the bottom line: Hollywood stars may make the headlines, but marketing and distribution are the behind-the-scenes drivers converting content into cash. The third edition: Includes perspectives from key industry executives at studios, networks, agencies and online leaders, including Fox, Paramount, Lucasfilm, Endeavor, Tencent, MPAA, YouTube, Amazon, and many more; Explores the explosive growth of the Chinese market, including box office trends, participation in financing Hollywood feature films, and the surge in online usage; Illustrates how online streaming leaders like Netflix, Amazon, Apple, YouTube, Hulu and Facebook are changing the way TV content is distributed and consumed, and in cases how these services are moving into theatrical markets; Analyzes online influences and disruption throughout the distribution chain, and explains the risks and impact stemming from changing access points (e.g., stand-alone apps), delivery methods (over-the-top) and consumption patterns (e.g., binge watching); Breaks down historical film windows, the economic drivers behind them, and how online and digital delivery applications are changing the landscape. Ulin provides the virtual apprenticeship you need to demystify and manage the complicated media markets, understand how digital distribution has impacted the ecosystem, and glimpse into the future of how film and television content will be financed, distributed and watched. An online eResource contains further discussion on topics presented in the book.

Annual Report on Development of New Media in China Yin Yugong, 2012-12-01
It's projected that China's internet population will hit 718 million by 2013, comfortably the largest base of net users in the world. Central to this are issues of ownership, freedom and censorship. But what is China's perspective and on the proliferation of new media within China and what are its concerns? This revealing book outlines the phenomenal recent digital developments seen across China and the vast amount of new media and internet usage. Annual Report on Development of New Media in China (Volume 1) presents a clear analysis of the key characteristics and trends found in present day China. Comprehensive and research-based, it covers key subjects such as social media use in China, including Twitter and Facebook, search engines, including Google, plus news channels and news sites both Chinese and international. In addition, the authors examine the online gaming industry in China, the very latest regulations and laws that affect new media industries and digital activities, issues around blogging, plus the introduction of digital television and ebooks into China. The editor-in-chief is Yin Yugong, Director of the Institute of Journalism and Communication of CASS, the Chinese Academy of Social Sciences. Published by China specialists Paths International, in association with Social Science Academic Press (China).

Creativity and Culture in Greater China Chi-Cheung Leung, Sonny Shiu-Hing Lo, 2015-06-01
This publication unveils creative ideas on knowledge transfer from historical references to commercialization of cultural products. It adopts multidisciplinary, cross cultural, and experimental approaches to study the cultural industries, including art, music, popular culture, psychology, entrepreneurship, and economic studies. These scholarly thoughts and ideas were presented in the two conferences held at the Hong Kong Institute of Education in the summer of 2013. The chapters critically evaluate the current situation of the cultural industries and review the underlying relationships between the different sectors in the field. By assessing the development of the cultural industries, the authors hope that

market and government intervention can enhance further consolidation and minimize hindrance to the growth of creativity.

Advertisement and Market Approach Minerva Lawson, 2014-12-27 The commercialization of video editing tools and ease of sharing videos via video sharing sites such as YouTube has made the growth of the video industry explode rapidly. Presently, it doesn't matter if you are a small time marketer or a corporate giant, you stand lotsof gain through leveraging on videos to grow your business. This e-book aims to understand the strategies to start making money through videos immediately.

Securities Markets and Corporate Governance Yuwa Wei, 2016-04-01 This book explores the rationalities and functions of securities markets and takeover activities. Focusing on the Chinese experience of utilizing the securities market as an effective mechanism of corporate control, this volume analyses the future development of China's financial market in the era of economic globalization. Providing an overview of the historical development of the securities market and a literature review of the economic functions of stock markets, Securities Markets and Corporate Governance also examines the legal regimes governing securities markets and takeovers in some leading corporate economies including the US, Germany, Japan and the UK. This volume then focuses on the Chinese experience, proposing a model which balances internal corporate governance and external market control for China.

Videolised Society Jian Meng, Hui Zhao, 2023-12-26 This book traces the development of video (especially short video, duan shipin) in China over the past few years, exploring how these videos engaged with China's rapidly changing society, how they enriched existed theories of society, media and communication, and new theories to be extracted. The book offers a new, critical model for understanding the relationship between video, video theory, video industry and the State. This book sheds light on the overall description and explanation of the current socio-political, economic and cultural environment concerning the development of video (especially short video). It interprets the emergence of the "Social Videolization" through the subjects of media psychology, communication studies and cultural criticism, media industrial studies, sociology and anthropology.

Contemporary Research on E-business Technology and Strategy Vasil Khachidze, Tim Wang, Sohail Siddiqui, Vincent Liu, Sergio Cappuccio, Alicia Lim, 2012-10-05 This book constitutes the proceedings of the International Conference on E-business and Strategy, iCETS 2012, held in Tianjin, China, in August 2012. The 65 revised full papers presented were carefully reviewed and selected from 231 submissions. The papers feature contemporary research on developments in the fields of e-business technology, information management systems, and business strategy. Topics addressed are latest development on e-business technology, computer science and software engineering for e-business, e-business and e-commerce applications, social networking and social engineering for e-business, e-business strategic management and economics development, e-business education, entrepreneurship and e-learning, digital economy strategy, as well as internet and e-commerce policy.

Handbook on the Geographies of Creativity Anjeline de Dios, Lily Kong, 2020-09-25 How can the 'where' of creativity help us examine how and why it has become a paradigmatic concept in contemporary economies and societies? Adopting a geographically diverse, theoretically rigorous approach, the Handbook offers a cutting-edge study of creativity as it has emerged in

policy, academic, activist, and cultural discourse over the last two decades. To this end, the volume departs from conventional modes of analyzing creativity (by industry, region, or sector) and instead identifies key themes that thread through shifting contexts of the creative in the arts, media, technology, education, governance, and development. By tracing the myriad spatialities of creativity, the chapters map its inherently paradoxical features: reinforcing persistent conditions of inequality even as it opens avenues for imagining and enacting more equitable futures.

The Yearbook of China's Cultural Industries 2011 Liu Fei,Zheng Hong,Huang Lin,Cui Xuan,Chen Hu Yangyu,2017-11-30 The Yearbook of China's Cultural Industries is a large comprehensive, authoritative and informative annual which accurately records and reflects the annual development of cultural industries in China. It is also a large reference book with abundant information on cultural industries in China and a complex index, which could be kept for a long time and read for many years. A must for libraries. It deals with Radio and TV, the film industry, Press and Publishing Industries, the Entertainment Industry, Online Game Industry, Audio Visual New Media Industry, Advertisement Industry, and the Cultural Tourism Industry. It examines the figures nationally and by region.

China Cultural and Creative Industries Reports 2013 Hardy Yong Xiang,Patricia Ann Walker,2013-10-08 This collection provides access to up to date, very high quality research and critical perspectives on China's CCIs on an industry by industry basis. Industries dealt with by this collection include: advertising, architecture, art and antiques, computer games, crafts, design, designer fashion, film and video, music, performing arts, publishing, software, TV and radio, digital media. The collection combines recently translated work by acknowledged experts on individual sectors of the creative industries from within China with more critical work by internationally-based experts on China's CCIs and their implications beyond China. The collection draws on the expertise of research academics and of industry based practitioners. China's Creative and Cultural Industries Reports is a Lens on China providing fresh, new material and perspectives on a key area of cultural and economic development in one of the world's fastest growing economies. Publication in the form of a collection, which could be sold in multiple of traditional and digital formats, either as a volume or as individual reports, makes it possible for readers to select the format most relevant to their interests. □

Beijing Review ,2011-09

Streaming revolution. Dal successo delle serie alla competizione a tutto campo per conquistare il pubblico Ester Corvi,2020-03-24T00:00:00+01:00 L'industria dell'intrattenimento è oggi protagonista di enormi trasformazioni: dall'arrivo di Netflix alla scesa in campo di altri grandi player dei media (come Disney+ o HBO Max) e della tecnologia (Apple TV+), tutti gli operatori del mercato sono stati chiamati a rivedere le proprie strategie. Questo libro ripercorre i passaggi fondamentali della rivoluzione in atto, raccontandone i protagonisti, le peculiarità tecnologiche e i riflessi sulla creatività e sui principali soggetti in campo. Un volume ricco di case history, che scandaglia non solo la ricca e potente industria statunitense, ma rivolge il suo sguardo anche a Oriente, dove la Cina svolge un ruolo di primo piano nell'economia dell'immateriale. Una lettura indispensabile per chi è alla ricerca di una sintesi completa e aggiornata,

arricchita da un validissimo glossario, tra i più agili e documentati che si possano leggere sull'argomento.

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