

# 中國大陸電視產業政策之發展趨向 與外資進入模式

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## 摘要

中國大陸媒體市場被視為「中國最後一塊暴利產業」，在特殊的政經環境下，中國大陸傳播產業具有政府喉舌的特殊定位，長久以來處在國營體制的保護，並禁止外資經營投資，但在 2001 年中國加入 WTO、國營事業轉型成產業事業、及提升媒體國際競爭力的前提下，對外資經營媒體的法規漸漸朝向解管制化，進而影響外資佈局媒體產業的策略。

本研究將以政府法規、媒體報導、專書及論文著作等作文獻分析，觀察大陸電視產業的未來發展。研究中國媒體產業走向「社會主義市場經濟」後，電視產業發展現況、廣電政策解管制化及外資的投資行為與產業結構發展之間的關聯性，進而描繪大陸電視產業整體發展現況與外資互動，並試提外資未來進入大陸電視市場之模式。

以目前中國大陸廣電政策與產業現況而言，預期的研究發現，外資佈局策略應以「內容產製」為核心，與中國大陸媒體機構合資合製，避免政治及意識形態節目類型，且以娛樂性節目作為未來進入中國電視市場的主打產品。

**關鍵詞：**大陸電視產業、政策法規、外資進入模式

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# **Policy Development of China's Television Industry and the Prospect of Foreign Capital's Entry.**

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## **Abstract**

The Chinese media market has been considered to be “the last profitable market in China.” This research examines the present status and prospective strategy of the Chinese television industry. Medias in China are government-owned and foreign capital investments are forbidden. However, after China has become a WTO member, media are urged to upgrade its global competitiveness and become profit-oriented. The media market, in terms of policy development of deregulation, has been changed.

The research will observe the recent development of the Chinese television industry and analyze the correlation between the changes in China's media policies and foreign investment's outlook based on governmental documents, press articles, and journal reviews.

This research has found that foreign investment is likely to play the role of “content provider” as its core strategic theme and ally with Chinese media institution to co-produce, thus avoiding the political entanglement. As a result, the entertainment programs will become their major sales.

**Keywords : China television industry, Media policy,  
Models of entry mode.**