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Government initiatives is driving the domestic animation market in China, finds Netscribes

Netscribes (India) Pvt. Ltd., launches its Animation Market in China 2010 report covering an industry with strong growth potential. This is a part of is a part of Netscribes' Media and Entertainment Industry Series.

Mumbai, India – August 30, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Animation Market in China 2010 report covering an industry expected to grow steadily. Ample support from the government is benefiting the development of the market. Various provinces in China are proving funds to the players in the market for their expansion.

The report begins with an overview of the global animation market with emphasis on the leading markets. The market overview section discusses China's animation sector including market size and growth figures. This section has also analyzes the changes in the sector over 2004 and 2010. It also highlights the major animation hubs and the business structure of the animation market in China.

An analysis of drivers and challenges explains the factors leading to the growth of the market and include government and state initiatives and allocation of funds by provinces, rise in exports, international events and festivals, huge consumer base, big market for animation films and ancillary animation products and presence of academic institutions. The key challenges identified are difficulty in broadcasting foreign content, lack of popularity in global markets and capital intensive sector.

An analysis of market trends reveals that players in the market are forming joint ventures, mergers and acquisitions are taking place while private equity and venture capital firms are investing in the business of the animation companies.

Competition section profiles the players in the market. The section contains a snapshot of their business.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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