Beat: Entertainment

15th CHINA INTERNATIONAL FILM & TELEVISION PROGRAM EXHIBITION - A Success

Drama Series Trends Highlighted

PARIS - BEIJING, 03.06.2018, 09:07 Time

USPA NEWS - The China International Film & Television Program Exhibition (CIFTPE) completed a Successful 15th Edition in Beijing, May 17-19. Ms. Jianing Shen, Executive Vice President of CITVC & GM of CHNPEC, announced an Impressive Lineup of Chinese Production and Distribution Projects presented at CIFTPE, including Launch Events of China's Film & TV Import Export Association (FTIEA) focusing on Drama Series.

The China International Film & Television Program Exhibition (CIFTPE) completed a Successful 15th Edition in Beijing, May 17-19. Ms. Jianing Shen, Executive Vice President of CITVC & GM of CHNPEC, announced an Impressive Lineup of Chinese Production and Distribution Projects presented at CIFTPE, including Launch Events of China's Film & TV Import Export Association (FTIEA) focusing on Drama Series.

Over 8,000 Attendees comprised the 300+ Exhibitors from over 50 Countries on a 20,000 Square Meter Exhibition Floor. Nine Specialty Zones included a Pavilion of International Embassies based in China ; a VR Interactive Experience Pavilion and more. The Exhibition was officially opened by Vice Minister of State Council Information Office and President of China Media Group, Mr. Shen Haixiong. Exhibitors from China and Abroad included MediaCorp TV Singapore, Information TV UK, Canada China Art-Tech ; iQIYI, Tencent, China Media Group CCTV, CNR, CRI and CGTN along with gaming companies, VR content production companies.

CIFTPE Highlights included forums on: TV Series Creative; Power of Data Forum and International Development of China's Film and TV Industry. FTIEA Special Events and a Press Conference were held for the Launch of the Blue Books of China Film 2018 and of China TV Series, showcasing 10 Chinese Films and TV Series for 2017 as well as the Development, Achievements, Challenges and Trends of Chinese Media Industry.

FTIEA Events focused on the International Reach of Chinese Programming. "China exported more than US $400 million worth of Movies, Television Productions, and Related Services to the Rest of the World in 2017," said Ma Li, Director General of International Cooperation at the State Administration of Radio and Television, speaking during the Panel. In addition to this Global Initiative, CITVC launched FTIEA linking 50+ Chinese Top Players with the Common Goal of International Cooperation last November.

Modern, Female-Centric TV Series, Ode to Joy received 200+ million Viewers on YouTube, becoming the Top Urban-Themed Domestic Chinese TV Drama of all time, as well as one of China's Most Popular Exported Dramas, screened in over 10 Countries/Regions including Vietnam, Russia, Singapore, North America and South Korea. The Series Producer, Hou Hongliang, and CEO of Daylight Entertainment, said the Numbers are encouraging. He said, "In the Past, Chinese Producers had to travel to Japan or South Korea to negotiate Deals and Things have changed. South Korean Companies are now contacting us to buy Series like Nirvana in Fire and The Disguiser, proving that Chinese Titles are gaining Influence in Overseas Markets."

Source : China International TV Corporation - CCTV

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-13513/15th-china-international-film-und-television-program-exhibition-a-success.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619