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CHINA VS. HOLLYWOOD

Foreign cinema
raises
stakes
among
local
film makers



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12

Cover Story

The Hollywood Affair

China's relationship with the American film industry is both love and hate



16

World

The Sub-Saharan Scenario

Africa's growth is exhilarating. But its troubles are far from over

THE DESK

» Learning Makes Perfect **02**

THIS WEEK COVER STORY WORLD

» Walking a Fine Line **19**
What explains the French intervention in Mali?

» A Global Economic Outlook for 2013 **20**
The New Year looks gloomy

NATION

» Donation Transparency **26**
A tarnished charity works to gain the public's trust

» Dealing With Imperfection **28**
Birth defects are on the rise. What's being done about it?

» Versus Nature **30**
Assessing the outdoors: Risks and responsibilities

BUSINESS

» A Dip in Growth **36**
The growth of China's forex reserves is slowing. Is that a bad thing?

» On the Road to Recovery **38**
What China must do to maintain higher growth

» Market Watch **40**

CULTURE

» A Big Miracle **44**
Lost in Thailand rakes it in

FORUM

» Central Heating in South China? **46**

EXPAT'S EYE

» Adding Insult to Injury **48**
Coughing up a storm

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24

Nation

Social Justice and Security

Why China must widen its net



Business 34

A Time to Reflect

China's liquor makers hope to reinvent themselves



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BREAKING NEWS » SCAN ME » Using a QR code reader

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Learning Makes Perfect

The Chinese movie industry, in tandem with the overall pace of the country's economic and social development, has flourished considerably over the past 10 years. Having become the world's third largest film production base in 2010, China has also grown into the second largest movie market, raking in a record 17.07 billion yuan (\$2.74 billion) in total box office revenue last year, up from just 920 million yuan (\$148 million) in 2002.

Naturally, such vigorous growth has fed more investment into the market. With boosted production and an increasing number of screens, combined with a potential 1.3 billion member audience, the future landscape of the domestic film industry seems set for greater prosperity.

Despite the boom, however, the Chinese movie scene faces severe challenges. For one thing, most homemade films have failed to draw sufficient audience numbers to replicate the success of only a handful of imported productions. Official figures have shown that local movies accounted for only 48.46 percent of total box office revenue last year. Furthermore, the industry currently depends on ticket sales as its only source of income, while Hollywood producers make full use of their diversified business models to nab a fairly large percentage of earnings, drawn from licensed toys and popcorn as well as the distribution of DVDs and video games.

Sure enough, these and all other challenges pose as bottlenecks to the future development of the Chinese movie industry, but they should also impel local movie makers to look for more effective ways to stimulate a faster and healthier growth of the industry. To accomplish such a task, they must learn more about audience preference, taking a page from what their foreign colleagues do regarding presentation and business operation. As an old Chinese saying goes, "Stones from other hills may serve to polish the jade in hand." Drawing from the practices of a more mature movie industry will definitely help the industry at home become more competitive. ■

WRITE TO US



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Available on App Store

DIMENSION MATTERS

A man holds a small action figure of himself made by 3D printing technology in Beijing on January 17. A specialized photo studio recently opened in the capital, offering customers miniatures of themselves that are 10 cm in height and cost about 820 yuan (\$132).



Populous Metropolis

A platform at Guomao Station on Subway Line 10 in Beijing is packed with passengers.

Beijing's population reached 20.69 million at the end of 2012, an annual growth of 2.5 percent, according to data released by the Beijing Bureau of Statistics on January 20.

Permanent residents in the Chinese capital increased by 507,000 last year.

The bureau said that Beijing has about 7.74 million non-native residents who have settled down for over half a year. Their population had increased by 316,000 since the end of 2011.



Gender Imbalance

The gap between the number of boys and girls born in China was reduced slightly in 2012, the National Population and Family Planning Commission (NPFPC) said on January 22.

The gender ratio stood at 117.7 newborn boys for every 100 baby girls in 2012, a decline of 0.08 from the previous year, according to the

census data released by the National Bureau of Statistics.

The country still faces the arduous task in fixing its gender imbalance, the NPFPC said.

A normal gender ratio at birth should stand from 103 to 107 boys for every 100 girls, according to the commission.

Since fetal ultrasounds became common in China in the 1980s, the country's boy-to-girl birth ratio has

been hovering at a high level, reaching a record high of 120.56 in 2008.

Exports Survey

China's drug safety watchdog on January 18, ordered a survey over exports of active pharmaceutical ingredients (API) used by the country's chemical pharmaceutical manufacturers.

The State Food and Drug Administration said firms need to report names, license numbers and major export destinations of their API, and whether they have got a European certificate for good manufacturing practice.

China is the world's biggest export-

er and second largest producer of API.

In China, chemical engineering enterprises can sell their chemical ingredients products as API without approval from drug safety authorities, which may put drug safety at risk.

High-End Server

The first high-end server independently developed by a Chinese company was officially put on the market on January 22, a step that it is thought will help break the dominance of foreign companies.

The Tiansuo K1 System, a fault-tolerant server developed by the Inspur Group Co. based in east China's Shandong Province, made its debut in Beijing after four years of research and development costing 750 million yuan (\$120 million).

The server's debut ends a situation in which core equipment for China's information network has been controlled by foreign companies, Yang Xianwu, Deputy Director of the High and New Technology Department of the Ministry of Science and Technology, said at the launch ceremony.



FRESH FLOWERS

Rapeseed flowers blossom in Luoping County, southwest China's Yunnan Province, on January 22. The golden beauty will last until late June

China has been dependent on imports of high-end servers for a long time, and the technology and market are monopolized by international giants including IBM and HP.

High-end servers have much higher processing capacity and are the core equipment for financial, telecommunications, energy and other important industries.

CAS Branches

China's leading scientific institution is aiming to expand its influence by establishing overseas branches around the world, the Chinese Academy of Sciences (CAS) announced on January 21.

The CAS has started building a comprehensive research center in Kenya, while branches in central Asia, southeast Asia and Latin America are being planned, CAS Vice President Zhang Yaping said at an annual work conference.

The branches are expected to increase CAS's ability to absorb and utilize international technological resources, as well as boost its global influence, attractiveness and competitiveness, according to Zhang.

Zhang said that the CAS will launch a program to help Chinese scientists deepen scientific cooperation with scientists in other developing countries, as well as help them train scientific and technologi-

WONDERFUL SHOW

China National Acrobatic Troupe performs in Johannesburg, South Africa, on January 24, in celebration of the 15th anniversary of Sino-South African diplomatic ties

cal staff.

The CAS will also recruit more elite foreign scientists, Zhang said.

Documentary Support

An official website devoted to the Chinese documentary industry (docchina.cntv.cn) was launched on January 22.

Jointly set up by the State Administration of Radio, Film and Television (SARFT) and the China Network Television, the site will cover policy releases, industrial trends, expert advice for documentary makers, project financing, academic research and other functions.

According to a statement released on January 22 by the SARFT, the website will showcase outstanding domestic as well as foreign documentaries.

Figures from the China Radio, Film & Television Programs



Exchanging Center show that documentary films accounted for 17 percent of the center's total revenue from overseas sales in 2012, up 40.6 percent year on year.

One high-profile doc was *A Bite of China*, a seven-episode series reflecting Chinese values and lifestyles by documenting the country's various cuisines.

According to the center, the series was sold to 27 countries and regions, raking in \$350,000 in the first round of overseas sales—a record among Chinese documentaries.

"China-made documentaries are embracing a prosperous era,"

said Li Wei, SARFT Deputy Director, adding that he expects the website to serve as an important platform to boost development of Chinese documentaries.

WHO Designation

A Chinese institute has been designated as a World Health Organization (WHO) collaborating center for the standardization and evaluation of biological products, the State Food and Drug Administration (SFDA) said on January 17.

The Institute for Biological Product Control (IBPC) of the National Institute for Food and Drug Control (NIFDC) in China became the first such center in a developing country, and only the seventh in the world, the SFDA said.

The initial period of designation is four years. The work plan includes contributing to the development of international standards for vaccines and other biological products as well as their implementation into regulatory practice, the WHO said on its official website.

"The designation will help China become a major player in biological product standardization and evaluation, and boost the country's global competitiveness in the research and development of biotechnology," said Wang Junzhi, Director of the IBPC.

Privacy Protection

A disc containing leaked personal information of corporate executives that was sold online has been condemned as an invasion of privacy.

Anonymous messages, strange calls and spam frequently harass Chinese residents and could come to an end as a national standard on personal information protection will become

effective on February 1, 2013.

Information collectors must obtain permission before collecting and using a person's sensitive private information, the Ministry of Industry and Information Technology said on January 21.

The guideline, which was published last November, is the first of its kind in the country.



Juicy Fruit

A strawberry contest is held in Changxing County, east China's Zhejiang Province. The contest aims to increase the branding of local strawberries and encourage farmers to promote their quality. By the end of 2012, the county had 400,000 square meters of greenhouses for planting strawberries.



Boosting Mergers

The government has revealed specific requirements that are intended to increase mergers in nine sectors, the Ministry of Industry and Information Technology (MIIT) said on January 22.

The MIIT said the government is encouraging mergers in the auto-making, steel, cement, shipbuilding, electrolytic aluminum, rare earth, electronic information and pharma-

ceutical sectors.

The ministry said the government aims to incorporate scattered production capacity and upgrade industrial structures in order to increase the international competitiveness of enterprises.

The Central Economic Work Conference held in December 2012 saw a government pledge to adjust China's industrial structure and resolve overcapacity problems that have hobbled some sectors.



Banks Cut Charges

The government will lower bank card charges for businesses ranging from retailers to property developers in order to reduce their financial burdens and boost consumption.

The move will take effect on February 25 as part of government efforts to bring distribution costs down and expand demand, said the National Development and Reform Commission on January 21.

The cuts will save Chinese businesses about 4 billion yuan (\$637 million) a year.

Under the new charging scheme, catering enterprises that use card

transactions will see their bank service fees drop by 35.7 percent, while those paid by department stores and supermarkets will decrease 21.4 percent and 25.7 percent, respectively.

Other types of businesses that will benefit from the change include hotels, jewelry shops, property developers, automobile merchandisers, tourist agencies and gas stations.

Card transactions that take place at public hospitals and public schools will be exempt from bank and payment network service fees.

Individual consumers will also benefit from the move, as high card charges for businesses are sometimes passed on to buyers in the form of higher product prices.

Investing in Taiwan

Capital flowing from the Chinese mainland into Taiwan increased by 650.11 percent in 2012 to reach \$328 million, according to statistics released by Taiwan's economic authorities on January 21.

A total of 138 projects funded by mainland capital were approved by the island's economic authorities in



GETTING READY

Residents purchase dried goods for the coming Spring Festival holiday (February 9-15) at a food fair held in Nanning, southwest China's Guangxi Zhuang Autonomous Region



A NEW LANDMARK

The Hangzhou-Zhijiang Bridge connects the Binjiang and Zhijiang districts of Hangzhou, east China's Zhejiang Province. The bridge is 4.7 km long, 90.5 meters high and 40.5 meters wide, the largest of its kind in the country



JU HUANG/ONG

2012, an increase of 35.29 percent.

Major projects funded by mainland capital included the establishment of Bank of China and Bank of Communications branches in Taiwan.

Since mainland capital was allowed to enter the island on June 30, 2009, 342 investment projects have been approved, the authorities said.

Travel for Luxury

An increasing number of Chinese consumers are traveling overseas to buy luxury items, according to a survey released on January 22.

Research carried out by the audit, tax and advisory firm KPMG found that the number of Chinese consumers traveling overseas increased to 71 percent of those surveyed in 2012, from 53 percent in 2008.

Among those who travel overseas, 72 percent said they purchased

luxury items such as cosmetics, watches and bags.

About 1,200 Chinese consumers aged between 20 and 44 across 24 cities took part in the survey. The participants had a minimum household income of 7,500 yuan (\$1,190) per month in first-tier cities and 5,500 yuan (\$884) elsewhere.

When buying cosmetics and perfume, 60 percent of respondents said Hong Kong, Taiwan and Macao were their top locations, compared with 43 percent in 2009. Europe saw a marked increase, up to 20 percent in 2012, from 3 percent in 2009.

The survey highlights a strong preference for items from European countries: Switzerland came top for watches, France for cosmetics, perfumes, clothes and bags, and

Germany for cars, said Nick Debnam, KPMG's Asia Pacific chairman in consumer markets.

The survey results may lead to luxury companies adjusting their brand and marketing strategies for Chinese customers, he added.

Rating for Local Governments

The Chinese rating agency Dagong Global Credit Rating Co. Ltd. launched its rating system to evaluate local government debt in Beijing on January 21.

The system uses a method created by Dagong, which is different from that used in the West. It evaluates the credit status of local governments based on a number of factors and is not simply a focus on fiscal revenue and expenditure.

"The core of the rating system is to unveil the credit ceiling for local governments, which will be a visualized warning to them," said Guan Jianzhong, Chairman and CEO of Dagong.

The company's rating system can help raise local governments' debt management and efficiency in using the debt and prevent credit risks, he said.

According to Dagong, some local governments have shown interest in its credit rating system. But the company's difficulty is in figuring out the scale of a local government's invisible debt, said Guan.

Numbers

11.7 tln yuan

Fiscal revenue in 2012, up 12.8 percent from last year. The growth rate dropped 12.2 percentage points from a year earlier due to an economic slowdown and tax breaks

122.2 bln yuan

Amount of cash the government has earmarked from its central budget to subsidize spring grain cultivation

2.2 tln yuan

Total profits from state-owned enterprises in 2012, down 5.8 percent from 2011

152%

The growth rate of foreign trade for the Tibet Autonomous Region in 2012, the highest among China's provincial-level economies

Free-Licensed E-Car

The license for an electric vehicle is issued to a Shanghai citizen on January 23, marking the beginning of the free license plate system for new energy vehicles. Ordinary vehicle owners have to attend auctions to bid for a license plate, but new energy auto owners in Shanghai can apply for a free one.



YINXIA

THIS WEEK WORLD



BRAZIL

A couple try on party costumes at a store in central Rio de Janeiro on January 18, three weeks ahead of the annual carnival



THE UNITED STATES

A woman passes a wall painted with graffiti in memory of a victim of violence on January 17 in Brooklyn, New York City. Visual memorials honoring residents killed in violent crimes decorate many Brooklyn neighborhoods



GERMANY

A hostess poses at a Russian bakery booth during the opening of the Gruene Woche Agricultural Fair in Berlin on January 18





INDONESIA

Jakarta residents waded through flood waters on January 17. The Indonesian capital was paralyzed by flooding after a massive downpour



KENYA

Kenyans demonstrate against the poaching of rhinos and elephants in Nairobi on January 22



YEMEN

Children work at a mud brick factory in Sanaa on January 18. Results from the first ever national child labor survey in Yemen show the country has more than 1.3 million child laborers, about 17 percent of all children aged 5-17

“China’s Gini coefficient, measuring between 0.47 and 0.49 in the past decade, is still relatively high, indicating the country must accelerate efforts to narrow the rich-poor gap.”

Ma Jiantang, head of the National Bureau of Statistics, speaking at a press conference on January 18. The Gini coefficient, an index that monitors the gap between the rich and the poor, hit 0.474 in China during 2012, higher than the warning level of 0.4 set by the UN



“Although the couple were not authorized to sell tickets, they only bought them for people in need and charged a reasonable price, which is normal practice in a market economy.”

He Bing, Vice President of China University of Political Science and Law, responding to a couple’s detainment in Guangdong Province for booking train tickets for migrant workers and charging 10 yuan (\$1.59) fee each ticket



“Customers just want to relax. It’s a bit like psychological consultation and they like to pour their hearts out to strangers.”

Gao Jianbing, 31, from Sichuan Province, commenting on his “surrogate boyfriend” services via taobao.com, one of China’s leading e-commerce providers. A boyfriend-for-hire will visit friends or family members, go shopping, have meals with or even kiss the customer



“I decided to donate because my brother became infertile after getting injured in a car accident, which led to divorce. If they knew about the sperm bank, they probably wouldn’t have separated.”

Kang Jun (not his real name), 34, a civil servant in Shanxi Province, explaining why he became a sperm donor. Although a growing number of Chinese men are willing to give blood, most are still too embarrassed to even talk about sperm, let alone offer a sample



“Simply saying ‘I love you,’ which may or may not mean anything, is not the answer.”

Alfred Chambers, a clinical psychologist from the Beijing United Family Hospital and Clinics, commenting on the Chinese reluctance to say the endearing phrase to their friends and families. Doing, rather than overtly expressing, is the language of care in many Asian cultures



AWARD WINNING SCIENTISTS

Two scientists were given the State Scientific and Technological Award, China’s top science prize, by President Hu Jintao on January 18. The ceremony acknowledges scientists who achieved major breakthroughs in cutting-edge research.



Explosion expert Zheng Zhemin, 88, is a Chinese Academy of Engineering (CAE) academician devoted to areas such as elastic mechanics, explosive processing and underground nuclear detonation.



Radar engineer Wang Xiaomo, 74, also hails from the CAE and has been engaged in the research and design of radar technology for the past 30 years. He is regarded the father of aerial warning and control systems in China.



CITY EXPANSION *China Newsweek* January 14

Lanzhou, capital of northwest China's Gansu Province, is expanding its territory by smashing more than 700 surrounding mountains. The move is part of a new round of Chinese urbanization.

The city needs land more urgently than any other, hemmed in by mountains and the Yellow River. The urban area stretches 50 km from west to east, but only measures 1.8 km from north to south. The narrow main road causes serious traffic congestion, and with little wind, the city suffers heavy air pollution.

Experts have warned of the ecological impact of expansion. Yang Yongchun,

a professor from the College of Earth and Environmental Sciences, said the mountains in question form only a small portion of the range surrounding the city and their removal will have a minimal effect. However, he called for more caution in carrying out the project due to its scale and unprecedented nature.

"Its influence on the environment will only show after a period of time," he noted.

Although the geologist believes nature should be left alone, as a Lanzhou citizen, he also understands the city's necessity to develop.

Cracking Down on Food Waste *People's Daily* January 22

Every year, a huge amount of food is wasted at banquets and conferences by government officials using public expenses. The extravagant behavior by certain enterprises and government departments have left a bad impression on society.

Economic conditions have greatly improved over the last few decades. However, China remains a developing country with more than 100 million people throughout rural areas living in poverty and millions of low-income residents spread across cities. The country's per-capita GDP still ranks among the lowest. China still depends on large agricultural imports amidst a shortage of energy sources, which is causing a bottleneck in China's future development.

Controlling government expenses is key to rooting out wasteful behavior of officials.

Ban on Software *The Beijing News* January 20

On January 18, the Ministry of Industry and Information Technology issued an official ban on Web browsers that allow users to cut ahead of others when buying train tickets on-

line. This is the most direct interference from the government after the plug-ins triggered controversy. Authorities have demanded that popular services stop providing downloads of such illegal programs.

Browsers have add-ons designed to help people buy seats on 12306.cn, the Railway Ministry's official ticketing website, which has given some people an unfair advantage,

disrupted the normal ticket booking order and even caused the system to crash.

Many people defend the browsers. In order to go home for the Spring Festival, it's understandable that some choose to use these services. However, the majority of migrant workers, who make up a large number of rail passengers during the festival period, are not familiar with the Internet.

DOG RAISING REGULATIONS

Oriental Outlook
January 17

As a rule, Beijing's dog rearing regulations are revised every 10 years. Now, the city is currently drawing up new rules.

According to the Beijing Dog Association, from 2005 to 2009 the city's registered number of dogs increased from 458,000 to 950,000, with the number reaching nearly 1 million at present.

Yu Shaoxiang, in charge of revising the dog rearing regulations, said new laws will be strict in protecting the rights of both animal lovers and the public. A lot of research has gone into the new rules, which were drawn from similar regulations in other countries, he added.

Yin Wenwu, an official from the Chinese Center for Disease Control and Prevention, said the revision aims to better regulate dog raising activities. "The responsibilities of dog owners need to improve," he stressed.





COVER STORY

THE HOLLYWOOD AFFAIR

The Chinese movie industry faces an increased Tinseltown threat By Ji Jing

LARGER THAN LIFE: Visitors look at character models from *The Avengers* at the eighth China International Comics Games Expo in Shanghai on July 12, 2012



Last year proved a bumper harvest for Hollywood films in the world's second largest market.

China's box office sales hit 17.07 billion yuan (\$2.74 billion) in 2012, surging 30.18 percent year on year with Hollywood palming more than half the total earnings, according to the State Administration of Radio, Film and Television (SARFT).

Domestic film revenue reached 8.27 billion yuan (\$1.33 billion), accounting for 48.46 percent of total sales, the first time in 10 years that local movies earned less than those from foreign shores.

Weakened performance is partly due to a film agreement signed by China and the United States in February last year by which Hollywood film imports would increase from 20 to 34 per year. The additional 14 movies were mostly in 3D or IMAX formats and raked in 3.6 billion yuan (\$578.9 million) last year. The United States will share 25 percent of box office revenues drawn from its film exports to China, a sharp increase from the original 13 percent.

Rivalry from imports was acutely felt during the first half of 2012, when domestic movies took up roughly 35 percent of total box office sales. Among the more than 100 local films shown during that period, only 5 percent broke even while the rest experienced losses. Matters might have been worse had it not been for ►►



FORKING OUT THE DOUGH:
Audience members line up to buy cinema tickets

TO INFINITY AND BEYOND: A couple impersonate superheroes at the World Expo in Shanghai in 2010



the fantasy *Painted Skin: The Resurrection*, which grossed 700 million yuan (\$112.5 million) and the low-budget comedy *Lost in Thailand*, which earned 1.2 billion yuan (\$192.9 million), breaking the box office record for a local production. Both made up one fourth of domestic film revenue.

Tong Gang, head of the SARFT film bureau, says that, apart from the increased number of imported movies, weak domestic performance in 2012 was in part due to low competitiveness. "China's film industrialization is far from complete. The market needs supportive policies and technology to improve production," he explained, noting the need to reach out to more rural audiences and diversify subject matter.

Hollywood's advantage

At present, two thirds of Hollywood revenues come from abroad, with its films taking up more than 60 percent of market share in most countries.

Cheng Guangyan, a director of China Film Stellar Theater Chain, told *Beijing Review* Hollywood's success centers on industrialization. The American film industry can be compared to car manufacturing due to its similar adherence to a production line. Each employee is responsible for one specialized function, overseen by producers who manage costs, progress and quality. China's film industry by contrast lacks suitably trained and

specialized talent in its film industry.

Sequels, which Hollywood does well, are another marker of the industry's success. "If audiences enjoy a movie, they are automatically attracted to the concept of 'what happens next,'" Cheng explained, pointing out that *Lost in Thailand* is a follow-up to *Lost on Journey* in 2010. Although the latter only earned 50 million yuan (\$8 million), it secured interest in future productions.

Furthermore, Hollywood draws in Chinese audiences by including local elements such as architecture and customs, as seen in the films *Mulan* and *Kung Fu Panda*, which were both set in China.

Hollywood's ability to appeal to global audiences through universal values has also been key to its success. Zhao Jun, General Manager of Guangdong Film Co., told *China Film News* that movies such as *Spiderman*, *Transformers* and *Harry Potter* often uphold universal values such as courage and kindness, which appeal to both children and adults.

China's problem

Many experts attribute weak domestic performance to the unfledged local industry and low film quality.

Cheng told *Beijing Review* that China film revenue mostly comes from ticket sales, with by-products making up only a small proportion. In Hollywood, only 30 percent of revenue actually comes from box office sales while the remaining 70 percent is drawn straight from by-products such as toys and video games, Cheng added.

According to the Institute for Cultural Industries of Peking University (ICIPU), box office earnings contribute more than 80 percent of domestic film revenue. Such an over-reliance on ticket sales should be addressed by developing movie-related merchandise.

Another problem is profit splitting, which largely benefits movie houses but not movie makers. In China, movie theaters receive 55 percent of box office revenues while producers receive only 43 percent.

The ICIPU study shows that film producers in America receive 60 to 65 percent of ticket sales, those in India and South Korea 60 percent and in the European Union 55 to 65 percent.

Rao Shuguang, Deputy Director of China

Film Archive, wrote in *People's Daily* that producers form the basis of the film industry and that if their interests are not protected, development will be hindered.

Another hindrance to the domestic film industry is the steep cost of a movie ticket, which could run as high as 150 yuan (\$25) for an IMAX film. Rao adds that high ticket prices push a large number of Chinese people away from cinemas.

Chinese film director Jia Zhangke says that China's strict movie censorship policies are no help either. "Ghost and gangster movies are forbidden," he explained. "However, Hollywood offers a variety of films including gangster and disaster movies. Surprisingly, they are allowed to be shown in China. I think it is unfair to local directors."

Shi Chuan, a professor at the School of Film and TV Arts and Technology at Shanghai University, blames the quality of film scripts for the industry's woes. He says the rights of screen writers are not adequately protected, reducing motivation for work. With actor pay rising, screen-writers inevitably earn less.

Shi said a screen writer's top priority should be telling a good story. However, in China, scripts often lack creativity and imagination. "Without rich life experience, a writer won't be able to produce a moving story," he explained.

In recent years, Chinese companies joined U.S. producers in making blockbuster movies and increase the local industry's competitiveness. However, many feature only American plots. "Most jointly produced movies have little Chinese elements or investment," said Zhang Pimin, Deputy Director of the SARFT.

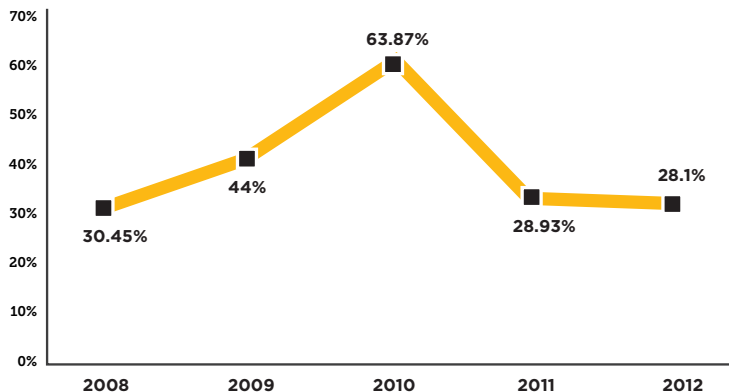
The Painted Veil (2006) directed by John Curran and starring Naomi Watts and Edward Norton, told an American story set in China, while *Looper* (released in last September), with Bruce Willis and Chinese actress Xu Qing, contained scenes in Shanghai that were subsequently cut from the U.S. version.

Top 10 Box Office Movies in China 2012

Movie	Director	Box Office Revenue (mln yuan)	Country
<i>Lost in Thailand</i>	Xu Zheng	1,240	China
<i>Titanic 3D</i>	James Cameron	948	The United States
<i>Chinese Zodiac 12</i>	Jackie Chan	859	China
<i>Painted Skin: The Resurrection</i>	Wu Ershan	705	China
<i>Mission Impossible: Ghost Protocol</i>	Brad Bird	675	The United States
<i>The Life of Pi</i>	Ang Lee	571	The United States
<i>The Avengers</i>	Joss Whedon	568	The United States
<i>Men in Black 3</i>	Barry Sonnenfeld	504	The United States
<i>Ice Age: Continental Drift</i>	Mike Thurmeier	449	The United States
<i>Journey 2: The Mysterious Island</i>	Brad Peyton	388	The United States

(Source: The State Administration of Radio, Film and Television, \$1=6.22 yuan)

China Box Office Revenue Growth Rate (2008-12)



(Source: The State Administration of Radio, Film & Television)

Means to meet challenges

Countries around the world are taking steps to confront challenges the domestic film industries face from Hollywood. France currently requires its cinemas to show domestic films for five weeks every three months while South Korea requests each theater to screen

homemade productions for at least 73 days a year.

China is considering taking similar measures to boost the domestic film industry. On November 22, 2012, the SARFT announced that for local movies raking in box office revenues of over 500 million yuan (\$80.3 million), copyright holders would be awarded at most 10 million yuan (\$1.6 million).

But in the end, the key to success of China's film industry could be mere realism.

Gao Jun, Vice Chairman of New Film Association, said that big budgets and famous directors and stars alone cannot guarantee high box office results. To promote China's movie industry, "We need more small-budget films that reflect reality and touch people's hearts. We should learn from Iran, South Korea and Japan in this regard."

Gao argues that Hollywood should not be blindly imitated, as it represents only one point of view.

"Every country should tell its own stories." ■

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