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LUE BOOK OF CHINA'S MEDIA

2009年： 中国传媒产业 发展报告

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REPORT ON DEVELOPMENT OF
CHINA'S MEDIA INDUSTRY
(2009)

主编/崔保国



社会科学文献出版社
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中文摘要

《2009年：中国传媒产业发展报告》是由清华大学新闻传播学院媒介经营与管理研究中心牵头，联合国内学术界众多专家学者共同编撰的，系社会科学文献出版社“蓝皮书”系列中的一册，目前已连续出版六年。该书作者队伍聚集了国内传媒研究与运营管理方面的专家学者，在对当年中国传媒各领域发展状况进行分析的同时，也对来年中国传媒产业的走势进行了科学分析。“传媒蓝皮书”自出版以来，引起了较大的社会反响，国内外各大媒体纷纷转载。目前“传媒蓝皮书”已经成为研究中国传媒产业的权威著作。

《2009年：中国传媒产业发展报告》在结构上分为：总报告、报纸产业、图书产业、期刊产业、广播音像产业、电视产业、电影产业、互联网产业、移动媒体产业、广告产业、受众市场、国际及港台地区传媒产业12个部分，对各传媒细分产业进行了深入而透彻的分析。

和以往相比，2008年的传媒业大事频出，热点不断。我们从中把握住最具代表性的三个关键词——“奥运”、“三十年”和“过冬”——作为2009年“传媒蓝皮书”对2008年一年回顾总结的三个主题，把“化危为机，寻求转机”作为2009年传媒业发展探索的主题。本书以历史的视角回顾与梳理改革开放30年中国传媒业的成就和发展逻辑；把数据的挖掘延展至30年的跨度，并对过去传媒业的各种数据来源进行甄别、确认和更正；本书密切关注金融危机对传媒业的影响，放眼全球，关注西方媒介产业格局的变化，预测中国传媒业的未来走向。

本书具有重要的理论探索意义。传媒产业是一个高速发展的新兴产业，规模和结构都在发生迅速变化。而目前理论界对传媒产业的研究还很薄弱，对传媒产业的新现象、新问题还不能提供有力的理论解释。该书对传媒产业和传媒管理的理论探索，具有一定的理论创新价值。

本书同时具有重要的现实意义。它对传媒产业及其各个行业所作的系统分析和梳理，对政府主管部门、传媒管理和研究机构都具有重要的参考价值，将对传媒政策的制定、传媒机构的运营战略等产生重要的影响。另外，本书对于从事新闻传播特别是传媒经济与管理专业的高校师生以及研究人员来说是一本很有价值的参考书。

Abstract

Report on Development of China's Media Industry 2009 is an edited work led by the Centre of Media Management, School of Journalism and Communication, Tsinghua University and contributed by many of the country's academic experts. It claims a position among the Blue Book Series published by Social Sciences Academic Press (China) and finds this edition its sixth year's. The contributors of the book, researchers and professionals of China's media industry, offer extensive analyses to all fields of the development of the industry and also scientific analyses of its future. Since its first publication six years ago the book has earned intensive public attention and has been referenced by many of the domestic media. China Media Blue Book is now finding itself the authoritative research work on China's media industry.

Report on Development of China's Media Industry 2009 is inclusive of the following 12 sections to each of which an intensive analyses is given—the General Report, Reports on the News Paper Industry, the Publishing Industry, Periodicals, Radio Broadcasting and Audio Publication, the Television Industry, the Internet Industry, the Mobile Media Industry, the Advertising Industry, the Audience Market, Overseas, Hong Kong and Taiwan Media.

2008 was a year that claimed for many media events and “hot spots”. “The Olympics”, “thirty years” (since the Opening Policy) and “the economic recession” are the three key words indicative of the three topics that thread our review on China's media industry during the year past. Hence “change and transit” being the new thread of development of the media industry in the year 2009. The book provides a retrospective view of the achievements and logics of development of China's media industry during the past 30 years. Attention is given to the identification and correction of data collected from all sources. The book also cast an eye on the influence of the global economic crises upon the Chinese media industry and with reference to the media structural change in Western countries the book attempts to understand that of China.

The book is of theoretical and practical significance. Finding its scale and structure changing fast, the media industry itself is a fast developing industry in the rise. In

contrast to this, an obvious absence of theoretical researches and debates on the new phenomena and new problems is noticed. The book thus, finds itself with certain creative contributions to the exploration of media industry theories and media management theories.

The book is also of practical importance. With systematic reviews and analyses of the media industry and its sub-industries, the book accounts for a useful reference for government policymaking and operation strategy drawing of media enterprises. It is also of value for researchers, teachers and university students whose fields of research fall into journalism and communications, especially with media economy and management studies.

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