

November Channel Rankings: Hunan and Zhejiang Lead, Heilongjiang Enters Top Ten (Reprint Edition)

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Abstract

Full Text

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The November 2017 National Provincial Satellite TV “All-Network Dissemination” Convergence Index Ranking, which reflects the current state of media convergence among China’s provincial satellite television channels, has been released. This ranking is a collaborative effort between Ze Media, People’s Daily, and the National Communication Innovation Research Center at Communication University of China.

Hunan Satellite TV claimed the top position with a score of 9.3428, followed by Zhejiang Satellite TV at 9.1293. Dragon TV ranked third, Jiangsu Satellite TV fourth, and Beijing, Shenzhen, Shandong, Heilongjiang, Guangdong, and Anhui Satellite TVs rounded out the top ten.

Hunan Satellite TV successfully defended its championship title in the provincial satellite TV convergence index. The channel achieved first place across all five secondary indicators: program social index, channel social index, program search index, channel search index, and all-network viewership index. The veteran variety show *Happy Camp* contributed most significantly to this success, ranking first in Weibo reposts, comments, likes, original Weibo reposts, original Weibo comments, original Weibo likes, Weibo topic views, and related Weibo topic volume. Other high-performing programs included *Dear Inn*, which achieved the highest monthly video views, and the large-scale original police dog partnership inspirational growth variety show *Odd Dog*. Notably, the large-scale

public welfare cultural program *Hundred Hearts Hundred Craftsmen*, which visits folk artisans to inherit cultural strength, also achieved impressive dissemination results, with both Weibo reposts and original Weibo reposts ranking in the top five.

Zhejiang Satellite TV secured first place in all-network viewership index and tied with Hunan Satellite TV for first place in channel search index. Additionally, the channel achieved second place in channel social index and program search index, and third place in program social index. Among all programs, *The Birth of Actors* contributed most significantly, ranking second in video views, Weibo followers, and Weibo topic discussion volume, while also placing in the top ten for Weibo comments, original Weibo comments, Weibo reposts, and original Weibo reposts. Furthermore, *Comedy General Mobilization Season 2* and *Sound of Dreams Season 2* garnered considerable attention on the Weibo platform.

Dragon TV ranked second in program social index, third in all-network viewership index and program search index, and fourth in channel search index. Following its resumption of broadcast, *Go Fighting! Season 3* experienced diminished popularity and reputation, yet remained the channel's most significant contributor. The show ranked second only to *Happy Camp* in Weibo likes and original Weibo likes, with related Weibo topic volume placing third among all provincial satellite TV programs. *Youth Hostel* became Dragon TV's top program by viewership, ranking fourth overall. Additionally, *Battle of the Voice Season 2* achieved third place in both Weibo topic views and Weibo topic discussion volume, while also ranking in the top ten for Weibo comments.

Jiangsu Satellite TV tied with Hunan and Zhejiang Satellite TVs for first place in channel search index, ranked third in channel social index, and fourth in all-network viewership index, program social index, and program search index. The large-scale music mystery guessing reality show *The Masked Singer Season 2* remained the channel's primary audience draw, ranking second only to *Happy Camp* in both Weibo comments and original Weibo comments.

Heilongjiang Satellite TV demonstrated the most significant improvement compared with the October rankings, advancing from 27th place to 8th place and breaking into the top ten. At the secondary indicator level, the channel showed the most remarkable improvement in all-network viewership index and program social index among all provincial satellite TVs, primarily due to the outstanding contribution of the cultural variety program *Letters Alive Season 2*. Henan Satellite TV continued to excel in channel social aspects, ranking fourth in this metric, while Tianjin Satellite TV achieved fifth place in program search index.

Ze Media is a professional company specializing in data monitoring and research for new media platforms, providing "all-media evaluation system" design and technical support with independent intellectual property rights. As the designated big data monitoring institution of the China Radio, Film and Television Press Association, Ze Media jointly releases new media dissemination indices with People's Daily and provides "all-media evaluation system" design and tech-

nical support.

For detailed data and collaboration inquiries, please contact Ze Media at: 010-56245413.

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.