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October Channel Ranking: Jiangsu Satellite TV Jumps to Second Place, Henan Satellite TV Shows Significant Rise (Postprint)

Authors:

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Abstract

An analysis of program themes and formats reveals that among the top twenty programs by all-network playback volume, singing competitions and talk shows each accounted for four programs, while two simulation-experience programs—Dear Inn and Youth Hostel—claimed the top two positions, highlighting the emergence of new leading formats. Programs combining celebrity and civilian participants totaled nine, while pure civilian programs included three shows: Children Traveling Far, I Am the Future, and...

Full Text

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The October 2017 “All-Network Dissemination” Convergence Power Ranking for national provincial satellite television channels, jointly produced by Ze Media, People’s Daily, and the National Communication Innovation Research Center at Communication University of China, has been released through the ChinaXiv cooperative journal *Digital • Information*.

Hunan Satellite TV led the rankings with a score of 9.4773, followed by Jiangsu Satellite TV at 8.9689 in second place. Zhejiang Satellite TV, Dragon TV (Shanghai), Beijing Satellite TV, Shenzhen Satellite TV, Shandong Satellite TV, Guangdong Satellite TV, Hubei Satellite TV, and Henan Satellite TV rounded out the top ten.

Hunan Satellite TV maintained its position as champion of the provincial satellite TV convergence power index, securing first place in all-network viewership index, program social index, program search index, and channel search index,

while ranking second in channel social index. The reality show *Dear Inn* achieved the highest monthly video playback volume among all provincial satellite TV programs, while *We Are Here Season 2* and *Happy Camp* also placed within the top ten variety shows by playback volume. The long-running variety program *Happy Camp* generated the highest volume of original Weibo comments and likes, while the newly launched inspirational police dog companionship program *Extraordinary Dogs* achieved the highest volume of original Weibo reposts.

Jiangsu Satellite TV secured first place in both channel social index and channel search index, advancing two positions to rank second overall in October. *The Masked Singer Season 2*, which featured upgraded gameplay and an enhanced guest lineup, ranked third in video playback volume across all provincial satellite TV programs, attracting substantial attention through its high-quality musical experience and more suspenseful guessing segments. *Crazy Closet*, the nation's first program dedicated to solving everyday wardrobe dilemmas for the general public, ranked seventh. Both programs made significant contributions to the channel's overall performance.

Zhejiang Satellite TV ranked second in all-network viewership and program search indices, and third in channel search index. The channel's improved viewership ranking was primarily driven by *Sing! China Season 2* and *Comedy General Mobilization Season 2*, which placed fourth and fifth respectively in video playback volume across all provincial satellite TV programs. The celebrity outdoor architectural creativity challenge reality show *Beautiful House* attracted fan engagement second only to *Happy Camp*, while *Sound of My Dream Season 2* demonstrated particularly strong performance in Weibo interactions.

Dragon TV ranked third in both program social and program search indices, and fourth in all-network viewership index. *Youth Hostel* ranked second in video playback volume across all provincial satellite TV programs and first among Dragon TV's own programs, while also placing third in Weibo topic readership and likes and fourth in original Weibo reposts, making it the channel's most significant contributor.

Beijing Satellite TV ranked second in program social index, while Henan Satellite TV ranked third in channel social index. In terms of ranking changes, the channels showing the most significant improvement in convergence power index from September to October were Henan TV (up seven positions), Shandong TV (up six positions), and Tianjin TV (up six positions). Henan TV demonstrated the greatest improvement in program social index, while Shandong TV showed the largest gain in all-network viewership index.

An analysis of program themes and formats reveals that among the top twenty programs by all-network playback volume, singing competitions and talk shows each accounted for four programs, while two simulation-experience programs—*Dear Inn* and *Youth Hostel*—claimed the top two positions, highlighting the emergence of new leading formats. Programs combining celebrity and civilian participants totaled nine, while pure civilian programs included three shows:

Children Traveling Far, I Am the Future, and Love Defense War. Ze Media's observations indicate that programs incorporating civilian elements have gradually increased their proportion among the top 20 popular variety shows, reflecting to some extent the evolving sensibilities of producers and shifting audience aesthetics.

About Ze Media: Ze Media is a professional new media data monitoring and research company that independently owns intellectual property rights and provides "All-Media Evaluation System" design and technical support. As the sole designated big data monitoring institution of the China Radio, Film and Television Press Association, it jointly releases new media dissemination indices with People's Daily.

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

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

Source: ChinaXiv — Machine translation. Verify with original.