

September Channel Rankings: Hunan TV, Dragon TV, Zhejiang TV, Jiangsu TV, and Shenzhen TV remain in the top five; Guangdong TV enters the top ten in the post-sample edition

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Abstract

Among other notable performers, Beijing Satellite TV's program social media index rose to third place. Hubei Satellite TV's channel search index ranked fifth. Guangdong Satellite TV advanced two positions to enter the top ten, driven by significant improvements in both its program social media and channel social media indices.

Full Text

Preamble

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The National Provincial Satellite TV "All-Network Dissemination" Integration Power Ranking for September 2017 was recently released. Jointly created by Ze Media, People's Daily Online, and the National Communication Innovation Research Center of Communication University of China, this ranking reflects the current state of media convergence in China. Hunan Satellite TV topped the list with a score of 9.3687, followed by Dragon TV (Shanghai) at 9.0002 in second place. Zhejiang Satellite TV ranked third, Jiangsu Satellite TV fourth, and Shenzhen Satellite TV fifth. Rounding out the top ten were Beijing Satellite TV, Jiangxi Satellite TV, Hubei Satellite TV, Guangdong Satellite TV, and Liaoning Satellite TV.

Hunan Satellite TV maintained its dominance from the previous month, securing the championship in the provincial satellite TV integration power index. The channel excelled across all key metrics, leading in all-network viewership index, program social media index, channel social media index, and channel search index. The reality show *Chinese Restaurant* ranked second in monthly video views among all provincial satellite TV programs and first among Hunan TV's variety offerings, trailing the overall leader by a narrow margin. Both *We Are Here Season 2* and *Happy Camp* also placed among the top ten variety shows by video views across all provincial satellite TV stations. *Happy Camp* generated the highest Weibo comment and like counts, underscoring its strong social media engagement.

Dragon TV demonstrated particular strength in search metrics, with its channel search index remaining in first place while its program and channel social media indices ranked second. Its all-network viewership index placed fourth. The seasonal reality show *Go Fighting! Season 3* ranked fifth in video views among all provincial satellite TV programs, while the new variety program *Youth Hostel* placed sixth. Featuring 11 young people managing two guesthouses, *Youth Hostel* generated the highest Weibo repost and topic discussion volumes. According to Ze Media's monitoring, the show gained significant traction even before broadcast, as audiences showed considerable appreciation for this type of "slow variety" format that brings together young people from diverse industries, age groups, and value systems to showcase their dreams and aspirations.

Zhejiang Satellite TV led in both program search and channel search indices, with its all-network viewership index rebounding to second place. This improvement was largely driven by *Sing! China Season 2*, which topped the video view rankings for seasonal reality shows across all provincial satellite TV stations. *Challenge Alliance Season 3*, despite underperforming relative to August, still secured seventh place in the same category.

Jiangsu Satellite TV's channel search index tied for first place with the top three channels, while its all-network viewership index ranked third. The reality competition *Mask Singer Season 2* placed third in video views for seasonal reality shows among all provincial satellite TV programs, making a substantial contribution to the channel's overall performance.

Among other notable performers, Beijing Satellite TV's program social media index rose to third place. Hubei Satellite TV's channel search index ranked fifth. Guangdong Satellite TV advanced two positions to enter the top ten, driven by significant improvements in both its program social media and channel social media indices.

Analysis of program formats reveals that among the top twenty programs by all-network video views, four featured celebrity-civilian collaborations and four were pure civilian programs. Notable pure civilian programs included *I Am the Future*, *Love Defense War*, *Amazing Kids Season 2*, and *Children Travel Far*, which all demonstrated strong performance.

Regarding month-over-month changes, Inner Mongolia Satellite TV and Toonmax TV showed the most significant improvements from August to September, each climbing seven positions. Inner Mongolia TV saw substantial gains in its all-network viewership index, while Toonmax TV experienced the largest increase in channel social media index. Travel Satellite TV followed with a three-position improvement; its all-network viewership and channel social media indices each rose two places, while its program search index increased by one.

Ze Media is a professional company specializing in new media data monitoring and research, providing design and technical support for “all-media evaluation systems” with independent intellectual property rights. As the designated big data monitoring institution of the China Radio, Film and Television Press Association, Ze Media jointly issues authoritative new media dissemination indices with People’s Daily Online.

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

News & Rankings

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

Source: ChinaXiv — Machine translation. Verify with original.