

Semi-Annual Channel Ranking: Zhejiang, Hunan, Jiangsu, and Dragon TV Positioned Among the Top Four Post-Print

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Date: 2023-10-08T00:00:00+00:00

Abstract

A national provincial satellite television “Full-Network Dissemination” integration power ranking, reflecting the current state of media convergence in China, was recently released for the first half of 2017. Jointly developed by Ze Media, the National Communication Innovation Research Center at Communication University of China, and People’s Daily Online, the ranking placed Zhejiang Satellite TV in first position with a score of 9.5914, followed by Hunan Satellite TV at 9.5206, Jiangsu Satellit...

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Preamble

A national provincial satellite television “Full-Network Dissemination” integration power ranking, reflecting the current state of media convergence in China, was recently released for the first half of 2017. Jointly developed by Ze Media, the National Communication Innovation Research Center at Communication University of China, and People’s Daily Online, the ranking placed Zhejiang Satellite TV in first position with a score of 9.5914, followed by Hunan Satellite TV at 9.5206, Jiangsu Satellite TV in third, and Dragon TV in fourth. Beijing Satellite TV, Shenzhen Satellite TV, Anhui Satellite TV, Hubei Satellite TV, Jiangxi Satellite TV, and Liaoning Satellite TV also secured positions within the top ten.

Zhejiang Satellite TV has maintained the leading position in integration power index since April, with its full-network viewership index and channel social media index consistently ranking first since February. Programs contributing significantly to its performance include *Ace vs Ace Season 2*, which accounted for over 70% of the channel’s total viewership in early 2017, as well as the recently concluded *Keep Running* and *High Energy Youth Group*.

Hunan Satellite TV has sustained strong popularity across social media platforms, with *Singer*, *Back to Field*, *I Want to Sing with You Season 2*, *Divas Hit the Road Season 3*, and *Happy Camp* contributing most substantially to its rankings.

Beijing Satellite TV has repeatedly entered the top four in integration power, with its column social media index frequently ranking among the top three. *Crossover Singer Season 2* made the largest contribution, achieving top rankings across all provincial satellite TV programs in full-network video views, Weibo posts, reposts, and comment volumes during the six-month period.

Shenzhen Satellite TV's integration power ranking remained stable at sixth place during April, May, and June. *Shining Father Season 2* and *Generation Show 2017* provided substantial contributions in video playback volume and Weibo topic readership.

Since March, Jiangxi Satellite TV has consistently maintained a position within the top ten. The established program *Family Humor Videos* sustained its traditionally high playback volume, while the 2017 dating show *Rose Journey* demonstrated outstanding performance on social platforms, ranking first among Jiangxi Satellite TV programs in Weibo topic readership and discussion volume in June.

Liaoning Satellite TV's integration power ranking remained stable within the top ten during April, May, and June, with *Happy Rice Grain Season 2*, *Joy Assembly*, and *Love Child Science Talk* contributing most significantly to its performance.

Tianjin Satellite TV's full-network viewership index and column search index both consistently ranked within the top ten throughout the six-month period, achieving sixth place in full-network viewership and fifth place in column search in the mid-year rankings.

Ze Media is a professional company specializing in new media data monitoring and research, providing design and technical support for omnimedia evaluation systems and holding independent intellectual property rights. It serves as the designated big data monitoring institution of the China Radio, Film and Television Press Association and jointly issues new media communication indices with People's Daily Online.

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

Source: ChinaXiv — Machine translation. Verify with original.