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## May Channel Ranking: Zhejiang, Hunan, Beijing Among Top Three (Postprint)

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### Abstract

In the newly released May ranking, Zhejiang Satellite TV led all provincial satellite TV networks across five key metrics: all-network viewership index, program social media index, channel social media index, program search index, and channel search index. In online video performance, “Keep Running” generated over 2.2 billion views, making the highest contribution to Zhejiang Satellite TV’s overall performance. On social media platforms, “Keep Running” also topped all provincial satellite TV pro...

### Full Text

#### Preamble

ChinaXiv Cooperative Journal Rankings & Information

### May Channel Rankings: Zhejiang, Hunan, and Beijing Secure Top Three Positions

The May 2017 national provincial satellite TV “All-Network Dissemination” Integration Power Ranking, jointly produced by Ze Media, the Broadcasting and Television Research Center of Communication University of China, and People’s Daily, has been released. Zhejiang Satellite TV claimed the top position with a score of 9.6269, followed by Hunan Satellite TV at 9.3918 in second place. Beijing Satellite TV ranked third, with Dragon TV in fourth place. Rounding out the top ten were Jiangsu Satellite TV, Shenzhen Satellite TV, Hubei Satellite TV, Jiangxi Satellite TV, Anhui Satellite TV, and Liaoning Satellite TV.

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2.2 billion views, making the highest contribution to Zhejiang Satellite TV's overall performance. On social media platforms, "Keep Running" also topped all provincial satellite TV programs in Weibo comment volume, likes, and topic read count, while "High Energy Youth Group" led in Weibo topic discussion volume.

Hunan Satellite TV's channel search index tied for first place with Zhejiang and Dragon TV. The network ranked second among all provincial satellite TV channels in all-network viewership index, program social media index, channel social media index, and program search index. "Flowers and Youth Season 3" and "Come Sing with Me Season 2" ranked second and third respectively in viewership among all provincial satellite TV programs, while "72 Floors of Mystery" achieved the highest official Weibo repost volume.

Beijing Satellite TV ranked third in both all-network viewership and program social media metrics, with "Crossover Singer Season 2" making the largest contribution. This program ranked sixth in all-network video views among provincial satellite TV programs, first in Weibo post volume, fourth in repost volume, and sixth in comment volume.

Compared with the April channel integration ranking, notable improvements occurred among channels ranked 10th to 20th. Southeast Satellite TV, Guangdong Satellite TV, and Sichuan Satellite TV each advanced three positions, Tianjin Satellite TV moved up two spots, and Heilongjiang Satellite TV gained one position. Specifically, Guangdong Satellite TV's all-network viewership ranking improved by nine places, Southeast Satellite TV advanced six and seven places in program social media and channel social media metrics respectively, Tianjin Satellite TV ranked sixth in all-network viewership, and Heilongjiang Satellite TV placed tenth.

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. It is the designated big data monitoring institution of the China Radio, Film and Television Press Association and jointly issues new media dissemination indices with People's Daily.

For detailed data and collaboration 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.*