



STAR CHINA: SINGING TALENT SHOWS WITH TWIST

As of January 2014, **China Media Capital** acquired the remaining 47% share from **20th Century Fox** to become the sole owner of **Star China Media Ltd.**, which has become one of the largest media group in the country, and one of the most dynamic company in the international programming market.

Star China Media's three TV channels, **Xing Kong**, **Xing Kong International** and **Channel [V] Mainland China**, cover the Chinese-speaking audience across Hong Kong, Macau and Southeast Asia. PRENSARIO interviews **Vivian Yin**, chief representative in the UK, **Star China**, and VP of **Starry Productions**, who describes the international expansion of the company.

'The main difference between us and other companies is that we have a completely different approach to the content development, exclusively focused on the entertainment format business. We have become a major leading production company for the biggest Chinese broadcasters, such as **China Central Television (CCTV)** and **Shanghai Media Group (SMG)**', she explains.

The company has produced four seasons of *China's Got Talent* (CCTV), three seasons of *The Voice of China* (**Zhejiang Television**)



Vivian Yin, chief representative in the UK, Star China, and VP of Starry Productions

and two seasons of *So You Think You Can Dance* (the first broadcast on **Dragon TV**, from SGM, and the second one in **Zhejiang Television**). On scripted, it has developed and produced teen series, music-theme series and comedies.

But the big in house developed format is *Sing my Song*, #1 format in China and on air on **CCTV1**. 'It is a successful talent show both in traditional and new media. We generate incomes from innovative sources: generating original albums with the participants (in which we are part of) and receiving revenues with original soundtracks done for Chinese movies', explains the executive.

Sing My Song had a total season average viewership of 480 million, total viewer share of 37% in China (from CSM) and CCTV 1's ratings increased by 59% compared to previous year, same time slot. The show's viewers represented a high educational background (University+), an increase of 45% on top of the channel's average. The format is available for internationally distribution through **ITV Global Entertainment (UK)**, and **Yin** is doing an important promotional work in the tradeshow.

'The difference between *Sing my Song* and other talent shows is that we put the song at the center of the stage. We do not only promote a TV show, but also a group of singers that will be successful in the future. We give work to writers, composers and musician, moving the whole industry around. There are no cover song in the show; all of them are created by our team'.

There is another twist in the format: celebrities. 'They do not play the judge roles, as it happens in most of the shows. They take part from the beginning, working with the song creators. By the end of the show, we have produced four albums, which are showing incredible good sales in China. They have been two month in the record stores, and then become available to be purchased online', she adds.

Record labels are also really interested in



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The Voice of China premiered its 3rd season last July on Zhejiang Satellite TV and took the top TV rating every Friday night for 4 consecutive weeks

this strategy, as for them is a great business, as well. **Star** has also developed an app with the Internet and mobile company **Tencent** that allows the users to share the songs on the phone and other devices, while they watch and listen.

'There is a strong interest from a US network to take the show to that market, and we have also licensed some songs to karaoke companies. Since December 2014, we will be working on the second season of the program, as well as a new season of *So You Think You Can Dance*, the Chinese version of *Glee* and the third season of *The Voice of China*', concludes **Yin**.

The Voice of China (**Talpa**) earned record ratings for Season 3: the show premiered on **Zhejiang Satellite TV** on July 18 taking the top TV rating every Friday night for 4 consecutive weeks. Over 100 million downloads happened in the first 15 hours of its premiere on **Tencent**. TV Ratings for the first 4 episodes have continuously increased with each consecutive show (per CSM): episode 4 held the highest rating this season: 4.727 per CSM. The highest rating of a single episode (the final episode of Season 1 in 2012) earned a rating of 6.1.