

Structure of China's Information Market and Traditional Chinese Newspapers

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Abstract: In China, the constitution guarantees citizens' freedom of speech and freedom of the press. During the development of the 20th and early 21st centuries, a large number of media outlets have been diversified. At present, there are more than 2,000 kinds of newspapers, 8,000 kinds of magazines, 282 radio stations and 320 TV stations. By the end of 2003, there were 774 short-wave and medium-wave radio stations and 105,080,000 cable TV subscribers; the radio and TV coverage rates reached 93.7% and 94.9%, respectively, so a network of satellite, cable/wireless radio and TV coverage has basically been formed.

Keywords: Information Market; Social Media; Cable/Wireless Radio and TV

1. China has two news agencies

Xinhua News Agency and China News Agency. Among China's international news agencies, we find that Xinhua is the main news agency with international influence in China. It has links with the government and is one of the main international news sources. It was founded in 2000 and is the information link to major media outlets around the world.

It has several publications around the world, and its main digital information pages are:

- The link to Xinhua News Agency is as follows: Provide Chinese content at www.xinhuanet.com.
- Spanish news can be found at the following link: Information in Spanish is available at <http://spanish.news.cn>.
- China News Service link: Information in Chinese is available at www.chinanews.com.cn.

Xinhua provides a variety of information and a wide range of services to keep the world's media and those who consult its pages informed of events in China, and it is also able to provide readers with information on important issues related to investing and living in China.

In China, there is a wide variety of media, but most of them are managed by information agencies and codes established by the government to inform the users and the public that use them. This system, imposed by China's socialist party, has been in place for more than 60 years, but today it has adapted to China's tremendous growth and has also driven economic development, thanks to its technological development strategy. "In the case of China, the state is responsible for planning technological development and identifying the sectors that should be encouraged and supported. Since 1960, the development of local industry has been the main national objective, as has high-tech investment ^[1]. In this way, the Chinese government has extensive influence over the way news is published and presented, setting different guidelines that control the information published by traditional media inside and outside of China, as well as by digital media companies that have developed in recent years.

On this point, China can create its own social media and encourage the development of these networks and technologies as a way to provide its own digital media, and information can also be disseminated on Chinese social media.

Daily use of the Internet in China exceeds 86% and is the main form of communication used by the Chinese. This is due to the fact that the Chinese sector offers a wide range of social media and a variety of different features. Unlike Western social media, in addition to the ability to interact on the Internet, the Chinese Internet is at the same time very easy to manage. Television remains the most active medium, followed by outdoor use, with significant influence on film, followed by radio, news and magazines. In China, there are a variety of media companies offering services ranging from commercial promotion of advertising media to social media for

2. Consumption of Information in China

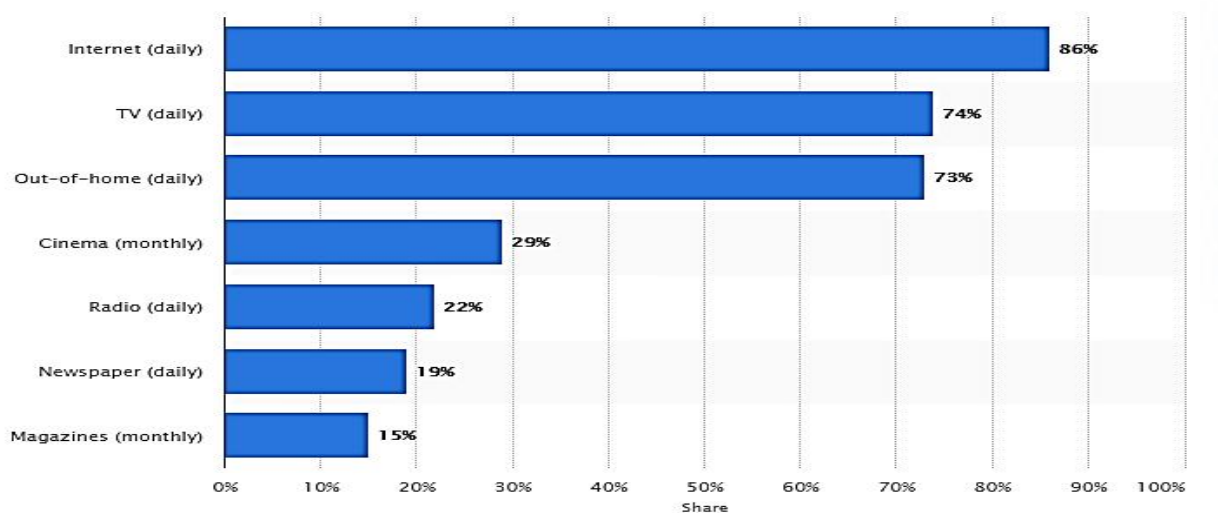


Figure 1. Consumption of China's information market^[2]

The Chinese market consists of billions of users, with more than 550 million users having to social media, and this number is growing. However, these networks are very different from the popular networks that dominate in the West, such as Facebook, Twitter, LinkedIn, YouTube, etc. These Western social media are absent or less present within China, due to the fact that the Chinese market has developed alternatives that are adapted to Chinese needs.

Chinese communications companies have developed their own social media that allow Chinese users to connect with each other and offer the same features as Western social media, and in some cases even more. Some of these social media have made significant strides, and with such a large market, these social media not only have a large number of users, but are fully adapted to Chinese consumption patterns and Chinese consumers.

Among the main social media in China, we can find the following:

Weixin: It is a social media similar to WhatsApp that allows you to send all kinds of messages, linked to your bank account and allows you to make payments in stores by scanning QR codes, including payments for electricity and water services, among others. This application and social media allows you to call money to other users of this application and allows you to download games that generate a third of its revenue, in addition to offering the possibility of posting and commenting on photos and videos. This social media has 1 billion users and is one of the most popular applications in China (China Daily, 2019).

Sina Weibo: It is a microblogging service similar to Twitter, with more than 450 million users. "He is listed on the Nasdaq in New York with a market value of \$3 trillion (2.6 trillion euros) and Alibaba owns 32% of its shares. And Alibaba is the e-commerce giant founded by Jack Ma, one of China's richest tycoons (China Daily, 2019).

Baidu: In contrast to other media companies, Baidu is a Chinese search engine that allows you to find informative content, images and even videos on websites and is an important source of information for Chinese people, the equivalent of Google in an Eastern context.

This social media replaced the famous Wikipedia and offers a wide variety of services, "covering 75% of the market and offering countless services such as maps, translations, music, and movies" (China General Chamber of Commerce, 2019).

QQ email: This email service replaced Google, Yahoo and the outdated Hotmail, Outlook. in the Chinese market, it now has more than 650 million users. It is part of the telecommunications company Tencent. In addition, it provides information services along with other conveniences to Chinese Internet users (China Daily, 2019).

"In the field of journalism, China is undergoing a progressive change in parallel with the global processes that are occurring in

other parts of the world." (Thomson Reuters, 2020).

The Chinese press has been very important from 1950 to the present, and it represents a very important means of communication in Chinese culture. As a result, the number of print media, such as newspapers and magazines, has grown significantly over the past few decades.

From 1950 to 2000, the number of newspapers increased almost tenfold, and in 2003 more than 400 newspapers were published. 80 million daily newspapers were circulated, making China the world's number one in this respect. Newspapers are becoming more diverse and richer every day for different groups of readers. And the reorganization of newspapers is a major trend in the development process. (Xin, X, 2018).

3. Newspapers in China

China Daily: Link:<http://www.chinadaily.com.cn/> Language: English;

<http://www.chinadaily.com.cn/hqzx/> Language: Chinese

Introduction: It is a newspaper with both print and digital editions, in both English and Chinese, and is distributed in China as well as internationally.

"China Daily Group has 12 print publications, including mainland China, U.S., European, Asian and Hong Kong editions, as well as English-language educational media for the 21st century." (China Daily, 2019)

People's Daily: Link:<http://www.people.com.cn/> Language: Chinese

Link:<http://spanish.peopledaily.com.cn/> Language: Spanish

Introduction: The People's Daily is an important media outlet in China, mainly politically oriented. It was born in Beijing in 1948 and is one of the most widely circulated newspapers and has been available electronically since 1997.(Thomson Reuters, 2020).

Global Times: Link:<http://www.huanqiu.com/> Language: Chinese

Link:<http://www.globaltimes.cn/> Language: English

Introduction: The Global Times is an extended version of the People's Daily, published in tabloid form in both Chinese and English, with a larger circulation in Chinese and a smaller one in English.

The New Beijing News: Link:<http://www.bjnews.com.cn/> Language: Chinese

Introduction: The Beijing-based daily began its news activities in 1999, covering financial, business and other local and international news (Xin, X, 2018).

Beijing Youth Daily: Link:<http://bjyouth.ynet.com/> Language: Chinese

Introduction: It is a newspaper affiliated with the Beijing Communist Youth League and is published exclusively for the young people of the area.

21st Century Business Herald: Link:<http://www.21cbh.com/> Language: Chinese Link:<http://en.21cbh.com/> Language: English

Introduction: It is a leading business and trade focused newspaper in China with a daily circulation of 762,000 copies, both in English and Spanish.

Other media include radio, television and the Internet, which have an international reach and also combine with other diverse Chinese media.

Broadcast: According to the Embassy of the People's Republic of China (2019), "The Central People's Radio provides eight programs and broadcasts via satellite. Each province, autonomous region, municipality and other administrative regions have their own monitoring stations."

In China, radio is a very important medium of communication, as are publications, and there are many different kinds of radio broadcasts from which listeners can choose. However, the most symbolic of them all is:

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