



### Chinese TV in the Netflix Era

*Edited by Xu Xiaying (Richard Xu) and Liu Hui*

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**Presents an incisive and up-to-date account of the Chinese television industry informed by robust scholarship, particularly online drama series, or webisodes, with a special focus on Netflix, VSPs, original content production trends, trans-media stories, practitioner insights, and audiences' behavior.**

Subscription-video-on-demand (SVOD) services are available on many online video-streaming platforms (VSPs) in China, such as iQiyi, Youku and Tencent Video, backed by Baidu, Alibaba and Tencent groups (BAT), respectively. The video content on these platforms can be the same shows as those broadcasted on national or provincial television stations or originally produced and exclusively streamed on the VSP. Meanwhile, VSPs purchase the distribution rights of foreign films and television series to enrich the content pool. This book aims to provide an account of Chinese television, particularly online drama series, or webisodes, with an awareness of the existence and competition of Netflix, covering topics on business strategies of VSPs, original content production trends, trans-media stories telling cases, audience behaviors and practitioner insight.

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