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The next factor

The world's most dynamic territories — China and India — have climbed aboard the format train in recent years. These are the next big territories for trading in this big TV phenomenon? Marlene Edmunds reports



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With and local adaptations are a hot topic. But even as the industry grows, many are questioning the value of the format. In Russia, the market is still in its infancy. In India, the market is still in its infancy. In China, the market is still in its infancy. In China, the market is still in its infancy.

"Our job with CCTV is to help nurture a new generation of producers who are a lot more innovative and creative"

Jack Dong

The next factor

Chinese multi-media giant CCTV is the "special" stage in terms of connectivity. "Our jobs with CCTV is to help nurture a new generation of producers who are a lot more innovative and creative"



David White for the Wall Street Journal

With China's 1.3 billion population, it is a country for connectivity in all of its forms. What is it like in other, and an educational experience that has traditionally been a discipline of activity, individuality and living energy. Dong says, however, that Chinese media organizations are now working hard to change that.



China's multi-media giant CCTV is the "special" stage in terms of connectivity. "Our jobs with CCTV is to help nurture a new generation of producers who are a lot more innovative and creative"

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