

Government shows support for music made in China



China's delegation from its Ministry of Culture: Chen Tong (left), He Yi, Fu Yan Mei, Pu Tong, Liu Dongsheng, Jiang Jianmin, Chen Xiao Wen and Li Xiao Yong

CHINA is in Cannes with the largest official delegation ever brought to MIDEM — some 30 companies and eight representatives from the Chinese Ministry of Culture.

Chen Tong, general manager for the audio and video division of the Ministry of Culture's Department of Cultural Market, told MIDEM Daily News that the government wants the Chinese industry to increase its profile in the world music market — one of the reasons such a large ministerial delegation is here for the first time.

"The Chinese government is strongly encouraging the development of new Chinese music on a number of different fronts and that includes fusing contemporary music with traditional to create new sounds," said Chen. "We are trying to create an environment in

which creativity can thrive in China." Chen said the government plans to allow more breathing room when it comes to regulatory issues.

The music industry in China is known to have been seriously crippled by rampant piracy, as has the trust of international companies in entering China without strong anti-piracy measures in place.

Chen, however, has strongly reaffirmed China's commitment to fighting piracy, pledging that this had become the number one priority of the Chinese government. "We are doing everything in our power to stop piracy, and to identify and punish the pirates, both physical and online. We've gotten much tougher — more than 100,000 CDs and DVDs have been confiscated by the Chinese government."

He says he spends every day, all day long, trying to battle piracy, noting download has become "the real killer" when it comes to creativity in the industry: "We've closed sites and punished the perpetrators with fines, closure and jail terms."

Chen said that it will take some time for Chinese musical talent to cross internationally in a big way, but he added that

mobile and other new pipelines for distribution will eventually help Chinese musical talent travel globally. A case in point is CRC Jianian — a joint venture between China Record Corporation, Los Angeles-based consultancy AIM Group, and PanPacific Ventures — which is steering digital and mobile distribution of Chinese music internationally.

CHINA MARKET UPDATE

CHINA will be holding a conference from 10.00 to 12.00 in Auditorium K tomorrow to give the full low-down on the Chinese music industry and what the government is doing to help it.

Chen Tong said the conference will take a look at what the Chinese market is expected to look like in the future: "Delegates who want to know the value of the Chinese market locally and internationally in China, and who want to get details on the country's digital playing field, will be able to get that information here."