

# CHINA-INTERNATIONAL CO- PRODUCTION HANDBOOK

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中外合拍影片  
简明手册与问答



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## Policies and Regulations for Film Co- Production

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合拍片政策法规

# Definition and Types of Co- Production Films

## 合拍片的定义和形式

合拍摄制影片分为三种形式：合拍片、协拍片、委托拍片。

Film co-productions fall into three categories: co-produced, assisted and entrusted.

**合拍片**，是中国境内制片公司和境外制片公司共同投资（含资金、劳务或实物）、共同摄制，共同分享利益及共同承担风险的一种摄制形式。这种联合摄制的合拍片，在中国内地市场可以享受国产影片的待遇。

**A Co- Production Film** is a film shot by a China-based film producer and a foreign producer that features joint investments (including funding, labor and materials, joint filming, and joint sharing of both benefits and risks. Such films are subject to preferential policies that are typically applied to domestic Chinese films within the Chinese marketplace.

**协拍片**，是指外方出资的影片到中国来拍摄，中国的合作伙伴提供场地、设备、劳务等有偿服务，但不享有版权，只是协助拍摄。协拍片进入中国内地市场，需要履行进口手续，按照进口片处理，不能享受国产片的待遇。

**An Assisted Film** is a foreign-invested film that is produced in a China setting. The Chinese partner assists a foreign producer in providing settings or filming locations, facilities and labor at the cost of the foreign producer, but will not own the copyrights as an assisting party. The assisted film must go through import formalities as an imported film and is not subject to the preferential policies typically applied to domestic Chinese films.

**委托拍片**，是指根据外方的全权委托，按照指定内容和技术要求拍摄的影片，中方完成全部工作并收取相应费用，不享有任何版权。这种性质的产品进入内地市场完全按照进口片处理，不享受国产片的待遇。

**An Entrusted Film** is a film in which a foreign party has fully entrusted a Chinese party to produce according to specified content and technical requirements. The Chinese party completes all work at the expense of the foreign party, but will not own the copyrights. A film of this type is thoroughly considered an import entering the domestic market and is not subject to the preferential policies typically applied to domestic Chinese films.



# Co- Production Regulations and History

## 合拍片的相关规定和大事

**2001年12月12日**，《电影管理条例》在国务院第50次常务会议上通过，自2002年2月1日起施行。

The Regulations on the Administration of Movies was adopted at the 50th Executive Meeting of the State Council **on Dec. 12, 2001**, and came into effect on Feb. 1, 2002.

**2004年7月6日**，广电总局发布《中外合作摄制电影片管理规定》，自2004年8月10日起施行。

**On Jul. 6, 2004**, the State Administration of Radio, Film and Television (SARFT) promulgated The Administration of Sino-Foreign Cooperation in the Production of Films Provisions, which became effective on Aug. 10, 2004.

**2003年10月21日**，广电总局出台《关于加强内地与香港电影业合作、管理的实施细则》。

**On Oct. 21, 2003**, SARFT promulgated The Implementing Rules on Toughening the Cooperation Between the Film Sectors in Mainland China and in Hong Kong and its Management .

**2006年5月22日**，广电总局发布《电影剧本（梗概）备案、电影片管理规定》，自2006年6月22日开始实施。

**On May 22, 2006**, SARFT promulgated The Regulations on Movie Scripts (Summary) Registering and Movies Administration, which became effective on June 22, 2006 .

**2013年1月17日**，广电总局出台《关于加强海峡两岸电影合作管理的现行办法》。

**On Jan. 17, 2013**, SARFT promulgated The Applicable Measures for Enhancing the Administration of the Filming Cooperation between the Two Sides of the Taiwan Strait.

**2014年3月27日**，国家新闻出版广电总局下发《国家新闻出版广电总局关于试行国产电影属地审查的通知》，对包括合拍片在内的审查简政放权。

**On Mar. 27, 2014**, the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT, formerly SARFT) issued The Circular of SAPPRFT on the Trial Implementation of the Censorship of Chinese Domestic Films by Local Competent Departments, which included measures for streamlining the censorship of coproduced films, to transfer powers to lower-level departments.



**2016年11月7日**，全国人民代表大会常务委员会发布了《中华人民共和国电影产业促进法》，并于2017年3月1日起正式施行。该法规定境内法人、其他组织经国务院电影主管部门批准，可以与境外组织合作摄制电影；合作摄制电影符合创作、出资、收益分配等方面比例要求的，视同境内法人、其他组织摄制的电影；国家鼓励法人、其他组织通过到境外合作摄制电影等方式进行跨境投资，依法保障其对外贸易、跨境融资和投资等合理用汇需求。

**On Nov.7 2016**, the Standing Committee of the National People's Congress issued the "People's Republic of China Film Industry Promotion Law" which was formally implemented on Mar. 1, 2017. The law requires the legal persons or other organizations in China can cooperate with organizations outside China on film productions with the approval of the competent department of the State Council; films meeting the requirements for creation, investment, income distribution and other aspects, are treated as films produced by domestic legal persons or other organizations; the state encourages the legal persons and other organizations to make overseas cross-border investment through overseas and other ways, to protect its foreign trade, cross-border financing, investment and other reasonable demands for foreign exchange according to the law.

Table 1: Overview of Sino-Foreign Film Co-Production Agreements 表 1 中外合拍片协议概况

合拍协议 Agreement	时间 Date	共同点 Common Points	特点 Special Points
中加政府关于联合拍摄电影的协议 The Agreement on Sino-Canada Film Co-Production	1987.02		第一份电影合拍协议 The first film agreement
中意电影合拍协议 The Agreement on Sino-Italy Film Co-Production	2004.12	1. 所有协议中都包含拍摄前报批获得立项许可, 完成后报批获得公映许可的条款	须审查双方投资的平衡性 CFCC evaluates the investment ratio from both parties to determine if the film meets the criteria as a co-production
中澳电影合拍协议 The Agreement on Sino-Australia Film Co-Production	2007.09		
中法电影合拍协议 The Agreement on Sino-French Film Co-Production	2010.04	All agreements include provisions for applying for	为鼓励, 中外合拍片在中国境内产生的收入, 税率只征收 10% For encouragement, the income generated by the Chinese and foreign films in China is taxed only of 10%
中国新西兰电影合拍协议 The Agreement on Sino-New Zealand Film Co-Production	2010.07	prior approval for film production and after approval, for a permit for public screening of films	
中国新加坡电影合拍协议 The Agreement on Sino-Singapore Film Co-Production	2010.07		
中国比利时电影合拍协议 The Agreement on Sino-Belgium Film Co-Production	2012.04		
中英电影合拍协议 The Agreement on Sino-Britain Film Co-Production	2014.04	2. 大部分协议中都有“至少 90% 镜头为该片专门拍摄”的规定	对于资金投入拟定了上下限 Proposed upper/lower limits for the amount of investment
中韩电影合拍协议 The Agreement on Sino-South Korea Film Co-Production	2014.07		增加了技术合作条款 Supplemented the technical terms for cooperation
中国印度电影视听合拍协议 The Agreement on Sino-India Film Co-Production	2014.09	Most of the agreements include a regulation stipulating that "at least 90% of camera shots are exclusively for the said film."	
中国西班牙电影合拍协议 The Agreement on Sino-Spain Film Co-Production	2014.09		允许引入第三方, 但有投资比例限制 Allowed the introduction of third parties, but with limited proportions of investment
中国马耳他电影合拍协议 The Agreement on Sino-Malta Film Co-Production	2015.07		
中国荷兰电影合拍协议 The Agreement on Sino-Netherlands Film Co-Production	2015.10		
中国爱沙尼亚电影合拍协议 The Agreement on Sino-Estonia Film Co-Production	2016.04		
中国希腊电影合拍协议 The Agreement on Sino-Greece Film Co-Production	2017.04		
中国丹麦电影合拍协议 The Agreement on Sino-Denmark Film Co-Production	2017.05		
中国卢森堡电影合拍协议 The Agreement on Sino-Luxembourg Film Co-Production	2017.06		
中国哈萨克斯坦电影合作摄制协议 The Agreement on Sino-Kazakhstan Film Co-Production	2017.06		
中国俄罗斯电影合拍协议 The Agreement on Sino-Russia Film Co-Production	2017.07		1. 来自第三方国家的合作限制方参与投资比例不得超过总预算的 30% 2. 每个合作制片者: 至少应该承担一个主角, 一个主演, 一个配角 1. The co-production investment proportion of the third party countries shall not exceed 30% of the total budget 2. Each co-producer should contribute at least one creator, one starring role, one supporting role.
中国巴西电影合拍协议 The Agreement on Sino-Brazil Film Co-Production	2017.09		在特殊情况下, 每个合作制片者参与投资比例的上限和下限可由 80% 和 20% 调整为 90% 及 10% Under special circumstances, the upper and lower limits of each participant's participation in the investment can be adjusted from 80% and 20% to 90% and 10%



## 合拍片相关规定摘要

文件名称：《中外合作摄制电影片管理规定》，

部分内容摘要如下：



**第二条** 本规定所称中外合作摄制电影片，是指依法取得《摄制电影许可证》或《摄制电影片许可证（单片）》的境内电影制片者（以下简称中方）与境外电影制片者（以下简称外方）在中国境内外联合摄制、协作摄制、委托摄制电影片。

**第三条** 本规定适用于中外电影制片者在中国境内外合作摄制的故事片、美术片、科教片、纪录片、专题片等电影片（含胶片电影、数字电影、电视电影等）。

**第七条** 国家对中外合作摄制电影片实行许可制度。境内任何单位或个人未取得《中外合作摄制电影片许可证》或批准文件，不得与境外单位或个人合作摄制电影片。未经批准，境外单位或个人不得在中国境内独立摄制电影片。

**第八条** 申请中外合作摄制电影片应当具备下列条件

（一）持有《摄制电影许可证》或《摄制电影片许可证（单片）》的中方制片单位（含在境内批准注册的中外合资电影制片公司，下同）；

（二）中外合作双方均不在因违反《电影管理条例》而停止摄制电影片的处罚期内。

**第十二条** 《中外合作摄制电影片许可证》有效期为两年。

**第十三条** 联合摄制中需聘用境外主创人员的，应当报广电总局批准，且外方主要演员比例不得超过主要演员总数的三分之二。



**第十六条** 联合摄制的电影片，经审查合格，取得广电总局颁发的《电影片公映许可证》后，方可在中国境内外发行公映。

协作摄制、委托摄制的电影片，经审查合格的，可持广电总局的批准文件办理出境手续。

**第十七条** 中外双方如需更改已经取得《电影片公映许可证》的电影片，应当报广电总局审批。

**第十八条** 中外合作摄制的电影底片、样片的冲印及后期制作，应在中国境内完成。因特殊需要在境外完成的，应报广电总局批准。

剪余的底样片素材暂由中方保存，影片在境外公映半年之后方可出境。

**第十九条** 联合摄制的电影片，需参加中外电影节（展）的，应按照举办、参加中外电影节（展）的有关规定报广电总局备案。

**第二十条** 外方应通过中方在中国内地聘用电影创作及劳务人员，并依据中国法律、法规与应聘者签订合同。

**第二十一条** 对违反本规定的行为，依据《电影管理条例》的有关规定处罚。

**第二十二条** 本规定适用于香港、澳门特别行政区及台湾地区的电影制片者在境内合作摄制电影。



# Selections of Specific Articles from Co- Production-Related Regulations:

## Sections from the Provisions on the Administration of Sino-Foreign Cooperative Production of Films:

**Article 2** - For the purposes of these Provisions, "Sino-foreign cooperation in film production" refers to the joint and coordinated production of films, and the production of films by appointment, inside or outside China, by a domestic film producer that has obtained a "Film Production Permit" or a "Film Production Permit (Single Film)" (hereinafter the "Chinese Party"), in accordance with the law, and a foreign film producer (hereinafter the "Foreign Party").

**Article 3** - These Provisions shall apply to the cooperative production of fictional films, artistic films, scientific and educational films, documentaries and special feature films (including traditional films, digital films, films for television, etc.) by Chinese and foreign film producers inside and outside China.

**Article 7** - The State shall implement a licensing system for Sino-foreign cooperation in film production. Domestic work units or individuals that have not obtained a "Permit for Sino-foreign Cooperation in Film Production" or an approval document may not produce films in cooperation with foreign work units or individuals. Foreign work units or individuals may not produce films independently in China without approval.

**Article 8** - To apply for Sino-foreign cooperation in film production, the following conditions shall be met:

1. The Chinese Party shall hold a "Film Production Permit" or a "Film Production Permit (Single Film)" (hereinafter, including Sino-foreign film production equity joint ventures approved and registered in China);
2. Neither the Chinese nor Foreign Party is currently subject to a penalty period that bans it from film production as a result of violation of the Regulations on the Administration of Films.

**Article 12** - A "Permit for Sino-Foreign Cooperation in Film Production" shall be valid for two years.

**Article 13** - Where it is necessary to employ major, non-local personnel for a joint production, these individuals shall be approved by SARFT, and the proportion of the major actors of the Foreign Party shall not exceed two-thirds of the total number of the major actors.

**Article 16** - Jointly-produced films may only be distributed and screened publicly inside or outside China after they have passed examination and obtained a "Permit for Public Screening of Films" issued by SARFT. In cases of films produced in coordination or by appointment that have passed examination, export procedures may be carried out on the strength of the approval document of SARFT.



**Article 17** - Where the Chinese and Foreign Parties need to amend a film for which the "Permit for Public Screening of Films" has already been obtained, they shall report the matter to SARFT for examination and approval.

**Article 18** - The printing and post production of negatives and copies of Sino-foreign coproduced films shall be completed in China. If this must be completed outside of China due to special needs, a request for approval shall be submitted to SARFT.

The remaining negatives and copies after editing shall be retained temporarily by the Chinese Party, and may only be exported after the film has been publicly screened abroad for six months.

**Article 19** - Should a jointly-produced film participate in a Chinese or foreign film festival (exhibition), a record shall be filed with SARFT according to the provisions on the holding of, and participation in, Chinese and foreign film festivals (exhibitions).

**Article 20** - The Foreign Party shall employ creative talent and workers related to the film in mainland China through the Chinese Party, and shall sign a contract with the employees in accordance with the laws and regulations of China.

**Article 21** - Acts in violation of these Provisions shall be penalized in accordance with the relevant provisions of the Regulations on the Administration of Films.

**Article 22** - These Provisions shall also apply to the cooperative production of films in China by film producers from the Hong Kong Special Administrative Region, the Macao Special Administrative Region and Taiwan.



# Forms of Investment for Co- Production

## 合拍片的投资形式

随着政策支持力度的加大，以及电影市场的复苏，电影投资环境也得到了大幅度的改善，包括政府、产业资本和民间资本等在内的大量资本进入电影制作领域。概括起来，在中国参与电影制作主要有以下几种形式：

With the enhancement of supportive policies and as film markets have been rejuvenated, the investment climate has improved with a massive influx of government, industry and non-government capital to the film production sector. Film co- production in China comes in the following forms:

**直接投资：**主要是指制片方独自筹资或者联合多方直接投资拍摄影片。直接投资方有权分配该电影的未来收益，投资模式清晰，收效快。《战狼 2》就是电影直接投资项目中最成功的案例之一。

**Direct Investment:** Direct investment is intended for a film production that is wholly invested in by a producer or jointly invested by several parties. The party or parties contributing direct investment will have the right to share future earnings. The investment pattern is clearly defined and fast-rewarding. "Wolf Warriors II " offers one of the most successful cases of direct investment in film production.

**银行贷款：**2014 年中国七部委下发《关于支持电影发展若干经济政策的通知》，鼓励银行金融机构，为电影信贷提供支持。包括北京银行、工商银行、江苏银行、民生银行、华夏银行、招商银行等通过无形资产抵押等创新金融产品，支持了大量电影的拍摄工作。比如，《金陵十三钗》曾获民生银行 1.5 亿元贷款；由徐克导演的《龙门飞甲》曾获北京银行 1 亿元“打包”贷款；《小时代》获得南京银行 6 千万贷款。

**Bank Loans:** In 2014, seven ministries and commissions of the Chinese government issued "The Circular on Supporting Several Economic Policies for Film Industry Development", in order to encourage financial institutions to provide credit for film production. A number of financial institutions, including Beijing Bank, Industrial and Commercial Bank of China, Bank of Jiangsu, China Minsheng Bank, Huaxia Bank and China Merchants Bank, supported film production drives with innovative financial products such as mortgages on intangible assets. For example, "The Flowers of War" was given a loan of RMB 150 million from China Minsheng Bank; "Flying Swords of Dragon Gate" (directed by Tsui Hark) RMB 100 million from Beijing Bank; and "Tiny Times" RMB 60 million from the Bank of Nanjing.



**电影基金：**电影基金作为新兴投资模式也开始广受关注。数据显示，截至 2013 年 11 月，中国已有 111 只文化产业基金，包括政府引导投资基金、产业型投资基金、专业 PE、VC 等投资机构以及产业整合投资基金几类。

**Film Funds:** Film funds are gaining in popularity as an emerging investment pattern. China developed 111 culture industry funds by November 2013, including government-guided investment funds, industrial investment funds, private equity, venture capital and other investment institutions, as well as industry-integrated investment funds.

**植入广告：**为了规避投资风险，不少影视企业选择了稳妥的广告植入等作为其投资电影的主要模式，比如《变形金刚 4》《美人鱼》《功夫瑜伽》等就有众多的植入广告。

**Product Placement:** Product placement, namely embedded marketing, mitigates investment risks. Many film companies use product placement – a stable means of profit – as the dominant pattern of investment in film production. Examples are "The Mermaid", "Kung-Fu Yoga" and "Transformers: Age of Extinction", all of which feature a great deal of product placement.

**互联网金融：**目前包括众筹在内的互联网金融虽然尚不具备颠覆传统电影制作方式的能力，但它为电影行业发展增加了融资渠道和平台，如阿里“娱乐宝”、百度的“百发有戏”、京东“凑份子”等。

**Network financing:** Present network financing platforms, including Zhongcou.cn, have not yet assumed the power to transform the conventional means of film production, but they add to means of financing film industry development. Examples include Alibaba's "Yulebao", Baidu's "Baifayouxi" and JD Online Shopping Mall's "Coufenzi."

除了以上提到的 5 种电影投融资模式之外，版权预售、政府出资等方式也被业内人士归纳为电影获得投资的主要手段。

Copyright pre-sales, government investment and other sources provide important means of production financing in addition to those listed above.



# China's Departments of Co- Production

## 合拍片的主管机构

1. 国家新闻出版广电总局电影局

State Administration of Press, Publication, Radio, Film and TV  
(SAPPRFT)

2. 中国电影合作制片公司

China Film Co- Production Corporation (CFCC)

3. 省级广电部门

SAPPRFT provincial departments



# 合拍片的报批程序

境内外合作摄制影片（合拍及协拍）的报批程序分为剧本立项申请、影片摄制及完成片送审三个阶段。

## 第一阶段：剧本立项申请

1. 境内外合作各方达成合作意向；
2. 境内第一出品方负责在国家新闻出版广电总局电影电子政务平台在线填报申请（点击此处链接 [dy.sapprft.gov.cn/](http://dy.sapprft.gov.cn/)）；（注：合拍及协拍影片，报送省级广电行政主管部门；国产转合拍的影片，报送合拍公司）
3. 境内第一出品方负责将剧本和申报材料报送至第一出品单位工商注册登记所在地省级广电行政主管部门，由该部门出具对剧本的初审意见；第一出品单位为中央和国家机关（军队）所属电影制片单位及国产转合拍的影片，直接报送合拍公司；（注：中方第一出品单位须具备合拍资质，即独立或联合出品过两部以上影片，申报时需提交曾出品影片的“电影片公映许可证”）
4. 境内第一出品方负责向合拍公司提交剧本和申报材料，具体如下：
  - 1) 境内外合作各方关于剧本立项的申请报告（原件，须加盖各单位公章）
  - 2) 境内外合作各方的公司简介（包括公司业绩、通讯地址、邮政编码、电话、传真号码、电子邮箱、网址等）
  - 3) 境内外合作各方的有效商业注册登记证明（复印件）。
  - 4) 境内外合作各方账户所在银行出具的资信证明（非存款证明）
  - 5) 境内第一出品单位提供的影片项目负责人委托书（原件，须加盖单位公章，内容包括该项目负责人的联络信息：通讯地址、邮政编码、电话、传真号码、电子邮箱等）
  - 6) 境内外合作各方签订的合（协）拍影片意向书（复印件）
  - 7) 影片编剧、导演、摄影、美工及主要演员的姓名、国别、护照或身份证复印件、简历；主要演员须注明在本片中所饰演的角色（在合拍影片中，外方主要演员比例不得超过主要演员总数的三分之二；协拍片对演员比例没有要求）
  - 8) 编剧允许影片合作方使用其作品的授权书（复印件，须编剧本本人签字）
  - 9) 故事梗概（1000字以内）
  - 10) 剧本三本，中文简体四号字，标明场次和页码
5. 合拍公司审阅剧本并审核申报材料，对符合要求的项目形成书面报告后报送电影主管部门；
6. 电影主管部门颁发《影片立项通知书》及《中外合作摄制电影片许可证》；
7. 合拍公司与境内外合作各方签订合同书；



## 第二阶段：影片摄制

1. 影片获准立项后，境内第一出品单位须在国家新闻出版广电总局电影电子政务平台在线填报如下材料的申请，并同时向合拍公司递交与总局政务平台申报内容相同的纸质材料：

1) 广电总局电影局下达合拍影片的拍摄计划函，此函发影片拍摄所涉及的地方政府及相关部门，请相关地方政府及部门对影片拍摄给予支持。申请上述拍摄计划函需提交下列信息：

- (1) 境内外合作各方的公司名称
- (2) 中文片名
- (3) 摄制周期
- (4) 在中国境内的拍摄地点
- (5) 器材进出口口岸名称
- (6) 拍摄计划主、抄送单位名称

2) 聘用境外主创人员的申请（协拍片不需上报此项申请），须包含内容如下：

- (1) 境内外合作各方的公司名称
- (2) 中文片名
- (3) 拟聘用的境外主创人员（编剧、导演、摄影、美工、主要演员）的姓名、国别和艺术简历；主要演员须注明其在片中所饰演的角色。

3) 英文片名的申请（协拍影片不需上报此项申请），须包含内容如下：

- (1) 境内外合作各方的公司名称
- (2) 中文片名
- (3) 英文片名；非直译的英文片名须在文中做出说明

4) 变更出品方的申请，须包含内容如下：

- (1) 原境内外合作各方的公司名称
- (2) 中文片名
- (3) 变更出品方的原因
- (4) 变更的出品公司的名称

除申请报告外，须提供的附件有：涉及变更各方的申请函（含被变更出品方的同意函）、公司简介、资信证明、变更后的新合作方的合作意向书

5) 变更中文（或英文）片名的申请，须包含内容如下：

- (1) 境内外合作各方的公司名称
- (2) 原中（或英）文片名
- (3) 拟变更的新中（或英）文片名及原因

2. 如需为聘用的境外摄制人员办理来华签证，境内第一出品单位需向合拍公司递交申请及来华人员的护照复印件；

3. 若委托合拍公司为摄影器材、胶片、设备、音像制品等物品办理临时出入境手续，境内第一出品单位须向合拍公司提交办关委托书及其他相关材料；



### 第三阶段：完成片送审

1. 影片摄制完成后，境内第一出品方负责在国家新闻出版广电总局电影电子政务平台在线填报送审影片申请，并同时将影片 HDCAM 带及相关材料送至其工商注册登记所在地省级广电行政部门，由该部门出具对影片的初审意见；之后报合拍公司审核，通过后颁发《影片审查决定书》。第一出品单位为中央和国家机关（军队）所属电影制片单位的，影片直接报合拍公司初审，通过后报电影主管部门终审。

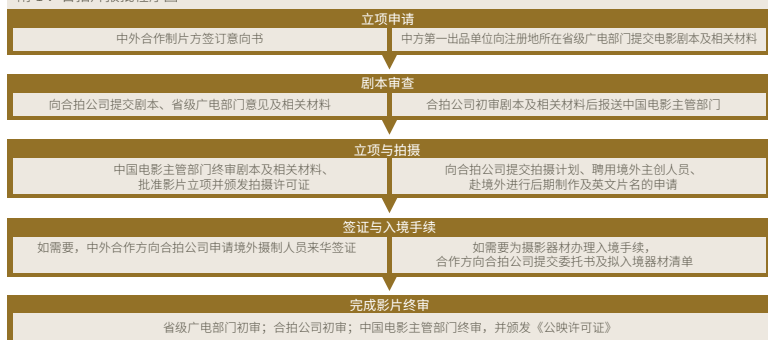
2. 境内第一出品单位向合拍公司送审影片时，须递交如下材料：

- 1) 省级广电行政部门对影片的初审意见
- 2) 影片 HDCAM 带
- 3) 故事片（胶片或数字）送审清单一份（点击此处下载《国产影片（胶片）送审清单》或《国产影片（数字）送审清单》）
- 4) 境内第一出品单位填写的《国产影片审查报批表》原件（点击此处下载《国产影片审查报批表》），一式四份（须加盖公章）并附电子文档。此表中 [省广电局电影审查意见] 一栏须填写省广电局初审意见。[中央和国家机关（军队）所属的、以及在国家工商总局注册的电影制片单位除外]
- 5) 影片主要创作人员登记表（点击此处下载《主要创作人员登记表》），一式两份并附电子文档
- 6) 影片英文片名的申请报告
- 7) 如发生增加或变更出品单位，须报送增加或变更出品单位批复的复印件
- 8) 影片完成台本电子文档
- 9) 影片的字幕表及歌词
- 10) 办理《单片摄制许可证》的单位须将许可证交回
- 11) 变更片名的，须报送更改片名批复的复印件
- 12) 境内外合作各方签订的联合摄制合同书（复印件），如增加或变更出品单位的，须提交变更后的合作各方签订的合作合同书复印件
- 13) 剧照（不少于六张）
- 14) 境内第一出品单位领取公映许可证片头的经办人授权书（须加盖公章）

注：可将上述第 4）、5）、8）、12）项内容刻制成光盘，

一式两套，合拍公司和电影局各存一套。

附 1：合拍片报批流程图



# Approval Procedures for Co-Produced Films

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Chinese-foreign film co-productions and assisted co-productions fall into three stages: application to establish a project, production and the review and approval of the completed film.

## Stage One: Application to Establish a Project

1. Domestic and overseas co-producing parties enter a co-production agreement or letter of intent;
2. The lead domestic party processes an online application with the E-Government Network under the State Administration of Press, Publication, Radio, Film and Television ([dy.sapprft.gov.cn/](http://dy.sapprft.gov.cn/)); (Note: For co-production and assisted co-production, submit to provincial or municipal authorities for radio, film and television; or in the in case of a change in status from a domestic production to a co-production, submit to China Film Co-Production Corporation (CFCC).
3. The lead domestic party delivers the proposed script and application documents to the provincial or municipal authorities for the region in which the party is registered for comments on script; where the lead domestic party is directly under a central or state organ (Army), it shall submit directly to CFCC; (Note: The lead domestic party must be eligible for co-producing films, namely having produced or coproduced two or more films, and will need to produce "The Film Public Exhibition Permit" of the films it has produced, as part of the application documents.)
4. The lead domestic party submits the script and application documents to CFCC, including:
  - 1) An application letter establishing the project that is jointly signed by all parties (original with official seal of each party);
  - 2) Company profile of each co-production party (including performance record, address, postal code, telephone and fax numbers, email and website);
  - 3) Valid business license for each party (copy);
  - 4) Proof of financial credit issued to each party from their respective banks (not proof of deposit);
  - 5) Letter of authority for the person responsible for the project issued by the lead domestic party (original with official seal, including contact information of the appointed person: address, postal code, telephone and fax numbers, and email) ;
  - 6) Letter of Intent for co-production or assisted co-production signed by all parties (copy) ;



7) A list of major creative contributors, including names, nationalities and filmography of the screenwriter, director, cinematographer, production designer and leading actors as well as copies of their passports or ID certificates; for leading actors, their roles in the film must be stated (in films, overseas actors must not exceed two-thirds of the main cast; there is no such requirement for assisted co- productions);

8) Letter of authorization from the screenwriter authorizing the parties to exploit the work (copy with signature by the screenwriter);

9) Synopsis of the film (within 1,000 words)

10) Three copies of the script in simplified Chinese, font size 4, with numbered scenes and pages.

5. CFCC will read and assess the script and application, and then produce a written report before submitting it to the relevant authorities;

6. The authorities will issue "The Film Project Establishment Notice" and "The Chinese-Foreign Film Permit co- production";

7. CFCC will execute the agreement with all parties.

## Stage Two: Production

1. After the film has been approved to shoot, the lead domestic party shall file the following documents online with the E-Government Network under the State Administration of Press, Publication, Radio, Film and Television before submitting the same documents in print to CFCC:

1) Concrete information needed for "The Official Shooting Plan" drafted and issued by the Film Bureau, including:

(1) Names of all parties

(2) Chinese film title

(3) Production period

(4) Shooting locations in China

(5) Entry and exit ports for customs clearance

(6) List of departments and organizations "The Official Shooting Plan" is addressed to and copied on;

2) An application letter for hiring overseas major creative contributors (there is no such requirement for assisted co- productions), including:

(1) Names of all parties

(2) Chinese film title

(3) List of overseas major creative contributors (screenwriter, director, cinematographer, production designer and leading actors) to hire, including names, nationalities and filmography; leading actors' roles in the film must be stated;



- 3) An application letter for the English version of the film title (there is no such requirement for assisted co- productions), including:
  - (1) Names of all parties
  - (2) Chinese film title
  - (3) Proposed English film title for release ; an explanation is necessary in case of non literal translation;
  - 4) Where necessary, an application letter for change of co- production party or parties, including:
    - (1) Names of original parties
    - (2) Chinese film title
    - (3) Reasons of changing party or parties
    - (4) Names of the party or parties to change. Necessary additional documents: statements from the parties involved (including from the quitting party or parties), company profile and proof of financial credit of the new party or parties, and a Letter of Intent regarding the between the updated parties;
  - 5) When necessary, an application letter for change of Chinese or English film title, including:
    - (1) Names of all parties
    - (2) Original Chinese or English film title
    - (3) New Chinese or English film title;
2. When necessary, the lead domestic party shall submit an application letter together with the copies of the overseas crew's passports to CFCC for visa processing;
3. If CFCC is asked to process customs clearance for the temporary import of filming equipment, film stock, and audio and visual products, a letter of attorney and other relevant materials must be provided by the lead domestic party.

## Stage Three: Review and Approval of Completed Film

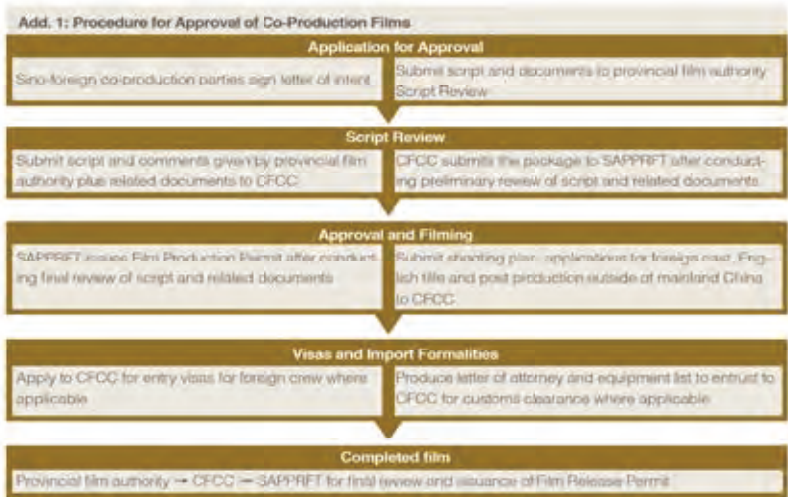
1. After the film is completed, the lead domestic party shall process the film review online with the E-Government Network under the State Administration of Press, Publication, Radio, Film and Television, and deliver the completed film in HDCAM format together with the relevant documents to the provincial or municipal authorities for the region in which the party is registered for comment. Afterwards, it shall submit to CFCC for assessment and verification before "The Film Review Decision" is issued. If the lead domestic party falls directly under a central or state organ (Army), it shall submit directly to CFCC for comment. Upon initial approval, CFCC shall submit the film to the relevant authorities for final approval;



2. The lead domestic party must submit the following materials to CFCC for the film review:

- 1) Viewing comments produced by the relevant provincial or municipal authorities;
- 2) Completed film in HDCAM format;
- 3) The Domestic Feature Film (film or digital) Review Statement;
- 4) The Domestic Film Review and Approval Form, filled out by the lead domestic party, to include four originals, each with an official seal, plus a digital version;
- 5) The Major Creative Contributors Form, made out in duplicate, plus a digital version;
- 6) An application letter for the English film title;
- 7) Where applicable, a copy of the approval for change of the co- production party or parties;
- 8) A digital version of the complete dialogue;
- 9) Credits and lyrics;
- 10) "The Film Production Permit (Single Film)" returned by the processing party;
- 11) Where applicable, a copy of approval for change of the film title;
- 12) A copy of the co- production agreement between all co- production parties; in case of change of co- production party or parties, a copy of the updated co- production agreement;
- 13) Stills (no fewer than six);
- 14) A Letter of authorization from the lead domestic party for the person responsible for the collection of "The Film Public Exhibition Permit" (with official seal);

Note: Items 4), 5), 8) and 12) may be copied onto two compact discs, one for CFCC and the other for the Film Bureau.





**Film Studios  
/  
Institutions**

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电影公司与机构

# Film Production Companies

## 电影制片公司

中国电影制作机构众多，大致可以分为国有制片公司和民营制片公司。2016年全国共出产故事片772部，影视公司数量达到1.2万家，但是真正被市场接受、有影响力的企业，主要还集中在国有的中国电影集团、上海电影集团和民营的万达影视、华谊兄弟、光线影业、博纳影业、乐视影业、阿里影业、腾讯影业、华策影视、寰亚等。

Generally speaking, there are two kinds of film production companies, one is state-owned, and the other is privately-owned. The number of film production companies has reached 12,000, all of which produced 772 feature films. But only a few of them hold influential position in the film market of China, such as the state-owned China Film Group Corporation(CFGC) and Shanghai Film Group (SMG), the privately-owned Wanda Pictures, Huayi Brothers, Enlight Pictures, Bona, Le Vision Pictures, Alibaba Pictures, Tencent Pictures, Huace Film & TV and Media Asia Group.

民营影视机构一直占据着国产片票房的半壁江山，而且随着民营电影机构实力的增强，它们在电影投资、制片之外也广泛延伸到发行、在线售票、艺人经纪、衍生品开发等领域。国有电影机构承担了更多的主旋律影片的出品任务，30多家国有电影机构，除中影、上影之外，西部电影集团、潇湘电影集团、珠江电影集团还有一定的电影生产能力，天津、河北等小厂具有一定特色外，大部分国有电影机构都处在勉强维持的状态。

The box office of films produced by the privately-owned companies has always occupied over half of the total in China. The business of these companies has extended beyond investment of film production to film distribution, online ticketing, artists agency and derivatives. The state-owned film companies undertake the task of mainstream movies. There are more than 30 state-owned film companies all over the country, a few of which are still the leading powers in the film market of China, such as CFGC and SMG, some of which are small, but have strength in features, the most of which are barely survive.





成立于1999年2月的中国电影集团公司，简称中影集团、CFGC，是由原中国电影公司、北京电影制片厂等8家单位组成，其拥有全资分子公司15个，主要控股、参股公司近30个，是中国大陆唯一拥有影片进口权的公司，而且是中国产量最大的电影公司。2013年中影参与产品与发行影片25部。2016年8月9日，中影宣布登陆A股市场。上海电影集团有限公司（简称上影集团）是由上海电影制片厂、上海美术电影制片厂、上海电影译制厂等单位合并组建的大型电影企业，拥有5家大型制片企业，14家影视制作公司以及大型拍摄基地，并拥有中国第一院线——上海联和电影院线。

Founded in February 1999, CFGC is made up of a combination of eight former entities, including China Film Company and Beijing Film Studio. With 15 wholly-owned subsidiaries and branches and nearly 30 majority- or partially-owned companies, CFGC is currently the only company with film import rights within mainland China. It is also China's most productive film company. In 2013, CFGC was involved in the production and distribution of 25 films. On Aug. 9, 2016, CFGC listed on the Shanghai stock exchange. SFG is a large-sized film company established through the combination of Shanghai Film Studio, Shanghai Arts Film Studio, Shanghai Dubbing Studio and others. Shanghai Film Group (SFG) owns five large film production enterprises, 14 film producing firms and several large filming bases, as well as China's first cinema line, the Shanghai United Circuit. On Aug. 18, 2016, SFG also listed on the Shanghai stock exchange.





相比较而言，民营电影机构是中国电影产业非常活跃的中坚力量。2016年华谊兄弟上映了《我不是潘金莲》《罗曼蒂克消亡史》《魔兽》《陆垚知马俐》《寻龙诀》《老炮儿》等十余部影片，在全球市场，华谊兄弟与美国STX公司的合作影片陆续上映，联合出品的影片《坏妈妈》在全球的票房超过10亿人民币。此外，华谊兄弟参投的《魔兽》全球票房约29.7亿人民币。加上国内影片票房，2016年华谊兄弟全球票房已超过65亿人民币；光线影业2016年参与投资、发行的影片共十五部，包括《大鱼海棠》《火锅英雄》《谁的青春不迷茫》等，票房共计64.2亿元；博纳影业是中国最早的一家全产业链布局的、具有强劲发行能力的民营影视内容制作公司，也是国内最早尝试保底发行的公司，2016年博纳影业出品发行电影共13部，其中包括年度黑马影片《湄公河行动》等，2016年12月20日，博纳影业正式完成继私有化后总规模为25亿元人民币的A轮融资，完成后博纳影业估值达150亿人民币；另外，万达影视、海润影视、乐视影业、星美影业、北京文化等公司也各有特色，带来了中国电影类型的多元化发展气象。

In contrast, privately-owned producers are the workhorses of the Chinese film sector. In 2016, Huayi Brothers released more than 10 movies like the "I Am Not Madame Bovary" "The Wasted Times" "Warcraft" "When Larry Met Mary" "Mojin-The Lost Legend" "Mr. Six", etc. In the global market, Huayi Brothers and US STX company have cooperation on several films, the co-produced film "Bad Mums" gain more than 1 billion RMB at the global box office. In addition, Huayi Brothers has invested in "Warcraft", which won a global box office of about 2 billion 970 million RMB. In 2016, Huayi Brothers global box office exceeded 6 billion 500 million RMB. Enlight Pictures issued a total of fifteen movies in 2016 including the "Bigfish & Begonia" and "Chongqing Hotpot" "Yesterday Once More" gained a total of 6 billion 420 million yuan at the box office. Bona Film is China's first Privately-owned film content producer with a complete industry chain and strong distribution capabilities. It is also the first company to make the attempt to guarantee release. In 2016, it produced a total of 13 films, including the box office winner "Operation Mekong". On Dec. 20, 2016, it completed a 2.5 billion RMB A-round of financing after its privatization. After this, Bona Film was valued of 15 billion RMB. In addition, Wanda Media, Hairun Media Le Vision Pictures, SMI, Beijing Culture and other film companies also have their own characteristics, which brings diversity to the development of Chinese film.



进入 2014 年，继乐视之后越来越多的互联网公司纷纷涌入电影行业。优酷土豆、腾讯被冠之以出品方的头衔；阿里、爱奇艺、乐视、优酷土豆成立自己的影业公司；阿里娱乐宝、京东凑份子、百度百发更是颠覆了传统电影生产模式的集资方式……除了投资、并购等传统方式，他们更多的运用了众筹、资源置换、大数据的挖掘与研究、电影衍生品、营销互动等“互联网思维”，深度参与到这个行业中来。



In 2014, network companies scrambled to be next to LETV in the film sector. Youku Tudou (a native version of Youtube) and Tencent are producers, while Alibaba, iQiyi, LETV and Youku Tudou have established film and TV subsidiaries. Alibaba's Yulebao, JD Online Shopping Mall's Coufenzi and Baidu's Baifayouxi are challenging conventional means of film production financing. In addition to investment and M&A, they are engaging in mass financing, resource replacement, big data mining and research, film derivatives and marketing.



表 4 主要国有制片公司 Table 4: Chinese Film Producers (primary)

制片公司 Film Producer	地址 Address	联系电话 Telephone	代表合拍片 Representative Film	网址 Website
八一电影制片厂 August First Film Studio	北京广安门外六里桥 北里甲一号 No.1 Beilijia, Liuliqiao, Guanganmenwai, Beijing	010-66812329	《人民心一条》 《义静烈火》… Ren Ming Yi Tiao Xin, Yi Jing Lie Huo	
长影集团 Changying Group	吉林省长春市红旗街 1118 号 No. 1118 Hongqi Street, Changchun, Jilin	0431-85952747	《辛亥革命》《铜雀台》… The 1911 Revolution, The Assassins	www.cfs-cn.com
中影集团 China Film Group Corporation	北京市海淀区新外大街 25 号 No. 25 Xinwai Street, Haidian District, Beijing	010-62259347	《中国合伙人》《赤壁》 《长江七号》… American Dreams in China, Red Cliff, CJ7	www.chinafilm.com
峨眉电影集团 Emei Film Group	四川省成都市青羊区清江东路 360 号 No. 360 Qingjiang Road East, Qingyang District, Chengdu, Sichuan	028-87333890	《让子弹飞》《观音山》… Let the Bullets Fly, Buddha Mountain	www.emdy.cn
华夏电影 Huaxia Film Distribution Company	北京市海淀区花园路甲 13 号院康坊国 际中心 7 号楼 9 层 9/F, Building 7, Gengfang International Center, Jia 13 Huayuan Road, Haidian District, Beijing	010-82257979	《毒战》《危险关系》 《倩女幽魂》… Drug War, Dangerous liaisons, A Chinese Ghost Story	www.hxfilm.com
上影集团 Shanghai Film Group Co. Ltd.	上海市徐汇区永福路 52 号 No. 52 Yongfu Road, Shanghai	021-64387100	《2046》《木乃伊 3》 《色戒》《关云长》… 2046, The Mummy: Tomb of the Dragon Emperor, Lust • Caution, The Lost Bladesman	www.sfs-cn.com
北方电影集团 Tianjin Northern Film Group Corporation	天津市华苑产业园区榕苑路 7 号凯德综合楼 B 座 Kaide Complex Building-B, 7 Rongyuan Road, Huayuan Technological Industry Zone, Nankai District, Tianjin	022-23858050	《战神再现》 《无间道 3》《天脉传奇》 《烈火佳人》… Lethal Ninja, Infernal Affairs III, Legend of the Touch, Grace Under Fire	www.tj-film.com
西部电影集团 West Movie Group	陕西省西安雁塔区西影路 508 号 No. 508 Xiying Road, Yanta District, Xi'an, Shanxi	029-85514752	《锦衣卫》… Blades	www. westmoviegroup.com
潇湘电影集团 Xiaoxiang Film Group Inc.	湖南省长沙雨花区韶山中路 1 号 No. 1 Shaoshanzhong Road, Yuhua District, Changsha, Hunan	0731-85541247	《新龙门客栈》 《千年等一天》… The New Longmen Roadhouse, Home Sweet Home	www.ctwx.com
云南电影集团 Yunnan Film Group	北京朝阳区金桐西路 10 号远洋 光华国际 AB 座 1703 Guanghua Guoji Block AB, 1703, Jin Tong Road 10, Chaoyang District, Beijing	010-85906669	《大海啸之鲨鱼逃生》 《中国合伙人》… Bait 3D, American Dreams in China	www. yunnanfilmgroup. com
珠江电影集团 Zhujiang Film Group	广东省广州市海珠区新港中路 354 号 No. 354, Xingangzhong Road, Haizhu District, Guangzhou, Guangdong	020-34316720	《宝岛双雄》《救火英雄》 《英雄本色》… Double Trouble, As the Light Goes Out, All Men Are Brothers-Blood and Dragon Sabre /Water Margin: True Colors of Heroes	www.zj-movie.com



表 5 部分民营制片机构 Table 5: Privately-Owned Film Producers (partial)

制片公司 Film Producer	地址 Address	联系电话 Telephone	代表合拍片 Representative Film	网址 Website
阿里影业 Ali Film	中国杭州市余杭区 文一西路 969 号 No. 969 Wenyixi Road, Yuhang District, Hangzhou, China	0571-85022077	《西游·降魔篇》… Journey to the West: Conquering the Demons	
小马奔腾 Beijing Galloping Horse Media Co., Ltd.	北京市东城区东直门南大街甲 3 号居然大厦 11 层 11/F, Juran Tower, No. 3 Nandajiejia, Dongzhimen, Dongcheng District, Beijing	010-84990264	《机器侠》《越光宝盒》 《剑雨》… Metallic Attraction: Kungfu Cyborg, Just Another Pandora's Box, Reign of Assassins	www.xmbt.com.cn
博纳影业 Bona	北京市朝阳区三丰北里 1 号悠唐国际 A 座 18 层 18/F, Tower A, U-town Office Building, No. 1 Sanfeng Beili, Chaoyang District, Beijing	010- 56310700	《窃听风云》《龙门飞甲》 《一代宗师》《十月围城》 《灌公河行动》… Overheard, Flying Swords of Dragon Gate, The Grandmaster, Bodyguards and Assassins, Operation Mekong	www.bonafilm.cn
橙天娱乐 Chengtian Entertainment	北京市朝阳区小亮马桥路安家楼 1 号 NO.1 Anjialou, Xiaoliang Maqiao Road, Chaoyang District, Beijing	010-59205000	《赤壁》《风云 II》… Red Cliff, The Storm Riders II	www.chengt.com
慈文影视 Ciwen Media	北京朝阳区京顺路 5 号 曙光大厦 B 座 Tower B, Dawn Building, No. 5 Jingshun Road, Chaoyang District, Beijing	010-84409922	《七剑》… The Seven Swords	www.ciwen.tv



表 5 部分民营制片机构 Table 5: Privately-Owned Film Producers (partial)

制片公司 Film Producer	地址 Address	联系电话 Telephone	代表合拍片 Representative Film	网址 Website
安乐电影 EDKO Film Ltd.	北京市东城区王府井大街 138 号 172 号丹耀大厦 611 室 Room 611, Danyao Building, No. 138 Wangfujing Street, Dongcheng District, Beijing	010-85185275	《北京遇上西雅图》 《霍元甲》…… Finding Mr. Right, Fearless	
DMG 娱乐 DMG Media	北京市朝阳区朝外大街 26 号朝外 MEN 写字楼 25 层 25/F, Chaowaimen Office Building, No.26 Chaowai Avenue, Chaoyang District, Beijing	010-85653333	《建国大业》 《杜拉拉升职记》…… The Founding of a Republic, Go Lala Go!	www.dmg-china.cn
新愿野娱乐传媒 Dreams of Dragon Picture Co., Ltd.	北京市朝阳区酒仙桥北路 9 号恒通国 际创新园 C9 楼 3202 Room 3202, C9 Building, Hetong Innovation Park, No.9 North of Jiuxianqiao Road, Chaoyang District, Beijing	010-84430350	《云图》《圆明园》…… Cloud Atlas, The Old Summer Palace	www.chinadp.com
光线影业 Enlight Pictures	北京市东城区和平里东街 11 号 3 号 楼 3 层 3/F, No.3 Building, No.11 Hepingli Street East, Dongcheng District, Beijing	010-64516000	《不二神探》 《极速天使》《导火线》…… Badges of Fury, Speeding Angels, Flash Point	www.ewang.com/ emovie/
海润影视 Hai Run Movies & TV Production Co., Ltd.	北京市朝阳区安慧北里安园 5 号 海润传媒大厦 Hai Run Media Building, No.5 An Yuan An Hui North, Chaoyang District, Beijing	010-64897799	《巴黎宝贝》…… Perfect Baby	www.hairunmedia. com



表 5 部分民营制片机构 Table 5: Privately-Owned Film Producers (partial)

制片公司 Film Producer	地址 Address	联系电话 Telephone	代表合拍片 Representative Film	网址 Website
和力辰光 He Li Chen Guang International Culture Media (Beijing) Co., Ltd.	北京朝阳区东八里庄一号 莱锦创意产业园 Caijin Creativity Industry Park, No. 1 Dongbalizhuang, Chaoyang District, Beijing		《小时代》… Tiny Times	www.hlcg.com.cn
福建恒业 Heng Ye Film Distribution Co., Ltd.	福建省福州市台江区广达路金源 大广场西区 31F 31/F West Zone Jinyuanda Square, Guanda Road, Taijiang District, Fuzhou, Fujian		《闺蜜》 《被偷走的那五年》… Girls, The Stolen Years	
华视影视 HS Media	北京朝阳区工体北路 13 号院世茂国 际中心 1 号楼 No. 1 Building, Shimao International Center, No. 13 Court, Gongtibeil Road, Chaoyang District, Beijing	010-84059808	《致青春》… So Young	
华策影视 Huace Film & TV	浙江省杭州市西溪创意产业园文二西 路 683 号 C-C 座 C-C Tower, No. 683, Wenerxi Road, Xixi Creativity Industry Park, Hangzhou, Zhejiang	0571-87553088	《分手合约》《听风者》… A Wedding Invitation, The Silent War	www.huacemedia.com
华谊兄弟 Huayi Bros. Media Group	北京市顺义区天竺温榆河楼台段 Loutai Section, Wenyuhe, Tianzhu, Shunyi District, Beijing	010-64579338	《大明猩》 《西游·降魔篇》《功夫》 《非诚勿扰》… Mr. Go, Journey to the West: Conquering the Demons, Kung Fu Hustle, If You Are the One	www.huayimedia.com
乐视影业 Le Vision Pictures	北京朝阳区姚家园路 105 号 宏城鑫泰大厦 11 楼 11/F, Hongcheng Xintai Building, No. 105 Yaojiayuan Road, Chaoyang District, Beijing	4009991861	《六福喜事》《小时代》… Hello Babies, Tiny Times	



表 5 部分民营制片机构 Table 5: Privately-Owned Film Producers (partial)

制片公司 Film Producer	地址 Address	联系电话 Telephone	代表合拍片 Representative Film	网址 Website
麦特文化 MaxTimes	北京市朝阳区三里屯西五街 5 号 C 座一层 1/F, Tower C, No. 5 Xiwu Street, Sanlitun, Chaoyang District, Beijing	010-64689166	《致青春》《逆战》… So Young, The Viral Factor	
卡通先生 Mr. Cartoon	上海市黄浦区局门路 427 号 1 号楼 301 室 Room 301, No. 1 Building, No. 427 Jumen Road, Huangpu District, Shanghai	021-63190068	《赛尔号》… Seer	www.mrcartoon.cn
银都机构 Sil-Metropole Organization Ltd.	北京市朝阳区八里庄西里远洋天地 70 号楼 106 室 Room 106, No. 70 Building, Yuanyang Tiandi, West Balizhuang Li, Chaoyang District, Beijing, China		《窃听风云 3》 《一代宗师》… Overhead 3, The Grandmaster	
星美传媒 SMI Corporation Limited	北京市朝阳区朝外大街甲 6 号万通中心 D 座 19 层 19/F, Tower D, Vantone Center, No. 6 Chaowai Avenue Jia, Chaoyang District, Beijing		《王的盛宴》 《血滴子》… The Last Supper, The Guillotines	
电广传媒影业 TIK Films	北京市朝阳区曙光西里甲 6 号院时间国际 7 号楼 No. 7 Block, Time Court Center, Shuguang Xilijia No. 6 Court, Chaoyang District, Beijing	010-84440248	《被偷走的那五年》 《花漾》… The Stolen Years, Ripples of Desire	
万达影视 Wanda Pictures	北京市朝阳区建国路 93 号万达广场 12 号楼 20 层 20/F, Building 12, Wanda Plaza, No. 93 Jianguo Road, Chaoyang District, Beijing	010-58205599	《催眠大师》 《太极侠》《长城》… The Great Hypnotist, Man of Tai Chi, The Great Wall	www.wandamedia.cn



# Film Distributors

## 电影发行公司

在制片公司将影片制作完成后，发行公司将负责影片的营销推广策略制定、实施以及与院线洽谈拷贝投放、上映等工作。目前中国主流的大发行公司包括中影发行、华夏发行，华谊兄弟、星美影业、光线影业、博纳影业、五洲发行、安乐影业、乐视影业、福建恒业、联瑞影业等。

A film distributor will determine and implement the marketing strategy, as well as cooperate with the cinema chains about copy release and film screening. For the time being, the major distribution companies include CFGC, Huaxia Distributions, Huayi Brothers, Enlight Pictures, Bona, EDKO Films Le Vision Pictures, Wuzhou Film Distributions, Heng Ye Film Distributions and Union Pictures.

从发行模式来看，基本上可以分为分账发行、买断发行、代理发行、协助推广发行等模式。其中，分账发行是最为普遍的模式，即在扣除相关费用后，制片方、发行方、院线与影院按照一定的比例分得票房收入。进口分账片以及绝大部分中等票房以上的国产片都采用这种方式，但是需要注意的是，进口分账片由中影和华夏垄断。买断发行是发行方一次性买断影片的胶片和数字版权、电视版权等，并支付一定的版权费用。协助推广发行是具有中国特色的发行模式，主要是针对批片，中影和华夏引进批片后并不自己发行，而是以挂名方式将批片交给其他具有发行资格的发行商（以推广的名义）来发行，自己收取一定的管理费和分成。

There are four basic modes of film distribution: profit-sharing distribution, buy-out distribution, agent distribution and marketing assistance. Profit-sharing is the most common. Producers, distributors, theater chains and cinemas proportionately share box office revenues after deducting expenses. All imported profit-sharing films and most domestic films with medium-to-above box office receipts adopt this means of distribution. It is worth noting that imported profit-sharing films are dominated by CFGC and Huaxia Film Distribution Co., Ltd. Buy-out distribution means that the distributor purchases the film, the digital copyright and the television copyright, and pays certain copyright fees. Marketing assistance offers a distribution mode with Chinese characteristics, mainly aimed at buying out films. CFGC and Huaxia Film Distribution Co., Ltd will not release buy-out films after import, but will deliver them to other qualified distributors (in the name of promotion) and charge a percentage of the management and royalty fees.





随着互联网的发展，网络院线也逐步开始成为重要的发行渠道，比如 2011 年 3 月份成立的电影网络院线发行联盟，目前已有乐视网、腾讯网、PPTV、迅雷、暴风影音、PPS、优酷网、凤凰视频、搜狐视频等成员，它们通过包销或者分销等模式拥有了国内较全的影视剧版权库，成为除了影院、电影频道之外的重要补充渠道。

With the development of the Internet, online theater chains have gradually become an important distribution channel. For example, the Distribution Alliance for Online Theater Chains, set up in March 2011, has attracted famous members, including LETV, Tencent, PPTV, Thunder, StormPlayer, PPS, Youku, Phoenix Video and Sohu Video. They possess a comprehensive copyright library of films and TV shows through exclusive sales and distribution, and have become an important supplemental cinema and film channel.



另外一个值得关注的趋势是网络购票市场的兴起，已经成为很多年轻人购票的首选。经过几轮激烈的竞争、吞并之后，目前在线票务排名前三的平台是猫眼电影、微影时代和淘票票，其市场份额分别为 22.96%、19.77% 和 15.79%，目前全国近 8000 家影院，淘票票、猫眼、微影的影院覆盖量均在 6000 家以上，占 2016 年度电影票房份额的 80% 以上。网票售票平台的出现，一方面降低了观众的观影成本，节省了排队购票的时间成本，扩大和培养了观影人群，另一方面，电影放映业务原有的现金收入和会员卡业务受到较为明显的冲击，电影平均票价也因此持续下滑。

Another trend worth noting is the rise of the online ticketing, which has already become the first choice for young people. After several rounds of fierce competition and annexation, the top three online ticketing platforms are Maoyan, Wepiao and Taobao ticket. Their market shares are 22.96%, 19.77% and 15.79%. At present, these three online platforms cover about 6,000 theaters, which counts about 80% of the year's box office. It is obvious that the Internet has caused profound changes to the Chinese film industry. On one hand, the online ticket platform has reduced expenses, saved time spent in queues and enlarged audiences. On the other hand, cash income and member card businesses have been impacted, resulting in a continuous decline in average ticket prices.



表 6 部分电影发行公司 Table 6 Film Distributors

发行公司 Distributor	地址 Address	联系电话 Telephone	发行合拍片 Co-Production	网址 Website
安乐电影 Edko Film Limited	北京市东城区王府井大街 138 号 172 号丹耀大厦 611 室 Room 611, Danyao Building, No. 138 Wangfujing Street, Dongcheng District, Beijing	010-85185275	《北京遇上西雅图》 《霍元甲》…… Finding Mr. Right, Fearless	
博纳影业 Bona	北京市朝阳区三丰北里 1 号悠唐 国际 A 座 18 层 18/F, Tower A, U-town Office Building, No. 1 Sanfeng Beili, Chaoyang District, Beijing	010-56310700	《窃听风云》 《龙门飞甲》《一代宗师》 《十月围城》… Overheard, The Flying Swords of Dragon Gate, The Grandmaster, Bodyguards and Assassins	www.bonafilm.cn
大盛国际 Desen International Media	北京市朝阳区东三环中路 9 号 富力 大厦 Full Tower, No. 9 Dongsanhuanzhong Road, Chaoyang District, Beijing	010-65813048	《让子弹飞》… Let The Bullets Fly	www.mydesen.com
光线影业 Enlight Pictures	北京市东城区和平里东街 11 号 3 号楼 3 层 3/F, Building 3, No. 11 Heping Li East Street, Dongcheng District, Beijing	010-64516000	《不二神探》 《极速天使》《导火线》… Badges of Fury, Speed Angels, Flash Point…	www.ewang.com /emovie/
华夏发行 Huaxia Film Distribution	北京海淀区花园路甲 13 号院康坊国 际中心 7 号楼 9 层 9/F, Building 7, Gengfang International Center, Jia 13 Huayuan Road, Haidian District, Beijing	010-82257979	《毒战》《危险关系》 《倩女幽魂》… Drug War, Dangerous Liaisons, A Chinese Ghost Story	www.hxfilm.com
华谊兄弟 Huayi Brothers	北京市顺义区天竺温榆河楼台段 Loutai Section, Wenyuhe, Tianzhu, Shunyi District, Beijing	010-64579338	《大明猩》《西游·降魔篇》 《功夫》《非诚勿扰》… Mr. Go, Journey to the West: Conquering the Demons, Kung Fu Hustle, If You Are the One	www.huayimedia. com
乐视影业 Le Vision Pictures	北京朝阳区姚家园路 105 号宏城鑫 泰大厦 11 楼 11/F, Hongcheng Xintai Building, No. 105 Yaojiayuan Road, Chaoyang District, Beijing	4009991861	《六福喜事》《小时代》… Hello Babies, Tiny Times	
联瑞影业 Beijing Union Pictures	北京市东城区新中街 68 号 聚龙花园 8 号楼 307 Room 307, Building 8, Julong Garden, No. 68 Xinzhong Street, Dongcheng District, Beijing	010-65531381	《分手合约》 《101 次求婚》… A Wedding Invitation, Say Yes	
尚世影业 SMG Pictures	上海市南京西路 651 号 广电大厦三楼 3/F, Broadcast and TV Building, No. 651 West Nanjing Road, Shanghai	021-62565899	《北京遇上西雅图》… Finding Mr. Right	www.smgpictures.cn
上海东方 Shanghai Media Group Limited	上海市永福路 52 号 3 号楼 2 楼 2/F, Building 3, No. 52 Yongfu Road, Shanghai	021-64332558	《大灌篮》《画皮》… Kung Fu Dunk, Painted Skin	www.sfs-cn.com
万达影视 Wanda Pictures	北京市朝阳区建国路 93 号 万达广场 12 号楼 20 层 20/F, Building 12, Wanda Plaza, No. 93 Jianguo Road, Chaoyang District, Beijing	010-58205599	《催眠大师》《太极侠》… The Great Hypnotist, Man of Tai Chi	www.wandamedia.cn
中影集团 China Film Group Corporation	北京市海淀区新外大街 25 号 No. 25 Xinwai Street, Haidian District, Beijing	010-62259347	《中国合伙人》《赤壁》 《长江七号》… American Dreams in China, Red Cliff, C/7	www.chinafilm.com



# Film and TV Marketing Companies

## 影视营销公司

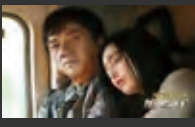
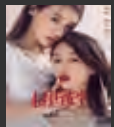
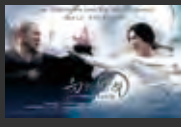
影视营销公司主要是电影制片与发行公司之外专业对电影自身进行营销策划等工作的机构和团队。从小博大、创造票房神话的《失恋 33 天》、《泰囧》，到大制作、众星云集的《画皮 2》、《一九四二》，如今任何一部电影的成功，都会或多或少受到营销的影响。

A film and TV marketing company is an organization other than a film producer or distributor that specializes in film and TV marketing and planning services. The success of any film, from the box-office hits "Love is Not Blind" and "Lost in Thailand", to star-studded "Painted Skin II " and "1942", are more or less related to marketing.



表 7 部分影视营销公司 Table 7: Film and TV Marketing Companies

营销公司 Marketing Company	主要业务 Business Scope	联系电话 Telephone	代表案例 Case Studies	网址 Website
影行天下 In-entertainment	影视全案营销 Complete film and TV services	010-65691031	《失恋 33 天》《饥饿游戏》《分手合约》 《惊天魔盗团》《健忘村》… Love is Not Blind, The Hunger Games, A Wedding Invitation Now You See Me The Village of No Return	www.in-ent.cn
伟德福思 Wisdomfish	基于新媒体的娱乐互动营销 Interactive marketing based on new media	010-52402621	《泰坦尼克号》3D 《环太平洋》 《钢铁侠 3》… Titanic 3D, Pacific Rim, Iron Man 3	www.wisdomfish.com
麦特文化 MaxTimes Culture	娱乐整合营销传播 Entertainment integrated marketing communication	010-64689166	《小时代 2》、《全民目击》、《致青春》、《逆战》… Tiny Times 2, Silent Witness, So Young, The Viral Factor	www.mydesen.com
光合映画 Chinamagicfilm	影视营销与艺人推广 Film and TV marketing and actor promotion	010-59395368	《白日焰火》《敢死队 2》 《妖猫传》… Black Coal, Thin Ice, The Expendables 2 Legend of the Demon Cat	www.chinamagic.com.cn
国亮友信 Guoliang Youxi	影视推广物料 Film and TV-related materials	010-58625232	《007》、《消失的子弹》、 《洛克王国》… Skyfall, The Bullet Vanishes, The Dragon Knight	
追踪者 Trailerbrothers	预告片制作 Trailer production		《金陵十三钗》、《一代宗师》、 《敢死队 2》… The Flowers of War, The Grandmaster, The Expendables 2	weibo.com/ trailerbrothers
太空堡垒 BATTLESTAR Studio	预告片等制作 Trailer production	010-69533988	《我是女王》、《同桌的你》… The Queens, My Old Classmate	weibo.com/ tianmingblog





**Co- Production  
Market Q& A**

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合拍片市场问答



## Chinese Film Market General Conditions

### 中国电影市场宏观情况

**Q** 目前中国电影市场整体情况如何？并予以说明。

Please offer some insight into the current overall condition of the Chinese film market.

**A** 进入 21 世纪之后，中国电影产业开始逐步步入快速发展期，无论是影片数量、票房以及影院数量和银幕数逐年递增。2003 年中国全年电影总票房才为 9 亿元，五年之后的 2008 年总票房就冲破 40 亿元大关，达到 43.41 亿元，首次进入全球排名前十；2010 年中国电影票房迅速超过百亿，进入全球排名前五；短短四五年后的 2016 年中国电影票房达到 457.12 亿元，全年共有 84 部电影票房破亿，9 部电影内地票房突破 10 亿元，中国成为全球第二大电影票房市场。

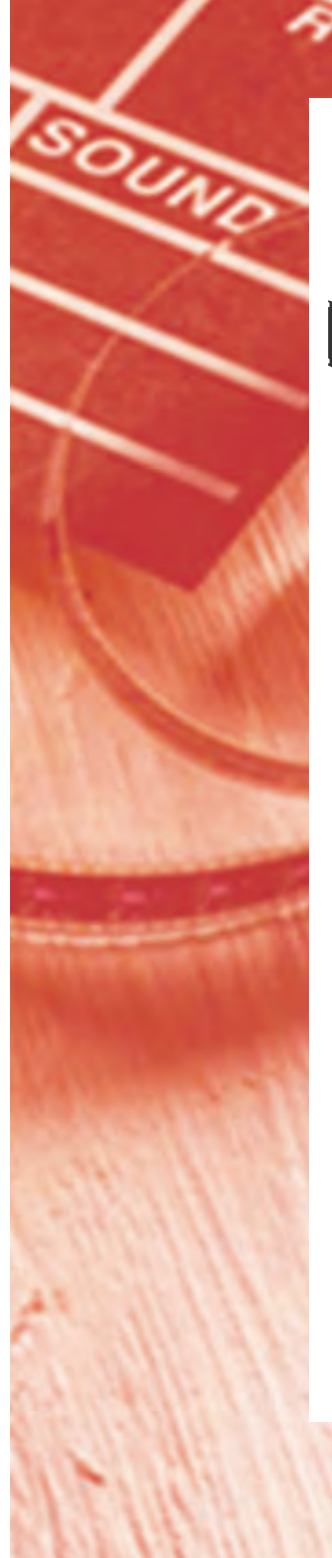
与此同时，电影院线与影院建设不断增长，积极推动了中国电影产业的发展。2010 年至 2016 年来，院线票房排名全国前十的公司，占据全国总票房约 70% 的比例，院线巨头正在诞生，集中度越来越高；截止 2017 年 3 月，中国电影银幕总数达到 44489 块，平均每天新增 19 块银幕，位居全球第一。



The Chinese film industry stepped into a period of rapid development upon entering the 21st century. The number of films, cinemas and screens as well as box office revenue has increased year-by-year. In 2003, the total box office revenue was RMB 900 million. Five years later, the figure smashed through the RMB 4 billion barrier and reached RMB 4.341 billion, making the Chinese market one of the world's top 10. In 2010, box office reached over RMB 10 billion. In 2016, China's box office revenue reached RMB 45.7 billion, with 84 films over RMB 100 million and 9 films over RMB 1 billion, and become the world's second largest. Meanwhile, a continuous increase in theater chains and cinemas has promoted the development of the Chinese film industry. From 2010 to 2013, the top 10 theater chains by box office occupied about 70% of the total box office revenue in China. Giant theater chains are on the horizon with a higher and higher concentration of the market. As of March 2017, the total number of Chinese film screens reached 44,489, with an average of 19 new screens per day, ranking first in the world.

合拍片是目前中国创作生产的重要方式之一。据中国电影合作制片公司统计，2016年，获准立项的合拍故事片达89部，中国电影合作制片公司审查通过的合拍片达71部，创下历年合拍片立项数量的历史新高。其中，内地与香港合拍54部，中美合拍10部，大陆与台湾合拍8部，三者占有所有立项合拍片数量的81%。在2016国产片票房排行榜前10名中，《美人鱼》《湄公河行动》《澳门风云3》《功夫熊猫3》《绝地逃亡》《长城》《北京遇上西雅图2》《叶问3》等8部电影均为合拍片。

Co-production is currently an important form of film creation in China. According to the China Film co-production Corporation statistics, in 2016, the number of approved projects reached 89, the number of co-production films to pass censorship reached 71, a record number. Among them, mainland China and Hongkong co-production films numbered 54, China and the United States was 10, and mainland China and Taiwan co-production film were 8, the three accounted for 81% of the total number of co-production films. In 2016, among the domestically produced film box office top 10, "The Mermaid", "Operation Mekong", "From Vegas to Macao", "Kung Fu Panda 3", "The Great Wall", "Book of Love" and "IP MAN 3", eight films were co-productions.





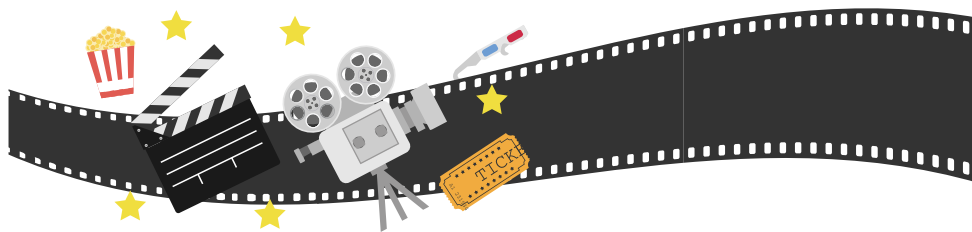


表 8 2000 年~2016 年中国电影产业概况  
Table 8: Chinese Film Industry Overview (2000-2016)

年份 Year	故事影片数量 Number of Feature Films	票房 (亿元) Box Office (billion yuan)	影院数 Cinema Number	银幕数 Screen Number
2000	91	0.8		
2001	88	0.87		
2002	100	1.0	875	1581
2003	140	0.9	1108	2296
2004	212	1.5	1188	2396
2005	260	2.046	1243	2668
2006	330	2.62	1325	3034
2007	402	3.327	1427	3527
2008	406	4.341	1545	4097
2009	456	6.206	1687	4723
2010	526	10.172	2000	6256
2011	558	12.7	2803	9286
2012	745	17.073	3000	13118
2013	638	21.769	3903	18195
2014	618	296	5873	23600
2015	686	440.69	6395	31627
2016	772	457.12	8007	41179





图9 中国电影产业链概况  
Figure 9 Status of Chinese Film Industry Chain

**中国电影的生产和发行及放映的发展现状如何？**

What is the status of Chinese film production, distribution and projection?

**目前中国电影产业可分为制片、发行和放映三大环节。**

The Chinese film industry is currently made up of three sectors: production, distribution and projection.

**电影制片：**完成电影的投资、拍摄和后期制作的环节。电影制片方拥有电影的版权，并可以将电影的各种版权出售给发行公司，也可以通过票房分账等形式获取收益。

Film Production refers to the process of film investment, shooting and post-production. The producer owns the film's copyright and has the right to sell the copyright to distributors or obtain profits from box-office sharing.

中国电影制作机构众多，其中真正有市场影响力的主要集中在国有的中国电影集团和民营的华谊兄弟、光线影业、博纳影业、乐视影业等，此外，万达影视、上影集团以及香港的寰亚、银都等在电影制作上也有一定的份额。预计未来几年，中国的电影制作格局可能会形成几家“大企业”加若干家特色电影制作企业的局面。

Despite the numerous film producers in China, the production organizations with real market impact are the state-owned China Film Group and the privately-owned Huayi Brothers, Enlight Pictures, Bona and LeVision Pictures. Additionally, Wanda Pictures, Shanghai Film Group and Hong Kong's Media Asia and Sil-Metropole have a share in film production. It is estimated in the next few years, the Chinese film production market will be dominated by several giants and a few feature film producers.



**电影发行：**指电影片的出售、出租活动，是影片发行公司的主要业务。发行公司从制作公司手中购买电影版权，然后以票房分账的形式与院线公司合作，将电影在合作院线的影院进行放映。根据2004年6月广电总局发布的《电影企业经营资格准入暂行规定》，设立影片发行公司需要申报及批准的程序，当取得《电影发行经营许可证》后方可开展经营。

**Film Distribution** refers to film sales and renting. The distributors purchase film copyright from the producer, then cooperate with theater chains in a form of box office sharing so as to project films in the cinemas of theater chain partners. In accordance with "The Interim Provisions on Operation Qualification Access for Film Enterprises" issued by SARFT in June 2004, establishing a film distribution company needs application and approval, and the company shall obtain the Film Distribution Operation License to start its business.

目前，中国电影产业中的制片商和发行商多属于同一家公司，比如中影集团、华谊兄弟、光线影业、乐视影业等。其中，能够进行进口分账片发行工作的只有中影集团和华夏电影发行有限责任公司。

In regards to the Chinese film industry, most films are produced and distributed by the same company, such as CFGC, Huayi Brothers, Enlight Pictures and LeVision Pictures. Among them, CFGC and Huaxia Film Distribution Co., Ltd., have the right to distribute imported profit-sharing films.



**电影放映：**是获得电影拷贝使用权后，通过专业设备在影院等场所把影片拷贝转换为银幕效果的过程。电影放映环节涉及到院线和影院，截至 2016 年底国内主要院线有 49 条，影院有 8400 多家。国家实行院线制改革后，各大院线大力开疆拓土，不断扩大经营规模，以中影星美、上海联和、万达、广州金逸、广东大地、中影数字等为代表的龙头院线发展规模日新月异。

**Film Projection** refers to the process of transferring the film copy into screen effects through professional equipment after obtaining the right to use the film copy. This process involves theater chains and cinemas. By the end of 2016, there were 49 main theater chains, more than 8,400 cinemas in mainland China. After the reform of the theater chain system, the theater chains have continuously expanded their business scope, and the leading theater chains, represented by China Film Stellar, Shanghai Union, Wanda, Jinyi Cinemas and Dadi Digital Cinema, China Film Digital have rapidly developed.





**Q** 合拍片在中国的主要发展历程如何？期间有哪些主要的相关法规和措施出台？  
What has been the process of co-production development in China? What are the major laws and measures?

**A** 最近几年，中国又陆续同法国、英国、韩国、俄罗斯、巴西等国家陆续签订了电影合拍协议，目前签约的国家和地区共计 20 个，全力推动中外合拍片的发展。  
In recent years, China has signed film agreements co-production with France, the United Kingdom, Korea, Russia, Brazil and other countries successively, so as to fully promote the development of co-productions. There are 20 countries and regions signed agreements with China.

1985 年 9 月 25 日，中共中央办公厅和国务院办公厅联合转发《中宣部关于加强对外合作拍摄电影片、电视片管理的若干规定》，强调了对外合作拍摄电影片的归口管理、项目的规范报批以及合拍片的题材选择等重要事项；1997 年 1 月 16 日，原国家广播电影电视部颁布了《电影审查规定》之后，又相继出台了一批具体的电影管理规范性文件，如《关于国产故事片、合拍片主创人员构成的规定》、《关于电影底样片管理的暂行规定》以及普及规范语言、加注英文译名、影片长度、字幕的规定等。

2000 年，为深化电影体制改革，重组后的合拍公司业务上直接由广电总局电影局领导，专门负责对中外合作摄制影片的管理、协调和服务工作；2001 年 12 月 12 日，《电影管理条例》在国务院第 50 次常务会议上通过，自 2002 年 2 月 1 日起施行；2006 年 5 月 22 日，国家广电总局（国家新闻出版广电总局）发布《电影剧本（梗概）备案、电影片管理规定》，并从 2006 年 6 月 22 日开始正式实施；2011 年 12 月 15 日，《中华人民共和国电影产业促进法（征求意见稿）》在国务院法制办公室公布，开始征求社会各界意见；2016 年 11 月 7 日，全国人民代表大会常务委员会发布了《中华人民共和国电影产业促进法》，并于 2017 年 3 月 1 日起正式施行。该法规定境内法人、其他组织经国务院电影主管部门批准，可以与境外组织合作摄制电影；合作摄制电影符合创作、出资、收益分配等方面比例要求的，视同境内法人、其他组织摄制的电影；国家鼓励法人、其他组织通过到境外合作摄制电影等方式进行跨境投资，依法保障其对外贸易、跨境融资和投资等合理用汇需求。



On Sept. 25, 1985, the Central Office of the Communist Party of China and the State Council jointly issued "Regulations on the Management to Promote Chinese-Foreign Cooperation on the Production of Films and TV Programs." The policy emphasized the importance of Chinese-foreign co- production management, the application process and guidelines for selecting co- production subject matter. On Jan. 16, 1997, the former SARFT issued a specific series of measures for co- productions following the issue of "Regulations on Film Censorship," including the "Regulation on Cast and Crew Members of Local Feature Films and Co- Produced Films" and "Interim Provisions on the Management of Movie First Prints," as well as other regulations covering use of foreign languages, English translations, film length and subtitles.

the Chinese Film Co- Production Corporation (CFCC) was re-structured as part of further film management system reform. It fell directly under the supervision of SARFT and specialized in the management, coordination and provision of services for Chinese-foreign co- productions.

On Dec. 12, 2001, the State Council passed "Regulations on Film Management" at its 50th Executive Meeting. The regulations went into effect on Feb. 1, 2002. On May 22, 2006, SARFT issued "Regulations on Film Script (Synopsis) Registration and Film Management," which came into effect the following month. On Dec. 15, 2011, the draft of the "Film Industry Promotion Law of People's Republic of China" was published by the State Council legal office as part of a solicitation of public opinion.

On Nov. 7, 2016, the Standing Committee of the National People's Congress issued the "People's Republic of China Film Industry Promotion Law", and on March 1, 2017, it was formally implemented. The law requires the legal persons or other organizations in China cooperate with organizations outside China on film productions with the approval of the competent department of the State Council; films meeting with requirements on creation, investment, income distribution and other aspects, are treated as films produced by domestic legal persons or other organizations; the state encourages the legal persons and other organizations for cross-border investment through oversea Co- Production and other ways, to protect its foreign trade, cross-border financing, investment and other reasonable demand for foreign exchange according to the law.



在中国参与电影制作主要有哪些投资方式？

What means of investment can be leveraged to participate in film production in China?



随着中国电影市场的复苏，电影投资环境也得到了大幅度的改善，包括政府、产业资本和民间资本等在内的大量资本进入电影制作领域。尤其是伴随着国家对文化产业扶植政策的密集出台，国内外资本开始以组建影视基金的形式，对中国电影、电视剧产业进行投资。从已成立影视基金的 LP 群体组成看来，具有影视背景的专业制作公司以及大型文化产业集团是国内影视基金的主要出资人。概况起来，在中国参与电影制作主要有以下几种形式：

With the rejuvenation of the Chinese film market, the film investment environment has improved significantly. A large amount of capital, including government capital, industry capital and private capital, has flown into film production. Particularly with the intensive release of policies supporting the cultural industries, investment in film and TV began with domestic and overseas capital and the construction of film and TV funds. As noted from the constitution of the LP groups that have established the funds, professional producers with a background in film and TV and large-scale cultural industry groups have been the main domestic investors. Film in China comes in the following forms:

**直接投资：**主要是指制片方独自筹资或者联合多方直接投资拍摄影片。直接投资方有权分配该电影的未來收益，投资模式清晰，收效快。作为电影投融资市场中所占份额最大、最普遍的方式之一，直接投资的应用范围最为广泛。《战狼 2》就是电影直接投资项目中最成功的案例之一。

**Direct Investment:** Direct investment is intended for film production that is wholly invested by a producer or jointly invested by several parties. The party or parties contributing direct investment will have the right to share in future earnings. The investment pattern is clearly defined and fast-rewarding. As one of the most commonly used methods of film investment and financing, direct investment has the widest range of application. "Wolf Warriors II" is one of the most successful examples of direct investment in film production.



**银行贷款：**2014年七部委下发《关于支持电影发展若干经济政策的通知》，鼓励银行金融机构，为电影信贷提供支持。包括北京银行、工商银行、江苏银行、民生银行、华夏银行、招商银行等通过无形资产抵押等创新金融产品，支持了大量电影的拍摄工作。比如，张艺谋导演的《金陵十三钗》曾获民生银行1.5亿元贷款；由徐克导演的《龙门飞甲》曾获北京银行1亿元“打包”贷款；《小时代》获得南京银行6千万贷款。

**Bank Loan:** In 2014, seven ministries and commissions issued "The Circular on Several Economic Policies for Supporting the Development of Films" to encourage financial institutions to provide credit for film production. A number of financial institutions, including Beijing Bank, Industrial and Commercial Bank of China, Bank of Jiangsu, China Minsheng Bank, Huaxia Bank and China Merchants Bank, supported film production drives with innovative financial products such as mortgages on intangible assets. For example, "The Flowers of War" was given a loan of RMB 150 million from China Minsheng Bank; "Flying Swords of Dragon Gate" (directed by Tsui Hark) was loaned RMB 100 million from Beijing Bank; and "Tiny Times" was loaned RMB 60 million from the Bank of Nanjing.

**电影基金：**电影基金作为新兴投资模式也开始广受关注。数据显示，仅2016年一年，中国文化产业基金新增241只，募集规模达264.5亿元。包括政府引导投资基金、产业型投资基金、专业PE、VC等投资机构以及产业整合投资基金几类。在中国规模较大且较活跃的基金除了中国电影集团公司、上海电影集团公司和华谊等较早从事电影制作的投资方，基本上都是在电影产业链一个或多个环节有一定产业影响力的投资主体。

**Film Funds:** Film funds are gaining in popularity as an emerging investment pattern. Data shows that only in 2016, China had added 241 culture industry funds with over 26.5 RMB billion, including government-guided investment funds, industry investment funds, private equity and venture capital and other sources of investment, as well as industry-integrated investment funds. In China, larger and more active funds – apart from those investors engaged in earlier film production such as China Film Group Corporation, Shanghai Film Group and Huayi Brothers – have had impact on one or more segment of the film industry chain.





**植入广告：**为了规避投资风险，不少影视企业选择了稳妥的广告植入等作为其投资电影的主要模式，比如《变形金刚4》、《美人鱼》、《功夫瑜伽》等就有众多的植入广告。部分电影凭借植入广告收入和预售版权等方式在电影上映前就基本收回成本，甚至获得少量盈利。

**Product Placement:** Product placement, namely embedded marketing, is done to mitigate investment risks. Many film companies use product placement – a stable means of profit – as the dominant pattern of investment in film production. Examples include "Transformers: Age of Extinction", "The Mermaid" and "The Kung-Fu Yoga", all featuring a great deal of product placement. Films can cover costs or make a small profit before release by means of product placement and copyright pre-sales.

**互联网金融：**目前包括众筹在内的互联网金融虽然尚不具备颠覆传统电影制作方式的能力，但它为电影行业发展增加了融资渠道和平台。阿里“娱乐宝”已经发售41个项目，《小时代4》《狼图腾》《绝命逃亡》等投资项目早已售罄；百度的“百发有戏”首选《黄金时代》进行合作；京东“凑份子”的覆盖领域也包括了微电影等影视产品。

**Network Financing:** Network financing platforms including Zhong Chou. cn are not yet assuming the power to transform conventional means of film production, but they add financing channels and platforms for film industry development. Examples include Alibaba's Yulebao, which has sold 41 investment projects, like Tiny Times 4, "Wolf Totem" and "Outcast"; Baidu's Baifayouxi, which selected The Golden Era for corporation; and JD Online Shopping Mall's Coufenzi, which has covered products such as micro films.

除了以上提到的5种电影投融资模式之外，版权预售、政府出资等方式也被业内人士归纳为电影获得投资的主要手段。

Copyright pre-sales, government investment and other sources also provide important means of production financing.





**Q** 中国电影票房的分账情况是什么样的？中美电影 WTO 问题解决之后有哪些变化？

What about the profit-sharing conditions of China's box office? What changes have been made since the WTO dispute between China and the United States was resolved?

**A** 中国电影产业链的利益分配以影院的票房收入为主，并以票房分账的形式进行分配。分账前需从影院票房收入中扣除 3.3% 的营业税及其附加（城建税、教育附加等，因各地情况不一而略有变化），税后还要再扣除 5% 的电影专项资金。因此，分账票房 = 票房收入 - 营业税及其附加 - 电影专项资金。

Profits for the Chinese film industry chain is based on box office revenue and allocated in the form of box office sharing. About 3.3% of the business tax and its surcharges (to include urban maintenance and construction tax, and an additional education tax, depending on the area) as well as 5% special film funds shall be deducted before sharing. Box office sharing = box office income - business tax and its surcharges - special film funds.



表 10 中国电影的分账比例基本情况  
Table 10 Basics of Chinese Film's Profit-Sharing Ratio

	制片 Production	发行 Distribution	院线 Theater Chains	影院 Cinemas
国产片 Domestic Film	30%	13-15%	5-8%	48-50%
进口批片 Imported Buy-out Film	50 ~ 150 万 500-1500 thousand	43%	5%	52%
进口分账片 Imported Revenue Sharing Film	25%	23-27%	5-8%	40-43%

\*2012 年 2 月中美两国达成 WTO 争端谅解备忘录，进口分账片的票房分账比例从 13% 提高到 25%。

\* According to the WTO dispute MOU signed by China and the United States in February 2012, the shared proportion of imported profit-sharing films shall be increased from 13% to 25%.

\* 影片上游（制片方与发行方）与下游（院线、影院）之间的分配比例基本是 43: 57，但会随着影片的不同而略有调整。

\* The basic upstream (producers and distributors) and downstream (theater chains and cinemas) distribution of the film is 43:57, which can be slightly adjusted on a film-by-film basis.

其中，进口分账片只能由中国电影集团和华夏电影发行有限公司进口发行，原定每年 20 部，而中美电影 WTO 问题达成协议后，中国在原来每年引进进口分账电影配额 20 部的基础上增加 14 部 3D 或巨幕 IMAX 电影；而进口批片则是中影和华夏除进口分账片外以买断形式发行的进口影片。表 10 中的比例跟美国的分账比例大致相同，区别在于，在美国拷贝制作费用和用于发行的宣传费是由发行方承担，而在中国这些费用全由制片方负责。

Revenue-sharing films are exclusively imported and distributed by China Film Group Corporation (CFG) and Huaxia Film Distribution Co., Ltd. The original film quota was 20. Fourteen 3D or IMAX films can be added following China and the United States' WTO agreement. An imported buy-out film is distributed by CFG and Huaxia. The sharing ratio for film box office in Table 10 is similar to that of the United States. The difference is that expenses for film copies and distribution are paid by distributors in the United States, while the same are borne by producers in China.



# Figures on Co- Productions

## 合拍片数据情况

**Q** 近几年上映的合拍片主要有哪些类型？

What are the main types of recent co- productions?

**A** 随着近几年中国电影市场的发展，票房过亿元的影片也越来越多，合拍片更成为其中的受益者。由于合拍片基本上以中港合拍片为主，因此影片的种类也深受香港影片的影响，动作、爱情、剧情、喜剧等类合拍影片占据着主流位置，尤其是动作片和喜剧片最受欢迎。

Recently, more and more films' box office has exceeded 100 RMB million, thus benefiting co- productions. As most co- productions are made by mainland China and Hong Kong, Hong Kong films have had a large influence on film type. Action, romance, drama and comedy films hold the most important position, among which, action and comedy films are the most popular.

表 11 票房过亿的合拍片类型分布

Table 11: Co- production With More Than 100 Million Yuan Box Office by Type

合拍片类型 Type of co- production	部数 Number	所占比例 * %*
动作 Action	21	70%
喜剧 Comedy	6	20%
悬疑、惊悚 Suspense, Horror	6	20%
爱情 Romance	5	16%
警匪 Crime	4	13%
历史 History	4	13%
魔幻 Fantasy	3	10%
战争 War	2	6%
传记 Biography	2	6%
青春 Teen	1	3%
歌舞 Dance	1	3%
运动 Sports	1	3%

注：影片类型具有多元属性

Note: Film type has multiple properties.



**Q** 近年来中外合拍片的主要合拍国家或地区有哪些？  
What are the main co-production countries and regions?

**A** 近年来中港合拍片是中国合拍片的主力，这主要得益于内地与香港 2003 签署了 CEPA，即《关于建立更紧密经贸关系的安排》。2003 年以前，香港影片和香港内地合拍片都按照进口影片处理，签署 CEPA 之后，内地和香港的合拍片在内地完全享受国产片的待遇，而纯香港影片进入内地市场也不再受进口配额的限制。在 CEPA 的政策推动下，中港合拍片近年来得到了快速发展，并在中国电影市场中占据了重要位置。这从合拍地区的分布中也可以看出来，中港合拍片每年都占据了合拍片总量的一多半。

Mainland-Hong Kong films have emerged as the main force in Chinese co-productions. They have benefited from CEPA (Mainland and Hong Kong Closer Economic Partnership Arrangement) signed in 2003. Before 2003, Hong Kong films and mainland-Hong Kong co-produced films were treated as imported films. After 2003, mainland-Hong Kong co-produced films could be treated as domestic films, and Hong Kong films were no longer limited by import quotas. With the promotion of CEPA, mainland-Hong Kong co-produced films have rapidly developed and occupy an important position in the Chinese film market, as seen from the distribution of regions. Mainland-Hong Kong co-produced films account for more than half of the total number of co-productions.



日本、韩国、新加坡等亚洲国家与中国的合拍片基本上以多方合拍为主，每年的数量也基本上维持在一两部。在欧美国家中，英国、加拿大、德国、法国、意大利等国家与中国的合拍片数量并不多，这与中外的语言文化差异、各自的合拍片政策等有一定的关系，此外，中美合拍片也在逐年增加。最近几年，中国又陆续同法国、英国、韩国、俄罗斯、巴西等国家陆续签订了电影合拍协议，目前签约的国家和地区共计 20 个，全力推动中外合拍片的发展。

Films co-produced by Asian countries such as Japan, Korea and Singapore are generally made by more than two countries, and one or two films are co-produced each year. Due to language and cultural differences and co-production policies in Europe and North America, the United Kingdom, Canada, Germany, France and Italy seldom cooperate with China to make films, while the Sino-US co-produced film has been increasing year by year. In recent years, China has signed film agreements with France, the United Kingdom, Korea, Russia, Brazil and other countries successively, so as to fully promote the development of co-productions. Currently there are 20 countries and regions signed agreements with China.



表 12 2016 年主要合拍国家和地区分布

Table 12: Distribution of Main Co-Producing Countries and Regions (2016)

国家或地区 Countries and Regions	合拍片数量 Number of Co-Productions	代表影片名称 Film Title
中国香港 Hong Kong, China	54	《罗曼蒂克消亡史》、《我的特工爷爷》、 《使徒行者》、《湄公河行动》 The Wasted Times, The Bodyguard, Line Walker, Operation Mekong
中国台湾 Taiwan, China	8	《健忘村》 The Village of No Return
美国 United States	10	《情迷曼哈顿》、《寄居者》、《长城》、《功夫熊猫 3》 Manhattan Love Story, Sojourners, The Great Wall, Kong Fu Panda 3
澳门 Macao	1	《那一年，我十七》 At the age of 17 (Tentative title)
英国 United Kingdom	4	《爵迹》 Legend of Ravaging Dynasties
法国 France	2	《雾光巴黎》《昆虫总动员：来自远方的后援军》 Midnight Dreamers, Minuscule: la Vallée des Fourmis Perdues 2
韩国 Korea	3	《非常父子档》 Making Family
俄罗斯 Russia	1	《功夫鸭侠》 Kong Fu Duck
新西兰 New Zealand	1	《魔象传说》 Beast of Burden
马来西亚 Malaysia	1	《我的特工爷爷》 The Bodyguard
德国 Germany	1	《萌宠敢死队》 Brave Heroes
澳大利亚 Australia	1	《最长的一枪》 The Longest Shot
新加坡 Singapore	1	《戏曲总动员》 China Play (Tentative title)
印度 India	1	《动物也疯狂 2》 Delhi Safari 2
加拿大 Canada	1	《美猴王：混沌石》 The Monkey King: The Stone of Chaos (Tentative title)
意大利 Italy	1	《永恒的瞬间》 Timeless Moment (Tentative title)



# 合拍片流程问答

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## 合作伙伴

- Q** 谁可以成为合拍伙伴？
- A** 可以选择中国内地的国有制片公司和具有合拍影片资质的民营制片公司。

## 海关和签证

- Q** 如何出口电影的胶片、磁带或者光盘？
- A** 进出口流程同样适用于影片的磁带和光盘，但电影胶片出口之前须单独提交出口许可证明。

- Q** 拍摄完成后，拍摄设备和材料如何运送出国？
- A** 一旦 CFCC（合拍公司）完成了出口手续，拍摄设备和材料可以作为随机行李或者托运出国。

- Q** 设备报关需要多长时间？
- A** 合拍方需要在设备和材料入关前 40 天向 CFCC（合拍公司）提交申请。

- Q** 如何进口拍摄设备和其他材料？
- A** 合拍项目获得批准后，合拍方需要提前向 CFCC 提交需要进口的设备和材料清单，由 CFCC 出具进出口保函，这样拍摄设备和其他材料可以作为行李或者托运进口。当然，合拍方也可以选择其他中介机构办理相关的海关手续。

- Q** 演员和工作人员需要多久可以获得签证？
- A** 10 个工作日。

- Q** 如何为演员及工作人员申请签证？可获得何种签证？
- A** 合拍项目获批后，要向 CFCC 提交演员和工作人员的护照详情，通过 CFCC 获得工作签证。



## 地点

- Q** 获得中外合拍片许可后，是否可以在中国的任何地方进行拍摄？  
如果不行，需要怎么做？
- A** 可以在合拍片协议内的拍摄地点进行拍摄；如果需要增加拍摄地点，合拍方要及时通知 CFCC。
- Q** 如何获得勘景的帮助？
- A** 中国合拍方将提供勘景的帮助，包括道具、服装、雇工等。
- Q** 如何聘请当地人员协助拍摄？
- A** 中国合拍方可协助推荐和雇佣当地人员。
- Q** 哪个地方的服装、道具比较好？
- A** 江苏镇江服装厂、苏州服装厂、横店影视基地等都不错；另外，中国合拍方也可以协助制作或者租赁道具。
- Q** 哪里有现成的道具或者有制作供应道具的合作商？
- A** 现成的道具可以从中影集团、上影集团、上海汇鑫义影视道具租赁公司、浙江横店影视基地、横店汇鑫义影视道具租赁公司租赁；当然，中国合拍方也可以协助制作或者租赁道具。
- Q** 对于搭建场景，政府有何要求？城市内外有何区别？
- A** 根据中国政府有关规定，理论上在城市内外均禁止在文物区和旅游景点搭建场景，但是如果事前获得了当地监管部门的许可则可以例外。

## 演员

- Q** 如果拍摄少数民族题材，主要注意什么？
- A** 为了尊重少数民族文化习惯，中国合拍方必须在项目提交批准之前就剧本等向民族问题专家咨询。
- Q** 如果拍摄一个需要大量群众演员的场景，是否需要特批？
- A** 如果只是普通多群众演员的场景或者不在交通拥挤地段拍摄，则不用特批。但是如果需要部队参加作为群众演员，合拍片剧组必须向 CFCC 提交申请，以获得军方许可。
- Q** 合拍片对于演员有何要求？
- A** 关于中外合拍片，至少必须有 1/3 以上的主要演员来自中国内地（即中国大陆），而中外创意人员可以保持相等的比例。中港合拍片对于主演、创意人员等没有特殊限制。



## 发行

**Q** 数字电影的发行有何特殊要求？

**A** 合拍电影要经过电影审查委员会审查，并获得电影公映许可证后可以在中国内地的数字影院发行放映。放映日期需要数字影院的预先同意。但是数字电影需遵循以下技术标准：索尼 HD-Cam 带（16:9 FHA 格式、字幕，音频 1、2 通道为国语立体声，3、4 通道为电影配乐混合立体声）

对于杜比 6 声道，应提供如下：1 个 DA88（国语 6 声道）——时间响应与高清晰母带相匹配；1 个 DA88（配乐混合立体声通道，国语对白单独使用第七通道）。

**Q** 合拍片是否可以在线发行？有什么要求？

**A** 合拍影片通过电影审查委员会审查并取得电影公映许可证后，可以在中国大陆通过互联网发行。具体细节需要与合拍方以及相关组织协商解决。

**Q** 合拍影片是否可在中国发行 DVD？有什么要求？

**A** 合拍影片通过电影审查委员会审查并取得电影公映许可证后，可以在中国大陆发行 DVD、VCD 等音像制品。具体规格和图像分辨率要符合视听产品发行的相关标准。

**Q** 合拍影片在中国影院能否发行上映？影院的发行如何处理？

**A** 通过电影审查委员会审查并取得电影公映许可证的合拍影片可以在中国大陆的影院公映，制片方、发行方和影院可以共同协商上映时间并签署相关协议，发行方在公映前一天提供电影拷贝。

## 财务

**Q** 剧本审批流程是怎样的？涉及的费用如何？

**A** 根据 CFCC 的规定，剧本的审批共需要 40 个工作日——其中 CFCC 和电影局的审批各需要 20 个工作日。目前，他们正努力将审批时间缩短到 30 天。

如果剧本需要编辑或者修改的话，需要重新提交。需要少量修改或已经开始拍摄的影片，重新提交的剧本审批时间为 10 天或者更少；需要重写或者主角变更的剧本重新提交后需要更长的审批时间。

剧本审批的总费用为 150000 元。剧本提交时需支付 10000 元（剧本没获批则退还），余下的 140000 元则在剧本批准后支付。对于香港与内地的合拍片，这一费用为 80000 元。

**Q** 合拍片的外方是否可以在当地银行开设账户？

**A** 根据外汇管理条例，限制外汇进入中国，因此在合拍工作开始之前，外方不允许开设银行账户，甚至剧本批准之后都不可以（注：考虑到拍摄准备工作的实际情况，国家新闻出版广电总局正在寻求解决办法）。

另外，对于群众演员和兼职人员的薪水支付等，银行也有严格的管理规定。

## 参展

**Q** 合拍影片参加电影展、电影节等需要什么手续？

**A** 联合摄制的电影片，需参加中外电影节（展）的，应按照举办、参加中外电影节（展）的有关规定报国家新闻出版广电总局备案。



# Co- Production Film Process Q&A

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## Partners

**Q** Who can be my partner?

**A** All state-owned film studios and qualified private companies in mainland China can serve as partners.

## Customs and Visas

**Q** How do I export film negatives/tapes/discs?

**A** The importation and exportation procedures outlined above are equally applicable to tapes and discs; however, a separate application is required to be filed before the film negatives can be exported.

**Q** How do I export my equipment and other materials when shooting is completed?

**A** Once CFCC has completed the exportation procedures, equipment and materials may be exported as accompanying luggage or by way of cargo.

**Q** How long does customs clearance take?

**A** The parties should submit their application to CFCC 40 days in advance of the scheduled arrival date for equipment and materials.

**Q** How do I import my equipment and other materials?

**A** Once the project has been approved, a detailed list of equipment and other materials should be submitted in advance to CFCC. CFCC will then handle the importation and exportation procedures in its capacity as the parties' guarantor. Relevant equipment and materials may thereafter be imported as accompanying luggage or by way of cargo; the parties can also engage the services of other agents to handle customs procedures.

**Q** How long does it take to obtain visas for my cast and crew?

**A** It takes 10 working days to obtain visas for a film cast and crew.

**Q** How do I apply for visas for my cast and crew? What types of visas do they require?

**A** Once the project has been approved, passport details for the cast and crew who will enter mainland China should be submitted to CFCC for the purpose of applying for working visas.

## Location

- Q** Can I film anywhere in China once obtaining the Sino-Foreign Film Permit? If not, what do I need to do?
- A** Filming can take place at the locations named in the agreement. If additional locations need to be added, CFCC should be promptly notified.
- Q** How do I obtain location scouting assistance?
- A** The Chinese partner can assist in recommending and hiring the local crew.
- Q** Where are popular places to source tailors/costumes/fabrics?
- A** Some popular vendors include: Jiangsu Zhenjiang Costumes Factory, Suzhou Costumes Factory and Hengdian World Studios. Alternatively, the Chinese partner can assist in making or renting props.
- Q** Where can I source ready-made props or contractors who can make and supply props?
- A** Ready-made props can be obtained from: China Film Group Corporation (Beijing), Shanghai Film Group Corporation, Shanghai Huixinyi Film and TV Props Leasing Company, Hengdian World Studios (Zhejiang Province), Hengdian Huixinyi Film and TV Props Leasing Company (Zhejiang Province). Alternatively, the Chinese partner can assist in making or renting the props.
- Q** What are the government's requirements for set construction? Are there different requirements for locations that are within vs. outside of city limits?
- A** According to Chinese government regulations, film sets cannot be constructed in cultural heritage areas and tourist attractions; regardless of location within or outside a city. Prior permission from the local regulatory authority must be obtained before any set construction can commence.

## Actors and Actresses

- Q** If I'm shooting a film involving ethnic minorities, what should I be aware of?
- A** As a matter of respect for the customs and culture of China's ethnic minority people, the Chinese partner must consult with experts on minority issues prior to submitting the script for project approval.



**Q** If I want to shoot a scene with a large number of temporary actors, do I need special permission?

**A** If a large-crowd scene requires standard temporary actors only, or is not filmed in heavy city traffic areas, no special permission is required; however, if military members are required as temporary actors, the production team must file an application with CFCC, which will in turn submit an application to the military authorities.

**Q** What are co-production cast requirements?

**A** With respect to joint productions, at least one-third of the total main cast members should be Chinese (from mainland China). The Chinese and foreign creative crew members should be of equal proportions. With respect to s between Hong Kong and mainland film producers/companies, the cast requirement must be observed but there is no requirement on the parties' creative crew; and there are no cast or crew restrictions with respect to assisted productions.

## Distribution

**Q** Are there any special requirements for the distribution of digital films?

**A** Jointly produced films that have passed censorship review by the Film Censorship Review Board and have obtained the Film Public Screening Permit may be released in digital theaters within mainland China. Screening dates may be agreed in advance with the digital theaters. However, the following technical requirements must be complied with: Sony HD-Cam master tape (16:9 FHA format, non-dialogue subtitles, audio channels 1 and 2 for Mandarin stereo channel, and audio channels 3 and 4 for soundtrack mix stereo channel).

For Dolby 6 channels, the following should be provided: one DA88 (Mandarin 6 channels) – the time cue should correspond with the HD master tape, one DA88 (soundtrack mix stereo channel, channel 7 should solely be for Mandarin dialogue) – the time cue should correspond with the HD master tape.

**Q** Can a co-produced film be distributed online? What are the requirements?

**A** Jointly produced films that have passed the censorship review by the Film Censorship Review Board and have obtained the Film Public Screening Permit may be released via the Internet in mainland China. The details of release should be negotiated between the concerned parties and relevant organizations.



**Q** Can a co-produced film be distributed for DVD release in China? What are the requirements?

**A** Jointly produced films that have passed the censorship review by the Film Censorship Review Board and have obtained the Film Public Screening Permit may be distributed in mainland China in the form of DVD, VCD and other audiovisual products. The format and picture resolution shall comply with the standards stipulated by the audiovisual product distributors.

**Q** Can a co-produced film be distributed for theatrical release in China? How is theatrical distribution handled?

**A** Jointly produced films that have passed the censorship review by the Film Censorship Review Board and have obtained the Film Public Screening Permit may be released in mainland theatr. The production companies, distributors and theatres may negotiate the screening dates and sign the relevant agreements, and the distributors will provide film copies one day prior to screening.

## Finance

**Q** What is the script approval process and what are the costs involved?

**A** According to CFCC it takes a total of 40 days for script approval – 20 working days for CFCC and another 20 working days for the Film Bureau. There is an effort to reduce this time to 30 days.

Scripts that require editing or changes have to be resubmitted for approval. Reedited scripts, with minor changes, that are resubmitted and that have started production work will take 10 days or less for approval. Those that have "major changes/editing" that may require a rewrite or change of lead character may take longer for approval.

The total script application fee is 150,000 RMB. The applicant pays 10,000 RMB on submission (refundable if script is not approved), the balance 140,000 RMB is payable upon script approval. For Hong Kong co-productions, the fee is 80,000 RMB.



**Q** Can foreign co- production partners open a local bank account?

**A** Restrictions on foreign currency include limitations on the foreign currency entering China. Foreign production companies are not allowed to open bank accounts before production work begins, not even after the script approval is obtained. (Note: as this poses problems in the preparation for shooting, SAPPRFT is looking into the situation).

There are strict banking requirements, for example, in regards to the receipts for paying extras and part-time helpers.

## Film Festival Participation

**Q** How can co- produced films participate in film festivals?

**A** companies are required to follow the Chinese regulations on participating in local or overseas film festivals. They must register at SAPPRFT and receive an approval before participating in film festivals.





## Welcoming Co-Productions: Wanda Studios

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合拍片制作基地：  
青岛万达影视产业园



# Look no Further Than the Movie Metropolis for an All-Encompassing Fully Supported Ecosystem for Filmmaking

## 东方影都 创建未来全方位健全的影视制作生态体系

The Movie Metropolis is the world's largest film and television industry investment project, 40.5 million square feet, with a total construction area of 58 million square feet. The sprawling grounds feature eight distinct zones: a film and television industrial park, Wanda Studios, which is a state-of-the-art filming facility built to International filming standards, an international convention center, a showground, a Wanda Mall, a hotel hub, a marina, a Marina Bar Street featuring international food and drink options and an internationally managed hospital.

东方影都，全球最大的影视产业投资项目，占地 376 万平方米，总建筑面积 540 万平方米，由万达影视产业园 - 国际标准影视制作基地、国际会议中心、展览中心、万达茂、海滨酒店中心、游艇码头、水岸酒吧街及国际医院等 8 个功能区组成。

Wanda Studios is the centerpiece of the Movie Metropolis.

“万达影视产业园”是东方影都的心脏，预计于 2018 年 4 月开业。



# Five Great Reasons to Shoot with Wanda Studios

## 选择万达影视产业园的 5 大理由

Movie Metropolis, an All-Encompassing Ecosystem for Filmmaking

### 1. 极具竞争力的优惠政策

Wanda Studios is the first and only filmmaking destination in China that meets international standards, and is set to become the new hub of global production. On top of this, generous production incentives and rebates are available to filmmakers from every corner of the globe - another first in China.

万达影视产业园是中国首个也是唯一符合国际标准的影视制作地，为全球电影制作团队提供首屈一指的制作激励政策和退税优惠，致力成为全球影视制作的新中心。

"Qingdao as a city and a studio felt like a place I will know very well. I was completely at home. The facilities are extraordinary."

- Allyn Stewart, Producer

“青岛的城市和万达影视产业园让我倍感亲切，就像回到了家。这里的设施也是超标准的。”

- 艾伦 斯蒂沃特，制片人

"I can't wait to say those words!!!! The studio, facilities and the city really has to be seen to be believed. Photos can't really convey the magnitude of Wanda studios nor the beauty and diversity of the locations in Qingdao."

- Sara Spring Producer

“我特别想表达！只有亲眼所见才会相信万达影视产业园、设施和这座城市的存在。照片已无法呈现青岛的美丽风景和外景地的多样化，以及万达影视产业园的壮观。”

- 萨拉 普云，制片人

Filmmakers can receive a cash rebate of up to 40 percent of qualifying spend. The rebate program means significant cost savings for productions, making Wanda Studios and the city of Qingdao attractive to international filmmakers looking to maximize financial incentives while selecting interesting and unique filming locations.

对于符合要求的费用，制片方可享受高达 40% 的现金返还。而这一创新举措，也将使得青岛以及青岛万达影视产业园成为全球影视制作人合理节省制作成本的最佳选择。



## World-class Facilities

### 2. 世界一流的设施

Spread across 165.76 acres, Wanda Studios features 30 state-of-the-art soundstages in its first phase – among which will be the world’s largest at 10,000 square meters (a little over 100,000 square feet). There will be a total of 40 stages at the completion of Phase II, all built to the highest international standards.

万达影视产业园占地 165.76 公顷，一期工程包括 30 个最先进的摄影棚（包括 1 万平米摄影棚），二期工程竣工后将拥有 40 个摄影棚，全部达到国际最高标准。

No. of Stages 摄影棚数量	Square Meters 平方米	Square Feet 平方英尺
1 Stage	10,000 m <sup>2</sup>	107,600 ft <sup>2</sup>
2 Stages	6,000 m <sup>2</sup>	64,560 ft <sup>2</sup>
4 Stages	5,000 m <sup>2</sup>	53,820 ft <sup>2</sup>
11 Stages	3,000 m <sup>2</sup>	32,280 ft <sup>2</sup>
7 Stages	2,000 m <sup>2</sup>	21,520 ft <sup>2</sup>
10 Stages	1,500 m <sup>2</sup>	16,140 ft <sup>2</sup>
5 Stages	1,000 m <sup>2</sup>	10,760 ft <sup>2</sup>

A large 59.74 acres backlot will house built-to-order shooting locations that can accommodate any set a production might need.

占地 59.74 公顷的外景场地包括接单制造的拍摄外景地，随时实现您对外景地的各种奇妙设想。

All stages smaller than 3,000 square meters have soundproof walls at NR25 standards. The 10,000 square meters stage feature elephant doors 12m high and 8m wide, allowing ease of entry and exit of large vehicles.

其中 3000 平米以内摄影棚达到 NR25 标准，可实现同期录音；10000 平米摄影棚隔音门高 12 米 \* 宽 8 米，可满足大型设备和车辆的进出。



## MARINE FACILITIES 水下拍摄设施

Wanda Studios<sup>1</sup> Marine Facilities boasts two state-of-the-art water tanks for limitless options filming in or around water: the Underwater Stage (U-stage) and Asia's largest Exterior Water Tank – as well as Asia's largest blue screen.

万达影视产业园的水下拍摄设施拥有两个世界最先进的水池，包括一个水下摄影棚和一个亚洲最大的室外水池，也是亚洲最大的蓝幕室外水池，适合各种水下或水上拍摄，为您实现无限可能。

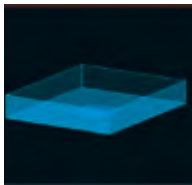
EXTERIOR WATER TANK 室外水池				
LAND AREA 占地面积	6,512 m <sup>2</sup>	70,095 ft <sup>2</sup>		
DEEP TANK VOLUME 深水池体积	20*20*3.6 m <sup>3</sup>	50,853 ft <sup>3</sup>	1,440,000 L	380,407 gal
SHALLOW TANK VOLUME 浅水池体积	75*75*1.4 m <sup>3</sup>	278,103 ft <sup>3</sup>	7,875,000 L	2,566,564 gal
CAPACITY 容积	9,315 m <sup>3</sup>	328,956 ft <sup>3</sup>	11,155,500 L	2,946,971 gal
VIEW WINDOWS 视窗	2			
FILTRATION SYSTEM 过滤系统	Chlorine 氯			
BLUE SCREEN 蓝幕				
Blue Screen Dimension 蓝幕尺寸	90*18 (1,620 m <sup>2</sup> )	17,437 ft <sup>2</sup>		

### 4 WAYS TO USE THE EXTERIOR WATER TANK

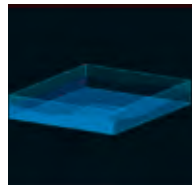
#### 使用外部水池的 4 种方式



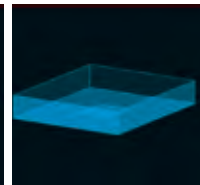
Dry Tank Only  
仅使用干池



Deep Tank  
Filled Only  
只给深水池注水



Deep and Shallow  
Tanks Filled  
深水池和  
浅水池都注水



Deep Tank Covered While  
Shallow Tank Filled  
(Engineering Required)  
将深水池的顶端盖上，  
只给浅水池注水  
(需要施工)

## UNDERWATER STAGE 水下摄影棚

The underwater stage at Wanda Studios is only the second permanently heated facility in the world; it is also Asia's largest, with a total volume of 1200m<sup>3</sup>. The U-stage has a standalone first-time fill system and remains permanently filled and heated. The water cycle treatment runs every 3-4 hours and sterilization is done with UV and chlorine.

万达影视产业园的水下摄影棚是世界仅有的第二个水下恒温摄影棚，总体积 1200 立方米，位居亚洲第一。水下摄影棚有独立注水系统，水池长期保持蓄水状态，水循环处理周期为 3-4 小时，采用紫外线及氯清洁水质。

UNDERWATER STAGE 水下摄影棚				
CONSTRUCTION AREA 建筑面积	4,147 m <sup>2</sup>	44,638 ft <sup>2</sup>		
LAND AREA 占地面积	2,321 m <sup>2</sup>	24,983 ft <sup>2</sup>		
TANK VOLUME 水池体积	21.2*10*6 (1272 m <sup>3</sup> )	44,920 ft <sup>3</sup>		
WORKSHOP SIZE 工作室大小	1,550 m <sup>3</sup>	16,684 ft <sup>3</sup>		
CAPACITY 容量	1,272 m <sup>3</sup>	44,920 ft <sup>3</sup>	1,272,000 L	336,026 gal
TANK GRID HEIGHT 水池格栅高度	6.5m	21ft		
VIEW WINDOWS 视窗	3			
WATER TEMPERATURE 水温	32 摄氏度 / 89.5 华氏			
FILTRATION SYSTEM 过滤系统	UV + Chlorine 氯 + 紫外线			

## THROUGHOUT CAMPUS 全园区覆盖

China's only studio providing one-stop, turnkey IT services: Internet access, Wi-Fi, telephony, WAN acceleration for big file transfers, building-to-building connectivity throughout, help desk services, data center hosting, printing services, ad-hoc IT support and customized network solutions.

中国影视制作基地中唯一提供一站式、交钥匙 IT 整体解决方案。包括互联网接入，无线 WIFI，电话，WAN 高速超大文件传输，园区网络，IT 桌面支持，数据中心服务器托管，打印和专属 IT 支持，客户定制化网络解决方案。



## End-to-End Production Services

### 3. 一劳永逸的一站式制作服务

All your production needs will be met at Wanda Studios, which will work with its vendor partners to provide top of the line services and support for all productions.

万达影视产业园及其合作伙伴齐力合作，为国内外制作团队提供贴心、专业的一站式解决方案，满足一切制作服务所需。

One-stop Production Services Include but are not limited to:  
一站式制作服务：

Pre-Production Advisory Services:  
前期制作咨询服务：

- List of Recommended Locations 外景地详细清单
- Production Incentives and/or Tax Rebate Application 地方补贴行政申请
- Rebate Claim / Payment Application 地方补贴行政审批
- Co-production Permit Application 联合制片许可证申请
- Qingdao Registration / Deregistration and Special Purpose Vehicles (SPV)  
本地公司注册和注销，以及特殊目的公司
- Tax Services 税务和税法咨询
- Interpretation and Translation Services 口译和笔译服务
- Legal Contract Assistance 法律合同咨询



Pre-Production, Production-Specific Services:  
前期制作咨询、特殊制作服务：

Wanda Production Services (WPS) provides a one-stop production services support system that covers every aspect of filmmaking in Qingdao. Filmmakers may choose to use the services of Wanda Production Services or they may engage another production company to leverage local support.

一站式制作服务涵盖了在青岛拍摄影片所需要的所有服务。客户可选择万达影视产业园提供的制作服务，或在本地团队的支持下使用自己的制作公司。

- Hiring Local Cast & Crew 雇用当地制作团队和演职人员
- Work permits and Visas for International Cast and Crew 外籍演职人员工作许可和签证
- Logistics (Customs Clearance) 物流清关
- Location Permits and Aerial Permits 外景地拍摄许可和航拍许可证
- Banking 银行业务
- Local Payroll Services 本地薪资支付
- WPS Production Reports 影视制作进度报告
- Insurance and/or Completion Bonds through Qingdao-registered partners 保险和 / 或完片担保（通过青岛注册公司）
- Location Scouting Services 外景勘查服务



## Production:

### 制作:

- Luxurious Production Offices 高级制作办公室
- Access to Trained Skilled Labor Workforce 经验丰富，训练有素的剧组工作人员
- Restaurants & Coffee Shops 餐厅和咖啡店
- Security Services 安保服务
- Wanda Studios Partners and Third-party Service Providers  
万达影视产业园合作伙伴和第三方服务提供商

## Production Departments:

### 制作部门:

- Grip and Lighting 机械和灯光
- Costume 服装
- Paint 喷涂车间
- Set Construction 搭景
- Sign & Graphics Shop 平面图像制作
- Plaster 石膏
- Props 道具
- Transportation 交通
- Fabrication/ Steel Workshop 制作 / 钢铁车间
- Vacuum Form 真空模型制作
- Expendables & Supplies 消耗品和物料供应





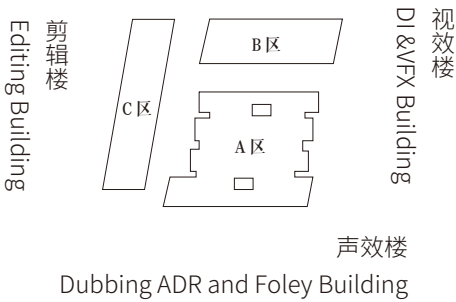


## Post Production: iDigital Post Lab

后期制作 : 数字影音中心

Wanda Studios' iDigital Post Lab covers an impressive 18,659 m<sup>2</sup> (200,843 ft<sup>2</sup>), and is divided into three buildings: A) dubbing ADR & Foley, covering 4,946 m<sup>2</sup> (53,238 ft<sup>2</sup>); B) DI & VFX, comprising of four floors, covering 7,681 m<sup>2</sup> (82,677 ft<sup>2</sup>); and C) editing, covering 6,031 m<sup>2</sup> (64,917 ft<sup>2</sup>). The iDigital Post Lab will be equipped with the most advanced post-production equipment, servicing all post needs.

万达影视产业园的数字影音中心占地 18659 m<sup>2</sup>, 分为 A 座声音楼, 共一层, 占地 4946 m<sup>2</sup>; B 座视效楼, 共四层, 占地 7681 m<sup>2</sup>, C 座剪辑楼共 3 层, 占地 6031 m<sup>2</sup>。后期楼正式建成后, 将配备最新最先进的后期制作设备, 功能将覆盖影视后期制作全流程。



Pre-mixing room/ Sound mixing/ADR/Foley 预混工作室 / 混音 / ADR/Foley

DI room 调色制作间

Screening rooms 放映室

Data center & high-speed production network 数据中心和高速制作网络

VFX & animation facilities 特效和动画设施

On & offline editing suites 在线和离线剪辑套房

Media transfer center 转录室

Digital lab 数字洗印

3D Animation Production Studio 三维动画制作室



## Life in the Movie Metropolis

### 4. 影都生活

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You can find everything you need at the Movie Metropolis and this is where filmmakers and their families can experience life in China as never before, while producing outstanding content in Qingdao at Wanda Studios.

东方影都在提供世界级制作服务的同时，也为您提供高品质生活服务，确保电影工作者及其家人在青岛收获一段舒适，非凡的生活回忆。

Entering the Wanda Mall, the excitement begins starting with the world's first indoor high-speed roller coaster and the world's first indoor water roller coaster – in an indoor theme park and an indoor water park. The fun continues with the Movie Amusement Park – an all-new film entertainment technology project that's the first of its kind in the world. There's never a dull moment in this indoor entertainment and commercial center, which also features Asia's largest cinema with 30 halls and 5,300 seats; a large skating rink, and an electrifying array of entertainment, food, and retail options.

万达茂建有全球首屈一指的室内主题公园，全球首座室内极速过山车 and 室内水上过山车乐园皆座落于此。感受精彩刺激后，采用万达创新电影娱乐技术打造的主题电影乐园将为您带来更多超凡的视觉体验。更有坐拥 30 个放映厅、5300 个座位的亚洲最大影院、大型动感室内溜冰场、丰富多彩的娱乐、餐饮和零售体验，等待您去一一感受。Qingdao has an international airport with direct flights between Qingdao and more than 25 major cities. A brand new airport opens 2019, further connecting Qingdao to the world.

青岛拥有一座流亭国际机场，直航航班连接全球超过 25 个主要城市。2019 年青岛将建成一座新的国际机场，运行等级 4F，将开通更多国际航线连接世界各地。

A subway line linking Qingdao to Huangdao is currently under construction and slated for completion in 2019.

连接青岛和黄岛的地铁线路正在建设中，预计将于 2019 年完工。



## V. Qingdao as a Location

### 5. 拍摄地——青岛

The coastal city of Qingdao, in northeast China, is the home of Wanda Studios and the Movie Metropolis. It offers incomparable locations and unparalleled views: a bustling port set in a garden city nestled among mountains, with rivers and fertile wetlands and reservoirs.

青岛，美丽的海滨之城，万达影视产业园和东方影都所在地，位于中国东部沿海地区，拥有优越的地理位置和无与伦比的自然景观，繁华海港掩映于群山之中，秀丽的园林、河流、湿地与水库，交相点缀在花园都市之间。

Qingdao is equidistant from Beijing and Shanghai. As well as being a major seaport, naval base and vital economic center, Qingdao also has a rich history and vibrant tourism industry.

青岛地处北京和上海中间，不仅是中国重要的海港、海军基地，也是中国重要的经济中心，拥有悠久历史和繁荣的旅游业。

In recent years, the city's development has been boosted by the establishment of the Blue Economic Zone – designed to attract high-tech enterprises. The zone's objective is developing modern infrastructure to support advanced manufacturing and strengthening Qingdao's position as a regional economic center.

近年来，政府倾力创建蓝色经济区，致力吸引高科技产业，进一步推动了青岛的发展。经济区专注现代设施开发，支持先进制造业，以巩固青岛的重要区域经济中心地位。



When the studio opens late April 2018, Wanda Studios will be the first in China to offer competitive production incentives and a full suite of services to filmmakers from around the world. Joining forces with the global leaders of film and television, Wanda Studios will build a new hub of creativity that's also a gateway to the world's largest and most exciting film and TV production destination.

万达影视产业园是中国首个能为全球电影制片人提供全方位制作服务与极具竞争力优惠政策影视产业园，致力于和全球影视行业领导者们携手合作，打造电影行业新据点和全球最大、最具吸引力的影视制作产业园。欢迎您在此开启电影拍摄之旅。



# Productions that Shot at Wanda Studios

## 万达影视产业园经典制作

### "The Great Wall" 《长城》

Starring Matt Damon and directed by Zhang Yimou, one of China's most celebrated filmmakers, "The Great Wall" got underway as China's biggest co-production to date amid strong box office growth. "The Great Wall" sought a pollution free environment throughout 2014, eventually settling when The Wanda Group invited the producers to visit Qingdao. Across the world's longest sea bridge is a manmade island in Huangdao Star Island. Wanda leveled a vast space, enough for four large set pieces and a basecamp. Construction began at the conclusion of 2014, well into March the following year. Principal photography began April 27, 2015, over 600 crew members and several hundred actors and extras found their second home. The Wanda team provided preparatory assistance sourcing local materials including plaster and paint, as well as production cabins and shipping containers. Both domestic and international crews expressed how much they enjoyed shooting in Qingdao.

Qingdao principal photography wrapped June 5.

中国电影票房市场迅速增长；由著名影星马克·达蒙主演，中国知名导演张艺谋执导的影片《长城》成为此时期中国电影投资最大的中外合拍片。《长城》剧组自2014年起开始寻找合适的、没有雾霾污染的室外置景地。万达集团邀请制片方来到青岛的青岛区考察并同意剧组使用填海后形成的星光岛。万达整理出一片足够搭建4个大型置景的场地和一个营地。2014年底《长城》剧组开始置景并于2015年3月完成置景。4月27日剧组在星光岛中心开始电影的第一天室外拍摄。超过600名剧组工作人员和数百名演员在青岛共同完成了为期30天的电影拍摄工作，其中大部分在星光岛完成。万达集团密切配合剧组，在电影置景前按要求平整好外景场地并为剧组提供了很多帮助以寻找来自当地的置景物资，比如石膏、涂料、制作间和集装箱。国内和国外的剧组工作人员十分享受在青岛的拍摄工作和生活，大家很喜欢青岛当地的海鲜美食、青岛啤酒、附近美丽的大海和山川。

青岛的主要拍摄制作结束于6月5日。



## "Pacific Rim Uprising" 《环太平洋 II》

"Pacific Rim Uprising" spent 20 days of 90 total days shooting at Wanda Studios. It was the first international production to break into new soundstages, moving into Stage 8 (1500 sqm) on March 8, 2016. Over the course of their shoot, the "Pacific Rim Uprising" team occupied Stage 6 (3,000 sqm), Stage 2 for catering purposes, as well as costume, construction, props, grip and lighting workshops.

During this time, Wanda Production Services collaborated closely with the city of Qingdao to provide work visas supporting filmmakers around the world – never before done in China's filmmaking history. A customized Z-visa application for international cast and crew was approved by the Shandong Foreign Experts Affairs, Qingdao Foreign Affairs Office, and Qingdao Exit & Entry Administration. As of March 2016, 128 Pacific Rim Uprising crew members received work visas, allowing work in-country for up to 90 days, with the option to extend for another 90 days. Wanda also assisted with temporary import clearance on film equipment, and urged Qingdao Airport Customs to provide on-site clearance services at Stage 10.

Historically, it has been incredibly difficult for international filmmakers to move goods through customs or attain the "right" visas for foreign crew. "The Pacific Rim Uprising" team was satisfied by these services.

"Pacific Rim Uprising" wrapped principal photography in Stage 6 on March 31.

《环太平洋 II》在万达影视产业园进行了 20 天的拍摄（电影共 90 天的拍摄期）。自全新的摄影棚投入使用以来，这是第一部在此制作的国际电影。2016 年 3 月 8 日剧组开始使用 8 号摄影棚（1500 平方米），6 号摄影棚（3000 平方米）和 2 号摄影棚（餐饮），还有服装、置景、道具、设备和灯光工作室等。

此次，万达影视服务部门与青岛市紧密合作为来自全世界的剧组工作人员提供工作签证，这在中国历史上也是第一次。所有剧组外籍工作人员顺利获得了山东出入境管理局、青岛外事办和青岛出入境管理局发放的 Z 签证。2016 年 3 月，128 名剧组工作人员取得工作签证。万达影视产业园也协助剧组顺利完成设备清关，青岛机场海关在 10 号摄影棚内完成了现场的清关服务。

外国剧组如此顺利获得工作签证并完成清关还从未发生过，《环太平洋 II》剧组对万达产业园越来越有信心。

《环太平洋 II》于 3 月 31 日在 6 号摄影棚完成了电影拍摄制作。

