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gLAWcal
Comment #296

**THE STATE ADMINISTRATION FOR
RADIO, FILM AND TELEVISION**

Based on

**Anselm Kamperman Sanders “Trade in
Audiovisuals – The Case of China”**



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Global Law Initiatives for Sustainable Development



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A gLAWcal comment on Anselm Kamperman Sanders “Trade in Audiovisuals – The Case of China” in Paolo Davide Farah and Elena Cima (Eds.) **China’s Influence on Non-Trade Concerns in International Economic Law**

The source of the majority of US-led frustrations of not upholding the TRIPS agreement, is sourced from the SARFT, the State Administration for Radio, Film and Television. The highly specific and public quota to only allow 20 foreign films into the Chinese market annually is frustrating to those who wish to tap into the largely untapped Chinese filmgoing market. Some innovation to get around these limitations are joint US-China or EU-China conglomerations to capture “blockbuster” status in both China and either the EU and US, or all three. Just in the 2018 year, the movies *Skyscraper* and *The Meg* have seen huge dollars invested by Chinese markets, and the setpieces are physically located in and around China to attract the blessings of the SARFT.. Even the US movie production companies are on board with this arrange-

ment, hoping to strike rich on a movie targeted for the Chinese market. *Skyscraper*, has large amounts of Mandarin dialogue, *The Meg* has a number of lead actors and actress who are more famous in the nation of China. Instead of putting hard quotas on only allowing 20 foreign films into Chinese cinemas annually, they should instead employ the model of many US states. Here, these state governments hope to be the next “hollywood” by providing lavish tax breaks as an incentive to produce films in the state, in an effort to boost the local service economies. This more win-win instead of win-lose approach to regulating the markets should be applauded and invested in by all parties.

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The gLAWcal comments are insight and short analytical pieces written by the gLAWcal team. The gLAWcal comments are based on, and inspired by, the books and chapters published within one of the [gLAWcal book series](#) published by Routledge Publishing (New York/London).

gLAWcal is an independent non-profit research organization (think tank) that aims at providing a new focus on issues related to economic law, globalization and development, namely the relationship between international economy and trade, with special attention to a number of non-trade-related values and concerns. Through research and policy analysis, gLAWcal sheds a new light on issues such as good governance, human rights, right to water, rights to food, social, economic and cultural rights, labour rights, access to knowledge, public health, social welfare, consumer interests and animal welfare, climate change, energy, environmental protection and sustainable development, product safety, food safety and security.

OUR MISSION

To collaborate with Government, Civil society and business community to balance the excess of globalization with Non Trade Concerns.

OUR GOALS

To influence policymakers, to raise awareness over Non Trade Concerns, to encourage stakeholder participation, and to disseminate gLAWcal’s publication results.



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