

# The Dilemma of Non-western Countries in Global TV Format Trade

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# ① Introduction



- Since 1990s, reality format shows have become the most popular programs in prime time around the world.
- America and Britain were the mainly exporting countries in the world and built an Anglo-American market.
- many non-western countries are working hard but can hardly make progress in western market.

# Question

- why non-western formats cannot achieve a global success like their western counterparts yet?

## ② Three Cases



### Israeli *Rising Star*

sold to many western countries, but viewership is lower than expected.

used to be a hit, but the obsession and contemplation of human body were rarely understood

### Japanese *Takeshi's Castle*

### China's *Sing My Song*

bought by ITV studio, but fail to appeal market yet.

### ③ Literature Review

- Most of research concern about the adaption of international formats in Western countries and non-western countries.
- The global integration of economy and the standardization are the precondition of the global dissemination of formats.
- Previous researches from a macro perspective have been pay a close attention on the uneven globalization in media flow.
- There is relatively little work being done on the globalization of western formats complex the global culture configurations

## ④ Theoretical Basis: Thussu's contra-flow theory

Three important concepts:

- The globalization of western culture triggered possibilities of other culture multiply in the era of globalization.
- Hybridity is the process of globalization of global Americana.
- Glocalisation accelerate Western media flows across the globe.

## ⑤ Methodology



- The main methodology of this study is case studies supporting by interviews and documents analysis.
- Comparative study aims to find out the common points leads to the unpopularity of the three formats.

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## Findings



1. The success of Anglo-America formats set up the standard of all the formats and creat the only model of format's globalization.
2. Hybridity nature of formats allows non-western values and culture slowly impact the western production community. It makes the configurations of global culture more complicated.
3. Non-western formats design is a balancing act between their national power and dependence on the wave of global imbalance.



# Conclusion

The asymmetrical world order is the reason of an asymmetrical model in global format trade.



Thank You