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gLAWcal Comment #233

**CHINA HAS SIGNIFICANT OBLIGATIONS
TO THE WTO ON MEDIA PRODUCTION
AND CONSUMPTION**

Based on

**Rogier Creemers “Cultural Products and
the WTO: China’s Domestic Censorship
and Media Control Policies”**



gLAWcal
Global Law Initiatives for Sustainable Development



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A gLAWcal comment on Rogier Creemers “Cultural Products and the WTO: China’s Domestic Censorship and Media Control Policies” in Paolo Davide Farah and Elena Cima (Eds.) *China’s Influence on Non-Trade Concerns in International Economic Law*

China has certain obligations as a member of the World Trade Organization (WTO). A specific example of the resistance to accept direction by the WTO is noted in domestic media import/export policies. There is a two-way pull on Chinese media organizations. First, these companies would like to engage in learning opportunities to gain the skills and expertise that foreign companies have in media production. Second, China has conservative policies that generally only allow domestically produced and approved media to be consumed within the national borders. Chinese media organizations are objectively at a disadvantage to foreign multinational organizations, they do not have the staying power. The author notes the 1990s Taiwanese film industry who was unable to stay atop of foreign films in quality, box office revenue, and favor amongst Taiwanese moviegoers. To install domestic promotion policies is understandable, but generally does ignore the obligations that a member of the WTO has. Secondarily, they are generally ineffective in allowing domestic producers to flourish as they have artificially lower standards than those similar organizations that exist beyond the scope

of the domestic policy can allow for. While movies and media were specific example cited in the chapter, there is a more generally broad promotion of chinese cultural products first. Again, an understandable goal for such a large nation with more than a billion inhabitants. Such a large consumer market can be captured by relatively deft foreign companies who can capture upon a relatively small number of consumers, and completely disrupt the existence of a domestic market in that same area.



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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).

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