Bureaucratic Norms in China’s Multimedia Reform: the Case of 21DNN

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Abstract

The state-owned media conglomeration in China is discussed in this paper. Bureaucratic norms behind this multimedia reform are evaluated by examining the case of 21DNN, a multimedia corporation born through this process. Although it is still too early to tell who will finally excel from this “survival of the fittest” battle, the 21DNN model indicates that balance between predictability and flexibility is essential to success for China’s state-owned media caught between the party line and the bottom line.