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**2010 FIFA
WORLD CUP
SOUTH
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11 JUNE - 11 JULY 2010

2010 CCTV Spring Festival Gala Records High
Winter Olympics Win High Audience Rating
CCTV Program Plan for 2010 World Cup
World Cup - A Five-star Marketing Arena
2006 Germany World Cup Audience Rating Review

<http://ad.cctv.com>



Gala Live Broadcast Covers More than 140 Countries and Regions

On the night of February 13, the splendid CCTV Spring Festival Gala won high praise, with audience rating reaching as high as 38.26%, and audience share reaching to 81.74%. According to the survey of CTR, by 24:00 of that day, 96.1% of TV watching households in China had watched the Gala. The online live broadcast of the Gala provided by China Network Television covered more than 140 countries and regions.



2615

During the Spring Festival, despite the task of preparing a series of special programs, CCTV News Channel maintained high news report volume. 2,615 pieces of news were broadcast between February 13-19, including 816 pieces of international news.

32.4%

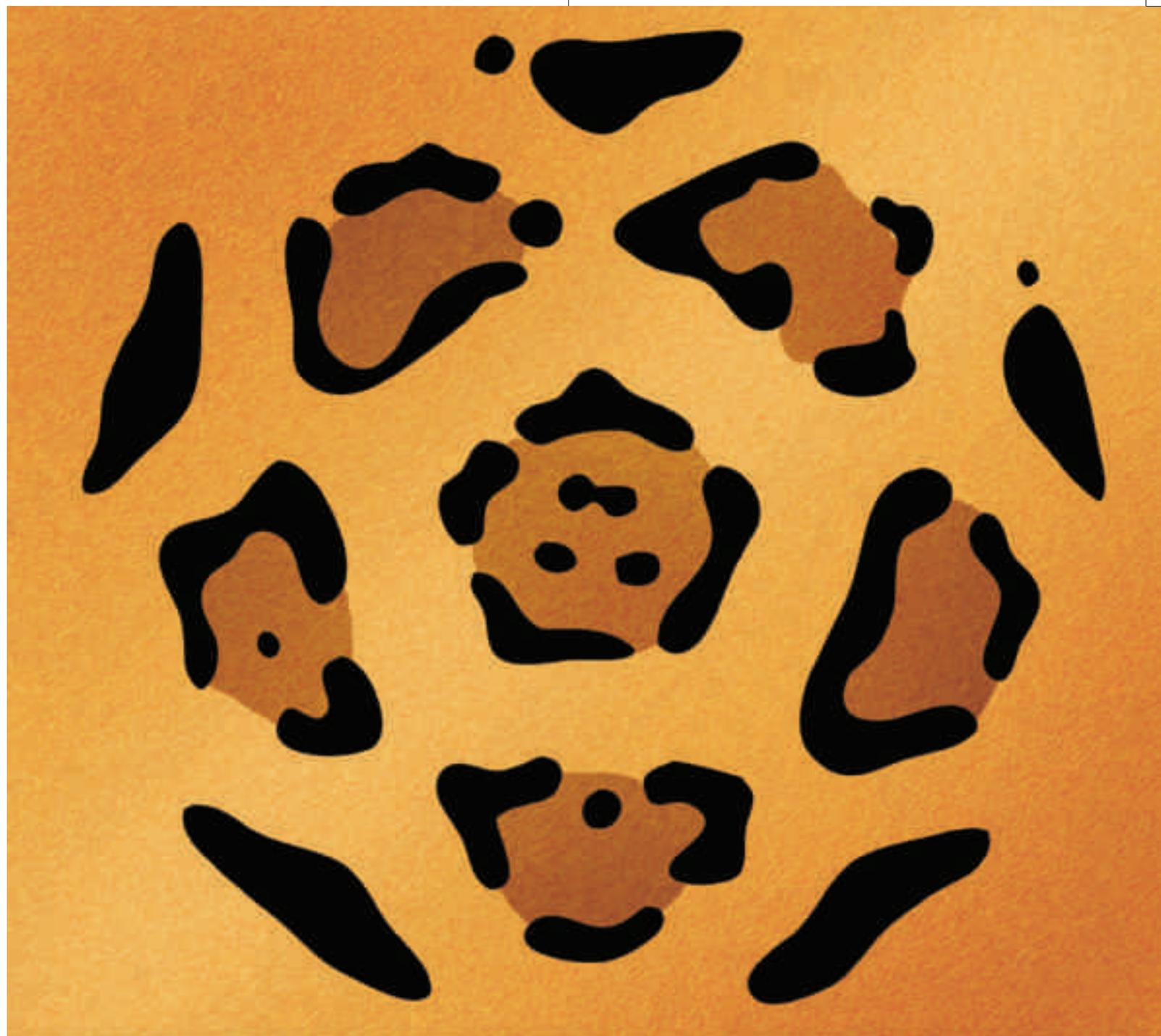
In 2009, the average daily broadcasting duration of CCTV news programs was about 41 hours, accounting for about 32.4% in the total broadcasting duration of news programs of all satellite channels in China.

660 million

During the festival, CCTV Finance Channel gained favorably high audience rating. The average rating between February 13-19 was 2.18%, which was 102% higher than the National Day holiday 2009. Target reach during this period was 53.8%, standing for 660 million audience nationwide.

70

As for the broadcast of 2010 World Cup, CCTV will send nearly 70 journalists and 8 groups of live broadcast teams to South Africa. They will work with the journalists in CCTV South Africa overseas bureau and Africa central overseas bureau.



“Win in Africa with Africa”



CCTV, the official all-media broadcaster of
World Cup 2010 in Mainland China

From June 11 to July 12, 2010, Beijing time.

CCTV and sports.cntv.cn will bring you a fully interactive watching experience.





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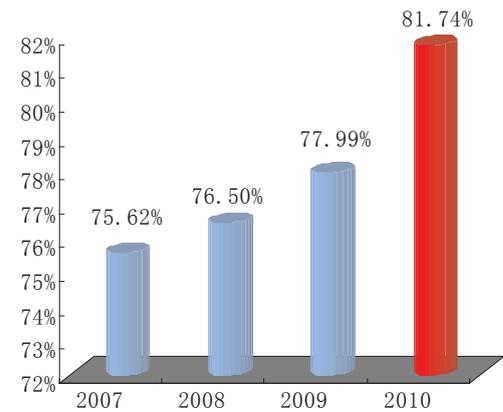
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2010 CCTV Spring Festival Gala Records High Audience Rating 38.26%, Audience Share 81.74%



CCTV Spring Festival Gala Market Share

The curtain of 2010 CCTV Spring Festival Gala that had been expected by nationwide audience for months was lifted on the night of Feb 13, accompanying hundreds of millions of Chinese people spent the New Year's Eve. The splendid programs of the Gala won high praise from audience, with audience rating reaching as high as 38.26%, and audience share reaching as high as 81.74%.

CCTV-1, CCTV-4, CCTV-7, CCTV-9,

and provincial TV, totally 23 satellite channels provided the live broadcast of the Gala. In addition, China Network Television, CCTV Mobile TV, IPTV and Great Wall TV Platform also broadcast the Gala. China Network Television also provided the live broadcast of the Gala to Taiwan by cooperating with www.chinataiwan.org and Taiwan mobile operators

via Taihai.cctv.com and CCTV Mobile TV, covering Taiwan netizens and 4 million Taiwan mobile phone users.

The data of CSM 31 capital cities indicates that, the audience rating of 2010 CCTV Spring Festival Gala totalled 38.26% (3.75% higher than 2009), and the market share totalled 81.74%.





Among that, the average audience rating of CCTV-1 during the Gala reached as high as 28.42%, and the average market share reached 59.8%.

96.1% of the households watching TV watched CCTV Spring Festival Gala. Among them, 81.6% thought the Gala was well organized (53.8% of them thought the Gala was very good, and 27.8% thought it was relatively good). The live broadcast of the Gala provided by China Network Television covered more than 140 countries and regions, and corresponding websites were hit by 246 million times, which was 21.2%

up compared with that of last year. In addition, China Network Television also provided the live broadcast of the Gala jointly with Sina, Sohu and Tencent, with the number of the people watching it reaching 78.5 million person-times, and 7.86 million people watching it at the same time (peak number). Besides, 8.21 million people watched CCTV Mobile TV, and 3.87 million people watched the live broadcast of the Gala in foreign countries.





Celebrating the Year of Tiger

CCTV Programs during Spring Festival Week Rife with Highlights

CCTV programs during the Spring Festival of 2010 are rife with highlights. The audience rating and audience share of CCTV generally increased significantly.

The light comedy Rural Love Story began to be broadcast on the Gold-time Theater of CCTV-1 from Feb. 16. The average audience rating of the first 27 episodes was 6.69%, and the average market share was 17.07%. Among that, the average audience rating of the nineteenth episode was 8.34%, 4.53% higher than that of the first episode, increasing by 118.66%.

The audience rating of CCTV News Broadcast, CCTV Weather Forecast, Topics in Focus and other main programs of CCTV also increased significantly during the Spring Festival. In addition, Best Folk Arts, 2010 Spring Festival Gala of the Ministry of Public Security, One Year after Another – Embracing the Year of Tiger and other programs specially produced for the Spring Festival that were broadcast in CCTV-1 also achieved high audience rating.

The all-day audience rating of CCTV-2 generally increased. The 2010 CCTV Spring Festival Gala broadcast in CCTV-2 on Feb. 14, 15 and 17 achieved relatively high audience rating (the average audience rating on Feb. 14 reached 2.23%). The average audience rating of Family Action reached 1.11%, 40% higher than that of the previous week. In addition, the programs specially produced for the Spring Festival Treasure Seeking – Dream Comes True and Looking at the Pleasant Changes of Life also achieved high audience rating.

The average audience rating of CCTV-3 during the broadcast of 2010 CCTV Spring Festival Gala on Feb. 14

reached 3.11%, that of 2010 Spring Festival Gala of China Literary and Art Circle broadcast on Feb. 18 reached 2.22%, that of Behind the Curtain Special Program – 2010 Spring Festival Gala Countdown reached 2.16%, that of Joy and Smile reached 1.73%, and that of Song of Past Three Decades – A Hundred Classic Songs Concert reached 1.5%.



Rural Love Story, the most popular TV series



International Channel Celebrates Chinese New Year with Global Chinese

During the Spring Festival, news programmes of CCTV Chinese International Channel (CCTV-4) were focused on the concept of “one Spring Festival shared by global Chinese” with such ways as special line-ups and feature reports from an overseas perspective. The prime time China News featured series report from various angles – Overseas Chinese New Year, Chinese Ambassadors and Chinese Restaurants Across the World – which mirror the Spring Festival happiness shared by global Chinese. Asia Today produced a “Spring Festivals in Asia” series introducing unique ways of New Year celebration in Asian countries, along

with sincere wishes from foreign ambassadors for Chinese people. Focus Today broadcast seven editions of “Global Figures in the Year of Tiger” interviews to forecast the political dynamics in 2010.





Wonderful Coverage of Vancouver Winter Olympics Wins a High Audience Rating

The Vancouver Winter Olympics attracted the widest attention of the audience around the globe. The broadcast duration of the Vancouver 2010 had exceeded 21,000 hours via TV and digital platform until February 22. According to rough statistics, the number of audience around the globe reached 3.5 billion, and as many as 13.3 million audiences watched the opening ceremony. These data created a new record of audience rating in the history of the Winter Olympics.

After 16 days of the competition, at the Winter Olympics, the Chinese delegation has won five gold, two silver and four bronze medals, the number of gold medals has achieved the best result in its history. This Winter Olympics also hit a

historical peak value of the Chinese audience rating. The data of this Winter Olympics had surpassed the data of the Torino 2006 Winter Olympics and the Salt Lake City 2002 Winter Olympics at the same period when just a half of the sports events of this Winter Olympics had been completed.

As the exclusive broadcaster of this Winter Olympics, CCTV arranged several channels including CCTV-1, CCTV-5 and CCTV-7 to give live broadcast of the sports events of this Winter Olympics according to the coverage criteria of the Beijing 2008 Olympic Games and launched several special programs such as Panorama of the Vancouver 2010, Good Morning, Olympics, Express to Vancouver and We Are in Vancouver. According to the hotspots and the audience's



of Short Track Speed Skating - Men's 5000m Relay Group A Final showed on February 27 was 1.28%, accounting for 10.54% of the audience share. The Figure Skating Pairs Short Program showed on February 15 was 1.26%. The audience rating of the Short Track Speed Skating - Women's 1000m Group A Final showed on February 27 was 1.21%, accounting for 10.90% of the audience share. The audience rating of the opening ceremony showed on February 14 was 0.99%, accounting for 5.81% of the audience share.

Top 10 Programs of the Vancouver 2010 Winter Olympics by Audience Rating

Events	Audience Rating(%)	Market Share(%)
Short Track Speed Skating - Men's 5000m Relay Group A Final/CCTV-5 (February 27, 12: 03-12: 23)	1.2838	10.5445
Figure Skating Pairs Short Program/CCTV-1 (February 15, 9:03-11:55)	1.257	6.5989
Short Track Speed Skating - Women's 1000m Group A Final/CCTV-5 (February 27, 11:34-11:52)	1.2116	10.8985
Short Track Speed Skating - Men's 5000m Relay Group B Final/CCTV-5 (February 27, 11: 53-12: 02)	1.1758	10.4955
Short Track Speed Skating - Women's 1000m Group B Final / CCTV-5 (February 27, 11: 28-11: 33)	1.129	10.2412
Short Track Speed Skating - Women's 500m Final / CCTV-5 (February 18, 19: 47-19: 49)	1.1052	3.0939
Curling - Women's Round Robin Session 2 / CCTV-1 (February 18, 9: 45-10: 23)	1.0866	6.9086
Short Track Speed Skating - Men's 500m Group A Final / CCTV-5 (February 27, 11: 19-11: 27)	1.069	9.7765
Highlights review of Short Track Speed Skating - Women's 1000m Final / CCTV-5 (February 27, 12: 24-12: 33)	0.9946	7.9101
Opening Ceremony/CCTV-1 (February 13, 10:00-13:05)	0.992	5.8111

watching habit, priority was given to the Chinese audience favorite programs such as figure skating, speed skating and curling. Meanwhile, attention was given to what the audience wanted to watch and know in the coverage of hot events, background introduction, interviews and comments. Meanwhile, CCTV promoted the publicity of the knowledge of sports events by fully utilizing various forms of publicity such as trailer, publicity trailer and subtitle.

The events were mostly broadcast in the morning due to the time difference between Beijing and Vancouver, yet the audience rating of this Winter Olympics was still very high. From February 13 to March 1, the average audience share of CCTV-5 reached 2.01%, exceeding the level of the same period of last year. The opening ceremony and the events like speed skating, figure skating and curling won very high audience ratings. To be specific, the audience rating

Source: CSM



March 15 Gala

Impetus to Establish New Rules



The year of 2010 is the 20th year that CCTV holds March 15 Gala. It has become a signal, a trustworthy front for hundreds of millions of consumers to safeguard consumption quality, and a platform for numerous companies to enhance their brand image.

Compared with 20 years ago, the consumption environment, characteristics and form now have witnessed dramatic changes. In the past, the interests of consumers were undermined by short in weight, the selling of fake and inferior products and defective service and other traditional infringement forms, whereas at present the interests of consumers are undermined mainly by imperfect rules. Once rules are wrong, the victim will not be a single consumer but all consumers. Themed on “New Rules, New Impetus”, the March 15 Gala in 2010 will further probe into rules’ defect and loophole, in order to promote the establishment of rules under new consumption form, reduce or eliminate the misgivings of consumers, and make consumers become more confident and motivated in

consumption.

March 15 Gala will collect public opinions widely.

The March 15 Gala in 2010 will continue to follow the requirements of “definite theme, complete evidence, precise logic and fair standpoint”. In addition, it will effectively use mobile phone platform and network platform to conduct numerous special surveys. And the consumption opinions and experiences of netizens will provide a scientific and authoritative evidence to such surveys. During the Gala, the survey data will be released by categories in every phases, the survey with tens of millions of netizens as respondents will be interpreted, and the voice of consumers will be listened.

As an important part of content innovation and function realization, the March 15 Gala in 2010 will organize entertainers to utter honesty manifesto, the consumer council of each city to offer suggestions, and China Lawyers’Association to lodge



lawsuit for public interests, mobilize all forces of society, show the history of the Gala during the past two decades, and safeguard consumers' interests from different angles and by different methods, so as to realize consumption claim and eliminate problems with action, and serve consumers with practice.

Focusing on changing, series activities warm up the Gala

Series activities will warm up before the Gala to showcase the highlights of the Gala. These activities will focus on "changing", organizing consumers to respond to the "survey of satisfaction degree in ten industries", highlighting the feature of the Gala which shows concern to consumers' interests, and attracting the whole society to watch March 15 Gala.

Apart from that, tens of main print media and network media will be organized during the Gala to challenge unfairness, and promote the improvement of relevant systems and rules.

March 15 Gala, a platform for brand communication

During the past two decades,

March 15 Gala has always been committed to promoting the optimization and sound development of consumption environment, and promoting the construction of relevant systems so as to win the respect from consumers and audience by helping consumers solve the problems they encounter. 2009 CCTV the March 15 Gala was broadcast on CCTV-1 on March 15, 2009. Its average audience rating in 31 capital cities reached 3.72%, 0.51% up than 2008, with the growth rate 15.95%.

At present, March 15 Gala is not only a program of CCTV-2 and a brand of CCTV, but also a program of all consumers and a stage for numerous companies to display their strength and improve their brand image. In recent years, Beingmate, Toyota FAW, China CITIC Bank, China Telecommunications, Chery Automobile, Wutai Pharmaceutical Group Co., Ltd, Opplé and other companies have continuously launched ads on March 15 Gala, which greatly enhances their brand popularity and reputation.





CNTV Launches Program Entitled Q&A between Premier and Netizens

In view of the convention of NPC and CPPCC in 2010, China Network Television launches a large-scale interactive program entitled “Q&A between Premier and Netizens” recently. Adopting the form of “asking by netizens – responding by premier – action by the government”, and covering 10 fields including anti-corruption, housing and

education, the program will show the survey, communication and instruction of premier on these hot issues, as well as the effective measures adopted by the government and the accomplishments achieved. In addition, survey is conducted on the hot issues that netizens show concern to, jointly with the program entitled News China of CCTV Chinese

International Channel. Within 24 hours after the program is launched, there have been 50,000 hits, and more than 20,000 netizens clicked “I will support premier”.



English Channel and Arirang TV Cooperate Spring Festival Program

Recently, CCTV English International Channel (CCTV-9) cooperated with Korea Arirang TV by exchanging Spring Festival materials and interfacing broadcast studios to co-produce festival programmes. This cooperation has helped develop CCTV 9 news sources and expand its influence. As the first Korean TV station producing English programmes, Arirang TV covers 185 countries and regions.





CCTV Works Awarded both at Home and Abroad



A bundle of CCTV shows have been awarded both at home and abroad: “Gutian Meeting” produced by Social Education Centre and “The Place of Bird’s Nest Dream” produced by News Centre were ranked among the Long Documentary Top 10, and “The First Plough” was ranked among the Series Documentary Top 10 in the Humanity China Documentary Forum & Chinese TV Documentary Award 2008~2009; “Human Chain That Never Breaks” produced by CCTV Finance won special prize in the MOE Best Education News 2008~2009 Award; and the world first 3D TV play “Wu Cheng’en and Pilgrimage to the West” co-produced by China Film & Television Production Co. Ltd. won the Excellent Long Film prize at the 1st International 3D Film Festival.

“The Palace Museum” Re-produced by CCTV Russian International Channel

A feature programme “The Palace Museum” translated by CCTV Russian International Channel was on during the Spring Festival. The transcript was translated from Chinese to Russian by experienced Chinese translators and finalized after repeated review by experts from China and Russia so as to produce faithful, fluent and elegant translation. Also, voice produced by native Russian dubbers well catered for Russian audience.





CITVC Harvesting at NAPTE

During the recent US NATPE TV Festival, CITVC Overseas Distribution Department entered a number of official agreements and letters of intent on overseas programme broadcast amounted to USD310,000 which stood for the best sales in the recent 10 years. Meanwhile, discussions on cooperation and America-Asia programme exchange were made with NATPE Organizing Committee and progress of the entry of Chinese audio-visual products into Walmart stores in US. It is expected that the first 5,000 sets of 12-episode DVD “Palace Museum” will come into Walmart, libraries and colleges in US at the beginning of April.



German RTL Group Senior Advisor Visited CCTV



Huang Chuanfang, CCTV Deputy Editor-in-Chief met a delegation of German RTL Group led by Senior Advisor Hans Mahr on 2nd February. Huang expressed CCTV’s great attention to international cooperation in building capability of international communication and the willingness of bilateral cooperation in news exchange, programme landing and other aspects. Mahr said that RTL was looking forward to deeper cooperation with CCTV and hoped to help CCTV programmes land in Europe. He also invited CCTV to join ENEX, a news exchange organization.

As one of the largest commercial media groups in Europe, RTL took the lead in founding ENEX in 1994. The initial membership included the most influential European commercial TV stations and now it has extended to other regions such as US and Asia. RTL owns Europe’s biggest satellite broadcast center in Luxemburg.



Candidates of 12 Minor Languages Interviewed by CCTV HR

On 18th January, 80 candidates of 12 minor languages including Hebrew, Persian, Ukrainian and Burmese were interviewed by the Human Resource Office to assess their general competence, minor language level and oral English. Of all candidates, 60 were new college graduates, 9 were returned overseas Chinese students and 11 were from other

sources. Interviewers consisted of department leaders from CCTV News Centre, CCTV Overseas Centre, professionals from Xinhua News Agency, Ministry of Foreign Affairs and China Radio International, along with human resource experts.





World Cup, a Five-star Marketing Arena

Interview with Paul Turner, Sales Director of Castrol China & North Asia

Castrol, the UK headquartered lubricant giant has more than 100,000 employees worldwide. Its products are sold across the globe through branches in over 60 countries and a distribution network covering more than 100 countries.

In anticipation of 2010 South Africa World Cup, Castrol won exclusive sponsorship of CCTV's 2010 World Cup broadcast, which reflects its constant focus on sport marketing and immense confidence in the Chinese market.

Reporter: In what consideration did Castrol choose the exclusive sponsorship of event broadcast in CCTV's 2010 World Cup advertisement options?

Paul: We all know that FIFA World Cup is the most influential sport event recognized by the world. TV broadcast of each of the recent sessions covered more than 200 countries with around 40 billion audience. As described by FIFA, the World Cup is a "five-star marketing arena" which provides very good opportunities for brands and through which enterprises can improve their popularity and brand reputation.

China has impressed the world with its great achievements. Castrol has not only



paid much attention to development and investment in the Chinese market, but hope to shorten the distance with consumers by cooperating with CCTV, China's most influential media, to share passion of World Cup as well as Castrol's unique perspective on football with football fans.

Reporter: Will off-line promotion and marketing activities be held in addition to TV commercials?

Paul: Indeed, as an official sponsor of 2010 FIFA South Africa World Cup, Castrol has launched a series of "Know Football, Enjoy Football" communication activities such as Wenger's Beijing visit, Castrol

Football DV Competition, city football campaign and Castrol Football Forum which just closed in January 2010.

With people's passion for World Cup heating up, Castrol will launch more off-line activities. From March, car owners may get the World Cup Schedule free of charge at Castrol 4S shops and garages. They can also participate in World Cup final result lucky draw by SMS. During June and July when the event actually takes place, more activities and actions will be held to bring more excitement for consumers. Eventually, Castrol will become increasingly closer to consumers through TV commercials and



these activities.

Reporter: In what aspects does Castrol differ from others in terms of World Cup sponsorship?

Paul: Castrol's sponsorship for FIFA World Cup is slightly different from others in that we do it beyond commercial sponsorship. We try to explore the commonalities between football and the brand of Castrol in terms of preciseness and passion. We apply lubricant expertise to football based on technical analysis and innovative ideas and have successfully developed a series of digital football tools including Castrol Index, Castrol Rankings and Castrol Predictor. And we have contracted with top footballers such as Cristiano Ronaldo, Wenger and Desailly as Castrol's global ambassadors to make professional data interpretation and game analysis so that fans could know football and enjoy it better.

Castrol's road to football is not limited to 2010 FIFA South Africa World Cup. After that, we will continue to sponsor 2012 European Football Championship, 2013 FIFA Confederations Cup and 2014 FIFA Brazil World Cup. Castrol will stick to the idea of "Analysis, Technique and Innovation" in the field of football to develop more football tools and more unique views and excitement for the world football industry, fans and Castrol consumers.

Reporter: What kind of regular communication plans does Castrol have after this year's World Cup?

Paul: Castrol China R & D Centre will be completed in the second half of this year, which is significant for Castrol China and for the Chinese lubricant market as well. As always, Castrol will concentrate on product research and development in order to bring the world-class technology to Chinese customers. We will be dedicated



to improvement of product performance and consumer experience because we are firmly convinced that outstanding products and quality stability are the foundation for all marketing activities. It is on this foundation that Castrol will enhance its support for car racing and sport industries and enhance communication with consumers and clients through various communication platforms and marketing activities. In this way, more car owners in China may know Castrol, use Castrol and trust Castrol.

We do expect to grow with the Chinese market and achieve win-win results with our Chinese clients and partners.





Show the Beauty of Football with All Media

Zhang Bin, CCTV Sport Channel Moderator

The South Africa World Cup seems to be particularly friendly to Chinese audience — the unveiling game kicks off exactly at golden 22:00 Beijing time on Friday night, followed by the first games of group match at 19:30 for eight consecutive days, which is an absolute platinum time slot.

Throughout the month, all games take place at separate time slots except for the last round of group match, so attention will not be distracted, which is the biggest difference from the Olympic Games. Given this characteristic, the sole objective of World Cup broadcast will be atmosphere provocation and audience enthusiasm regardless of the traditional column “World Cup Feast” or match promotion programmes.

CCTV has won a “right of goalkeeper” for 2010 South Africa and 2014 Brazil World Cups, which simply means all forms of media except for the print. Therefore, with such prominent “All Media” feature, this year’s World Cup broadcast will be doomed to cater for the new age by transforming from the conventional TV broadcast to integration of TV, internet and mobile phone, so as to render diverse media and game experience to audience. Also, this year’s World Cup will be the best occasion for CCTV to build new

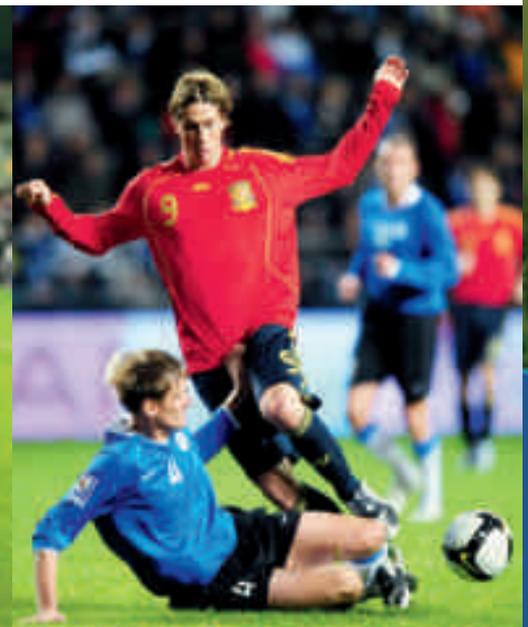


sport media.

In the course of “All Media” development and practice, CNTV sports. cntv.cn will play a pivotal role by providing a novel communication means of online video for netizens. Vast Chinese cell phone users, similarly, will be highly possible to watch a

World Cup on a small palm for the first time with powerful cell phone application, which is extremely appealing to wireless operators. In this sense, any enterprises planning to take part in the World Cup advertising campaign should frame their communication platform in the concept of “All Media”.

In promoting the World Cup of this year CCTV intends to beautify the image of football as a sport of beauty. The aim is to attract more people to love football. It will be the biggest victory if more youth take to football and take it as a lifelong hobby.





From June 11 to July 12, 2010, Beijing time, CCTV and sports.cctv.cn will bring you a fully interactive watching experience.

South African World Cup, a Game of Passion

Celebrate the South African World Cup with CCTV,
making your brand known to people worldwide



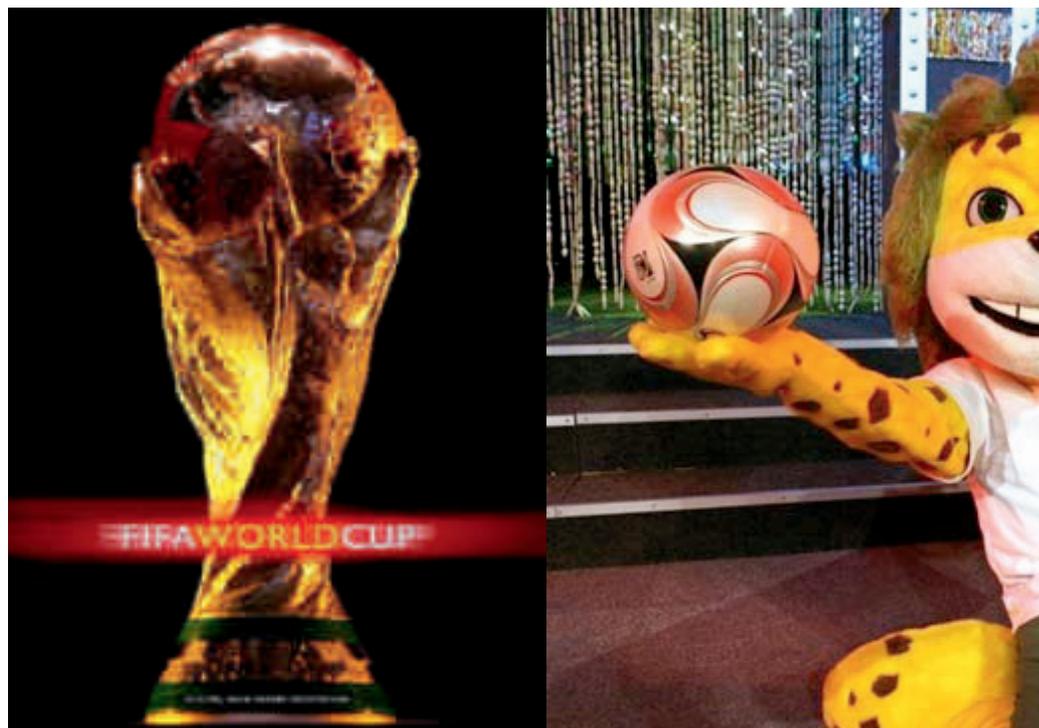
CCTV 10 体育频道
官方网站: www.sports.cctv.com



CCTV Program Plan for 2010 FIFA South Africa World Cup

The 2010 FIFA World Cup will be held in South Africa from June 11 to July 11. As the exclusive broadcaster of the 2010 FIFA World Cup in the Chinese mainland, CCTV will fully report this event. To be specific, the CCTV-1 and CCTV-5 will serve as the major channels and the CCTV-HD, Fengyun Football channel, Sports.cntv.cn and TV mobile phones will serve as alternatives in the coverage.

An unprecedented coverage team and the state-of-the-art technology



As for program production, CCTV intends to make football programs alive by means of a global perspective and coverage approaches with the notions of "I love World Cup", "football, a terrific game" and "we can know more about football". As for the broadcast of events, CCTV will send nearly 70 journalists and 8 groups of live broadcast teams to South Africa. The personnel will work with the journalists in the CCTV South Africa journalist

station and Africa central journalist station to report this World Cup. CCTV plans to establish coverage bases in Cape Town, Durban and Port Elizabeth in addition to the main coverage base in Johannesburg.

In addition, CCTV will further develop the cooperation with international media to make the broadcast of the World Cup new and fresh. Given that HBS, a media signal processing agency, offers optimized



media services, this World Cup may become the one that can enjoy the most media services. CCTV will take advantage of advanced technologies to

coverage means via TV, Internet and mobile phones, so as to establish a all-media broadcasting platform for the audience to enjoy the event with more than one media options.

day. Some important matches will be rebroadcast so that those who missed the live programs can still enjoy the exciting matches. Moreover, in order to underscore the live creativity of CCTV and the diversity of information processing, the audience participation is welcomed.

CCTV-1, an indispensable platform

The CCTV-1 will give live broadcast of all 33 matches that will kick off at 02:30 during the World Cup. Meanwhile, the World Cup Publicity Trailer and some programs such as Football Fan Carnival will also be shown on CCTV-1, the flagship channel for broadcasting the World Cup.

CCTV-HD, a real platform

All the HDTV (high-definition television) digital signals of this World Cup will be available and a designated production team will take charge of broadcasting the events on the CCTV-HD.

CCTV-5, a solid platform

The CCTV-5 will be switched to the World Cup status. Live programs on events will be shown 24 hours a

Fengyun Football Channel, a professional platform

A program series World Cup Palace



show the matches in a comprehensive manner so that the Chinese audience can feel the enthusiasm spreading over the World Cup venues.

All-media broadcasting platform brings the audience new experience

CCTV intends to make a transition from a single traditional coverage means via TV to an interlinking





that encompasses the best highlights of the World Cup will be launched.

In addition, there are several alternative platforms for the audience to select, such as Sports.cntv.cn - a platform with the most plentiful information, TV mobile phones - the most novel platform, digital theater - the most fashionable platform and football fan square - the hottest platform. CCTV will offer a feast of the World Cup to the football fans in a panoramic manner.



Fine program production, a party of fans and stars

In conjunction with the all day live broadcast of the wonderful events, CCTV will launch a series of feature programs such as World Cup Feast, South Africa Action and Football Fan Carnival. Anchors and audience will watch and comment the matches together and thus making the audience feel the excitement of the top events.

World Cup Feast, 18:30-00:30, an evening feature program on CCTV-5

A large studio with a capacity of 800 seats will be used for this program. Audience, famous anchors and entertainment celebrities will watch the matches together to create a feeling of being personally on the scene in South Africa. In addition, a section My Team will be created. In this section, a grass-root football

team will be selected and invited to the studio to accept an award, according to the football team that participated in the match of the World Cup on that day. Moreover, a "Team Billboard" will be launched to release the approval ratings of the teams by using the interaction function of TV and Internet platforms and mobile phones. A section Star War will be set up. This section, which will run through a match, will introduce one famous football star every day and vote the "Most Popular Star". Meanwhile, the latest information will be continuously updated, including "310 Index" for a panoramic match prediction, "Team Approval Ratings", World Cup news, interactive comments and messages, etc. This program is the second most important one only after the matches in a day, since the broadcasting time of it is close to the kick-off time of a match.

South Africa Action, 00:55-01:30, a special program on CCTV-5:

The year 2009-2010 is defined as "the year of Africa" by the International Association Football Federation (FIFA). With the holding of four major events including CAF Champions League



one after another, Africa becomes a focal point of the world. For the Chinese audience, South Africa, the host country of the 2010 FIFA World Cup, seems more mysterious than any other host country of the past World Cup. South Africa Action, inheriting the features of the program Germany Action, will give a full introduction to South Africa, a mysterious country. The frontline reporters will lead the Chinese audience to local areas and venues where actions will be taken so that the Chinese football fans can feel the enthusiasm of the 2010 FIFA World Cup South Africa, the football culture and spirit of South Africa. This program will also show the culture, history, customs

and people of South Africa.

Football Fan Carnival, at noon, a special program on CCTV-1:

This program is specially designed for football fans. The football fan teams around China will take part in the program in various manners. The off-site audience who want to be part of the program can also forecast and approve the matches in different ways. With some surprising content, this program can be interpreted as a special feast for football fans beyond matches.





2006 Germany World Cup Audience Rating Review

2006 Germany World Cup ended with the win of Italian team. It is a feast for Chinese football fans and people to watch 2006 Germany World Cup through CCTV, because few country can provide live broadcast of all the 64 matches of the World Cup in open circuit channel. Although Chinese football team was not qualified to participate in 2006 World Cup, and there is a six-hour time difference between China and Germany, Chinese audience

was still enthusiastic to watch the live broadcast of each match in deep night (2 or 3 clock at wee hours). All this is shown in the audience rating data during Jun. 9, 2006 to Jul. 10, 2009.





CCTV live broadcast attracts half of Chinese people watching the World Cup

Since CCTV is the only TV station that has the right of broadcasting the 18th World Cup in mainland China, most Chinese people watched it through CCTV. During the one-month World Cup, CCTV provided the live broadcast of all matches in CCTV-1, CCTV-2 and CCTV-5. Half of Chinese audience watched the World Cup through CCTV.



difference between China and Germany, the matches of the World Cup were mostly played at nighttime in Beijing time. The market share of CCTV during deep night increased significantly. The market share from 9 pm to 2 am increased by 8%, and that during 2 am to 5 am reached 62.59%, which nearly doubled that before the World Cup.

During the 2006 World Cup, CCTV provided the live broadcast of all the 64 matches, mainly on CCTV-5 and also on CCTV-1 and CCTV-2. The all-day audience rating generally increased by three times

to 9.4% compared with that before the World Cup; and that during match broadcast period from 2 am to 5 am increased more significantly, which was seven times that before the World Cup.

The shortest opening ceremony in history made the market share of CCTV-5 increase by ten times

The opening ceremony of Germany World Cup lasted only for 32 minutes, which is the shortest in history. But it made the market share of CCTV increase significantly from 26% to 35%, with the growth rate exceeding 30%. The audience rating of CCTV-5 during the opening ceremony was 5.67%, and the market share reached 20.86%, increasing by 10 times compared with the same period in the first five months of 2006.

CCTV-5 Audience Rating and Market Share in 2006 by Week



World Cup made the market share of CCTV, especially CCTV-5 increase significantly

During the one-month World Cup, the market share of CCTV increased by 3%. Since there is a six-hour time

Urban citizens, male, young and middle-aged people of 25-44, and people with high educational background were heavy audience of the World Cup

Male, young and middle-aged people, and people of high



the 1/4 final between Germany and Argentina. It was generally believed that this was a match as closely fought as final match. The audience rating of CCTV-5 during this match reached 9.80%, and the market share reached 46.29%; the match that achieved the second highest audience rating was the group stage match between England and Paraguay (8.68%); the match that achieved the third highest audience rating was the match between England and Portugal (8.27%). Because the final between France and Italy was kicked off at 2:00 am (Beijing time), the match failed to enter the top 10 high audience rating match list (ranking 11th). In spite of this, its audience rating at CCTV-5 exceeded 7%, and the market share reached up to 59.84%.

and medium educational background were the main viewers of the World Cup. People with high educational background (college and above) and the people of high and medium income (per capita monthly income of RMB 1400 and above) preferred to watch the World Cup.

The audience watching the World Cup was segmented by using two indices: average reach rate and average fidelity. Urban citizens, male, young and middle-aged people of 25-44 years' old, people of high educational background (senior middle school as well as college and above), managers and public servants were high audience of the World Cup.

“Strong Team Effect” was obvious for the audience rating during the World Cup

The match that achieved the highest audience rating was

Audience Rating Ranking of Single Match during World Cup

Ranking.	Match Name	Match Type	Channels	Date	Kickoff Time	Audience Rating %	Market Share %
1	Germany VS Argentina	1/4 final	CCTV-5	Jun. 30, 2006	23:00	9.80	46.29
2	England VS Paraguay	Group stage	CCTV-5	Jun. 10	21:00	8.68	25.17
3	England VS Portugal	1/4 final	CCTV-5	Jul. 1	23:00	8.27	42.60
4	South Korea VS Togo	Group stage	CCTV-5	Jun. 13	21:00	8.12	23.78
5	Japan VS Croatia	Group stage	CCTV-5	Jun. 18	21:00	8.11	23.66
6	Serbia and Montenegro VS Holand	Group stage	CCTV-5	Jun. 11	21:00	7.90	22.68
7	Portuga VS Iran	Group stage	CCTV-5	Jun. 17	21:00	7.78	22.24
8	Australia VS Japan	Group stage	CCTV-5	Jun. 12	21:00	7.53	21.58
9	Argentina VS Serbia and Montenegro	Group stage	CCTV-5	Jun. 16	21:00	7.36	20.71
10	Brazil VS Ghana	1/8 final	CCTV-5	Jun. 27	23:00	7.12	38.58
11	France VS Italy	Final	CCTV-5	Jul. 10	2:00	7.02	59.84

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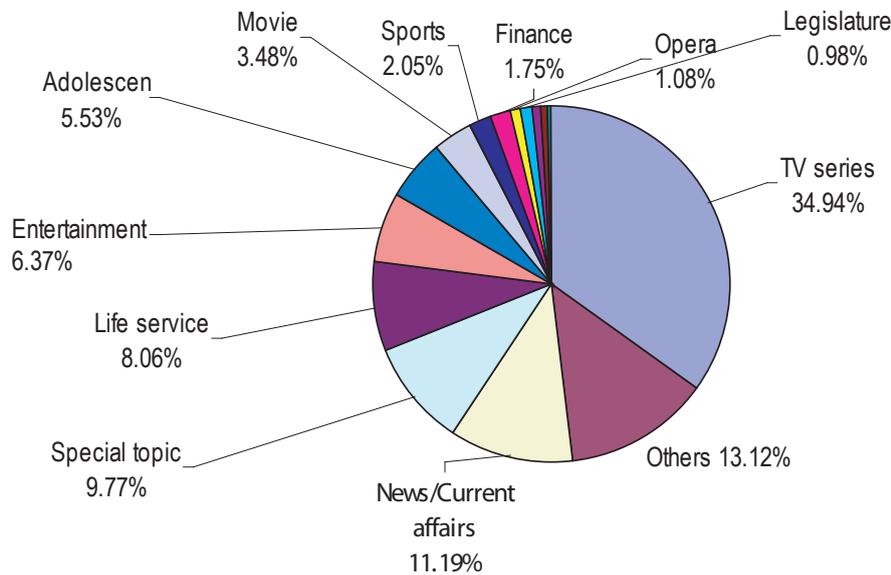
2010, Watch CCTV, Focus on China

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Viewing Performance Analysis of News Programs on Satellite Channels

“Focus on news as the foundation” concisely summarizes the concept that news broadcasting is the primary task of CCTV, this concept establishes the dominant position and the backbone function of news in all TV programs. This article makes a brief analysis of the viewing and broadcasting of TV news programs in China’s satellite channels in 2009.

I. The broadcasting pattern of various programs in satellite channels



Up till December 20th, 2009, among all domestic satellite channels, the broadcasting time of various news programs totals 11.19% in terms of percentage in all program broadcasting time, only next to TV Series, and slightly higher than the broadcasting percentage of special topic, life service, entertainment arts and other types of programs. Judging from viewing results, in 2009 the time for viewing news program in satellite channels by the audience is 9.43 min/day, accounting for about 9.02% of the total time for viewing satellite channel programs by the audience. Overall speaking, the viewing percentage of news programs in satellite channels is slightly lower than the broadcasting percentage. Nevertheless, judging by channel groups, the viewing percentage of CCTV news programs

is evidently higher than the broadcasting percentage.

Comparison of broadcasting and viewing of news programs from CCTV and Local TV Stations

	% of Broadcasting Time	% of Viewing Time
CCTV	3.63	5.89
Local satellite TV	7.56	3.13

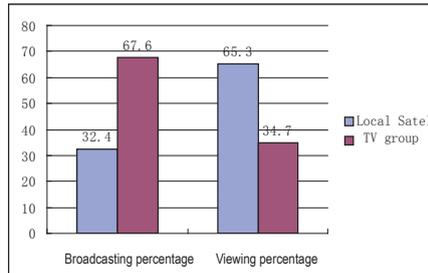
$\% \text{ of Broadcasting Time} = \frac{\text{news programs broadcasting time}}{\text{Total program broadcasting time of all satellite channel}} * 100\%$

$\% \text{ of Viewing Time} = \frac{\text{news programs viewing time}}{\text{Total program viewing time of all satellite channel}} * 100\%$

II. CCTV dominates the audience market in satellite channel news programs

The average daily broadcasting duration of CCTV news programs is about 41 hours, accounting for about 32.4% in the total broadcasting duration of news programs of satellite channel group. The broadcasting volume of local satellite TV accounts for more than 60% of total broadcasting volume of news programs.

In the allocation of time for viewing satellite channel news programs by the audience each day, 65.3% of the time is spent on viewing various news programs broadcast by CCTV.



Viewing percentage = Channels news programs viewing time / Total of all satellite channel news program viewing time *100%

Broadcasting percentage = Channel news program Broadcasting Time/ Total of all satellite channel news program broadcasting time *100%

5 Satellite Channels with Relatively Long Duration for Viewing News Programs by the Audience

Channels	Viewing percentage (%)	Broadcasting percentage (%)
1 CCTV-1	29.26	3.21
2 CCTV-News	17.22	14.88
3 CCTV-4	7.58	5.97
4 Local satellite TV A	3.61	1.47
5 CCTV-5	3.39	2.40

CCTV enjoys very obvious advantage as a key channel for news transmission. CCTV-1, CCTV-News, and CCTV-4 are the top 3 channels with the longest viewing time among the audience of news programs nationwide. The viewing time obtained by these three channels accounts for 54.06% of the total viewing time of satellite channel news programs.

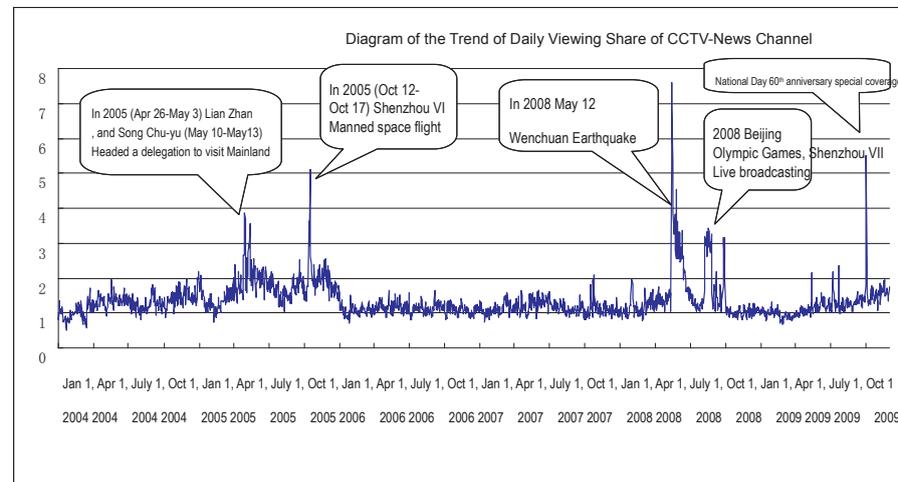
The broadcasting duration of CCTV-1 news programs only accounts for 3.21% of the total volume of satellite channel news programs; however, its audience viewing duration accounts for 29.26%

of total viewing time of satellite channel news programs. The practice to obtain relatively large viewing benefits with relatively little time slot resources highlights the communication advantage of CCTV-1 as a flagship channel.

CCTV-News is the only specialized news channel in China, with its broadcasting percentage reaching up to 14.88%, the highest among all the channels. Its viewing percentage is 17.22%, only next to CCTV-1. CCTV-4 news broadcasting percentage (5.97%) and viewing percentage (7.58%) are both evidently higher than those of other channels, they also possess relatively obvious comparative advantages.

III. Special periods and special incidents significantly enhance the viewing performance of news programs

In live broadcasting of major incidents, CCTV generally adopts the mechanism of joint broadcasting by related channels. Owing to the difference in reporting perspectives and approaches, these channels will be able to attract more audience.



On July 22nd, 2009, 15 Chinese satellite channels took part in the live broadcasting of total solar eclipse. Wherein, there are 12 channels of local TV stations; in the three CCTV channels namely CCTV-4, CCTV-10, and CCTV-News organized live broadcasting. This case reflects the trend that local TV stations are also actively developing and utilizing mutually owned news resources, and thus expand the influence of the channels across the nation. Despite the fierce competition in utilizing public news resources, the viewing performance of CCTV Channels shows obvious dominance, ranking in top 3 positions. This reflects the selection trends of the audience to choose authoritative channels during special incident period.



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