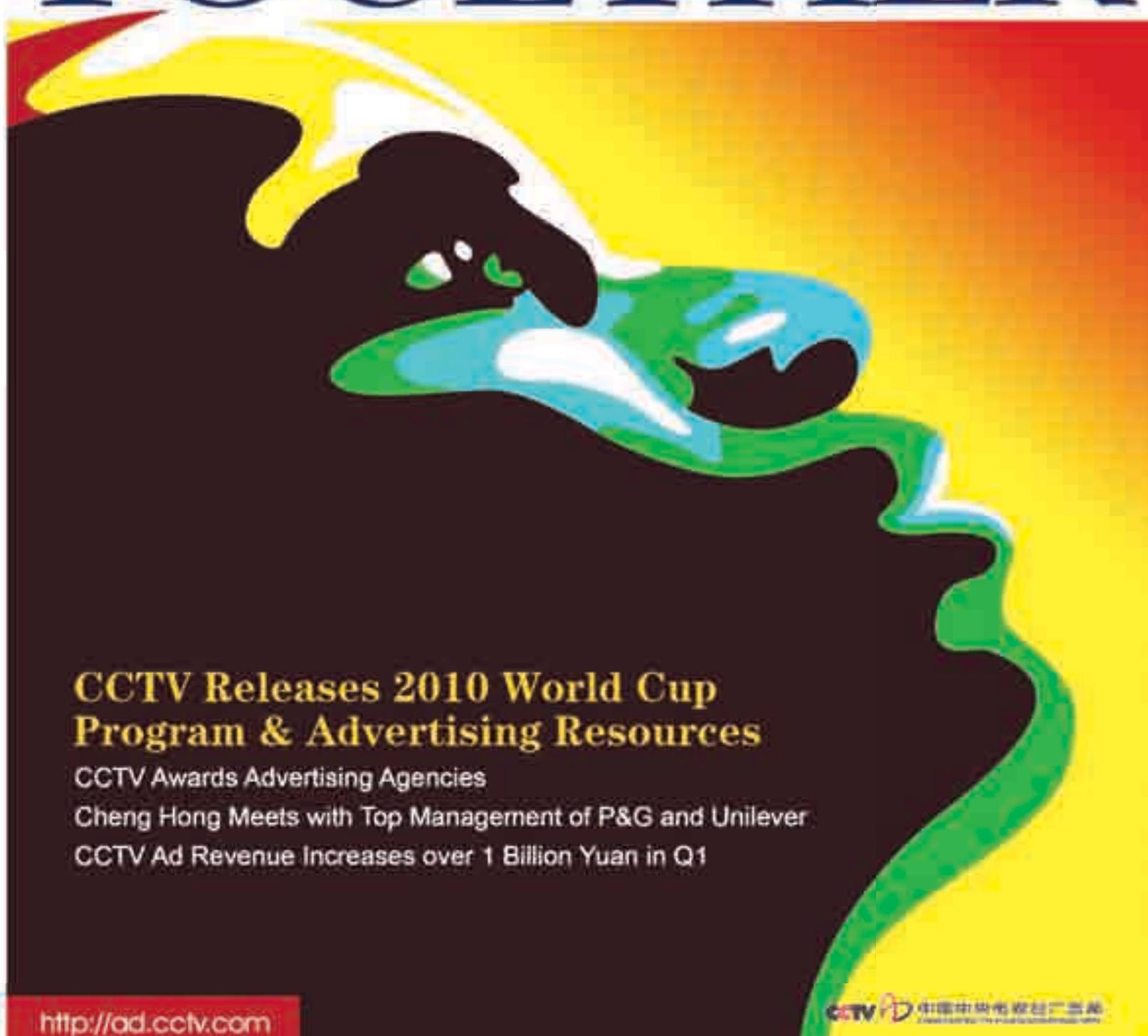




WIN TOGETHER

Apr. 2010



CCTV Releases 2010 World Cup Program & Advertising Resources

CCTV Awards Advertising Agencies

Cheng Hong Meets with Top Management of P&G and Unilever

CCTV Ad Revenue Increases over 1 Billion Yuan in Q1

<http://ad.cctv.com>

CCTV 中国中央电视台
China Central Television



Focus



- 06 CCTV Releases 2010 World Cup Program & Advertising Resources
- 08 Cheng Hong Meets with Top Management of P&G and Unilever
- 10 CCTV Awards Advertising Agencies
- 16 CCTV Ad Revenue Increases over 1 Billion Yuan in Q1
- 17 CCTV Fully Prepared for World Expo 2010 Shanghai

Interview



- 18 Enjoying the World Cup with Passion
- 19 World Cup, Brand DreamWorks

Resource



- 24 CCTV Programming Plan for 2010 World Cup
- 28 Elder Brother's Happiness Triggers Introspection to "Happiness"
- 29 CCTV Holds March 15 Gala Successfully
- 30 Nationwide Selection for the 14th CCTV Youth Singer TV Competition Starts



News



- 32 Russian Channel Sets up Active Image in International Communication
- 33 Winter Olympic Games Facilitate Online Production Innovations
- 34 New Overseas Journalists of CCTV Will Be on Board
- 35 Children Channel Awarded as Safeguard for the Rights of Women and Children
- 36 CNTV Starts Reporting on 2010 World Expo Shanghai

Award



- CCTV 2009 Top 10 Advertising Agencies
- CCTV 2009 Excellent Advertising Agencies
- CCTV 2009 Trusted Advertising Agencies

EDITOR IN CHIEF Chen Rongyong
 ASSOCIATE EDITOR IN CHIEF Yin Xuedong She Xianjun
 EXECUTIVE EDITOR IN CHIEF Yang Zhengliang
 MEMBER OF EDITORIAL BOARD
 He Haiming Chen Rongyong Li Yi Yin Xuedong
 She Xianjun Yang Zhenliang Lian Jin huan Zhang Yongli
 Ma Yihong He Xinghuang Zhou Huanyu Hou Xiuhong
 Xu Guichun Zhang Qing Li Jia Ren Yingxiu Teng Xiao
 EXECUTIVE EDITOR Wang Yihan
 EXECUTIVE ART EDITOR Xia Jingjing

COVER DESIGN Xia Jingjing
 PHOTO Shu Yu Zhu Junyu Xia Jingjing Wu Xue
 PRINT Zhu Junyu Fu Jun
 PUBLISHER CCTV Advertising Department
 ADDRESS F3 Media Center Apartment
 No.11 Fu Xing Road
 Beijing, China, 100859
 TELEPHONE 8610-68500180
 FAX NUMBER 8610-68550947
 WEBSITE <http://ad.cctv.com>
 EMAIL cctvadwang@gmail.com



CCTV Releases 2010 World Cup Program Plan

March 30, a meeting on CCTV 2010 World Cup program & advertising resources was held in Beijing Media Center. CCTV, as the exclusive TV and New Media Broadcast Institution in Mainland China for World Cup, will make use of CCTV-1 and CCTV-5 as main channels to broadcast the World Cup, supplemented by CCTV-High Definition Channel, Soccer Storm Channel, Sports.cntv.cn, and mobile TV to make all-round coverage.



320

The coverage of CCTV international channels on the Two Sessions was of remarkable characteristics and highlights. Around 320 TV stations from 127 countries and regions fully broadcasted or partially used the broadcasting signals from CCTV foreign language channels.

238 Million

On March 14th, 238 million audience watched the closing meeting of the third session of the 11th National People's Congress, hitting an audience rating of 3.13% and an audience share of 26.17%.

5.09%

On March 26, Elder Brother's Happiness has been completely broadcast. According to data from CSM, the average audience rating was 5.09%, hitting a new high of premiere TV series of CCTV-1 Golden Theater.

36%

Recently, with a reference to 2006 World Cup ratings, CMS has made a prediction on the total audience rating and audience structure for 2010 South Africa World Cup: during the World Cup, CCTV is anticipated to account for over 36% of audience share.



“Win in Africa with Africa”



Exclusive TV and New Media Broadcast Institution
of 2010 World Cup 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.





CCTV Releases 2010 World Cup Program & Advertising Resources



March 30, a briefing meeting on CCTV 2010 World Cup program & advertising resources was held in Beijing Media Center. The meeting was attended by Luo Ming, CCTV Vice President, Cheng Hong, Deputy Editor-in-Chief, Jiang Heping, Director of Sports Program Center, He Haiming, Chen Rongyong and Li Yi, Deputy Directors of Advertising Department, Chen Gang, Deputy Director of School of Journalism and Communication of Peking University, and hundreds of enterprises, advertising agencies and media representatives from all over the country.

As always, CCTV World Cup advertising resources are scarce for enterprises as CCTV remains to be the exclusive authorized TV

and new media broadcaster in Chinese Mainland. On the CCTV 2010 Prime Advertising Resource Bidding during November 16 to 19 in 2009, resources such as the All-day Package, Best Scorers Title Sponsorship and Exclusive Special Programme for CCTV 2010 World Cup Live Broadcast were already ordered by South Africa World Cup sponsors such as Adidas, Coca Cola, Castrol, Budweiser and Sony, and other enterprises including Langjiu Wine, Tsingtao Beer, Snow Beer, Deerway and Nike, etc. in advance.

Luo Ming, CCTV Vice President, delivered the first speech, and said that South Africa event marked the 9th consecutive World Cup broadcast by CCTV.

He said that CCTV would spare no efforts on the event broadcasting with the biggest work force and coverage including five channels, 74 front reporters and 64 games so that both events coverage and marketing opportunities would be amplified to the maximum.

Jiang Heping, Director of CCTV Sports Program Center, described the coverage ideas and plan of South Africa World Cup to advertisers and agencies. Feature programs will be guided by CCTV with the ideas of "I love World Cup", "Football is a beautiful sports games" and "We can know more about football". A new attempt will be made to build an "All Media" platform by transforming the conventional pure TV broadcasting to a combination of TV, Internet and mobile phone channels.





Chen Gang, Deputy Director of School of Journalism and Communication of Peking University, elaborated the theme of “Upgrading Competitiveness with the World Cup” by analyzing the World Cup’s value for communication and strategies and tactics of sport marketing, and shared successful World Cup marketing cases with all participants.

He Haiming, Deputy director of CCTV Advertising Department, made a detailed description on advertising projects with the topic of “Wonderful World Cup - Brand Dream Works”. As he described, the overall design concept of South Africa World Cup advertising products is “Limited Value-

added”, Flexible Configuratio, Three-screen in-one”, namely strictly limited time for live event broadcast advertising, strictly limited number for special advertisements columns and sections; it promotes fixed packages and flexible packages for enterprises to achive differentiated brand communication effects; it realizes integrated communication effects of TV and new media, including “Three-screen in-one”. Meanwhile, CCTV will communicate with clients, provide more customized products, and design more diverse and original products for higher returns.

The South Africa World Cup advertising products will be launched in three stages.

Products in Stage One include core scarce resources such as designated positions of event package and CCTV World Cup Feast Special Sponsorship. These were already sold out on the CCTV 2010 Prime Advertising Resource Bidding and the following subscription. Products in Stage Two include game packages, column packages and patches. Some advertsing products such as Column Special Sponsorship and some Title Sponsorship have been released on the briefing meeting. Products in Stage Three include individual game advertising, interval package advertisng and other event related advertising products to be released in the middle of April.



Cheng Hong Meets with Top Management of P&G and Unilever



CCTV Deputy Editor-in-chief Cheng Hong met with P&G Vice Global President Stewart Atkinson (left)

On March 8, CCTV Deputy Editor-in-chief Cheng Hong met with P&G Vice Global President Stewart Atkinson. They communicated with each other on TVC launching at CCTV. He Haiming, Deputy Director of Advertising Department, also attended the meeting.

Cheng Hong said that CCTV attached importance to the cooperation with P&G, and both parties could benefit from the cooperation; CCTV is enhancing international communication capability construction, which enables P&G to reach global Chinese consumers; it is expected that both parties can reinforce communication and further expand cooperation.

Stewart Atkinson introduced the global organization structure adjustment, resource allocation and development planning of P&G. He indicated that P&G was willing to cooperate with CCTV on advertising in a broader and deeper way so as to fulfill the sales target in the Chinese market.

During the meeting, He Haiming also introduced to P&G the advantages of CCTV in publicity and advertising management, and put forward detailed suggestions on their cooperation.

On March 11, Cheng Hong had another interview with the delegation headed by Zhou Bo, Media Director of Unilever Greater China, and Ye Lilian, CEO of Omnicom Media Group (China), and

made in-depth communication in terms of advertising cooperation. He Haiming and other leaders attended the meeting.

Cheng Hong said that CCTV was very glad to witness Unilever's rapid development in China, which has laid a solid foundation for deepening the cooperation between both parties. In 2010, CCTV will continue to improve and enhance the quality of programs and introduce new program patterns, which will further broaden the space for bilateral cooperation and upgrade the effects of Unilever's advertising campaigns.

Zhou Bo introduced Unilever's developments in the Chinese market in recent years, and expressed that Unilever's various sub-brands were expanding rapidly from regional markets to nationwide market, and hope to take advantage of CCTV's coverage and authority so as to improve the brand and sales volume.

He Haiming introduced key advertising resources and important advertising management events of CCTV, and put forward specific opinions for the cooperation between both parties.

Unilever harvested great fruits from advertising campaigns on CCTV during January-February 2010. Current communication will be of great significance for strengthening the cooperation between both parties this year and in the promising future.



Cheng Hong met with the management of Unilever



Enhancing Communication Strengthening Cooperation

CCTV AD Visits Advertising Agencies



From March 15 to April 1, relevant management of Channel Resource Section, Client Service Section and Publicity Section of CCTV Advertising Department and their entourages visited Biaoge, New Remington, Yadii, Century Media, Purple Phoenix, Womei, Charm Communications, CTV Golden Bridge and other advertising agencies. Through the visits, staffs of CCTV AD had an in-depth understanding of the business profile of all advertising vendors, and listened to their suggestions, opinions and needs.

During the visit, staffs of CCTV AD and relevant heads of advertising agencies exchanged opinions for some

specific issues in the process of cooperation, jointly analyzed the current situations and jointly discussed about the brand-new operational ideas and methods.

Business of advertising agencies is an important component of CCTV's advertising management. Last year, CCTV implemented an open auction for contracted advertising resources for the first time, which has improved sales mode of CCTV's advertising management. The serial visits help CCTV AD know the management status and business philosophy of contracted advertising agencies, so that CCTV AD can provide better services for contracted advertising agencies.



CCTV Awards Advertising Agencies



After the awarding ceremony, CCTV Vice Editor-in-chief Cheng Hong and deputy director of CCTV Advertising Department He Haiming met with the top management of GroupM and Aegis and conducted in-depth communication with them on advertising cooperation.

In 2010, CCTV Advertising Dept. will conduct more extensive and in-depth cooperation with capable and honest advertising agencies both at home and abroad, further improve advertisement marketing network and further motivate advertising agencies.

On March 10, 2010, CCTV 2009 Advertising Agencies Awarding Ceremony themed on "Spring Party & Brand Party" was grandly held at Beijing Shangri-La Hotel. Over 800 people, including leaders of CCTV and representatives from advertising agencies and enterprises, attended the ceremony. The ceremony was presided over by CCTV emcees Bai Yansong and Zhu Xun.

Liu Fan, vice director of State Administration for Industry & Commerce, Li Dongsheng, director of China Advertising Association, Li Guoqing, secretary-general of China Advertising Association, Ren Qian, deputy head of Media Agency Management Division, State Administration of Radio, Film and Television and Li Yali, vice director of Advertising Supervision Division, State Administration for Industry & Commerce attended the ceremony. In addition, CCTV Vice President Luo Ming, Vice Editor-in-chief Cheng Hong, important leaders of all departments of CCTV and management of CCTV Advertising Department attended the ceremony.

Charm Communications, Walk-on, Vision CN and other advertising agencies won the award of 2009 CCTV Top 10 Excellent Advertising Agencies. CCTV also awarded 20 Excellent Advertising Agencies and 5 Trusted Advertising Agencies.





Exclusive TV and New Media Broadcast Institution of 2010 World Cup in Mainland China
From June 11 to July 12, 2010, Beijing time
CCTV and sports.cctv.com will bring you
a fully interactive watching experience.

South Africa World Cup, a Game of Passion

Enjoy the World Cup with CCTV
Make your brand known to people worldwide



CCTV 官方授权
官方网站: www.sports.cctv.com



春天的约会
品牌的约会

Promoting Scientific Development of Chinese Advertising Industry

Liu Fan, Vice Director of the State Administration for Industry and Commerce

Premier Wen Jiabao emphasized in the Government Work Report this year that culture construction should be strengthened greatly. Wen also pointed out that culture is the spirit and soul of a nation and the fatal element determining whether a nation is powerful. It can deeply influence the development of a nation and change the fate of a nation.

I was impressed by the creative of an advertisement. It is CCTV's public service advertisement – "Public Service Advertisement is a Lamp". This simple and short sentence summarizes the connotation of the advertisement and the thoughts of ad persons. It has profound implication. A scientist once said "there are two things arousing our admiration and awe: the starry sky above and the moral law in our hearts." If public service advertisement is the starry sky above, then moral law is the lamp.

Advertising industry is the creative industry of creative economy, and an important component of modern service industry, and also an indispensable part of culture industry. The supervision of Chinese advertising industry is the scientific development of Chinese advertising industry based on public significance. It is driven by supervision,



development, social responsibilities and national interest. It is our basic points and overall concept.

Chinese advertising agencies have been developing and growing in 30 years since the Reform and Opening-up. Advertising agencies, together with media and advertisers, create the brilliance of the industry. The civilization, advancing, opening and confidence of CCTV provide an important platform for the development of Chinese advertising industry. CCTV plays an irreplaceable role. In the new year, we should continue to build a high sense of social responsibility as our mission, expand domestic demand, revive the economy, safeguard national interests, and work hard for the new leap forward development of Chinese advertising industry!



2010: Robust Economy, New CCTV and Effective Advertisement

Luo Ming, Vice President of CCTV



In face of a whole new year of 2010, I summarize the new development trends as 3 characteristics, namely, Robust Economy, New CCTV and Effective Advertisement. Here I would like to share my opinion with you.

Firstly, Robust Economy. A same topic was discussed in both General Secretary Hu Jintao's speech in the Central Economic Work Conference at the end of last year and Premier Wen Jiabao's 2010 Report on the Work of the Government a few days ago, that is, to accelerate the reform of economic development pattern. Such reforms are bound to bring considerable impacts on China's economic pattern, and to usher in another round of adjustments in industrial structure and consumption habits. These will reshuffle the advertising client bases and bring new development opportunities for each of you here.

Secondly, New CCTV. In 2010, China will input more to implement its National Plan to Revitalize Cultural Industry and actively push

forward the convergence of its telecom network, cable TV (CATV) network and Internet network into a unified Global Information Infrastructure. A new media industry pattern is taking shape and an era full of opportunities is just around the corner.

CCTV will take the advantage of its existing superiorities and accelerate its development steps to catch new opportunities. At the 2010 CCTV Annual Work Conference held half a month ago, Mr. Jiao Li, president of CCTV, raised the idea to build a First-class Media Organization with Advanced Technology, Abundant Information, Full Coverage and Strong Influence in the World through a series of strategic moves.

Thirdly, Effective Advertisement. The 61 Orders of State Administration of Radio, Film and Television is implemented formally this year. Advertising management on media is further standardized and adjustment of advertising management pattern continues. Famous media are expected to secure greater advertising market shares.

CCTV will adopt a new system for its advertising management in 2010 to catch up with the new development trends, opening up a new chapter in cooperation among media organizations, enterprises and advertising agencies. We will formally establish an advertising management center to consolidate relevant resources within CCTV, and enhance connections between Advertising Department and content departments to form a new collaboration scheme between advertisements and contents. At the same time, we will help build CCTV's capability of international communication and work harder to attract more foreign clients.





春天的约会
品牌的约会

2010, the Year of Event Branding

Liang Xiaotao, Director of CCTV Chief Editor's Office



For CCTV, 2010 is a year of events. The audience share of the earlier CCTV Spring Festival Gala reached 81.74%, higher than 2009. CCTV successfully broadcasted Vancouver Winter Olympics, the NPC & CPPCC. CCTV audience are looking forward to the 14th National Youth Singers' Contest and South Africa World Cup. CCTV is increasing the broadcasting of the World Expo. CCTV will also broadcast Guangzhou Asian Games in three CCTV channels.

2010 is also the year of branding for CCTV. We will strengthen the brand construction of CCTV by sticking to the principle of "focus on news as the foundation", "focus on depth as the foundation", and "focus on specialty as the foundation".

In terms of "focus on news as the foundation", we will continue to extend our advantages. In 2010, CCTV will build 14 news emergent reporting sites all around China, which realizes the coverage of reporting sites in all provinces/autonomous regions. We stick to "news+review" mode, which will become the a regular mode of CCTV news program.

In terms of "focus on depth as the foundation", column innovation is our propulsion. We use opening bidding for new columns of CCTV-1. The 115 bidding documents covers 23 new columns of four categories, including public entertainment.

In terms of "focus on specialty as the foundation", we should target audience right. CCTV-2 was changed to be Finance Channel. The channel structure is more reasonable and the audience structure is further optimized. The age of core audience is from 35 to 54; and their monthly income is over RMB 2,900.

In 2010, CCTV will strengthen the specialization of channels; promote clearer orientation of channels and more comprehensive development; and improve the audience rating and influence on targeted audience. In 2010, we will use all resources to build CCTV-1 into a competitive channel focusing on news, to further strengthen its role as the flagship.

In 2010, CCTV will strengthen its capacity of international communication in an all-around way; increase the commentary of European and American news in the prime time, making CCTV a news editing and broadcasting institution that provides news in 24 hours of a day. In addition, CCTV will complete the construction of five central overseas bureaus in Asia-pacific, Middle East, Africa, Latin America, Russia; and will build 19 new overseas bureaus. Then the total number of overseas bureaus will reach 50.

2010 is an opportunity for CCTV and CCTV's partners to improve brand value. We should cooperate and work together for a brilliant future.



Ad Agencies of CCTV Are the Best Agencies in China

He Haiming, Deputy Director of CCTV Advertising Department



The development of CCTV would not be possible without the support of advertising agencies. In 2009, CCTV built a more scientific advertising agency system; launched Spring Plowing Program, and Call Center for advertising services and established smoother communication channels; held AD Lecture Room – advertising inspection and training meeting, which preposed advertising inspection, broadened the scope of remote reporting and broadcasting trial, changed “passively providing supervisory broadcast” to “actively providing supervisory broadcast”, and realized better and more professional services. CCTV, for the first time, set Trusted Advertising Agencies award based on Top 10 and Excellent Advertising Agencies Awards, and implemented more incentives.

Through the platform provided by CCTV, advertising agencies

provided services to China’s best enterprises, and helped them become the top brands in their fields. We are glad to see that many agencies were expanded, and became top-grade advertising companies in China and world-class advertising companies. Even some companies were listed abroad, and some others attracted strategic investment and planned domestic listing. Some companies are famous for their large scale and strong competitiveness; whereas some others earned reputation for small but excellent.

Today, we are proud to announce that the advertising agencies of CCTV are the best in China!

For a long time, CCTV and advertising agencies have been strategic alliance, supporting each other and sharing weal or woe. This year, the cooperation concept between CCTV and advertising agencies is “for Brilliant 2010”. Based on the concept, we will stick to advertising agency system, improve advertising system, adhere to sunshine sales mode, build reputation evaluation system, and create fair, justice and harmonious market environment. We will also strengthen visit & communication mechanism, to improve the communication with and services to advertising agencies, and to realize smoother businesses of advertising agencies. We will create a new chapter for the business cooperation among media, enterprises and advertising agencies in 2010.





CCTV Ad Revenue Increases over 1 Billion Yuan in Q1



Since the beginning of 2010, with the formal enforcement of Order No.61 by the State Administration of Radio, Film and Television, a brand-new media and advertising management pattern is being incubated, and the excellent communication value of branded media is highlighted more prominently.

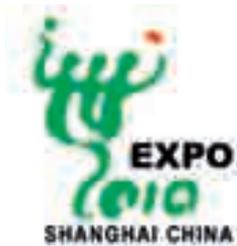
In the first quarter of 2010, advertising revenue of CCTV increased by over 1 billion yuan on a year-on-year basis. The reasons are specified as follows: Firstly, CCTV strictly complies with Order No.61 by the State Administration of Radio, Film and Television, strictly controls the advertising duration, ensures advertising quality, which has been highly recognized by a large number of enterprises. Therefore, CCTV saw sustained prosperous sale in advertisements in Prime

Resources for bidding, with implementation rate of 100%. At the same time, advertising sale of professional channels was favorable, and scale new heights. Secondly, advertising resources for Spring Festival Gala, the Winter Olympics and other major events were popular with many enterprises. In particular, Chinese delegation returned triumphant with five gold medals, two silver medals and four copper medals in the 2010 Winter Olympics, which has hit a new high in successive Winter Olympics. So the majority of enterprises harvest favorable communication fruits. Thirdly, CCTV's communication values will be further upgraded in 2010, thereby bringing about more new opportunities for domestic and foreign enterprises so as to achieve rapid growth and great brand leap.

In the first quarter of 2010, audience rating of CCTV made a good beginning. According to CSM data, during January 1-March 13, 2010, the average market share of CCTV News Channel was 1.82%, up 31.78% compared with the same period last year. CCTV Finance Channel saw an increase in average market share by 26.81%

compared with average market share after revision last year(July 27-December 31, 2009). The average audience rating of Rural Love Story broadcast by Gold Theater on CCTV-1 was as high as 6.83%, with the highest audience rating rate of 8.9%. And the average audience rating of Episode 29 of Rural Love Story reached 8.65%. Meanwhile, audience rating of major events significantly climbed. On February 13, the average audience rating of CCTV Spring Festival Gala on CCTV-1 was as high as 28.42%, with the average market share up to 59.8%. During the Winter Olympics period, the average market share of CCTV-5 reached 2.01%, representing an increase of 17.96% on a year-on-year basis. On March 15, the average audience rating of "March 15 Gala" live-broadcast on CCTV-1 was 2.95%, representing an increase of 6.54% on a year-on-year basis.

On outlook for 2010, CCTV's communication value will be further upgraded to establish bigger and better brand communication platform for domestic and foreign enterprises.



CCTV Fully Prepared for World Expo 2010 Shanghai

As World Expo 2010 Shanghai China is approaching with each passing day, at the time of proceeding with advance news coverage, preparatory work for CCTV news coverage during the World Expo has ushered in final phase. Since 2010, various channels of CCTV have launched the special Expo-related topic programs in succession.

On January 11, 2010, which marked the 110-day countdown to the opening of World Expo 2010 Shanghai China, News in 20 Minutes of CCTV-1 and CCTV News Channel have launched a series of news reports entitled “Director-General Zhu Hong As Your Tour Guide for World Expo Shanghai” so as to gradually make greater efforts to the World Expo. And News in 20 Minutes has also launched small sectors such as “Explaining World Expo with Figures” and “Expo Express”, etc.

At the same time, CCTV News Center convened coverage program briefing meeting for World Expo Shanghai, at which assignment of responsibility was made for current affairs group, news groups, special topic group, specialized column group, frontline studio, as well as various systems such as IBC Working Group, international resource integration, production logistics, etc. At this time, CCTV News Center, with a view to large span in coverage cycle of World Expo, intensive major events and other characteristics, has focused on strengthening the staffing for planners and directors, and has set up a core director & planning team involving CCTV General Channel, CCTV News Channel and CCTV Chinese International Channel.

January 21 marked the 100-day countdown event to World Expo 2010 Shanghai China, for which warm-up coverage was made by CCTV General Channel, CCTV News Channel and CCTV Chinese International Channel. Various channels have introduced “World Expo Countdown” coverage columns in prime time and key programs to follow up the news about the developments of the World Expo by means of journalist’ observation, reporter’s experience, etc.

Since January 25, CCTV-2 (Finance Channel) has broadcast a special program entitled “Charming Expo” on a regular basis every day to make focused coverage for such contents as “World Expo is an economic Olympic Games”, “pulling role of World Expo for Chinese economy” and the like, thus highlighting the professional characteristics of this channel. Finance Channel has also presented a series of thematic programs, including “Classic World Expo”, “World Expo Economy”, etc. Economic News Bulletin, Global Connection, First Focus and other live-broadcast information programs have made nearly 100 news reports before and after its 100-day countdown event.

On February 27, a joint delegation, composed of departmental heads from News Center, Overseas Center, Arts Center, Finance Channel, Technology Management Office, Technical Production Center, Broadcast Center, Network Media Center and other departments, made investigation for preparatory work for CCTV News Coverage of World Expo 2010 Shanghai China on the site.

On March 10, World Expo Opening Ceremony Relay Broadcasting Team from CCTV Arts Center went to Shanghai to conduct on-site investigation. The relay broadcasting team meticulously developed relay broadcasting program, put forward detailed technical requirements, closely cooperated with World Expo opening ceremony organizer, and did a good job in preparatory work for relay broadcasting of opening ceremony.

All preparatory work for CCTV News Coverage of World Expo 2010 Shanghai China has ushered in final phase. By then, CCTV will present a grand event of a world-class city for the vast majority of television viewers so that all television viewers can also savor World Expo at home.



Enjoying the World Cup with Passion

Reporting World Cup Lively and Completely during Prime Time

Jiang Heping, Director of CCTV Sports Program Center

In this summer, the whole world will be crazy about South Africa World Cup. And CCTV will provide the live broadcast of all the matches among top 32 football teams.

Football is a beautiful and passionate sports game. During 2010 World Cup, CCTV will make programs according to such concepts as "I love World Cup", "Football is a beautiful sports game" and "We can know more about football". A

total of 70 staff members, eight groups of reporters, as well as South Africa reporter team and African reporter team will be dispatched to report the World Cup, and more people will involve in logistics services. This will be the world cup that boasts the largest reporter lineup by CCTV.

This World Cup is for all media. In this year, CCTV will attempt to shift from mere TV report to TV, Internet and mobile TV report by establishing "All Media" broadcasting platform. CCTV-5, CCTV-1 and CCTVReg will broadcast all the 64 matches of the World Cup. In addition, CCTV will provide the live broadcast of all the matches through a new media platform – Sports.cntv.cn. Mobile TV will provide the feast of the World Cup to audience. And the match time is more appropriate for domestic audience than the previous



World Cup. The World Cup Feast will be broadcast at 18:30 after Sports News. Among all the matches of the World Cup, ten will be kicked off at 19:30, and the rest will be at 22:00 and 02:30, fully occupying the prime-time hours in the evening. So the audience rating will certainly be higher than that of 2006.

Live broadcast is a process of unveiling the answer to suspension.

CCTV is the exclusive broadcaster that has the right of broadcasting the finals of 2010 and 2014

World Cup in mainland China. This will generate unique value. For most who cannot watch the matches on site, the largest value of the World Cup lies in TV live broadcast, because it creates suspension. Live broadcast is a process of unveiling the answer to suspension and also a process for viewers to fully enjoy the matches.

This is a golden brand publicity platform with enhanced effect. The World Cup will last for 31 days, offering enough time for brands to reach vast audience, which lays a solid foundation for achieving sound brand publicity effect. The enterprisers with foresight will regard the World Cup as a golden publicity platform that is provided every four years, so as to enhance brand publicity effect.





World Cup, Brand DreamWorks

He Haiming, Deputy Director of CCTV Advertising Department



On November 12, 2009, CCTV and FIFA signed an agreement to formally secure the exclusive broadcast rights of Chinese Mainland for 2010 South Africa World Cup and 2014 Brazil World Cup.

Four days later on November 16, 2010, an official sponsor for 2010

South Africa World Cup—Castrol signed the agreement to become CCTV's "exclusive special sponsor for live broadcast of 2010 South Africa World Cup".

Six days later on November 18, 2010, at the general meeting of CCTV Prime Advertising Resource Bidding, "Exclusive Sponsorship of Scorer's Ranking during 2010 World Cup" as the first object for bidding, Sichuan Lang Wine Group spent 33.3 million yuan and made the successful bid. Subsequently, Deerway, Tsingtao Beer, Snow Beer, China Mobile Communications, Nike and many other companies grasped their advertising resources of the World Cup at this auction.

World Cup for TV Viewers

In order to secure the exclusive broadcast rights of Chinese Mainland for 2010 FIFA South Africa World Cup and 2014 FIFA

Brazil World Cup, CCTV and FIFA ever underwent a time-consuming negotiation. Based on the rapid development of China's economy in recent years, the Chinese people's love for football and huge impacts of CCTV on the Chinese people, smart FIFA believed that the Chinese people were "well-off", and successively raised the originally high broadcast fee. In this regard, CCTV spent royalty payments amounting to billions of US dollars on the broadcast for World Cup.

On behalf of CCTV Advertising Department, I was honored to serve as a member of CCTV negotiation delegation. I felt that football fans in China are the luckiest. Firstly, for the worldwide football fans, they should envy those in China. Because, only China and only CCTV can broadcast of all 64 World Cup games for billions of global viewers. CCTV can make use of four open circuit channels (including High-definition Channel) to broadcast all games, which is absolute a good news for all football fans.

Secondly, few TV stations can input such a lot of money and manpower into making special topic programs on World Cup like CCTV. "World Cup Feast", "Football Fans' Carnival" and other similar programs have already become brand programs for many sessions of World Cup in the past. For the viewers, they can not only watch the





games, but also can fully enjoy the feast of other programs on World Cup.

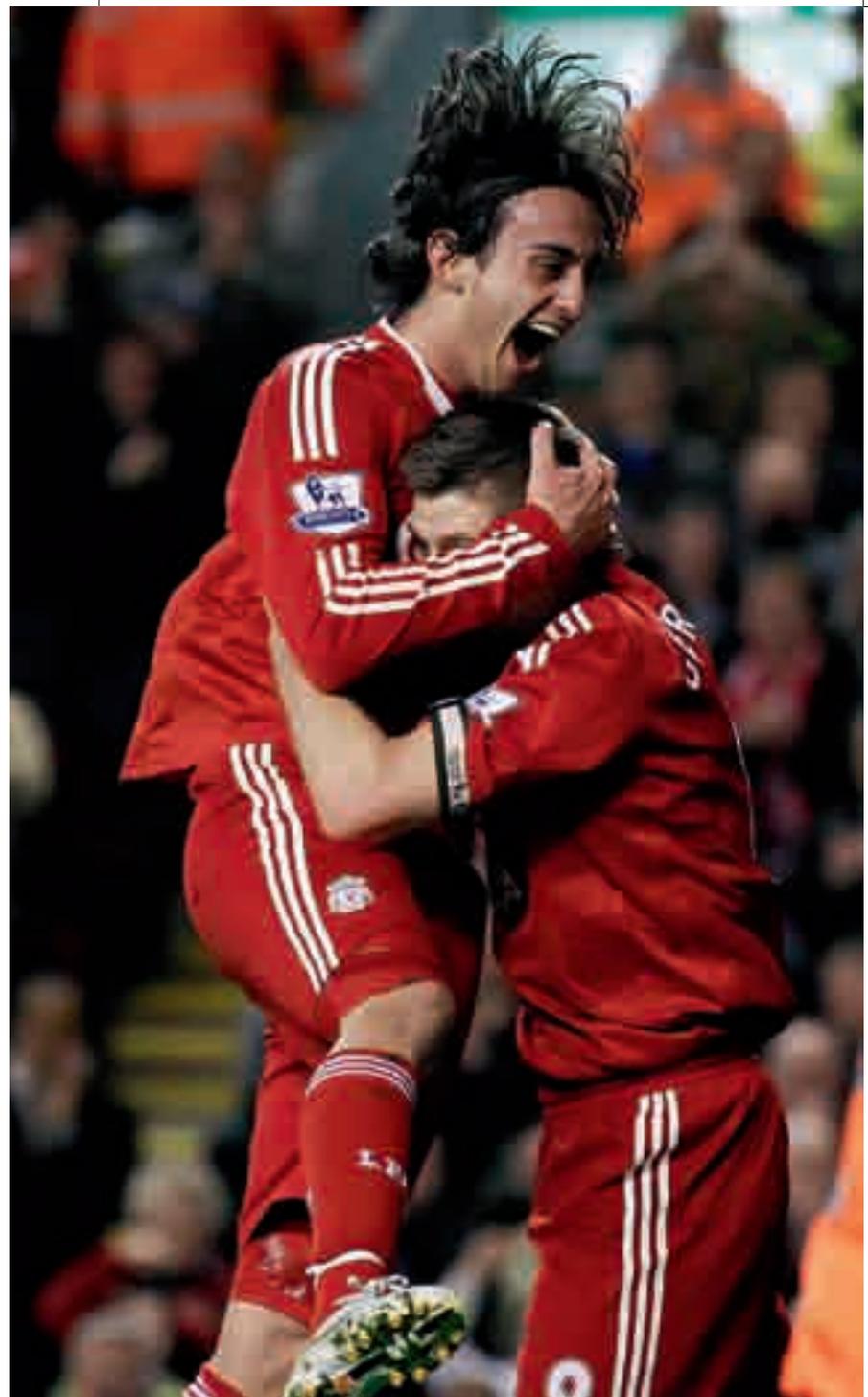
World Cup for Brands

World Cup is not just a football game, but also a carnival for all people. As this summer will be permeated with such a fervent atmosphere, all fans, quasi-fans and pseudo-fans can experience the high temperature of World Cup.

Companies should make full use of this collective carnival so as to push forward brand and sale. Whether from the perspective of sports marketing, event marketing or social marketing, World Cup is always an extraordinary stage for marketing.

Over decades, among such enterprises becoming aware of the benefits from World Cup, there are Nike, Adidas and other sporting goods companies; Budweiser, Visa and other non-sports companies; Coca-Cola, Castrol and other international giants; as well as such domestic brands as Midea Electric and Snow beer.

Since 1978, CCTV has been engaged in broadcast of World Cup. At that time, commercials had not been allowed to be broadcast in Chinese television yet. Since 2002, advertisements on World Cup have been popular. In 2002, K-Boxing, SEVEN Brand, Septwolves and other men's wear brands in Fujian achieved collective emergence like mushroom. In 2006, the available World Cup advertising placements of CCTV were sold out within a month ahead of schedule. More than 110 domestic and foreign companies competed for advertising placements, such as China Mobile Communications, Tsingtao Beer, Hyundai Motor,



Gillette, DHL, etc. Sports marketing has started to be in full swing in China. The Beijing 2008 Olympic Games and the Vancouver 2010 Winter Olympics help participating companies appreciate the multiplier effect of sports marketing once again.

For all marketing practitioners interested in taking advantage of South Africa World Cup to exert themselves energetically, they are lucky to live in China. As the official exclusive broadcaster in the



field of television and new media, CCTV provides clients with the simplest, purest and the most effective media environment, and provides a supportive dissemination platform for our clients' World Cup marketing. It cannot be imagined that if Chinese media have no rights to broadcast the World Cup or all media in China can broadcast it, it is impossible for clients to plan their advertisements.

World Cup for Advertisers

We believe that 2010 South Africa World Cup will simultaneously become clients' World Cup: Firstly, we wish to offer more clients platforms and resources for the purpose of World Cup marketing. Secondly, we wish to provide advertising products and advertising patterns with more types and more creativities. Thirdly, we wish that our clients can harvest better advertising fruits and make more classical cases.

For this reason, we follow two principles for the design of advertising products related to 2010 South Africa World Cup:

Firstly, limited quantity and added value. It refers to controlling the total quantity of advertisements related to World Cup, especially the advertisements before, during, after this grand event. The number and duration of commercials will be strictly limited so as to purify the advertising environment and upgrade advertising effectiveness for clients.

Secondly, abundant choice of products. Our on-demand service has been ready

for clients, including the event package, news package, column package, special broadcast, title sponsorship and other conventional advertising products. We also try to prepare a scrumptious "buffet" for clients, from which clients can select and purchase free combination of one or more events so as to achieve differentiated brand communication.

Based on the personalized product configuration, we will fully communicate with clients at home and abroad, improve before & after-sale one-stop service, and return clients with more satisfaction.

When it comes to World Cup, all of us will be filled with passion in heart. We would like to work together with the vast majority of enterprises and advertising agencies, jointly share passion, set up top-level communication platform, and join hands to realize the soaring dream of booming brands.





Comments on the World Cup

Bai Changhong

Dean of School of Distance Learning and Continuing Education, Nankai University

Football is the largest sport in the world. World Cup is not only a world-class event with concentrated demonstration of football charms, but also the only individual sports event on a par with the Olympics Games in terms of influencing power. As an international event, international sense in the brand value of World Cup affords natural alliance opportunities for Chinese enterprises aiming at pushing forward brand internationalization. The proper deployment of such an international sense can greatly lever brand value of every enterprise, highlight the international tints on the basis of existing brand image for every enterprise, and give full scope to the pursuit of becoming an internationalized enterprise.



Huang Shengmin

Dean of Advertising School, Communication University of China

CCTV is an exclusive broadcasting institution for 2010 FIFA World Cup South Africa. From the perspective of communication value, it can be said that broadcast for World Cup has gone beyond that for the Beijing Olympic Games and CCTV Spring Festival Gala to the extent. As the Beijing Olympic Games presented the division of intense events and CCTV Spring Festival Gala only lasted for one night, it is not the case for World Cup. World Cup is like vigorously-produced TV series. During the ongoing tournament for one month, consecutive games will become more wonderful one after another. World Cup will come to a climax in the last final. The continuous stimulation from the intense elimination games between 32 quarter-finalists will make advertising placements concentrated and efficient.





Xue Xu
Director of IEI International Marketing and Brand Strategy Research Center, Peking University

Sports marketing planning is mainly involved with the following tactics:

The first technique refers to active devotion to establish the link between the brands and associated sports events/activities, broadcast sponsorship for sporting events and advertisements, and make finishing touch of key points and event attractions.

The second technique refers to design for sports-related advertisements, e.g. design for advertising patterns specially used during World Cup period, which can also attract consumers' great attention to the brands.

The third technique refers to multi-angle correlation with World Cup, which can fall into four angles (i.e., positive correlation, lateral correlation, offside correlation and deep correlation) at least. Therefore, the channels and models for participation in World Cup are still very extensive. Almost all enterprises have their own opportunities and to promote the brand with the aid of World Cup.



Zhang Shu Ting
Deputy Dean of School of Advertising and Director of BBI Business Brand Strategy Institute, Communication University of China

As a result, World Cup really turns into a “Five-star Marketing Stage” and “marketing language without need of translation into Chinese”. Those world-class brands with thorough experience and local brands boasting foresight keenly discover and fully tap into China’s huge football fan groups’ enormous marketing value, who embody the spirit of sportsmanship and enjoy the great fun in football. These enterprises have harvested countless fruits. Because of the exclusive broadcast platform for World Cup throughout China, coupled with its lofty authority and extensive coverage extent, brand communication value of CCTV during World Cup has been completely demonstrated.





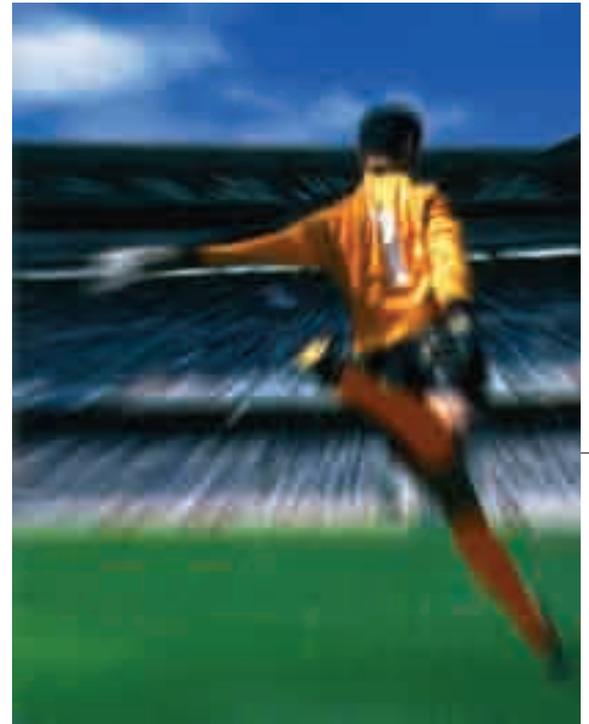
CCTV Programming Plan for 2010

World Cup

2010 FIFA World Cup from June 11, 2010 to July 12 (Beijing Time), which will be staged in South Africa, will be the festival of "Global Village" and a hotspot event with common concern throughout the world in 2010. CCTV, as the exclusive TV and new media broadcast institution in Chinese Mainland for World Cup, will make use of CCTV-1 and CCTV-5 as main channels coverage of World Cup, supplemented by CCTV-High Definition Channel, Soccer Storm Channel, Sports.cntv.cn, mobile TV and the like so as to make all-round coverage of World Cup. At the same time, CCTV will set up an unprecedented coverage team, take advantage of state-of-the art technologies, meticulously produce series of programs in various forms, and serve nationwide viewers with wonderful football feast.

CCTV broadcasts 2010 and 2014 World Cup exclusively

In Chinese Mainland, CCTV enjoys exclusive broadcast rights and sub-licensing rights, rights for video on demand, audio on demand and sub-licensing rights via television, radio,



new media (including the Internet, mobile phone and all other new media platforms) for final events of 2010 World Cup and 2014 World Cup, which is empowered by Federation Internationale de Football Association (FIFA).

At the same time, in Chinese Mainland, CCTV enjoys exclusive broadcast rights and sub-licensing rights, rights for video on demand, audio on demand and sub-licensing rights via television, radio, new



media (including the Internet, mobile phone and all other new media platforms) for Confederations Cup, Women's World Cup, Beach Soccer World Cup, Futsal Indoor Soccer World Cup and other various events

World Cup," "Football is a beautiful sport" and "We can learn more about football", strive to take advantage of globalized vision and coverage means to vitalize football programs with renaissance by all means. In relay broadcast of events, CCTV will dispatch nearly 70 journalists and eight live coverage work teams, as well as CCTV South Africa Central Overseas Bureau and African Central Overseas Bureau to make coverage for 2010 World Cup. The frontline base camp will be arranged in Johannesburg. CCTV plans to establish coverage bases in Cape Town, Durban and Port Elizabeth.

At the same time, CCTV will keep in-depth cooperation with foreign media agencies so that the broadcast of 2010 World Cup can impress people with refreshing feelings. As media service concept of HBS (media signal producer of 2010 World Cup) has been further optimized, 2010 World Cup will be the one that can enjoy the most colorful media services in history.

Coverage scale of CCTV for FIFA World Cup during 2002-2010

Event	Number of Staffs in coverage	Number of live coverage teams	Channels for broadcast
2002 FIFA World Cup Korea/Japan	43	Eight stationing spots	CCTV-1,CCTV-2,CCTV-5
2006 FIFA World Cup Germany	50	Eight live coverage teams	CCTV-1,CCTV-2,CCTV-5, Soccer Storm Channel
2010 FIFA World Cup South Africa	74	Eight live coverage teams South Africa Central Overseas Bureau and African Central Overseas Bureau	CCTV-1, CCTV-5, CCTV-7, CCTV-HD, Soccer Storm Channel, Sports.cntv.cn, mobile TV, digital cinema, Football Fan Plaza

All Media broadcast platform and brand-new experience

For 2010 World Cup, CCTV will try to transform the traditional single television coverage TV into the interaction of three main media platforms (TV, Internet and mobile phone), set up "All Media" broadcast platform, and provide the majority of viewers with more colorful media selection and competition experience.

The most indispensable platform—CCTV-1: It will make live broadcast of all 33 matches kicked off at 2:30 a.m.. At the same time, it will broadcast Trailer of World Cup, Fans' Carnival and other programs, and gives full play to the supporting role of this flagship channel for World Cup.

The solidest platform—CCTV-5: The whole channel will get into World Cup Status. This channel will make non-stop live broadcast of events all day and also completely replay important matches so that fans missing the live broadcast can also experience the passions



organized by FIFA during 2010 World Cup and 2014 World Cup.

This means that in the cycle of next five years, CCTV will always be the uppermost platform for Chinese football fans to enjoy various events organized by FIFA.

Unprecedented coverage scale and top-level technology

In terms of program production, CCTV will uphold concept support of "I love



in football field. At the same time, this channel will emphasize the creativity of CCTV at the scene, strengthen the diversity of information processing modes, and encourage all viewers to take part in the programs.

The platform with the most similar football field effects—CCTV-HD: For all matches of 2010 World Cup, high-definition digital signals will be available. And special production team will be arranged to take responsibility for high-definition broadcast of all matches.

The purest platform—Soccer Storm Channel: It will launch program series entitled Palace of World Cup integrating optimized programs related to World Cup on CCTV-5.

At the same time, there will be the most content-rich platform—Sports.cntv.cn; the freshest platform—mobile TV, the most extraordinary platform—digital cinema, the most popular platform—Football Fan Plaza, which will be available for the majority of viewers to make choices, and serve football fans with sumptuous feast of World Cup.

Excellent programming of football fans and stars

With live broadcast of exciting matches in the whole course, CCTV will also introduce a series of special programs such as World Cup Feast, South Africa Action, Fans' Carnival and so on, with a view to watching and commenting on matches with viewers and help viewers appreciate the charms of this top event more comprehensively.

World Cup Feast, a special program on CCTV-5 at night

By means of watching and commenting the matches by audiences, football anchorpersons and entertainment stars, a unique sense of personal experience in South Africa will be created. At the same time, this program will set up the section of My Football Team, combine with the daily competition football teams, select a grass-roots football team to the scene to accept praise and honor, and extend to make List of Team Charms. Using interactive features of TV platform and network platform, as well as the involvement of mobile phones, favorability rating of football teams will be released on a daily basis.

Since June 11, 2010, CCTV will start to broadcast 2010 World Cup. Three and a half hours before the opening ceremony, World Cup Feast will be officially kicked off on 18:30., allowing the viewers enjoy carnival atmosphere of World Cup at weekends. By then, the programming task group will invite South Africa's grandmother football team into the studio to passionate



dance together with Chinese viewers and enjoy fanatical Disc Dancing. At the same time, frontline reporters will visit their homeland in an in-depth way, and show unique football savors of South Africa from the unique perspective. In addition, the studio in Beijing will not only connect with Johannesburg and Cape Town for panoramic display of World Cup atmosphere, but also jointly launch Expo of World Cup with South Africa Pavilion, France Pavilion and Brazil



Pavilion in World Expo Shanghai China for the first time.

During June 12-21, due to the concentrated event schedule, World Cup Feast will be broadcast on 18:00, which will make continuous broadcast of two matches. World Cup Feast will comprehensively cover news report, video interaction, match interpretation, star feature, team track, analysis of classic goals, moment highlights and other contents on the whole. During these parts, real-time information will interlude, such as 310 Index for multi-directional prediction of the matches, popular ranking list of Team Charm Index, event message and viewers' interactive comments and messages. After June 22, the event schedule will not be so pressing, daily broadcast time of World Cup Feast will also be changed to 20:00 accordingly.

South Africa Action, a special night program on CCTV-5

2009-2010 is "Year of Africa" defined by FIFA. Four major events, including African Champions League, will be organized in succession, which will help African Football draw worldwide attention. Compared with the previous host nations of World Cup, South Africa is more mysterious in the eyes of the Chinese viewers. South Africa Action

will adhere to the style and feature of previous program entitled Germany Action, make full description for the mysterious country—South Africa for the Chinese viewers. Frontline reporters in South Africa will lead the Chinese viewers to go deep into local region and the football field for concerted action so that Chinese football fans can perceive World Cup fever in South Africa, appreciate football spirit and culture. This program will also fully demonstrate the culture, history, folk customs and local manners of World Cup host city.

Fans' Carnival, a special noon program on CCTV-1

This program belongs to the fans themselves. Fan groups from all over the country will participate in the program in various forms. Off-site audience can also predict results of the matches in various ways, express their support and take part in the program. Some unexpected contents will also be included in this program. So this program will serve as alternative feast for fans in addition to watching the football matches.

In addition, during World Cup period, CCTV will also present wonderful programs such as Sports Express, World Cup Noon News, Sports Morning News and other information programs so that the viewers can be informed of the latest news about World Cup. Sports Express at 12:00-13:00 will cover World Cup Noon News lasting for at least 40 minutes, which will take the freshest first-hand news from the frontline reporters, as well as characteristic technological interpretation of the matches. Highlights of other events in the second unit will be broadcast at 13:00-14:00 as "afternoon tea" for the viewers with extensive hobbies. At 02:15-04:30 a.m., CCTV-1 and CCTV-5 will jointly broadcast the third match since 2:30 a.m.. At 04:30-06:00 a.m., CCTV-5 will also rebroadcast the match on the same day (South African Time) so as to thoroughly satisfy the fans who will be still immersed in the great event passions and cannot go to sleep, and interlude highlights of the match prior to Sports Morning News at 06:30 a.m.. In this way, football fans can enjoy themselves in the aftertaste thoroughly.



Elder Brother's Happiness Triggers Introspection to "Happiness"



conflicts when elder brother surnamed Fu contacts with younger brothers and sisters. The whole story integrates official career, housing slave, drifter in Beijing, leaning on a moneybag, craziness for the stock market and other social hotspots. By the personal narration by leading character elder brother surnamed Fu, the TV series deliver the grassroots stratum's life wisdom and understanding of happiness. Making fun and cursing angrily, Elder Brother's Happiness implies profound connotations and interprets the plainest truth by means of "a hands-off approach for natural behavior" and "teaching without words" on the part of an unimportant person.

Since March 4, the TV Series entitled Elder Brother's Happiness broadcast by CCTV-1 Golden Theater, which probes into the essence of happiness, has attracted great concern. The average audience rating was 5.09% , hitting a new high of premiere TV series on CCTV-1 Golden Theater this year. And it has triggered widespread discussion and consideration of the general public for the current social situation and "Happiness".

Elder Brother's Happiness tells a story about an elder brother surnamed Fu, who is an unimportant person, following the arrangement by their relatives to seek for "happiness" in the capital Beijing. However, the dislocation in concept of happiness leads to repeated collisions and





CCTV Holds March 15 Gala Successfully



On March 15, with “New Rules, New Impetus” as the theme, March 15 Gala of 2010 was successfully held by CCTV, which was widely recognized by nationwide audience and Netizens. At 8:00 p.m. on the same day, CCTV-1 launched live broadcasting for March 15 Gala of 2010. During the live broadcast, CCTV-1 saw an increase in average audience rating by 0.18 percentage point over that of 2009, up 6.54% on a year-on-year basis. At the same time, Economics Channel of China Network Television made live video for the gala, with about 1.6 million page views for special topic webpage, accumulative live video viewers of 403,000 person-times, the maximum number of 137,700 online surfers and message volume of nearly 100,000 pieces.

CCTV News Coverage of 2010 NPC & CPPCC Sessions Widely Praised

Since the convening of 2010 NPC & CPPCC Sessions, CCTV’s publicity and coverage have attracted widespread attention and great praise from all walks of life. On March 5 alone, 150 million viewers watched the opening meeting of the 3rd Session of the 11th National People’s Congress live-broadcast by CCTV, and total audience share was as high as 25.91%.





Nationwide Selection for the 14th CCTV Youth Singer TV Competition Starts

The 14th CCTV Youth Singer TV Competition kicked off its nationwide selection in March. Established in 1984, the biyearly CCTV Youth Singer TV Competition has seen track record of 13 successful sessions. Thanks to practice and constant innovation over the past 26 years, this event has become an important platform committed to promoting national arts, popularizing musical knowledge, finding and introducing vocal music talents, guiding and pushing forward the development of China's vocal music undertaking, which has greatly satisfied the art and life needs of broad audiences. The year of 2010 also marks the new biyearly CCTV Youth Singer TV Competition. The 14th CCTV Youth Singer TV Competition has sounded the bugle throughout the nation.

The 14th CCTV Youth Singer TV Competition will be held at three stages: selective qualification contest, semi-final contest and final contest. Prior to March 10, 2010, all participating teams will pass through selective qualification contest so as to set up the teams representing television stations of provinces, autonomous regions, municipalities directly under the Central Government and cities specifically designated in the state plan; semi-final contest will be scheduled from March 26 to April 8, where all representative teams will enter into rivalry in Beijing. Only

singing competition will be launched in semi-finals. After the semi-final contest, 27 representative teams (each team can perform eight repertoires, i.e., a total of 216 repertoires) will be the finalists qualified for team finals. Meanwhile, 30 contestants (groups) in each category of semi-finals will be qualified for individual finals, respectively. The semi-finals will be broadcast on CCTV Music Channel. Finals will fall into



team finals and individual finals, and launch ceremony will be held on April 11. Team finals will run from April 12 to May 6 on schedule, with 25 consecutive sessions. A total of 18 individual finals in five categories (chorus, original music, bel canto, folk style singing and popular music) will be held from



June 12 to June 29. Award Presentation Ceremony will be held on July 3 (Saturday).

A total of 45 final contests will be held (i.e., 25 team finals, 18 individual finals, one launch ceremony and one Award Presentation Ceremony), with 150 minutes for each session. All sessions will be live broadcast in prime time of CCTV-3. For the 14th CCTV Youth Singer TV Competition, CCTV has decided to cancel the part of "Integrated Quality". For this grand event itself, not only the professional feature can be strengthened, but also the true musical sophistication can be reflected. Competition system and standard of CCTV Youth Singer TV Competition determine that contestants selected from CCTV Youth Singer TV Competition are bound to be capable and competent.

from various regions enthusiastically take part in this grand event, bring charm and strength into full play, and wish to demonstrate the most beautiful feature and eventually embark on the great stage of CCTV.

All along, enterprise brand has been forged by way of CCTV Youth Singer TV Competition with its own brand advantages. With a stable audience pool, CCTV Youth Singer TV Competition has emerged as one of a series of advertising resources for important special projects in CCTV, with enormous dissemination weight. The combination between great charm and influence from CCTV Youth Singer TV Competition and enterprise brand has achieved an interaction of event brand and enterprise brand so as to disseminate product information to innumerable families

and raise the brand image comprehensively.

The 14th CCTV Youth Singer TV Competition of 2010 is entitled with a fantastic name "YANGHE BLUE AND CLASSIC Blue of Sky" by the sponsor Jiangsu Yanghe Group. In recent years, Yanghe has won more and more distilled spirit consumers and has set a good example of successful marketing in highly competitive distilled spirit market, which has drawn widespread attention. Title sponsorship for CCTV Youth Singer TV



Competition is an important step in corporate marketing strategy of Yanghe, which will help Yanghe activate a new market and made a new leap forward.

Recently, selective qualification contests have sung down the curtains in Zhejiang, Jiangsu, Hunan, Sichuan, Guangxi, Shaanxi, Tibet, Xinjiang, Qingdao and other competition areas. Winning contestants have team up to set off to Beijing for the National Final organized by CCTV. These contestants

Competition is an important step in corporate marketing strategy of Yanghe, which will help Yanghe activate a new market and made a new leap forward.



CCTV Journalists Penetrate into the Severely Afflicted Area of Chile Earthquake

In the evening of March 2 (Beijing time), HE Yanke, Lin Dongwei (Journalists of CCTV US News Centre) and Li Bin, Jiang Feng (Journalists of the CCTV European News Centre) drove day and night with all possible speed for 9 hours to the Concepcion, the severely afflicted area of Chile earthquake under conditions of continuous aftershocks, pause of air transport and serious road damage. They promptly started reporting work and successfully made several live broadcasts on CCTV News Channel and CCTV Chinese International Channel, which enables audience at home and abroad to update the situation of the earthquake area. CCTV became one of the earliest medium that started live broadcast in the disaster area.



CCTV Russian Channel Sets up Active Image in International Communication

Since the broadcasting of the Russian Channel, the active external image promotion and international communication and cooperation obtained favorable effects. Since broadcasting for nearly a half year, the channel has received media representatives from 15 Russian speaking countries in total. It also

took part in the National TV and Media Forum of the Shanghai Cooperation Organization and The 12th Moscow International Broadcasting TV Communication Expo. In early 2010, CCTV cooperated with Russian TV by the way of satellite live reporting, and created the reunion opportunity for relatives who had been separated long between China and Russia. This gained extensive attention and praise. At present, the Russian Channel actively summarizes experience, initially develops plans for international cooperation in 2010, and further strengthens its worldwide communication and influence.



Winter Olympic Games Facilitate Online Production Innovations

In the broadcasting of the Vancouver Winter Olympics Games, CCTV online production and broadcasting system realized multiple innovations. Firstly, it used DNxHD 120 Video coding format as the main storage format for the first time, effectively realized the material exchange between different manufacturer; secondly, applied whole-process high stream editing in high definition programmes for the first time; thirdly, CCTV initially used IP distributed network storage frame based on ISIS which improve the security level and storage performance of system storage; fourthly, used RTMS system to achieve long-distance multiple public signal field monitor for the first time; fifthly, used field script in the rear area for the first time, efficiently reduced the burden of the frontline equipment, space and human resources; sixthly CCTV used “flying box” in a large scale, also for the first time, which efficiently shorten the installing and removing time of systems, The frontline online programme production and broadcasting recorded 958 hours in total, with 106 hours of uploading HD ENG document materials.



Egypt Embassy Praised Programs of CCTV Arabic Channel

In recent days, China’s embassy in Egypt wrote a letter to CCTV to praise the rich contents and rapid promoting of production quality of programme in the Arabic Channel. It enjoys great

popularity and attention among local peoples and achieved apparent effects in overseas community. Meanwhile, they are keen to obtain the DVD of programmes like the Military Review on 60th Anniversary of National Day, the Firework Party of National Day and Chinese Arts, so as to use for cultural activities held by the Embassy in Egypt.

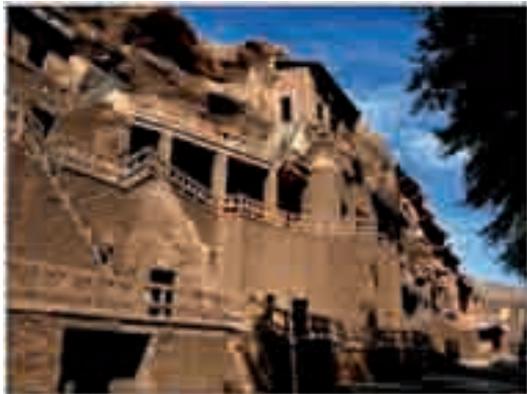


Overseas Audience Concerning Reports on Two Sessions

The reports on the Two Sessions in the CCTV International Channels gained wide attention from overseas audience. Audience from the US, Australia, Pakistan, and other countries and regions continuously wrote letters

or online expressed that CCTV International Channels are helpful for the overseas Chinese and the international community to know China's new policies and effective channels of the future development in China, and they showed that they would continue to concern reports of Two Sessions in all international channels of CCTV.

Documentary Dunhuang Enjoys Fast Sale at Home and Abroad



Recently, the large-scale HD documentary Dunhuang which was exclusively released by the head office gained a great popularity, with over tens of thousands of relative audio visual products sold already. Through ways of TV broadcasting, DVD sales, online playing and many other authorized forms, the documentary has been sold to countries and regions such as Hong Kong, Taiwan, Japan, and Thailand, which values more than 200,000 US dollars. At present, Dunhuang ranked the top three among hot sale video products in online shopping websites like Amazon.com and DangDang.com.

New Overseas Journalists of CCTV Will Be on Board

On March 19, the news centre held the conference "We Are Reaching Out to the World—CCTV's Overseas Journalist Call to Action". Director of overseas department introduced the

construction of overseas journalist station and related business. This time, after 4 month training, more than 50 new overseas journalists will set out to work in journalist stations of 27 countries and regions among which 12 are new ones. Therefore, the total number of CCTV overseas journalists would have reached 90.



Children Channel Awarded as Safeguard for the Rights of Women and Children

Recently, the CCTV Children Channel was awarded as the National Advanced Community Safeguard the Rights and Interests of Women and Children by the All-China Women Federation, Coordination Community for Safeguarding the Rights and Interests of Women and Children and secured family establishment. In recent years, the Children Channel insists on "Respect, Support, Guidance and Happiness" as its core concepts. It cares vulnerable children and those in disaster areas, playing its full role as an important front for ideological and moral education to minors.



"Walking Closer to China" Arouses Wide Resonance Abroad



As one of the important projects for celebration of 60th anniversary of Founding of PRC, CCTV held the global launch of the show "Walking Closer to China" before the National Day. It had deep and significant influence; TV Medias all over the world arranged its scheduled broadcast of the show until today. Presently, there have already been 22 local main-streams from 18 countries broadcasting shows produced by CCTV.

It is understood that, the programmes achieve a great effect globally. Among these places, Israel Broadcasting Authority (IBA) even created a feature programme named "Focus on China", which is attached with both English and Hebrew subtitles. With Kazakhstan KTK TV Station translating the show into Kazakhstan language, many audience show their high regards to the programme through telephone or online forum. Relative staff in KTK expressed that "Walking Closer to China" has detailed and rich content with extensive themes. It fully reflects the outstanding skills China's TV professionals and their elegant artistic disciplines which are valuable for use as reference.



CNTV Starts Reporting on 2010 World Expo Shanghai

On March 23, the Mobilization Conference of Network Television Coverage for World Expo Shanghai China was convened. The conference proposed that: 1. Establish a leading coverage team and an implementation

team; 2. Report plans for joint coverage with Shanghai Broadcasting TV Channel. 3. Analyze and carry out content coverage and technological support, business promotion; 4. Build up Online Video Database of World Expo Shanghai China to offer an authoritative, rich and vivid visual interaction platform for netizens at home and abroad.

Advertising Department Attends Distributors' Conference of Lang Wine Group

On March 18th and 19th, Deputy Director of Advertising Department Li Yi led a team into the 2010 National Distributors' Conference of Sichuan Lang Wine Group, and took the occasion of 2010 China National Sugar

and Alcoholic Commodities Fair to conduct a profound communication with customers in Sichuan. During the conference, Wang Junlin, Chairman of Lang Wine Group, put forward a magnificent goal of 5 billion sales revenue by the end of 2010. Lang Wine has reached the revenue of 3.5 billion in 2009, increasing its brand value to 8.779 billion and moving it up to the 75th position of Top 500 Chinese Enterprises, and 3rd in the liquor industry.



CCTV 2009 Top 10 Advertising Agencies



Charm Communications



Walk-on Advertising



Vision CN Communications Group



Tri-Star Movie & TV Communications



ZSDC Media



Starcom Media



CCTV Center (CCTV) International Media



Glory Media Media



Hand One Advertising



Groupm China

春天的约会
品牌的约会

charm
昌荣传媒

Charm Communications

Founded in 1995, Charm Communications has so far grown into China's leading integrated advertising and media service provider through more than ten years of steady development. It has won the honor of CCTV Top 10 Advertising Agencies for 13 times and ranks first among the top ten excellent agencies for six years.



Walk-on Advertising is established in 1997 and its mission is to "Create Outstanding Brands". It aims to serve the most excellent clients, with emphasis being laid on the CCTV, and build the best professional team to specialize in services. In 2010, Walk-on Advertising will firmly adhere to the principle of "Making Innovations In Activities and Discoveries in Changes."

Walk-on Advertising





Communications Group
VISION^{CN}
同路传播

Vision CN
Communications Group

Vision CN Communications Group is established in 2001 and is one of the key partners of the CCTV. It started to take part in CCTV advertising bidding business in 2004 and constantly ranked among the top 3 CCTV advertising agencies from 2005 to 2009. Its clients include Sinopec, Mengniu, Red Bull, Longliqi, Redstar Furniture, Bank of China, Jinkufu and Bank of Beijing, etc.



Established in 1993, Tri-Star Movie and TV Communications has made remarkable achievements in the field of media agency by virtue of its over 10 years of CCTV bidding experience. It won the Special Prize of CCTV on Advertising Management in 1999 and 2000, and was awarded with the title of Excellent Agency Company of Bidding Periods in 2002 and 2003 and was honored as Top 10 Advertising Agencies for 14 times.



三星影视·传播

Tri-Star Movie & TV
Communications



春天的约会
品牌的约会

ZSDC Media

ZSDC
ZhongShi Media

中视电传

Established in 1997, Beijing ZSDC Advertising Co., Ltd. has been awarded with the honor of CCTV Top 10 Advertising Agencies for consecutive years. Its bidding clients include Nike, Hisense, Air China and other leading brands. In 2010, ZSDC won the bids of Evening Package and Day Package of CCTV-3, integrated all-day periods of CCTV-3 to provide the most effective package resources to its clients. At the moment, it is one of the top 3 agencies of CCTV-3.



Starcom Media has always been committed to the research of relationship between media and human behavior models and has developed novel communication programs on and on. In Starcom Media, consumers are the focus of all works, since only in-depth knowledge of consumers can more effective interaction programs be discovered and created. Starcom Media Group has continued to hold the honorary title of CCTV Top 10 Advertising Agencies for another term.

Starcom Media



Starcom[®]

CTV 中视金桥

CTV Golden Bridge
International Media

Established in 1999, CTV Golden Bridge International Media Co., Ltd. was the first domestic TV media company that was listed on the overseas main board market. In the recent ten years, CTV Golden Bridge, by firmly relying on the predominant platform of CCTV, created a brand program composed of CCTV Channel 1, 4 and 7 and a media resource cluster composed of all channels of CCTV-9. It now is an important bridge of communication between the CCTV and enterprises.



Since its establishment in 2002, Glory Manna Media has continuously strengthened its cooperation with CCTV and always regarded the related resources of CCTV as the most important platform. It always acts as an agent of a number of outstanding programs of CCTV 1, 2, 3, 4 and the channel of CCTV News, and has won the honor of CCTV Top 10 Advertising Agencies for many times.



光耀天润传媒
Glory Manna Media

Glory Manna Media



春天的约会
品牌的约会



Heng Gao Advertising

北京中视恒高广告有限公司

Heng Gao Advertising

Over the past two decades, Heng Gao Advertising (Beijing CTV Runheng Advertising Co., Ltd.) has witnessed the progress of a number of local brands growing into Chinese famous brands or even world brands. Today, Heng Gao Advertising owns a professional team with twenty years of advertising experience and a stable customer group. What's more, Heng Gao Advertising has already developed into an integrated communication agency and has been repeatedly rated as CCTV Top 10 Advertising Agencies.



GroupM is a leading global media investment management operation and belongs to WPP Group. With branches in eight cities in China, GroupM employs more than one thousand employees. With a total media billings in excess of USD 3.36 billion (data source: REOMA 2008), GroupM is the leading media communication agency in China. Besides, it also ranks top in terms of the investment to media research and the development of advanced tools.



GroupM (Shanghai)

groupm 群邑

CCTV 2009 Excellent Advertising Agencies



Guangdong Advertising



Wudong Media Organization



Creativity



Womei Advertising



Dentsu Beijing



Holy Sunfire Advertising



Jialu Advertising



JIAN 4image



OMD China



CTV Main Advertising



Global Spotscreen



DMG



Womei Xingran



Huilian Entertainment Advertising



Tianshuo Sanlight Advertising



Shanghai CRTV Advertising



Boming Jiliang Advertising



CTV Sports Entertainment



Huian Hengye Advertising



FLY Advertising

春天的约会 品牌的约会



Guangdong Advertising

For the past 30 years since its establishment, Guangdong Advertising has been focusing on three major business areas—brand management, media agency and independent media. Known as the flagship of China's advertising industry, Guangdong Advertising has powerful competitiveness in planning and creativity, making it atop the Creativity Rankings of Chinese Advertising Agencies and entitled as the "national demonstration base for cultural industry".



WindSong Media Organization

Founded in October, 1995, Shenzhen WindSong Media Organization has partnered with many famous Chinese enterprises including Robust Beverage, Konka, Sanjiu and Hasee. It has joined numerous biddings for CCTV prime advertising resources, entered CCTV Top 10 Advertising Agencies over ten times, and made itself into CCTV Top 3 in terms of advertising revenue for three years.



As a part of Aegis Media, Carat holds a leading position in China's advertising agency industry. Established in 1999, Carat China cherishes a united team of energy, passion and talent that has won a large number of industry awards. Carat has kept assisting its clients in Prime Advertising Resource Bidding of CCTV for many years, and came by a considerable success rate.



Carat Carat China

Womei Advertising



Set up in 1998, Beijing Womei Advertising Co., Ltd was the exclusive advertising agent for the Select Fashion Collection program of CCTV-1, CCTV-2 and CCTV-3 from 2003 to 2009. In 2010, it was granted exclusive agency rights for the Transaction Time and Market Analysis Studio programs of CCTV-2, and the 24 Hours program of CCTV-News Channel.

dentsu

北京電通廣告有限公司
BEIJING DENTSU ADVERTISING CO.,LTD.

Established in 1994, Dentsu Beijing has been rooted in the Chinese advertising market while inheriting the century-long tradition of Dentsu Japan, which helps it stand out for years despite the intense competition. Dentsu Beijing carefully designs a customized communication scheme for every client and brand, generating an optimal cost and a higher input-output ratio year by year. The goal of Dentsu Beijing is to "challenge all communication subjects and search for the best solution" and a creative, superb information exchange service is its commitment forever.

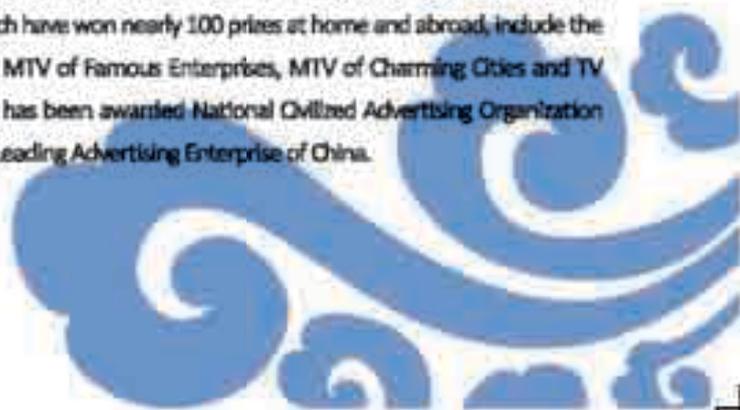
Dentsu Beijing



Holy Sunfire Advertising



Beijing Holy Sunfire Advertising has partnered with more than 100 renowned brands and cities including Wuliangye, Haier, Ebsong, Helian, Aokang, Changyu, Longjiqi and Huiyuan. Its communication plans, which have won nearly 100 prizes at home and abroad, include the Story of Famous Enterprises, MTV of Famous Enterprises, MTV of Charming Cities and TV Ads for Poverty Alleviation. It has been awarded National Civilized Advertising Organization for many years, and voted as Leading Advertising Enterprise of China.



春天的约会 品牌的约会



Jinshi Advertising

Deeply rooted the local market of China, Jinshi Advertising provides its clients with integrated service of marketing and planning based on an advanced management model and the CCTV platform. Jinshi, as its Chinese meaning manifests, shall focus on today for a better tomorrow!



北京光和影广告有限公司

Light & Image



Since its establishment in 2002, Beijing Light & Image Advertising has been the exclusive advertising agency and public relations partner for Haier Group, a Global 500 enterprise in China, for many years. Since 2005 it has been awarded CCTV Top 10 Advertising Agencies for five consecutive years.

OMD

INSIGHTS • IDEAS • RESULTS



OMD China

Founded in 1999, OMD China has kept a close partnership with CCTV. Especially in 2009, OMD helped clients like Johnson & Johnson and Dumex, with professional analysis and elaborate planning, bid for CCTV advertisement. Its advertising department crafted a customized program for Debao, which catered to the customer's unique demands and produced a remarkable effect.

CTV Union Advertising

北京中视合联广告有限公司
BEIJING CTV UNION ADVERTISING CO.,LTD.



Beijing CTV Union Advertising has established an intimate partnership with CCTV. As the products are launched in integrated resources of multiple channels and multiple time slots, the company boosts brand popularity and reputation for clients, and achieves win-win situation in terms of social benefit, economic benefit and market network establishment.



Guizhou Baohuachen

In the CCTV prime time advertising bidding in 2010, Guizhou Baohuachen Advertising Co., Ltd successfully bid for the pre-news countdown time slot of the CCTV News program, which led to the best communication effect for the client's products during the prime time exposure.



DMG is one of the biggest global communication groups. As a member of American Association of Advertising Agencies (4A), DMG extends outlets in New York, Los Angeles, Beijing and Shanghai with business covering brand strategy, advertising, public relations, media agency, events, interactive marketing, entertainment marketing and sports marketing, etc. Its customers include great brands Nike, NBA, VW, China Mobile, Minsheng Bank and X'ian Janssen.



春天的约会 品牌的约会



Womei Xingrun

Beijing Womei Xingrun International Advertising is a media investment management company. Guided by experienced professionals, the 2009-established new arrival cooperated closely with CCTV with a serious and responsible attitude.



Hualian Entertainment Advertising



Beijing Hualian Entertainment Advertising is an affiliate to Easyhome Investment Holding Group. Its major business scope covers advertising agency and marketing planning for the market of household products and construction materials. Its advertising revenue has been climbing for four years since it began bidding for CCTV advertising resources in 2006.

Since established in 1992, Beijing Tomorrow Sunlight Advertising has been sticking to the business idea of "reasonable, humanistic, and localized advertising". As advertising experts, they put these ideas into practice and do whatever they can to serve their clients.



Tomorrow Sunlight Advertising

Shanghai CRTV Advertising



Since its establishment, Shanghai CRTV Advertising Co., Ltd has been developing against all odds with a spirit of sharing and cooperation. It cherishes a corporate value of responsibility for every customer and accurate work for everything.

Boming Shi Tong Advertising



北京博明世通



Set up in May, 2004, Beijing Boming Shi Tong Advertising provides, as a customer agency, the service of market survey, marketing planning, media planning and broadcast support so as to generate the best communication effect with the least cost.

CCTV Sports Entertainment, an affiliate to CCTV, operates in the business scope of sports activity development, match sharing and cooperation, program production and sales, as well as commercial operation of matches. It is a professional organization operating on sports matches, providing customized service and match operation management.



CTV Sports Entertainment



春天的约会 品牌的约会



海润新时代广告有限公司

HAIRUN NEWAGE ADVERTISING CO., LTD.

Hairun Newage Advertising

Hairun Newage Advertising is one of the earliest and most influential advertising agencies in China. Fuelled by tireless innovation, it has made numerous textbook cases, including the CCTV Young Singers' Contest sponsored by Harbin Pharmaceutical Group S6th Pharm Factory in 2002 and 2004, the Elantra VS Accent program for Beijing Hyundai before the World Cup in 2006, as well as the CCTV Dance Contest sponsored by Bank of Communications in 2007 and 2009, all of which brought out great circulation effect and social response.



FLY Advertising

Founded In 2002, Beijing FLY Advertising Co., Ltd is run by a group of hard-working and optimistic outstanding experts. It is a professional organization operating on media broadcast, film making and advertising planning. In 2008, Feilan was selected to be the CCTV Trusted Advertising Agency.





CCTV 2009 Trusted Advertising Agencies



Yadii Media



U•Young Media



CCTV-Shopping



Modern Brilliant Advertising



Asia Media Hongzhi

春天的约会
品牌的约会

Yadii Media

yadii
新雅迪传媒



TV animation Happy Inn co-produced by Yadii Media and CCTV, exceeding 200 hours in production and broadcast annually, has become a great successful classic case of Chinese animation on its way to revival, and won the Outstanding Television Arts Section award issued by the State Administration of Radio, Film and Television and Best Chinese Animated Idea Magnolia award at Shanghai TV Festival.

U'young
U·YOUNG MEDIA

U·Young Media

U·Young Communications Technology Co. Ltd., adhering to its concept of "creating and spreading the joy of children's simplicity to children and their families", is committed to pioneering and developing the cause of children's media business and has become a leader in this field.



As the only shopping platform subordinate to CCTV, CTV-Shoping Co. Ltd., relying on CCTV media resources, positions itself to be the most honest TV shopping platform and builds itself into a three-dimensional marketing platform integrating multi-channel resources including CCTV Open, Digital Channel, and e-commerce websites, etc.

CCTV 中视购物
CCTV HOME SHOPPING

CTV-Shopping



Modern Brilliant Advertising

As an exclusive advertising agency of CCTV's Happy Housewife, Beijing Modern Brilliant Advertising Co. Ltd. has an 8-year experience in CCTV media buying. In 2009, with strong support from its clients, it attained an impressive performance in completely contracting the 6-minute ad of Exchange Space, a program on CCTV.



Asia Media Hongzhi

Relying on CCTV's powerful brand and resources of the best strategic investment value, Beijing Asia Media Hongzhi Advertising Co. Ltd. commits to its business philosophy of "professionalism first, and integrity first" and works hand in hand with CCTV to win the branding and market for its clients unremittingly.



CCTV Reports Live

We will always be there first when and where news is happening.



2010 看新闻 看中国 2010, Watch CCTV, Focus on China

