

# WIN 同 赢

May 2010

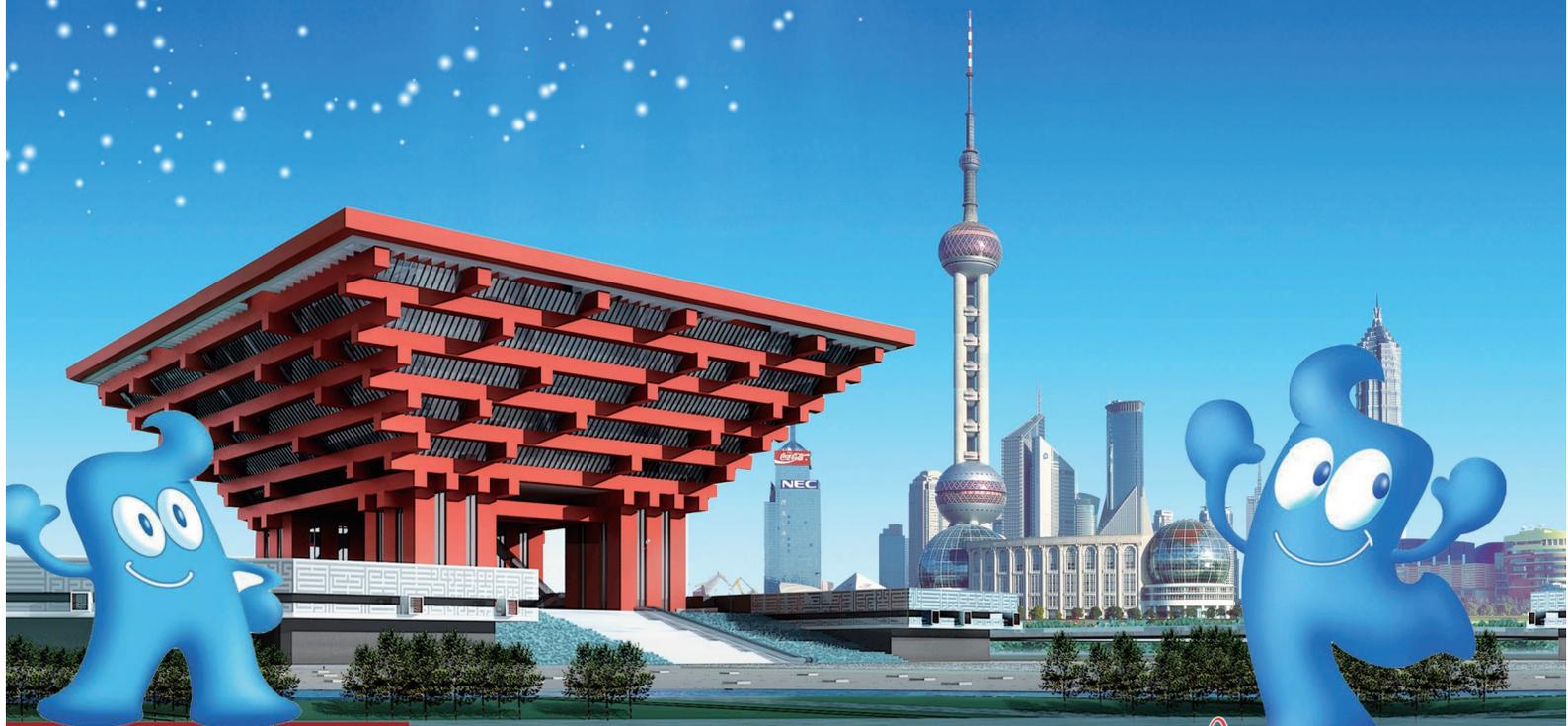
# TOGETHER

## CCTV Coverage Heats up with World Expo Countdown

CCTV Raised Funds of RMB 2.175 Billion Yuan for Yushu

Online Bidding of CCTV World Cup Ad Resources Completed

China Ad & Brand Conference Awards CCTV Special Contribution Prize



<http://ad.cctv.com>

CCTV 中国中央电视台广告部  
CHINA CENTRAL TELEVISION ADVERTISING DEPT.

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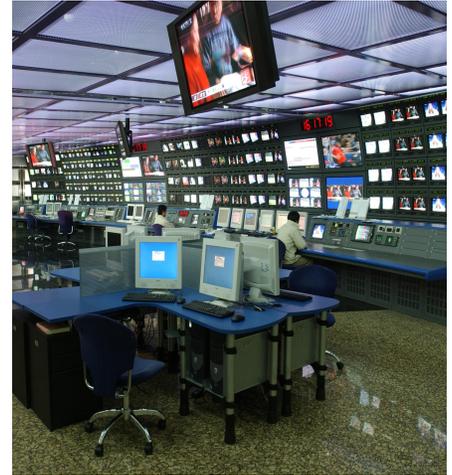
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## CCTV-9 Transformed into CCTV-News

At 19:00 on Apr. 26, CCTV-9 was formally renamed to CCTV-News (English). 19 hours of news live broadcast will be offered everyday. In addition, in-depth reports and commentary programs such as China 24, Topic Today, World Observation, Finance Summit and New Fortune will be presented; program pertinency is enhanced, and news will be broadcast at prime time in Europe, Africa, Asia-Pacific Region and America. At present, the programs of CCTV-News (English) have been broadcast in 110 countries and regions, boasting over 100 million viewers.



### 48.72%

CCTV's programs concerning the earthquake and relief efforts in Yunshu County drew great attention from all around of China. From April 14 to 18, the market share of CCTV News Channel reached 3.02%, up by 48.72% over pre-earthquake period.

### 3181

The 14th CCTV Youth Singer TV Competition has the most contestants and the widest coverage of contestants. There are 30 provinces and municipalities in mainland organized the

teams and participated in the competition, and 48 representative teams with the total of 3181 contestants were registered to the competition.

### Over 1,000 Experts

Since 2010, CCTV Finance Channel, based on strengthening internal professional training, has been implementing "High-end Talent Plan". By the end of March 2010, the number of think-tank experts in the channels had exceeded 1,000, which the number of foreign experts, including former Italian Prime Minister Romano Prodi, had exceeded 460.



**“ Win in Africa with Africa ”**



**Exclusive TV and New Media Broadcast Institution  
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# 情系玉树 大爱无疆

## 抗震救灾大型募捐活动特别节目



科技  
200万元

广州日报社  
200万元

新加坡报业集团  
200万元

深圳报业集团  
200万元

中国工商银行  
200万元

深圳发展银行  
500万元

中国民生银行  
200万元

中国民生银行  
200万元

郎酒  
2000万元

270万元

中国工商银行  
3000万元

中国工商银行  
1120万元

山东黄金  
300万元

中国民生银行  
1000万元

上海世纪出版集团  
200万元

吉林出版集团有限公司  
200万元

中国华电集团公司  
500万元

200万元

泸州老窖  
500万元

200万元

2000万元

海南椰岛  
500万元

200万元

2000万元

1120万元

600万元

2000万元

2000万元

228万元



## CCTV Raised RMB 2.175 Billion Yuan for Yushu

The quake-hit Yushu is concerned by the whole nation. On April 20, Heart with Yushu, Love Has No Borders – the Special Program for Earthquake Relief and Donation, jointly organized by the Central Publicity Department, the Ministry of Civil Affairs, the State Administration of Radio, Film and Television, the Red Cross Society of China and China Charity Federation was live broadcasted by CCTV. Over 300 enterprises, social groups and individuals from around China made donations on the spot; the veteran artists, entertainment stars and sports stars participated in the show and also made their donations. The 3.5-hour live broadcast raised funds of 2.175 billion RMB in total.

Li Changchun, the member of the Standing Committee of the Political Bureau of the CPC Central Committee, Hui Liangyu, the Member of the Political Bureau of the CPC Central Committee, Vice Premier of the State Council, and Head of the State Council's earthquake relief headquarters, Liu Yunshan, the Member of the Political Bureau of the CPC Central Committee, Secretariat of the CPC Central Committee, the Minister of the Central Publicity Department, Liu Yandong, the Member of the Political Bureau of the CPC Central Committee and State Councilor, Hua Jianmin, Vice Chairman of the Standing Committee of the National People's





Congress and President of Red Cross Society of China, Chen Kuiyuan, Vice-chairman of the CPPCC and President of Chinese Academy of Social Science, attended the events and made donations to show their deep concerns to the victims in the earthquake-hit area.

The fund-raising activity lasting for over 3 hours thoroughly demonstrated the impressive process of the earthquake relief efforts in Yushu. The fund-raising activity has been carried out in warm and touching atmosphere. The audience were deeply moved by the affectionate narration of rescue workers, cadres and ordinary people from the earthquake-hit area.

Enterprises and social groups including JDB Group, China Oceanwide, Dalian Wanda Group, Charity Federation in Guangzhou province, Rizhao Steel Co., Ltd., CCTV, compatriots from Hong Kong, Geely Automobile, Securities Association of China, BYD, Sichuan Lang Jiu Group Co., Ltd, Tencent, Agricultural Bank of China, Industrial Bank Co., Ltd, Haier Group, China Futures Association, Wuhan Iron and Steel (Group) Corp, Samsung China, China Publishing Group, China Life Insurance, Ping An Insurance, Gree Electric, Yitai Group and Midea enthusiastically made donations for earthquake-hit Yushu. The philanthropists such as Cao Dewang, Cao Hui and Chen Guangbiao also made their donations on the spot. Among them, JDB

Group, China Oceanwide and Dalian Wanda Group donated over 10 million yuan.

The program was broadcast in 38 satellite channels including CCTV-1, CCTV-3, CCTV-4, CCTV-7 and Hunan TV, with audience rating reaching 10.76% and total market share reaching 41.24%. This is the second time that CCTV attracted the people from all around China to show concern to earthquake-stricken areas following Wenchuan earthquake in 2008, which enkindled people's confidence to surmount the disaster with concerted efforts. The joint broadcast by CCTV and provincial TV stations showed the benevolence of numerous enterprises and communities in front of the audience and enhanced the social influence of public welfare activities.



# Major Works of CCTV Advertising Department in May

The CCTV 2010 World Cup advertising resources promotion successfully closed in April. Three batches of World Cup advertising products were fully released, and the online bidding for the World Cup advertising ended up well. The World Cup advertising sales will be carrying on in May. The advertising of special projects, such as the World Expo and the Youth Singer TV Competition will also enter the implementation phase.

First, World Cup advertising sales: the privileged subscription period of the advertising sponsors for a single game will end on May 4; single-game advertising sales will be on May 5; World Cup advertising sales will end on May 15.

Second, World Expo advertising sales and implementation: the investment attraction of ordinary World Expo columns will be held after the opening of the World Expo on May 1. Meanwhile, we will design individualization that based on the program according to the particular clients requirements.



Third, Youth Singer TV Competition advertising sales and implementation: Youth Singer TV Competition finals will last from April to July. The advertising sales and ad broadcast will be executed in May.



# World Cup – Brand Dream Works

## CCTV Briefing on World Cup Programs & Ad Resources



CCTV has held a series of advertisement resource briefings for South Africa World Cup in Beijing, Shanghai, Guangzhou and Xiamen from March 30 to April 9 to release the second batch of CCTV advertisement products for the great event, which have attracted hundreds of enterprises and advertising agencies.

As the exclusive official broadcaster of 2010 South Africa World Cup in Mainland China, CCTV will provide all-round coverage

through CCTV-1 and CCTV-5 as main channels and CCTV-7, CCTV-HD, Fengyun Football Channel, CNTV Sport.cntv.cn and Mobile TV as supplement. 74 staff, 8 on-spot reporter as well as South Africa reporter team and African reporter team will jointly broadcast this World Cup. It will be the biggest ever CCTV World Cup coverage team.

The 2010 South Africa World Cup advertising products will be launched in

three stages. Stage 1 includes core resources such as designated positions and CCTV World Cup Feast special sponsorship. These were already sold out on the CCTV 2010 Prime Advertising Resource Bidding and the follow-up subscription. Such resources as the all-day package, "Best Scorers" title sponsorship and exclusive live broadcast sponsorship were already won by South Africa World Cup sponsors such as Adidas, Coca Cola, Castrol, Budweiser and Sony and

other advertisers including China Mobile, Langjiu Wine, Tsingtao Beer, Snow Beer, Deerway and Nike, etc. Stage 2 includes game packages, column packages and P&S. Column special sponsorship and some title sponsorship were released on the Beijing Briefing Meeting on March 30. The second batch of products were sold out on April 15 by online bidding after a 15-day subscription by sponsors. The third batch product including individual game advertising, slot packages and advertising around event venues will be released in mid-April.

During the 2006 Germany World Cup, CCTV live broadcasted the program by CCTV-1, CCTV-2 and CCTV-5, the overall CCTV audience share increased by 3% , 8% from 21:00pm to 2:00am the next day and 62.59% from 2:00am to 5:00am. 11 games gained an audience rate of



more than 7%, in which the Germany-Argentina quarterfinal gained 9.8% with 46.29% audience share and the France-Italy final at 2:00am gained 7.02% audience rating with an audience share as high as 59.84%.

In 2006, a total of nearly 30 international clients advertised on CCTV World Cup broadcast, accounting for 1/4 of the total number of clients, which hit a new record. The clients include Gillette, DHL, LG, FAW-Volkswagon, Carlsberg, Yamaha, P&G, Nike, Canon, Siemens, Chivas, IBM, Uni-President, Toshiba, Adidas, Castrol, Chivas, Coca-Cola, Motorola, MasterKong, Yum and Hankooktire.



# Online Bidding of CCTV World Cup Ad Resources Completed



Apr. 16, Online Bidding of CCTV 2010 World Cup Ad Resources was held on schedule, with nearly 40 corporations registered for the bid.

The bidding lasts from 9:00 a.m. to 16:05 p.m. on five subject matters which are Pre-live Broadcast Packages, Live Broadcast Packages, Post-live Broadcast Packages, Overtime Ad and Spot Kick Ad.

Live Broadcast Packages and Spot Kick Ad are the most competed resources. At last, Live Broadcast Packages are won by Epin.zhaopin.com, Benz, JDB, Hongdou, Yili, Tencent, Qilin Automobile and Haier, Overtime Ad resources are won by K-boxing and Midea and Spot Kick Ad goes to Nissan.

Garment, automobile, beer brewage and internet industries, companies from Fujian Province and international brands showed great interest on this ad resource bid. K-boxing, for instance, wins five pre-live, live and overtime game positions.

The way of bidding hot World Cup ad resources online has provided an opportunity of fair, equal and open competition for ad clients, simplifying their bidding procedures and saving their ad cost via the efficient distribution channels.

2010 South Africa World Cup ad products have been sold in three stages. Stage 1 includes scarce resources such as designated positions and CCTV World Cup Feast special sponsorship, which were sold out on the CCTV 2010 Prime Advertising Resource Bidding and the follow-up subscription. Stage 2 includes game packages, column packages and patches as well as column special sponsorship

and program title sponsorship. Stage 3 includes individual game ads, slot packages and ads around event venues. Given the scarcity of World Cup ad resources and the attraction of CCTV platform, the Stage 2 and Stage 3 products draw immediate attention from corporate advertisers once released. Then such resources as game packages, column packages, column special sponsorship, program title sponsorship and column patch were obtained by advertisers through sponsor subscription, online bid and other channels.

“Value increase with limited release” and “ad environment protection” are among the main principles of this session of World Cup ad bid. “Compared with the last session, this year’s World Cup ad is characterized by reduced ad time, concentrated clients and mature ad strategy”, stated by He Haiming, Deputy Director of CCTV Advertising Department.

# CCTV Reports Live

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

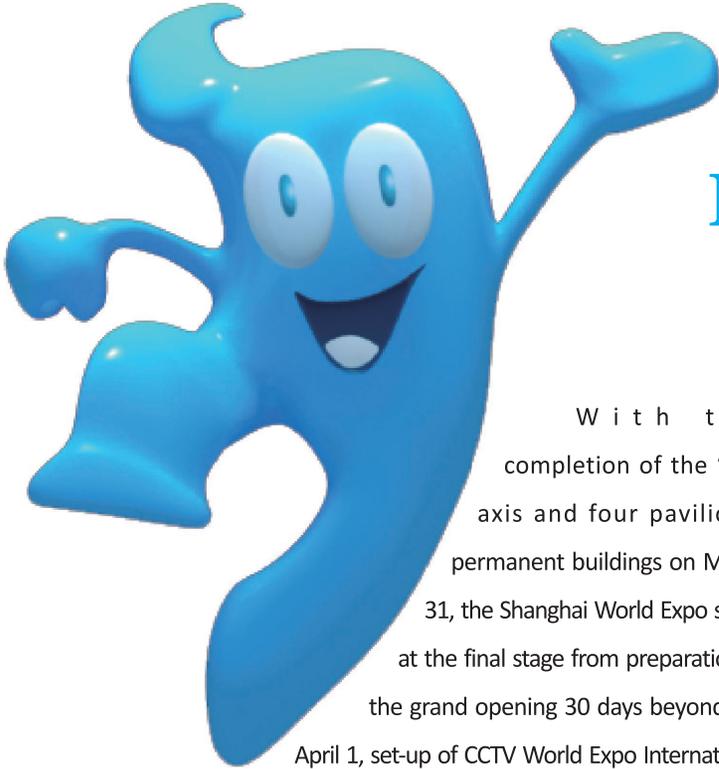


Believe in the Power  
of Brands 相信品牌的力量

2010 看我中国

2010, Watch CCTV, Focus on China

**CCTV**  中国中央电视台广告部  
CHINA CENTRAL TELEVISION ADVERTISING DEPT.  
网址: [od.cctv.com](http://od.cctv.com)



## CCTV Coverage Heats up with World Expo Countdown

With the completion of the “one axis and four pavilions” permanent buildings on March 31, the Shanghai World Expo stood at the final stage from preparation to the grand opening 30 days beyond. On April 1, set-up of CCTV World Expo International Broadcast Center (IBC) and Pudong & Puxi studios began, along with all other final broadcasting preparations. With Expo feature programs being launched by all CCTV channels, attentions are attracted from audience both in and out of China to learn the Shanghai World Expo. Meanwhile, China Network TV (CNTV) and China TV Guide have also brought the Expo coverage to full swing.

### CCTV News Center upgrades Expo coverage

Since the 100-day countdown of the Shanghai World Expo, a series of feature programs have been launched by CCTV-1, CCTV News Channel and CCTV Chinese International such as World Expo Countdown, Watch Expo with Zhuhong, World Expo Knowledge, I Am with Expo, Spring of Expo, World Expo Q & A and Digital World Expo on such key columns as CCTV News Broadcast, China News,

News 30 Minutes and Morning News, in which over 1,200 pieces of reports have been broadcasted. A combination of instant broadcast, composite broadcast and online comments enables deeper and faster coverage which presents visually pleasant audience experiencing and extensive knowledge. A program sharing system, in addition, heats up both external and internal World Expo TV broadcast promotion as well via multiple foreign language channels by broadcasting a large number of relevant reports cited.

Among which, the World Expo Countdown series launched by CCTV News Channel covering all key time slots features increasing number of first-broadcast news of various styles and international angles. It focuses on the latest progress in Expo preparations of transport, security and service, pavilion construction by participants and moving stories about Shanghai people’s contribution to the upcoming event.

A consecutive 10-episode report World Expo Countdown was started in CCTV News Broadcast from Apr. 6. To start the report, Episode 1 “The World’s Expo, China’s Pride” is a description of the expectation from the international community of Shanghai World Expo and the contribution made by Chinese people to support the event. The remaining nine episodes are all vivid representation of significance of the Shanghai World Expo for the Yangtze River Delta economy and urbanization process in China.

Since Apr. 13, a “World Expo Information Desk” special column was added to Comprehensive Channel in News in 20 Minutes, and started to collect web viewers’ questions via the CNTV Fuxing Forum. The questions are then answered in News 20 Minutes by anchors based on consultation with the Expo staffs. The audience-friendly double-window screen is another characteristic of the column.

### CCTV-2 puts more efforts on World Expo promotion

CCTV-2 has focused on pre-event coverage in its programs for many days. The 20-episode program Charming Expo – China Pavilion, for instance, demonstrated the modern hi-tech pavilion design concepts by advocating “low carbon emission - scientific lifestyle” and introducing preparation work of international pavilions Reports like “Concept Stocks Hot with Expo Press Conference” and “World Expo: More Opportunities with Innovation” are broadcast in Financial News, The First Focus and China Business Observe, etc. to reflect the socio-economic and lifestyle impact of the World Expo.

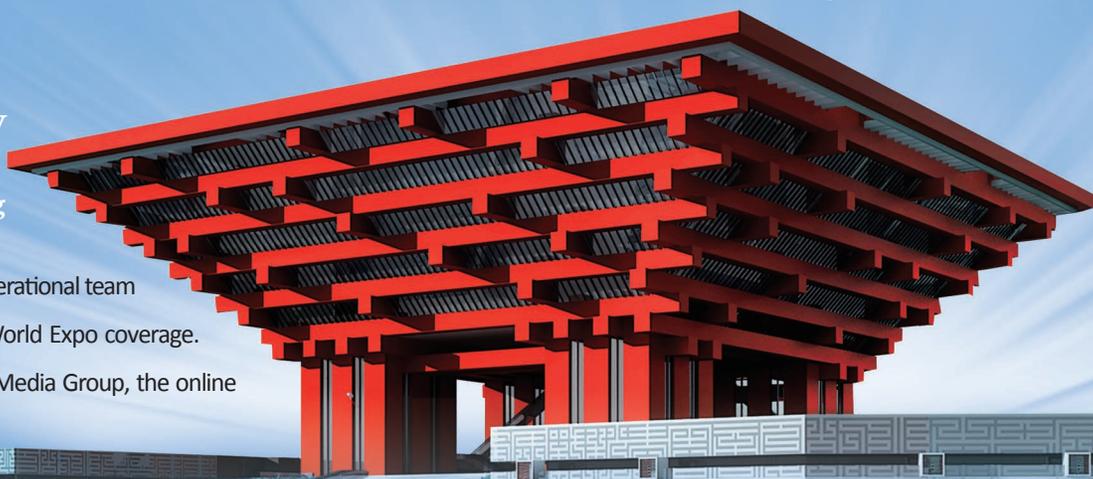
CCTV-2 further enhances pre-event coverage upon the 1-month countdown. Since from Apr. 1, it has launched the 15-episode series Charming Expo – A Tour around National Pavilions to represent 10 national pavilions including UK, France and Africa plus aviation pavilion and another 5 professional pavilions with the combination of vivid pictures and 3D video technologies. Selected pavilion designers and operators are interviewed to learn their ideas and highlights. Moreover, a composite report “Experience World Expo” is broadcasted in Economic News Bulletin with a host of hot news such as “Hot Investment with Expo Concept”, etc.

2010 Expo TV and the Expo IBC Studio are built. At the same time, a Shanghai Expo network video database will be built up to provide a most authoritative, vivid and rich interactive visual platform for world web viewers.

China TV Guide puts more efforts on Expo coverage by introducing a feature column “CCTV Launches Full World Expo Coverage” to detail program schedules of CCTV channels and its affiliated website during the event as well as highlight CCTV news, feature programs, interviews and documentaries on the World Expo which are fast, deep and extensive. Another feature column “Omni Expo”, which consists of Know the Expo, Tour the Expo, Guide to Visitors and Expo Legend sub-columns, gives an all-round introduction to the background, unique pavilions and influence on human life of the World Expo, particularly showcasing marvels of the Shanghai session.

### CNTV and China TV Guide bring Expo coverage to full swing

A leading group and an operational team are established by CNTV for World Expo coverage. In cooperation with Shanghai Media Group, the online



# Improve Brand Value with the World Expo

## Enterprises Advertised on Expo Live Broadcast of the Opening Ceremony



Advertising Package for the Live Broadcast of the Opening Ceremony of the World Expo 2010 Shanghai.

The thematic advertising package for the live broadcast will integrate the live



broadcast resources of significant events along with the resources of special reports by Channel CCTV-1 and CCTV-News during the opening ceremony of the World Expo, and thus becoming the excellent platform for enterprises to promote their brands.

In the meantime, the advertisement programs such as the World Expo Legend of CCTV-1, the Fascinating World Expo and the Fascinating World Expo of CCTV-2 have drawn wide attention from enterprises,



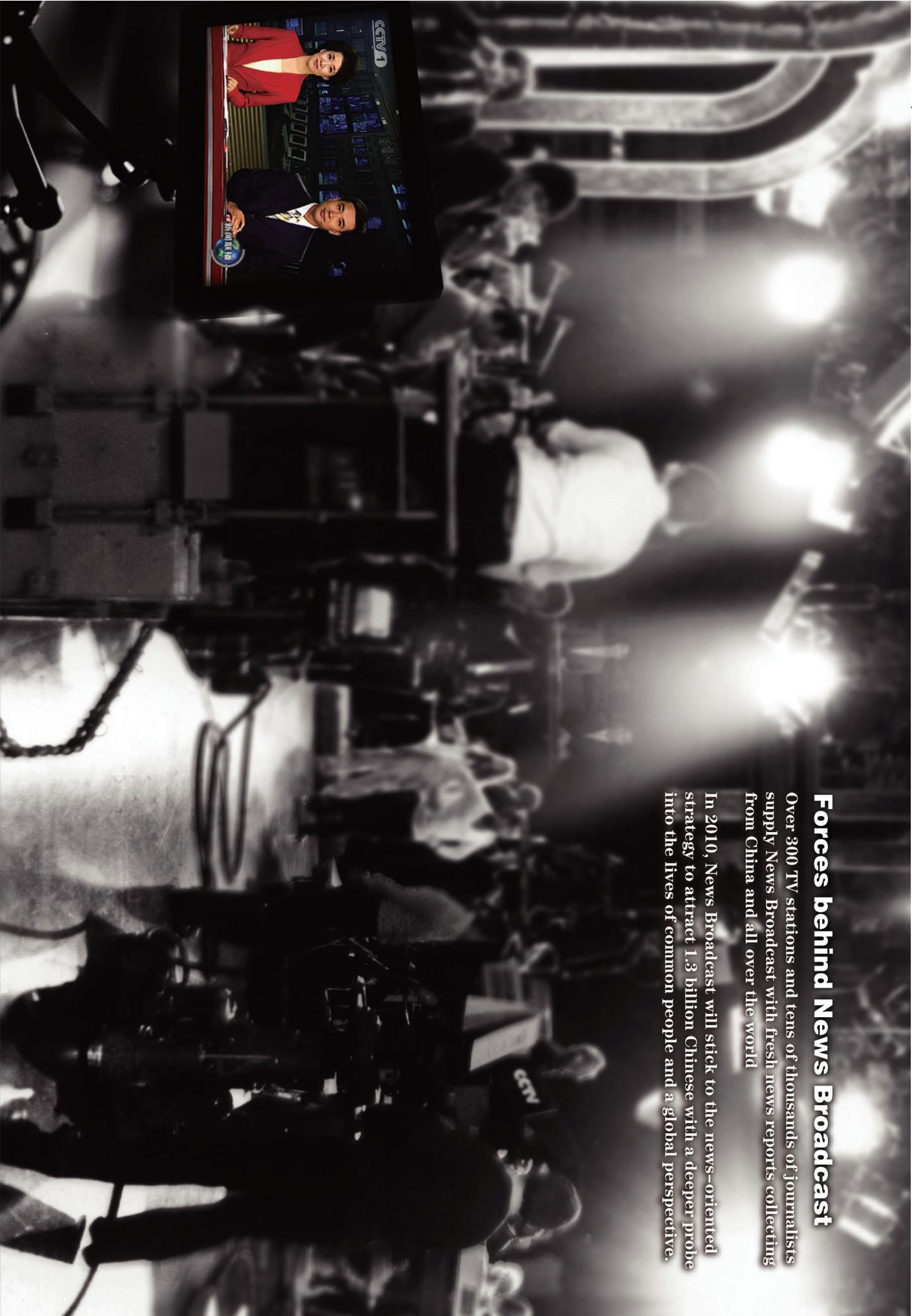
who are longing to acquire competitive advantage in the market and enhance their brand value by purchasing the World Expo advertisements of CCTV.

With the World Expo approaching, the World Expo advertisement resources of CCTV are intensely pursued by the vast majority of enterprises. Recently, enterprises including Yili Group, Bank of Communications, STRONG, Mengniu Group, Chang'an Auto, BROAD have signed the contracts for purchasing the Thematic

## Forces behind News Broadcast

Over 300 TV stations and tens of thousands of journalists supply News Broadcast with fresh news reports collecting from China and all over the world

In 2010, News Broadcast will stick to the news-oriented strategy to attract 1.3 billion Chinese with a deeper probe into the lives of common people and a global perspective.



Believe in the Power  
of Brands 相信品牌的力量

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网址: [ad.cctv.com](http://ad.cctv.com)

## Along the Sungari River Broadcast at CCTV-1 Golden Theater on May 2

On May 2, 40-episode TV series Along the Sungari River which mirror the history of anti-Japanese war in Northeast China in panoramic view will be broadcast at CCTV-1 Golden Theater. The TV series depict the ups and downs of the destiny of the people along Sungari River and their arduous fight against Japanese invaders represented by two generations of people in three families which are surnamed Cheng, Li and Lin

respectively during the period from around the "Sep. 18th Incident" (1931) to the founding of Red China (1949). Despite the ordinary stories of common people, the TV series, with famous director Chen Guojun and playwright Yuan Fang, epitomize anti-Japanese war, fight of anti-Japanese united forces, Liberation Movement and other historical backgrounds.



# CCTV-1 Ad Proposal

## World Expo Legend



The 2010 Shanghai World Expo is another grand international event held by China following the Beijing 2008 Olympics Games. It is considered equally important by CCTV on its broadcasting agenda with the Beijing Olympics and the 60th anniversary of the founding of the PRC. As a major project, the World Expo broadcasting will be fully planned as an audience interactive process with innovative models and various program frameworks.

World Expo Legend is an evening feature programs dedicated by CCTV-1. Spanning the 180-plus days from pre-event warming-up, the program will be a unique story-telling session about the World Expo.

### 【 Program Broadcasting Schedule 】

CCTV-1, 21:45-21:51, Monday to Sunday from Apr. 12 to Oct. 31, 2010  
(Notes: Actual Broadcasting Time can be found on the China TV Guide.)

### 【 Ad Broadcasting Schedule 】

Once per episode of World Expo Legend at the normal position after the program title.

### 【 Ad Rate 】

| Length              | 5 sec. | 10 sec. | 15 sec. | 20 sec. | 25 sec. | 30 sec. |
|---------------------|--------|---------|---------|---------|---------|---------|
| Rate (RMB)/ episode | 75,000 | 112,000 | 140,000 | 190,000 | 224,000 | 252,000 |

Notes:

1) In case of delay or cancellation of program's first show, CCTV Advertising Department will arrange ad broadcast in an equivalent time slot or in other time slots with equivalent value.

2) Though ad is accompanied with program rebroadcast, cancellation of rebroadcast does not make up for ad rebroadcast.

# CCTV-2 Ad Proposal

## Fascinating World Expo



CCTV-2 has devoted itself to creating “Fascinating World Expo”, the special program of the World Expo, which will, based on the features of Finance Channel, report the World Expo from the perspective of “Technology Changes life”. This program will make feature programs based on the 52 cases that are carefully selected from the nearly 80 cases of “Urban Best

Practices Area” that will take part in the Expo. It will enable the audience to take a close look at the Urban Best Practices Areas around the world. Meanwhile, it will report the newest contribution made by the world-renowned enterprises in terms of “Low-carbon Economy” and “Sustainable Development Strategy” by focusing on the highlights of the Enterprise Pavilions. Besides, each day an honored guest will be invited to be present at the program of “Fascinating World Expo” and make wonderful comments concerning the theme of the World Expo.

### 【 Program Broadcasting Schedule 】

Its first-run broadcast will be carried out from about 18:48 during the period from May 4, 2010 to October 31, lasting 15 minutes each episode. (Notes: The broadcasting is tentatively scheduled and the specific broadcasting time is subject to the advance notice in China TV Guide.)

### Broadcast Sponsorship

### 【 Return On Advertising Investment 】





### 1. Five-second Logo Board

A five-second logo board will carry sponsor's name and logo with voiceover "This program is sponsored by (company name)". (The content of voiceover can be determined by negotiation).

Five-second logo board will be in the first front position after the program's title, with one time/episode and a total of 129 times.

### 2. 15-second advertisement

15-second ad of the sponsor will be broadcasted in the last position after the program's title, with one time/episode and a total of 129 times.

### 3. Acknowledgement by the end of the program

Sponsor's name will appear by the end of the program, with one time/episode and a total of 129 times.

**【 Rate 】 RMB 7.52 million**

## P&S

### 【 Ad Broadcasting Schedule 】

Once per episode at the normal position in the program, 5 times per week.

### 【 Rate 】

| Ad Length       | 5 sec. | 10 sec. | 15 sec. | 20 sec. | 25 sec. | 30 sec. |
|-----------------|--------|---------|---------|---------|---------|---------|
| Rate(RMB)/ week | 86,000 | 129,000 | 162,000 | 220,000 | 259,000 | 291,000 |

Notes:

1) In case of delay or cancellation of program's first show, CCTV Advertising Department will arrange ad broadcast in an equivalent time slot or in other time slots with equivalent value.

2) Though ad is accompanied with program rebroadcast, cancellation of rebroadcast does not make up for ad rebroadcast.



## Create "Chery Speed" with CCTV

In 2010, Chery Automobile makes frequent appearance in the CCTV channels, not only making advertisement placements in CCTV's Spring Festival Gala Evening package and golden package, offering to buy the advertisement programs of the Winter Olympics, but also actively negotiating the advertisement programs of South Africa 2010 World Cup. This fully demonstrates Chery Automobile's strong confidence in China's automobile market of 2010.

In recent years, Chery Automobile has gradually established the development strategy with improving product and service quality, enhancing brand value and brand image as its core competitiveness and has made remarkable achievements. On March 26, 2010, Chery's 2 millionth car rolled off line and it also successfully held the new product launch of Rely in Wuhu. Chery Automobile thus became China's first self-owned auto brand that had produced

two million cars in the history of China's automobile industry.

Nowadays, Chery has owned four auto brands of Chery, Riich, Rely and Karry. In the meantime, after its 1 millionth car coming off line in August 2007, it only took Chery two and a half years to roll off its 2 millionth car, thus creating "Chery Speed" in the development of China's self-owned automobile brands.

### **CCTV Exclusive Resources Helps Create "Chery Speed"**

In 2004 when Chery appeared in CCTV's Prime Advertising Resource Bidding platform, it only made placements in one-month-every-other-day advertisements in Special-A section. However, Chery instantly gained fame due to the significant communication effect of its advertisements in Special-A section. Chery's advertisement slogan "Now I only 'dress' in QQ" soon

became popular around China and Chery QQ therefore became the best-seller at that time. Meanwhile, after the advertisement placement in CCTV's program, Chery's partners also changed their idea about Chery and held much more positive attitude towards Chery. According to the feedback from many Chery users, it was CCTV that promoted their relationship with Chery and ultimately enable them to become the loyal fans of Chery.

In 2005, Chery Automobile participated in CCTV's Prime Advertising Resource Bidding for the first time and successfully won the bidding of advertisements in Special-A section. From then on, each year Chery participated in CCTV's Prime Advertising Resource Bidding and increased its CCTV advertisement placement year by year, with 27.4 million RMB in 2004, 41.32 million RMB in 2005, 76.43 million RMB in 2006 and 128.93 million RMB in 2007

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respectively. In the meantime, the sales of Chery Automobile have been on the rise year by year, with 86,568 units in 2004, 189,158 units in 2005, 305,236 units in 2006 and 381,000 units in 2007 respectively. Over recent years, Chery Automobile has achieved continuous sales growth and significant enhancement of its brand image by allying with CCTV.

While enhancing its brand image by making placements in CCTV's Prime Advertising Resource Bidding and promoting its sales increase by supporting on relevant activities, Chery Automobile actively carried out its sports marketing and enhanced its brand with the aid of global top events.

Sports and automobile are perfect match and both of them are featured by boundless passion and ambition of realizing dreams. Therefore, the TV audience of sports events are characterized by high loyalty and focused attention, and in the meantime, the audience's emotion will fluctuate with the progress of the sports event and its final result. Therefore, corporate brand will be granted with more opportunities of striking profound responsive chord with the audience if an enterprise chooses to make advertisement placement in top sports events.

Take 2006 FIFA World Cup Germany as an example. Chery seized this opportunity and tried to obtain the theme sponsorship of "The Glamour Window of World Cup" world cup

publicity trailer exclusively broadcasted by CCTV. During the period from April 1 to July 10, Chery's brand image frequently appeared in the excellent highlights of the World Cup exclusively broadcasted by CCTV, achieving remarkable communication effect.

During the 2010 Olympic Winter Games, Chery Automobile made advertisement placement in the "Sports Games Package of CCTV-1, CCTV-5 and CCTV-7" and P&S of Sports World. Due to the fact that this Winter Olympics was held during China's Spring Festival and China's sports delegation made record of winning five gold medals, 2 silver medals and 4 copper medals, it had drawn wide attention of numerous audience and the brand reputation of Chery Automobile had been significantly enhanced as a result.



# The Most Shining Points of the 14th CCTV Youth Singer Competition

## A new record on the number of competitors

The 14th CCTV Youth Singer TV Competition enjoys a new record of both the number and the coverage of competitors. Except Hai Nan Province, all the 30 provinces and municipalities have organized teams to take part in this competition. There are 48 representative teams in total signing up for the competition, including 35 teams from local TV Stations, 5 from military system, and 8 from Beijing. The number of competitors

is 3,181, 534 of which will take part in the single semifinals of bel canto (Opera style-a western style of singing), folk songs style, pop and naturo pharm style (primitive singing technique) and 2,647 of them will compete fiercely for the prize of choral competition.

## The longest competition

The 14th CCTV Youth Singer TV Competition has been prepared since last October. From March 29th to April 10th, CCTV-Music Channel has put on the live

shows of semi-final matches. Team finals round will launch from April 12th to May 6th. And from June 9th to 26th, individual finals of five different singing styles will also begin respectively. The daily live shows of these finals will be on CCTV-Entertainment Channel and China Network Television. The award ceremony and finals will be on CCTV-Entertainment Channel on July 2nd.

## Mostly rebroadcasted and rebroadcast semi-finals for the first time

"This is the first time for CCTV to rebroadcast semi-finals. We record the semi-finals and broadcast them according to the order of five singings styles. The audience can still enjoy the competition on CCTV-3 after the finals." said Qin Xinmin, the producer of the Competition.



## The biggest change—Cancel the comprehensive quality test in team match

The biggest change of the competition system this year appears in its competition: cancel the comprehensive quality test in team match and add the competition of performance. But the comprehensive quality test still remains in the single matches. In addition, the audience will see more new music pieces and fresh performances, enjoy more famous singers' live shows home and abroad, and share more comments on the performance of competitors from different aspects from celebrities and songwriters.

## The highlight—Adopt “Judges Avoidance System”

A judge will not give scores to the competitors who are the students of the judge, whose songs are written by the judge or who come from the same unit, the same system or the same with the judge. The judges of the contest mostly come from different provinces, and every local team has at least one judge taking part in the judgment of final matches and the local judges account for more than a half of all in semi-finals. In addition, the team number for finals increases from 20 to 27.



## The Schedule of the Youth Singer TV Competition

PRELIMINARY COMPETITION: Before March 10th .

SIGN-UP FOR SEMI-FINALS: From March 11th to 20th SEMI-FINALS: From March 29th to April 10th

INITIATION RITUAL: April 11th (Sunday)

TEAM FINALS: From April 12th to May 6th . 25 Team Finals will be held continuously

SINGLE FINALS: From June 9th to 26th, 2010, 18 single finals of five different singing styles: chorus, bel canto, folk singing style, pop and naturo pharm singing style will also begin respectively.

AWARD CEREMONY: July 2nd (Friday)

# Upgrading with the World Cup

Chen Gang, Deputy Director of School of Journalism and Communication, Peking University



The FIFA World Cup is so powerful that it can change the world and influence the entire human beings. In this sense, it is the most valuable and most rare marketing resource.

As a marketing strategy, there are many ways for companies to take part in the World Cup. But how to utilize it in a comprehensive way, in my view, is mostly dependent on media communication.

Media communication is the most pivotal link in a sports marketing strategy, enabling companies to expand their BTL (below the line) activities to do more on this platform. Without question, TV is the

biggest star among all forms of media with its unparalleled expression of passion, dynamism, colors and particularly, by the way, some more wild passion in this year's South Africa World Cup.

For Chinese people, TV is a main channel to know sport events. As shown in a TNS survey on 15-40 Chinese age groups in 2009, TV ranks the first in their sport event accessibility channel, followed by graphic media and the Internet in sequence. When talking about using media, we need to talk about using TV; if we talk about TV, we have to talk about how to use CCTV, the biggest TV media platform irreplaceable in China. We may have a look at the audience data in the three sessions since 1998: CCTV audience share and audience rate rose evidently even in slots when the TV opening rate hit a day's

low during the event.

How could companies upgrade competitiveness with the World Cup? I think the most important is to establish a correlation between their brand and the World Cup with tailor-made advertising designs. Meanwhile, proper combinations of time slots and forms of advertising are indispensable. Now I would like to share a few of tactics and related practical cases.

**TACTIC 1: Full Coverage.** China Mobile, one of the largest corporations and the most famous brands in China, made very good use of CCTV broadcast platform in 2002 and 2006 World Cups. For instance, it launched a ubiquitous "GoTone – I am there" title sponsor ad campaign which was present before the opening of the grand event,



delivering strong feeling of onsite presence and fully expressing the product features and brand connotation of GoTone series. Monternet, another brand under China Mobile, by organizing football fans World Cup quiz contests with the “World Cup Fans” title sponsorship, effectively integrated BTL ad resources and further expand the value of World Cup dissemination.

**TACTIC 2:** Fast Aggression. Nike, despite its importance, is kept out of the sponsorship framework for ad communication because it is not an official World Cup sponsor. However, it has always been able to create highlights. During the 2002 World Cup, it sponsored a five-player football games which was the first time in China and put it in prime slots of the World Cup matches. In 2006, it made a global “Beautiful Football” campaign by making legally authorized uniforms for Brazil. The US\$70 strip earned money from countless audience and fans.

**TACTIC 3:** Double Promotion. Hyundai Motor has made full use of the World Cup to promote brand popularity and reputation. It was among the top 10 global sponsors in 2002 and top 4 in 2006, and may be even more outstanding in 2010.

**TACTIC 4:** Flank Break. Septwolves is a set local example which gained wide popularity in 2002 by pouring huge resources in World Cup sponsorship. In 2006, the upgraded sponsorship made it the most fashionable leisure garment brand in China.

**TACTIC 5:** Superstar Effect. China Unicom took the 2002 World Cup opportunity to launch a massive ad campaign on CCTV, familiarizing the domestic customers with “Unicom New Horizon CDMA” concept within very short time. In 2006, it obtained a non-conventional good effect with World Cup ad shot by Yao Ming, China’s top basketball player, reinforcing its efforts on sport resource utilization.

Passion is the motivity for dreams to come true. On occasion of the passionate World Cup, we must be prepared to fully upgrade competitiveness via CCTV.



## CCTV IBC in Expo Park Put into Use

On April 20, CCTV's International Broadcasting Center (IBC) located inside the World Expo Park, was put into use. It is the first time that the News Center constructs the overall television studio integrating interview, compiling, broadcasting and transmission and whole-process technical system outside of Beijing area. The adoption of the overall television studio can fulfill tasks that can't be covered by branch television studio such as local connection and on-site interview with present guests, providing effective guarantee for CCTV's successful reports on the World Expo.



## CCTV President Jiao Li Met with Disney CEO

On April 13, CCTV President Jiao Li met with the delegation led by Disney CEO Robert Iger. Jiao Li said that the two parties had established friendship of long-term cooperation and that CCTV attached great importance to implementing cooperation with well-known leading international cultural entertainment companies like Disney for the purpose of improving the influence of China's media. He proposed that the two parties can, on the basis of current cooperation, further expand the cooperation coverage to other fields such as culture creativity, cooperation in development and overseas distribution. Robert Iger agreed with the proposal by Jiao Li and emphasized that Disney highly trusted CCTV's brand and strength, and

their relevant cooperation relationship will certainly bring up with mutually beneficial result. The two parties also reached agreements on establishing communication mechanism and other issues.

## Luo Ming Met with Reuters Global Media President

On April 6, Luo Ming, CCTV Vice President met with the delegation led by Chris Ahern, Reuters Global Media President. Luo Ming introduced China's current economic development and CCTV Finance Channel and expressed that CCTV attached great importance to the cooperation with Reuters in the fields of news source material, and wished that both parties can expand cooperation coverage and promote the implementation of more cooperation programs in the near future. Chris Ahern said that CCTV was one of the important partners of

Reuters. Besides carrying out cooperation with CCTV Finance Channel on daily program, Reuters will also provide the personnel of CCTV Finance Channel with systematic trainings.

## CCTV Made Significant Marketing Breakthrough in Cannes

From April 12 to 16, CCTV Chief Editor's Office and TVPMD of China International Television Corporation (CITVC) organized delegation to attend the 49th French Cannes Spring TV Festival and made a new record in terms of international marketing. The TV Dramas of Sun Tzu Biography, Schemes of a Beauty, the documentaries of Wall Street and Designed for the World Expo and animated cartoon of Elk Map are welcomed by the majority of overseas clients, and the total amount of



signing contract was 3.31 million USD (including the intention of signing.), which exceeded the marketing record since CCTV's participation in French Cannes TV Festival and increases by over 30% over the same period of last year. Besides, it also held negotiation and signing ceremony with a number of international media in terms of the implementation of cooperation programs.

## Asian Broadcasting Union Praised CCTV's Childplay Works



Is Ripe" made by CCTV, commenting that "This childplay profoundly showcases the lovely characteristics and moving emotion of Chinese children by skillfully leveraging film & TV

Recently, 2010 ABU Childplay TV Dramas Co-production Meeting was held at Kuala Lumpur. ABU officials and the representatives of present organizations spoke highly of the 15-minute childplay TV drama "When Organge

language, and they are deeply impressed by the perfect combination of genuine lovely performance with ink cartoon." The meeting also carried out the agenda on planning for making childplay synopsis and shooting plan in the year of 2010. The proposal of Morin khuur submitted by CCTV had been approved unanimously.

## CCTV Sparkles at Hong Kong International Film &TV Exhibition

In the just concluded 14th Hong Kong International Film &TV Exhibition, CCTV's film and TV programs such as TV Dramas of Schemes of a Beauty and Sun Tzu Biography, the documentaries of Wall Street and Designed for the World Expo have achieved signing contracts of 4.03 million USD (including the intention of signing). This is CCTV's best performance since it organized delegation to attend the Hong Kong International Film &TV Exhibition 14 years ago. During the exhibition, the relevant responsible staff exchanged ideas with media such as HKTVB, Taiwan CTV and Singapore MediaCorp News in terms of strengthening cooperation,

and also attended other relevant events including ACD Documentary Workshop, the Award Ceremony of Asian Film Awards and the press release of the animated film Romance of the Three Kingdoms co-produced by China and Japan.

## He Zongjiu Met with Japanese Broadcasting Association Delegation

On April 14, He Zongjiu, CCTV Vice President met with the delegation led by Yoshinori Imai, the Vice President of Japanese Broadcasting Association (NHK) delegation. He Zongjiu introduced CCTV's general information, especially its development in the fields of digital, high definition and network TV programs over recent years. He said that Japanese Broadcasting Association had plentiful experience in technology, operation and management that should be learned by CCTV, and the two parties should strengthen cooperation and learn from each

other to achieve mutual development. Mr. Imai said that CCTV had achieved rapid development and they looked forward to strengthening cooperation and exchange between the two parties.

## Overseas Media Works with CCTV English Channel on Reporting Yushu Earthquake

On April 14, after Yushu was hit by the earthquake of 7.1 magnitude, Feng Jinchao, the CCTV reporter provided urgent telephone reports for CNN at 16:00 and 19:00 respectively. This was the first time that the reporter of CCTV English Channel to provide on-the-spot telephone connection report on significant unexpected events for CNN. Ringo, the Senior Vice President of CNN, praised the excellent performance of CCTV reporter by SMS, pointing that the content reported by connection timely address the gap of CNN's news information and

expressed the wishes to further cooperation with CCTV. South Africa State TV Station and Australian ABC TV Station also invited Feng Jinchao to undertake reports on telephone connection.

# World Expo Channel of CNTV Officially Online



On April 15, the renewed World Expo Channel of China Network Television was officially online. The renewed World Expo Channel includes two original interactive games, General Public's Video Contest "World Expo Treasure Hunting Program" and large-scale interview program "Building Dream on Shanghai". "World Expo Treasure Hunting Program" has been listed among the key reporting programs of State Council Information Office. The World Expo Channel will also launch programs such as "Panorama of the World Expo", "Image Gallery

of the World Expo", "The World Expo Encyclopedia" and "Watch the World Expo in An Easy Way", as well as the barrier-free channels of the World Expo.

## CCTV Actively Pushing Forward the Construction of Overseas Bureaus

In 2010, CCTV will begin the construction of five central overseas bureaus in Africa, Latin America, the Middle East, the Asia Pacific and Russia, as well as 18 regional reporter stations. Currently, the relevant working staff of CCTV's Overseas Reporter Department and Foreign Affairs Office had paid visits to the embassies of the countries in which CCTV's stations would be based, and learned detailed information about the process of institute registration, site selection and station construction and personnel assignment and other issues. The

embassies in China expressed that they will try to assist CCTV in smoothly promoting the construction of overseas bureaus and personnel procedures settlement.

## CCTV Advertising Department Attends the Sixth China Finance Annual Conference

The sixth China Finance (Experts) Annual Conference jointly organized by China Finance Net and China Finance Research Institute was held on Apr. 25 in Beijing. Deputy Director of CCTV Advertising Department He Haiming was invited to attend the conference and deliver the keynote speech.

He indicated that, CCTV, as a national TV station, has the obligation, ability and confidence to offer green publicity environment for low-carbon economy and low-carbon finance; attention should also be paid to make green advertisements apart from presenting

green programs; CCTV would enhance advertisement censor, optimize advertising environment, promote the mutual development of brands in finance industry and brands of CCTV, and realize sustainable development.

## China Ad & Brand Conference Awards CCTV Special Contribution Prize

Recently, Chen Rongyong, Deputy Director of CCTV Advertising Department, was invited to China Ad & Brand Conference 2010 in Shanghai, hosted by China Advertising periodical and co-hosted by China Advertising Association. He delivered a speech titled TV Media Marketing in the Post-crisis Era at the conference. A Special Contribution Award for Backbone Ad Media

in China 2009 was conferred to CCTV, fully acknowledged the positive contribution to Chinese economy by CCTV as a state media.

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