

# WIN 同赢 TOGETHER

Feb. 2011

Sports Marketing Forum Held in Beijing

CCTV Actively Explores the New Trend of Media Management

Associated Press and Reuters Sing High Praise of CCTV News Content

Twisted Product Placement in China

Multinationals Forgo Adaptation for New-Brand Creation In China

# 《The CCTV Spring Festival Gala》

**The leader in entertainment  
and embodiment of family values**

February 2, 20:00, 2011

《The CCTV New Year's Gala》

Celebrating New Year's Eve  
with Chinese all around the world



# Documentary Channel Attracts Wide Attention from Domestic Main-stream Media



**14.19%**

During the third week of 2011 (January 14 to 20), the audience performance of the three programs of CCTV prime resource all rose. Among that, the month-on-month audience performance growth rate of CCTV News was the most obvious, rising by 0.6 percentage points; the year-on-year audience performance growth rate of Weather Forecast was the largest, rising by 0.25 percentage points (3.21%).

**480,000 hours**

Since China Network Television (CNTV) presented the official website of the Documentary Channel in striking position and popularized it at People's Net, SINA, SOHU, NETEASE, TENCENT and other portal websites, Documentary Channel has attracted

Over 100 main-stream media including Xinhua News Agency, People's Daily, Guangming Daily and China National Radio all show concern to CCTV Documentary Channel.

People's Daily: "Documentary Channel is of great significance in projecting national image, publicizing mainstream value, promoting cultural industry development and building cultural ecology."

"People's Tribune": "CCTV Documentary Channel is another passage for China to go to the world and another window for the world to know China."

Guangming Daily gives an all-around interpretation on Documentary Channel with an article titled as "Setting Sail with China's Voice".

wide attention. At present, the Channel has been logged on by 250,000 person-times, with the total watching time reaching 150,000 hours; the video on demand has been played for 1.37 million times with the total watching time reaching 480,000 hours.

**3.72%**

The audience performance of Children Channel has been good since this year, embracing "a good start" in this year. During the first week of the new year, the audience share of this Channel reached 3.10%, increasing by 0.24% in comparison with that of the previous week; during January 10 to 16, the audience share increased by 0.62% in comparison with that of the previous week, hitting 3.27% high, being the channel of CCTV whose audience share growth rate was the largest, with audience share ranking the 3rd in all channels of CCTV and the 4th among all satellite channels of China.



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# CCTV Attends 2010 Hexun Finance & Economics Award Ceremony



On Jan.12, the 2010 Biz China Annual Meeting & 8th Finance & Economics Ranking List: Elites Night was held in Beijing, under the theme of “transformation and growth”.

Scores of professional specialists attended the meeting and provided their opinions including: Cheng Siwei, Vice Chairman, Standing Committee of the NPC, Li Lianzhong, Director, Bureau of Economics, Policy Research Office of the CPC Central Committee, Yin Zhongqing, Vice Director, Finance Committee of the NPC, and Yao Jingyuan, Chief Economist and Press Spokesman of the National Bureau of Statistics of China. Leaders from the securities and banking industry and relevant academicians held in-depth discussions on some issues including systematic construction and reform of the capital market and currency system. Their brilliant viewpoints created a genuine “meeting of the minds”.

He Haiming, Deputy Director of the CCTV Advertising Center attended the 8th Finance & Economics Ranking List: Elites Night & Award Ceremony of 2010 Hexun Finance & Economics Ranking List, and awarded prizes to the top ten brands in the banking sector in 2010. The selection in each session of the Finance & Economics Ranking List includes finance & economics man of the year, top ten financial reports in China, and multiple series of prizes for funds, banks, insurance companies, futures and listed companies and many others in the financial field. It has become one of the most influential annual appraisal

activities and possesses an authoritative weight that selects the best of the financial industry for the entire year and outlines the future.

The following banks were selected as the top ten banks for 2010: Industrial and Commercial Bank of China, Agricultural Bank of China, China Construction Bank, Bank of Communications, China Merchants Bank, SPD Bank, Shenzhen Development Bank, China Minsheng Banking Corp., Ltd, and Guangdong Development Bank.

At the awards presentation evening, everyone looked back at the institutions and individuals that had made outstanding contributions to the financial industry in 2010, and hoped that more institutions and individuals could continue to forge ahead with full confidence and build a bright future on the big stage of finance.



# Sports Marketing Forum Held in Beijing

**CCTV China Sports Marketing Forum and the Sixth Award Ceremony for the Top Ten Classic Marketing Examples Closed**



## **Sports chief: Biz opportunity & social commitment run with each other**

In his opening remarks to the forum, Liu Fumin, head of the economic department of the General Administration of Sport of China, noted that sports marketing remained new to China, and it's the issue for every entrepreneur and everyone involved in sports to consider how to tap the business opportunities in sporting events and undertake the social responsibilities.

On 2 p.m. January 6, 2011 the CCTV China Sports Marketing Forum and the Sixth Award Ceremony for the Top Ten Classic Marketing Examples was held at the Media Center, Beijing. As a platform for sharing sports marketing ideas and practices among enterprises and media, sports organizers and sponsors, the forum this year was attended by leaders from the General Administration of Sport of China and CCTV, as well as scholars and business elite. Centering on the successful marketing examples and the interaction between sporting event and sponsors, the three-hour meeting featured speeches, dialogues, and an award ceremony.

## **CCTV: A Powerful Sports Marketing Platform**

Jiang Heping, supervisor of CCTV Sports Channel, and He Haiming, the deputy chief of the CCTV Advertising Center, also



addressed the meeting

Director Jiang said the duet of sport and TV network remained the most powerful and influential marketing approach, and CCTV Sports Channel is doubtlessly a prime choice. He added, in 2011, apart from promoting sports and spreading the idea of national fitness, the channel will strive to be a content producer and provider across all existing media platforms. He believed that strong marketing status of CCTV will offer a brighter prospect for the channel and its sponsors.

He Haiming delivered a speech titled “Sports Changed the World, Marketing Produces Recognition.” In his speech, he said that 2010 was a year of sporting events and CCTV adopted achieved success with its advertising partners through a more flexible marketing strategy. Afterwards, he briefed

the meeting on the sporting events to be telecasted on the Sports Channel and hailed 2011 a year of marketing opportunities.

## Enterprises: Sports Make Us Stronger

### 361 Degrees

Through the Asian Games in Guanzhou, 361 Degrees has maximized its profits by various promotional programs. These included a lighting of the Games flame, torch relay, advertise within sporting venue, sportswear sponsoring, and the large-scale overseas promotional journey Asian Road.

Through the Games, 361 Degrees has fortified its brand image. In a listing of the popular sponsors of the Games, the firm ranks the third.

### Wanglaoji

We have organized several marketing activities centering on our slogan: “Asian Games have Me, Splendid Wanglaoji for Thee”.

Talent Show: On the 1-year countdown to the Asian Games, we have started, cooperating with the Organizing Committee, a talent show on Guangdong Satellite TV. This sport song competition boasted joining of over 100 entertainers such as Wei Wei, Fang Zuming, Xing Aowei, Fan Ye etc.

Sports Song Debut: Also with the Committee, the event was a promotion on sales of Wanglaoji herb drink endorsed by 1,000 entertainers, featuring daily 10 million prize-winning opportunities.

Torch Relay: This relay was completed by celebrities who interest in charity; their such identity matches the social commitment of Wanglaoji.

Star of Asian Games: Cooperated with national media CCTV to seize the dominating position. It presented the most wonderful moments to the mass and shared the splendid Asian Games, which peaked Wanglaoji’s Asian Games marketing.



## China Unicom

Our 3G “Wo” Services embody vitality, aggressiveness, openness and fashion, and it's these attributes that has put us in touch with the refined, skillful and sociable golf.

After six years of sponsorship with many golf tournaments, first we have: been successful in maintaining the high-end nature of our sponsorship by targeting right audience. Second, we have integrated our marketing resources to focus on high-end clients. Third, by long-term sponsorship, we cooperated with golf events that perfectly suit our product values. Finally, just like our signage sponsorship with Chinese Golf Pro-Am Tournament, we plan to sponsor more such

games to contribute our effort to the Chinese Sports development.

## City Leaders: Sporting Events Create Mutual Benefit

These leaders of city representatives to receive an honor of “Top Ten Classic Examples of Sports Marketing,” agreed that a successful marketing of a sporting event create mutual benefit for all the related parties, such as the government agencies, sponsors, and the organizing committee, thus conducive to the development of the hosting city.



# Innovation & Integration: CCTV Actively Explores the New Trend of Media Management

—Chen Rongyong, Marketing Department Director of the Advertising Center attended the 3rd China Forum of Media Development Trends

On January 6, 2011, the third China Forum of Media Development Trends & Presentation Ceremony of the China Media Academy Awards, hosted by the Communication University of China, was held at Jianguo Hotel in Beijing University of Technology. About 200 notable figures attended this forum including: Tao Shiming, Director of the Media Agency Management Division, State Administration of Radio, Film and Television, Luo Jianhui, Director of the Network Audiovisual Programmes Administration in the State Administration of Radio, Film and Television, Ding Junjie, Vice Director of the Academic Committee in Communication University of China, Huang Shengmin, Dean of the Advertising School in Communication University of China, Nie Zhenning, President and Deputy Secretary of China Publishing Group, Zhang Dazhong, Vice Director of Shanghai Television Station, Wang Wenbin, General Manager of CCTV International Network Co., Ltd., and Li Qianling, CEO of GroupM. Many other



leading figures of traditional media such as radio, television and newspapers and academic elites and businessmen from new media such as the Internet and Advertising industries also attended the ceremony.

Tao Shiming, Director of the Media Agency Management Division in the State Administration of Radio, Film and Television, gave a speech on the topic of “The Development of Radio & Television

under the Background of Three Networks Integration”. During the speech, Tao introduced the efforts made by the pilot cities of three networks integration in 2010, and summarized the experiences and lessons learned in the early stages.

Famous scholars in the industry, including Ding Junjie, Vice Director of the Academic Committee in Communication University of China, and Huang Shengmin,

Dean of the Advertising School in Communication University of China, summarized and provided their outlooks on the latest development trends in the media industry.

Zhang Dazhong, Vice Director of Shanghai Television Station, and Nie Zhenyu, President and Deputy Secretary of China Publishing Group, shared their forward-looking ideas and experiences from the perspectives of radio & television and the publishing industry. Li Qianling, CEO of GroupM, Wang Wenbin, General Manager of CCTV International Network Co., Ltd., Guo Man, Chairman of the Board of Directors of AirMedia, and Li Bin, Chairman of the Board of Directors and CEO of BitAuto Group respectively represented the advertising industry, Internet and outdoor new media to provide analysis and interpretations of modern media trends.

Chen Rongyong, Director of the Marketing Department of the CCTV Advertising Center attended the forum and gave a speech entitled “Innovation and Breakthroughs of Advertising Management of China’s Television Media under the Integration Trend”. Chen introduced the current state of China’s television media and the advertising management and the development of television media from the

perspective of CCTV. Owing to its outstanding competency of resource integration, product innovation and advertising implementation, and its successful planning of a series of marketing activities for large-scale events such as the World Cup, the World Expo and the Asian Games, the Advertising Center was honored with the China Media Academy Awards: Marketing Communication Institution Prize.

This session of the forum themed “Innovation and Integration” held deep discussions on the development ideas and orientation of innovation and integration.

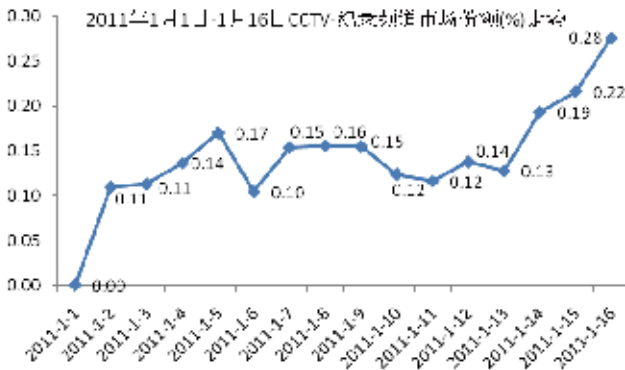
This provided a useful reference for cross-media marketing cooperation in future advertising management of CCTV as well as a foundation for building new advertising communication platforms for customers.

The China Forum of Media Development Trends has been held three times since 2008. Every year, many leaders, professional experts and managers from the television, radio, newspapers & magazines and Internet sectors as well as governmental authorities gather together to discuss the foremost developments of the industry as well as forecast future trends.



# CCTV–Documentary Channel: Polish the Brand with Time

In the beginning of the year, Universal Vision, a series of documentaries narrating the stories of caves around the world will be on CCTV-9 every evening at 21:00. CCTV-9 is a brand new channel started on January 1, 2011. The audience ratings enjoyed a rapid growth in merely 16 days since its birth. The market share of the Channel reached 0.28% on January 16. From January 1 to 16, CCTV-9 Documentary Channel enjoyed an average market share of 0.14%,



with an audience population reaching 80 million from 20 million in the beginning (statistics by January 14).

Market share (%) trend of CCTV–Documentary Channel from Jan 1 to Jan 16, 2011

According to the audience structure, CCTV-9 attracts the high-end group since the beginning. The prominent characteristics of the

audience group display the following features including male, 25 of age or above, educational degree above senior high school, management level, private company employees, civil servant, monthly income above RMB 1200, and city residents. The concentration degree of audience with a university degree or above reaches 301.3%, the concentration degree of management level is up to 237.5%, and the concentration degree of the audience with a monthly income of above RMB 3200 is 241.9%.

## Talk to the world in the language of images

The quality of CCTV documentary production marks the general level of Chinese documentary quality. Yangtze River, The Forbidden City, Summer Palace, and The Rise of Great Nations bring to the

audience not only the visual pleasure but also the history preserved in images, inspiring the audience to reflect on the real world. These documentaries are especially preferred by high-end audience group.

Liu Wen, Director of the CCTV-Documentary told the reporter: “the Documentary Channel is a channel linking China and the world and a window for the world to see China. It is a very important platform in increasing China’s ability in international communication.”

It is reported that CCTV-Documentary, the first and only documentary channel at national level in China, will be a major medium to enhance the overall performance and international competitiveness of Chinese documentary industry.

### Embed the content into Channel



Liu Wen introduced: “The Documentary Channel adopts the universal structure of international documentary channel with weakened program orientation and strengthened long-period



layouts.” The advantage of doing so is that “the telecasting modes featuring themes, series, and seasons can easily achieve a collective effect marked by audience expectation. The hourly telecasting can bring about an audience effect of rendezvous “.

Beautiful China and The Legend of Jade appear on CCTV screen for the first time. Beautiful China is a 6-episode documentary series produced by CCTV and BBC after four years’ effort. Having been telecasted by over 80 foreign countries, this documentary records the wild life, nature and culture landscape of China with 400 hours’ high definition image, showing a beautiful China of harmony between man and nature.

Liu Wen said: “The Documentary Channel is expected to construct the four major platforms for the development of Chinese documentary.” First, it is the largest integrating platform for documentary telecasting in China. Its four main contents are nature and exploration, history and culture, Society, and Document Files. Second, the Documentary Channel will play the role of operation and production platform for documentaries at national level. Third,

Documentary Channel will be the platform to gather the production teams of documentary in China. Fourth, it will be the platform for cooperation projects of international documentary production.

telecasting to establish and modify the main bodies of production and marketing and to form a production chain integrating creation, production, marketing and promotion. "By doing so, the Channel will

lead the transformation of documentaries from artistic work to products."

Liu Wen explained: "This requires the authors to change their mindset and to embrace the concept of serving for the audience. We must put the audience into consideration once we start to have a product. Such a view can be found in the position of our Channel. We hope that the Documentary Channel will continue to serve as a bridge between the authors and consumers in the course of socialization."



"We are establishing the Documentary Channel as a platform for cooperation and exchange with 'content embedded'. We hope that such a platform will receive recognition and emotional resonance from international audience and create the pattern of 'Chinese Expression'."

### **A Bridge between authors and consumers**

It is reported that the Documentary Channel will start with opening telecasting platform, integrating high quality resource, constructing industrial standards (standards for theme selection, form, technology, and price), and separating production and

### **Polish the brand of Documentary Channel with time**

Liu Wen specially emphasized that the Documentary Channel must concentrate its core competitiveness when forging the overall brand of the Channel. "We believe that a brand is established with time. We must create a deep emotional chain between the Channel and our audience through various means and forms. The brand of our Documentary Channel shall be established on the basis of preferable interaction with the audience group."

# Award Ceremony of the "2010 CCTV Chinese Annual Economic Figures"



Award ceremony of the "2010 CCTV Chinese Annual Economic Figures" was held on January 18. Apart from concerned officials at home and abroad, Vice Director Wei Dichun, famous entrepreneurs and economists also attended the ceremony. The awarded persons told their stories about the Year and made self-presentation by facing the challenge from expert team, media watchers and university students. The ceremony was outlined by four recitations with incidental music, conveying mainstream social values such as "intelligence, courage, perspicacity and benevolence".

Selection of the CCTV Chinese Annual Economic Figures has a history of 11 years. It is hailed as the annual searching engine of Chinese economy. With standards of "driving force, influence, innovation and responsibility", this selection takes "changing the developing mode" as the theme of the year. It searches the leaders and best practitioners who have changed the developing mode of China in 2010. One of the high spots of this year's awarded list is that independent innovation, new energy and new economy have been fully demonstrated. Another originality of the Award was that

the "Annual Forum of China's Economy" was held in the same day. Meanwhile, the Finance and Economics Channel gave a round-the-clock coverage to the related information and telecasted a special program called "Chinese Economy under Shining Stars". The transmission department successfully recorded the "2010 Annual Forum of China's Economy" as it proceeded.





# Associated Press and Reuters Sing High Praise of CCTV News Content

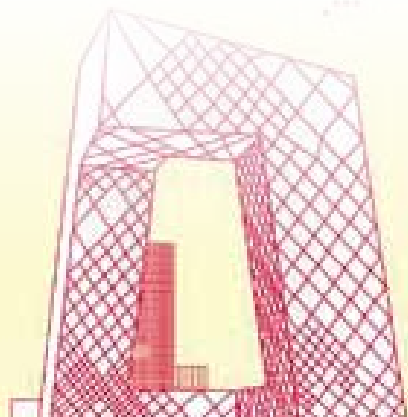
On January 18, the press conference on CCTV News Content was held in Beijing, which declared that the global video news delivery business would be launched. Vice Director Sun Yusheng said in his speech that the establishment of international video news delivery platform by CCTV aimed to provide international media with professional services, so that adapt to the need of international media for obtaining more China video information and enable international community to know more about China in all-round way. For CCTV, the establishment of the platform changes the linear publicity mode of TV channels and creates a new channel for CCTV to conduct international publicity. He indicated that, the platform would also cooperate with international new media operation agencies and provide video services to them apart

from cooperating with global traditional TV media.

The press conference attracted wide attention from international media. A total of 25 international media including the Associated Press, Reuters, National Broadcasting Corporation and Al-Jazeera Satellite TV Channel attended the press conference. The sales manager (Asia) of the Associated Press Lawson congratulated on the smooth operation of the platform and said that, "Many media in the world are excited about obtaining Chinese news materials from CCTV News Content on the basis of the feedback from the main global custom-made service providers. The preliminary operation of the platform has achieved some effect, therefore, it is believed that the platform will play an important role in introducing China to the world."

The global director & general manager of Reuters Pleitgen said that, "Many of our clients distributed in the whole world indicate that, with China's rapid development, the international community is thirsty for knowing the happenings in China and expects to listen to the report from China." He also indicated that, Reuters expects to become the partner of CCTV.

During the only 26 days from the pilot operation of the platform on December 25, 2010, the video materials delivered by the platform have been used by 68 overseas TV media for 816 times, which are distributed in 28 countries and regions in five continents of the world. After the formal operation of the platform in May this year, the platform will deliver video news in multilanguage.





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# CCTV-Opera Channel Represents New Programs

In 2011, CCTV-Opera Channel (CCTV-11) experienced a facelift in which more exciting programs show on the Channel, such as Superstar of Chinese Opera and Happy Hsi Yuan. The broadcast frequency of key programs such as CCTV Airborne Theatre has been increased; and overall Channel planning is to be adopted on holidays such as the New Year's Day, the Spring Festival, and the National Day and holiday programs are also to be introduced on the Tomb-sweeping Day and other alike holidays.

The Opera Channel experienced reform and adjustment in 2010. As a result, the audience share of many programs witnessed an increase over 10% with the highest reaching 30%.



# New Image of Music Channel Follows the Reform in 2011

In October, the competitive pattern of national audience rating market for variety shows underwent a fundamental shift, with CCTV variety shows re-seizing the vantage point. There were a total of 13 regular variety shows from CCTV making the top 20, two more than

in September, with "Chia Tai Varsity Show", "An Exciting Moment", "International Realm of Art" and "We Are Really Good At It" from CCTV -1 occupying the top four positions and 7 programs from CCTV-3 making the top 20.



## CCTV-2 Presents Special Program Entitled "2011 Economic Trend Outlook"



At present, CCTV-2 presents the special program entitled "2011 Economic Trend Outlook" jointly with the programs entitled "Global Finance Telephone Connection" and "Economic News Bulletin". The special program will base on China and focus on the whole world to point out through the telephone connection with relevant experts and the financial commentators of Reuters that, the key for China's economic development in 2011 is to rein in inflation and the major two tasks are to adjust structure and stimulate domestic demand. Meanwhile, the program will focus on and analyze the current economic situation of America, EU, Japan and other main economic entities and emphasize the key role of China in stimulating world economic development.



## Hu'En Meets with Kuwait Ambassador in China

On January 13, the Vice Director Hu'En met with Mohammed • Saleh • Zuwihe, Kuwait ambassador in China

Hu'En said that, CCTV is vigorously promoting international publicity ability building, which will play a positive role in promoting

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the mutual understanding and communication between China and the international community. The visit of the ambassador helps to enhance the cultural communication between China and Kuwait and the TV fields of the two countries are expected to conduct more extensive communication and cooperation. Zuwihe extended

gratitude to CCTV for its concern and report on Kuwait and other Middle East regions and indicated that, large celebrative activities will be held in this year on the occasion of the 40th anniversary of the establishment of diplomatic relations between China and Kuwait, and the support from CCTV was expected to be obtained.

## Foreign Affairs Ministry Positively Evaluates CCTV Overseas Reporters

At present, the Information Department of Foreign Affairs Ministry sent a letter to News Center, positively evaluating the report by CCTV overseas reporter on the visit of Liu Yandong, member of Political Bureau of the CPC Central Committee & State Councilor. It was written in this letter that, CCTV reporter in Argentina overcame

the difficulties of tight schedule and urgent task while reporting the visit of Liu Yandong in Chile and other countries, and conducted timely and full report based on the agenda of this visit with active working attitude and professional dedication spirit, fully displaying the business level and dedication spirit of CCTV reporters.



# CCTV-Children Ranks 5th with Increasing Popularity

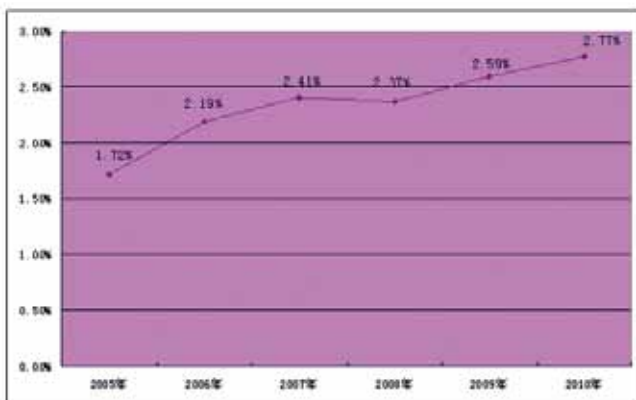
Ren Yingxiu

CCTV-Children Channel has enjoyed increasing popularity since its first presentation in 2003. As its audience share increased gradually, the Channel established itself as a top-10 among the high quality TV channels in China, occupying half of the audience share of children's programs in China. It is already the first brand in children's television field in China.

## Audience characteristics of CCTV-Children

In 2010, CCTV-Children had the best audience share since its debut with an average audience share of 2.77%, up 0.18%. It ranked fourth among CCTV Channels and fifth among the satellite telecast channels in China. Those were the best end-of-year ranking it had ever got. According to the viewing audience trend of the year, the viewing peaks are the special arrangement of summer and winter vacation and the fourth season. The audience share of summer vacation was as high as 3.37%, up 0.87% comparing to that of the previous year.

Audience share of the CCTV-Children from 2005 to 2010



Source: CSM Media Research China Panel Network

### 1. Audience group – Children consist of the main viewing group as their parents accompany them

From the point of view of audience structure, group between 4 and 14 years' age is the main audience of the CCTV-Children, making up 41.3% of the total audience. Parents between 25 and 44 make up 34% while grandparents above 55 make up 13% of the total audience.

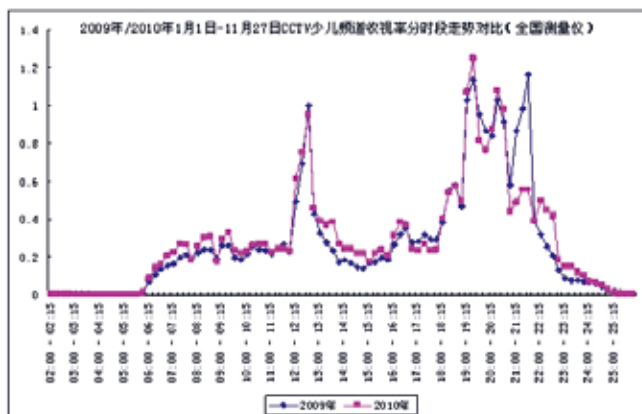
### 2. Period trend -- audience rate is high in the evening and afternoon

According to the time frame of the daily audience trend, the audience rate displays a double-hump curve, one is between 11:30 and 13:30, the other is between 17:30 and 22:00.

The general feature of double-hump can be found in all other Channels too with the Children Channel has a relatively smaller difference between the two “humps”, i.e. the minor hump in the afternoon is more prominent than those of the other Channels, so the afternoon is an important prime time for the audience rate of CCTV-Children.

The major hump in the evening starts in a relatively earlier time than those of the other Channels. The first audience peak of CCTV-Children in the evening is at 19:15 overlapping with the animation period from 17:00 to 19:00 which is the trump card of CCTV-Children and has been established as an audience habit for many children.

A phenomenon is that the evening golden audience period lasts shorter comparing to those of the other Channels. The audience rate starts to fall back at 22:00 because children sleep earlier than adults do.



Source: CSM Media Research China Panel Network

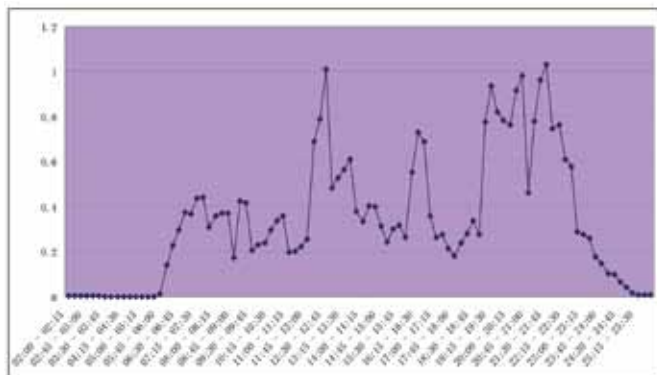
### 3. during school terms – higher daytime audience rating during the weekends with small change in evening rating

During school terms from January to August 2010, the audience rating of CCTV-Children is 50% higher in weekend than that of weekday. According to minute-based statistics, the increase is contributed during daytime but not in evening.

### 4. Winter and summer vacation – overall higher audience rating during daytime and longer prime-time hours in the evening

The audience rating curves of the winter and summer vacations and the previous school term show big difference. In the winter and summer vacation of 2010, CCTV-Children had an audience rating greatly higher than that during the school terms. According to minute-based statistics, the daytime audience rating in vacations was generally higher than that during the school terms. In the evening, the rising of audience rating comes earlier in winter and summer vacations and the dropping time comes later, i.e. prime-time hours in the evening is longer than that during the school terms.

#### The daily curve of CCTV-Children audience ratings based on time frame



Source: CSM Media Research China Panel Network

## CCTV-Children advertising overlook

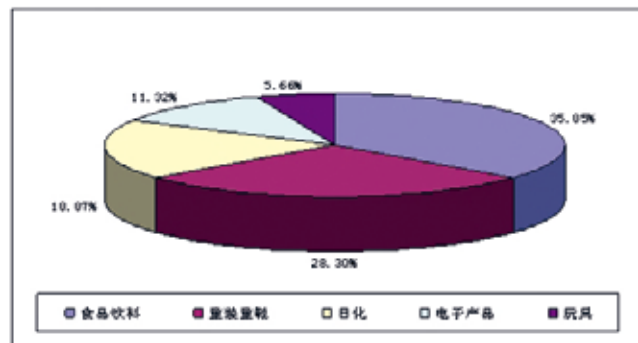
### 1. Food and Beverage make up half of the advertising during non-vacation months

In non-vacation months, the food and beverage clients are the major source of advertising, making up 51.36% of the total. The children's wear and shoes ranks the second with daily chemical in the third place. The rest of advertising covers products such as educational computer, point-reading devices, and toys.

### 2. The advertising volume of children's wear & shoes and electronic products increase during vacations

The number of clients of CCTV-Children increases by 60% during winter and summer vacations. Major increase happens in sections such as children's wear and electronic products such as educational computer and point-reading devices. For example, 6 to 7 children's wear clients advertised on CCTV-Children from March to May 2010, the number increased to 17 in August; Only 1 to 2 electronic product clients had advertising on CCTV-Children from March to May 2010 and this number increased to 6 in August. Electronic product clients tend to choose only the vacation period to advertise.

#### Industry proportion of CCTV-Children clients during summer vacation 2010



### 3. Most clients prefer long-term purchase on a yearly base

Most clients of CCTV-Children such as Yili, Mengniu, Kraft, KFC, Orion, Wahaha, Mead Johnson, P&G, Johnsons, L'OREAL, and NICE have a year-based long-term advertising.

# Twisted Product Placement in China

Wang Fei Assistant Professor of Renmin University of China

The broadcast of Golden Wedding II, the screen-sweeping of *If You Are the One II* and the approaching of CCTV Spring Festival Gala have undoubtedly stirred up the discussion about product placement among other hot topics in 2010 such as microblog and “geli” (a coinage meaning exciting or encouraging).

It has already been eighty years since the advertising of spinach placed in *Popeye*. From ASTON MARTIN in *007* to the shower of home-made goods in the knock-out TV serial *Flower*, the Chinese are already seasoned audiences in the face of the product placement, and their attitudes have turned from curiosity to fierce discontent, especially against the home-made productions. What does all this mean? Let`s take a close look at the bizarre twists hidden in the product placement of home-made productions.

## Twist No. 1:

### Robust and hard product placement

Two facts are attributed to the enormous criticism against the home-made product placement. Firstly, the all-about presence of product placement. Up to more than 20 products appear in a single movie, the introduction of a product is repeatedly brought up in an episode –the kaleidoscope-style advertising has severely disrupted the normal viewing of the show. The product placement in the foreign productions, on the contrary, boasts a restrained quantity of brands, which not only promises the advertising effects of every brand without interfering with the viewing of the movie, but also achieves good economic benefits. A bad model of *Transformers II*, as many as 68 brands are placed in which, is of course very loathing. Too many brands placed in a single production only counteract the advertising effects, and together present a sitting duck to the critic.



Secondly, the irrelevant thing about product placement. The special advertising effects of product placement fall into two types: The first type is to make the product/brand an integral part of the production by its relevance to the content, in which way the product/brand can be presented in a “bold” manner, e.g. ASTON MARTIN and Coca-Cola in the *Crazy Stone* both become a part of the movie highlights; The second type is to use the product/brand as a prop. The

key point of this low-profile method lies in being natural, and the unnatural and long time close-up shot or recurrence of the product/brand can only make it a hard ad, which is no “placement” at all.

No moderation and disobedience to the rule of product placement mean nothing more than draining the pond for a fish, i.e. to ruin the ecology of the industry.

## Twist No. 2: Lack of understanding about the advertising among the audience

Thirty years after the beginning of the policy of reform and opening up, the market economy has been practiced and recognized in China, while the advertising activity, the market economy entails is far from being known or understood. Due to the advertising inevitably being exaggerated, overwhelming and vulgar etc., the negative side of the product placement is conveniently brought up to criticisms under a magnifying glass. And the importance of the advertising to the social development is rarely known by all. As long as activities such as the production and consumption exist in the human society, the advertising activity is a must and boost as a bridge to communicate the production and marketing. That means the commercial society would be impossible without the advertising activity. It is a must for the corporate business and media operations.

Besides, in the development course of the advertising activity, it has become an important part of the social culture through mutual interactions. The perception that merely considers the ad as rubbish or money driven is not mature in a commercial society. When it comes to the product placement, it shows an immediate repulsion over the ad placed, mainly against the home-made ones. Certainly, the reasonable repulsion can serve as a stimulus for the



product placement industry to learn from painful lessons for better development.

## Twist No. 3: Insufficient platforms for brand building

China's a new comer in brand development, which requires more brand communicating methods other than the hard ad, needless to mention that there are now a lot of ways to shield off hard ads subjectively or objectively. To seek for diverse brand-building paths from multiple cultural platforms is necessary for China's brand development. And the product placement is just one of it. Movies, TV series, entertainment shows, entertainment activities, games, cultural activities and sports activities are all fine soil to promote the brand of “Created in China” in the future. It is through years of efforts in product placement of various ways for brands such as Coca-Cola



and McDonald's to achieve the current popularity and reputation.

There are too few cultural platforms for the product placement in China, and even less tolerance. For instance, the CCTV Spring Festival Gala is a grand meeting that catches the most attentions among the Chinese all over the world, thus providing a wonderful opportunity to promote the Chinese brands (it surely has

to be done exquisitely and naturally). However, most people regard it as dreadful and just deny it. The fact that people show a unanimous praise to the 2011 Gala for no product placement tells the society is not mature enough as a commercial one. More tolerance should be showed towards things that are still growing. More importantly, platforms such as the Gala are badly lacking, and the development of the cultural and creative industry should be greatly strengthened.

## Twist No. 4: The cultural and creative industry demands development

The craziness of the product placement in the movies and TV series, to some extent, shows that China's cultural and creative industry requires more funds for better development. Due to the impact of piracy and the development limits in its beginning period, the single profitability mode mainly depending on the film distribution or box office is hard to make ends meet or achieve profits; therefore, the only way to increase profits is to increase the

product placement in movies or TV series.

The importance of the cultural and creative industry is known to all in increasing employment and the national income. In the most developed countries like the U.S. or Japan, its globally leading cultural and creative industry has become the mainstay of the national economy, which exceeds the industrial, agricultural, transportation and construction industries in the scale.

China's cultural and creative industry has a great potential for development, and the key task is to promote its development in which the funding source has become the top priority. Movies and TV series firstly carry out self-promoting through product placement –this is something that should be tolerated and encouraged. Then the increased investment will naturally attract more talents and result in the cultivation of talents. By then, there will be more brand-building platforms, better entertainment shows and fewer strange and irrelevant ads. Meanwhile, the development of the cultural and creative industry requires the policy guidance and support.

## Twist No. 5: Laws and regulations in the forming

In the one-hundred-year history of product placement, criticisms against it have never stopped, but the general trend is to loosen the control over product placement by law. The U.S., EU and Japan all gradually chose to regulate the placement-type marketing by means of laws. As far as China is concerned, the government needs to actively guide and standardize the development of product placement. The legal procedures of the supervision, control and censorship over product placement have not yet been established. When the mechanism of prior-review and post-supervision concerning the product placement is set in place, the sound development of product placement by law will be guaranteed.





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# Analysis of China's Advertising Trends in 2011

Li Qianling CEO of GroupM China

## Overall forecast-2011

- Traditional TV media maintains strong momentum
- Domestic advertising giants and multinational enterprises start to show different preferences in terms of media choice
  - \* Local enterprises prefer traditional TV media
  - \* Multinational companies pay more attention to digital media
  - \* The integration of traditional media and new media has also become a trend
- Upsurge in IPOs
  - \* More overseas capital returns to China and is invested in the Chinese market
- Digitization
  - \* Social media and E-commerce grow steadily
- Content is key

## 1 - Traditional television media maintains strong momentum

Late last year, CCTV along with several satellite TV stations at the provincial level held their bidding meeting for advertising resources. The results showed an obvious increase, which is a significant indicator representing a trend of development in the advertising industry for television media in 2011.

In mainland China, in addition to multinational enterprises, more well-managed domestic enterprises and national brands are become increasingly active and start to invest in public media. Their first option when it comes to how to spend their advertising dollars is always television. China is a large territory, and cities in the first, second, third and fourth tiers need the important media of television to communicate with consumers. As the media industry grows steadily, television media seems to be thriving.



Currently, more than 40 billion U.S. dollars are spent on all media in China, 1/3 of that of the United States, the world's largest advertising market. It has taken China only 30 years to achieve this. Based on current market conditions, multinational companies are increasingly active in China and attaching greater importance to the Chinese market while domestic enterprises are gaining in strength. As a result of this trend, advertising spending in the Chinese market will certainly increase. China will not need another 30 years for ad spending to increase by possibly 60-70% from 1/3. Advertising spending in China will soon be close to about half the size of the American market. When these advertising costs are placed in the market, television media is consistently the primary consideration for advertisers.

In fact, multinational enterprises have already experienced a bottleneck in their development in first tier cities, and many of them are now discussing how they can find new consumers and develop new sales opportunities in third and fourth tier cities. Television is of greater importance to county-level cities, and consumers have an even larger dependence on it compared to consumers in first tier cities.

## 2 - Domestic advertising giants and multinational enterprises start to show different preferences in terms of media choice

Over the years, advertising bidding has become an unstoppable force in China. As media resources become more concentrated due to the pressure of Order No. 61, ad bidding will certainly continue, and in the future it will not only apply to TV, but also to many Internet media. In this case, multinational enterprises need to learn that bidding resources provide a very good opportunity for many domestic enterprises and brands. Multinational enterprises must learn and know how to win bids, so as to guarantee a proper brand-to-consumer ratio in the communication channel, particularly in golden resources.

The image shows a page from a magazine. At the top left is the page number 'D4' and the title '私享·人生 STYLE'. The main headline is '巨人苏醒—姜文' (Giant Awakens—Jiang Wen). Below the headline is a portrait of Jiang Wen. To the right of the portrait is a large graphic with the characters '同意' (Agree). Below the graphic is the text '书是思想与个性的较量' (Books are the struggle of ideas and personality) and '——北京新画面传媒' (—Beijing New Picture Media). At the bottom of the page are logos for '北京新画面传媒' and '甘霖文化传媒'.

At present, multinational enterprises focus heavily on digital media. Currently, digital media marketing expenses occupy only a small proportion (probably 10%-15%) of the overall marketing expenses of transnational enterprises while television media occupy approximately 50%. This figure proves that these companies put high emphasis on digital media. I believe that, with the huge market for advertising in China, no single medium can fulfill all of the marketing goals for the advertiser. On the contrary, joint support from different



media is a necessity.

### 3 – Upsurge in IPOs: listed media investment content development

Currently, many domestic media companies are opting for public listings on the stock market. To these companies, listing provides large amounts of capital to be spent on content development, and may further improve products and services provided to consumers, thus bringing about new opportunities for future cooperation and development.

Order No.61 concentrates resources with several large media. Since resources are limited and audience ratings are quite low for TV stations in third and fourth tier cities, it must depend on content to draw in audiences. We suggest that the television stations in second and third tier cities look for opportunities to cooperate with listed companies, and create some new patterns for cooperation in which advertising vitality may be extended, and resources may be expanded to invest in content development. Therefore, I feel that the

upsurge in IPOs is beneficial to us, and we can make good use of it.

### 4 - Digitization: social media and E-commerce grow steadily

Digitized media is maintaining strong growth in China. Search engines, portal websites, online games, social networking, micro blogs and blogs have all been performing well.

Maintaining “continuity” is very important when engaging in an advertising event with the aim of creating lasting communications with consumers. New media also pose some new challenges. For example, social media is in itself a new challenge. I have seen many enterprises which still maintain a company-to-consumer

attitude in social networking, which makes it very difficult for them to know what consumers really want. You should create personal relationships with social networking site users, and allow them to let you join the group that they own and belong to. Only then can you start to exert subtle influence. One-way communication is seldom effective.

As for management innovations of micro blogs, enterprises should mainly focus on the following two points: first, they are willing to join micro blog fans; second, their topics shall be closely linked with the fans, and the content itself should create "stickiness", which will cause fans to pay attention and post responses.

### 5 - Content is key

Lastly, content is key. Because of the vigorous development of the media, there are numerous options in terms of medium channels. It is vitally important to allow the content of each media channel carrier to be exciting enough to attract consumers, help the brand by means of this carrier, and help your customers develop new content.

# The Development of Broadcasting and TV Media under the Integration of Three Networks

Tao Shiming Director of Media Agency Management Division of SARFT



The integration of the three networks has the following characteristics:

## Emphasizing on the integration of operations

The integration of three networks is not merely put the three together to make up one network, but actually the integration of operations. Users can make phone calls and connect to internet through cable TV network, and watch TV programs via telecom network. The basic networks will coexist for a long time for historical reasons or the need for market competition.

## Emphasizing on the Chinese characteristics

Adhere to the correct direction of public opinion; adhere to the uniform of economic and social values with stress laid on social value.

Core operation of new media IPTV and construction and management of the integrated platform of mobile phone TV will be put under responsibility of Broadcasting and TV department, and managed by publicity department. Such an effort will provide overall dynamic to the digitization and two-way upgrading of the cable TV network, accelerate the integration of cable TV operated separately in different regions, and establish a national cable TV company.

## Define the limited two-way cross of Broadcasting & TV and telecom

The integration of the three networks is limited integration of operation. The Broadcasting and TV enterprises can apply for telecom value-adding operations, provide internet connection,



data transfer value-adding operations, and domestic IP telephone operations to cable TV network. Telecom enterprises can participate in Broadcasting and TV production other than topics on current events and politics, transmit audiovisual signals via internet, replay audiovisual programs about current events and politics. Telecom can also replay audiovisual programs on public internet in various form other than radio and TV station, provide IPTV transmission and distribution services of mobile phone TV.

## Strengthen supervision of information and culture

Establish and complete the adjustment mechanism for safety and integration, modify safety system, improve supervision ability, and safeguard internet information and culture. Deploy data collection and supervision system at sectors including program integration, broadcasting, transmission and distribution. Monitor the broadcasting of audiovisual programs in local transmission networks and discover programs that violate regulations.

The integration of the three networks in China does not have an example to follow, so it shall not adopt any existing method from other countries but has to base on the practical reality in China and find our own way. With such a background, I think the following points shall be considered for the Broadcasting and TV network to address the integration of the three networks and promotion of the development of both traditional and new media.

### **we must actively participate in the integration of the three networks**

The rapid growth of internet poses big challenge to the broadcasting and TV industry. To address the challenge and gain the upper hand, traditional media such as Broadcasting and TV must participate in the integration of the three media, actively develop new media and expand the space for further development.

### **we must change our mindset as soon as possible**

We must recognize the mutual-dependence between traditional



media and new media, help each other to achieve development for both parties, and build up an integrated relationship in the end. We must actively plan for the development of both traditional and new media.

### **we must actively explore the efficient ways to develop new media**

We must attach importance to the innovation of content, design different contents that appeal to audience group of different age and type, meet various psychological and cultural requirement of the public. We must place emphasis on technological innovation and create more audiovisual products with more high-tech content; we must expand transmission channels to provide users with more convenient audiovisual experience. We shall also provide efficient technical means for the supervision of audiovisual programs on new media, ensuring the safety of content and transmission; we shall attach greater importance to system innovation, explore and establish a systematic mechanism with high efficiency, high speed and flexibility that will enable us to develop in the market competition and ever-changing market environment.



# **CCTV 1** 《Golden Theater》

The premiere platform for outstanding Chinese TV dramas

Bringing advertising to the mainstream,  
promoting harmony and integrity,  
creating works of art,  
and showcasing the spirit of our time

# Coolpad's Marketing in the Time of 3G

After having appeared on the Weather Report 1+1 and the Topics in Focus in December 2010, Coolpad 3G high-end business smartphone drew great public attention.

## The war of 3G

2010 is a year of significance in the development of cell phone. As 3G network is close to perfection, all major operators are putting more efforts into the promotion of 3G products, pushing the 3G trend another step further.

In 2010, Coolpad was the first to apply Google android platform to its cell phones. Its ambition was obvious as it adopted the self-growing operation system that will prevail in the future. Apart from Coolpad, Nokia, Palm, iPhone, and Samsung all want to cut a piece from the big cake called 3G cell phone market.

## Positioned transformations -- a top-down development from the peak of pyramid

Gu Yong, Chief Brand Officer of Coolpad, summarized the development course of Coolpad in the last five years as three "Transformations". The first Transformation was from segment

market to mass market, the second was from single channel of operator to a comprehensive channel, and the third was from domestic market to the international stage.

Coolpad's marketing methods can be seen in its extension of production line, expansion of consumer group coverage, and its development of operators and channels. Coolpad turned its focus from high and middle-end products from a larger market goal. Started from playing the role of "big fish in small pond", it used high-end users and products as the cut-in point to extend to the lower part of the pyramid.

Such a transformation broke the limits of the top of pyramid and directed the sight towards a larger market. This also explains Coolpad's choice of putting the advertising on the high-coverage and high-quality programs Weather Report 1+1 and Topics in Focus of CCTV. These programs provide the most efficient platform that fits Coolpad's product system featuring "difference and full-series".

## Further explore the channel while searching for new possibilities

Channels, from the terminal point of view, include several major categories, the first is the operator channel such as business halls of operators, cooperative halls and major client channel; the second is social channel, including national chains, regional chains, independent cell phone shops and other open sales fields. Coolpad united nearly 1000 CDMA distributors to establish a channel alliance, soft landing the procurement and sales of CDMA products on the social channels and increasing the sales coverage of CDMA products. The third is direct marketing. Coolpad 4S shops apply the 4S mode of automobile industry to the mobile phone industry for the first time, providing consult, experience, training, lectures, downloading, test, and sales services. Coolpad currently has nearly 20 such shops in Shenzhen, Shanghai, Guangzhou, and other cities. User exchanging meetings are held almost on a weekly basis. The other type of direct marketing is 3G exclusive shop located in major business zone with core functions such as sales, services, and user experience.





# In China, Multinationals Forgo Adaptation for New-Brand Creation

In China, which overtook Japan in 2010 as the world's second-largest economy, U.S. and other multinational marketers are going a step further by creating new brands specifically for the needs and desires of Chinese consumers.

Levi Strauss & Co. launched a more affordable brand, Denizen, for China last fall, and General Motors Corp. and other automakers are designing entry-level cars such as GM's Baojun, going on sale later this year. The trend is also moving upscale, with Hermes' new Shang Xia lifestyle brand. And PepsiCo is tapping the Chinese taste for green tea with Spritea, sold only in mainland China.

It's not an entirely new idea, of course. Motorola developed its Ming line of smartphones specifically for Chinese consumers in 2006, and Volkswagen created the Santana for China back in 1981. A big hit, the car eventually made its way to Japan, Brazil and Mexico. And American fast-food chains such as McDonald's and KFC have tweaked menus in China for years to please local palates with items such as congee (Chinese-style rice porridge) and you tiao (dough fritters).

David Wolf, president-CEO of Wolf Group Asia, a Beijing-based communications advisory firm, cites three reasons global marketers are developing brands for China.

"Economic growth and changing exchange rates mean that more Chinese can afford goods made by multinationals," he said.

"Multinationals' traditional markets are suffering the effects of tightened consumer credit and falling consumption. Finally, more companies understand enough about China's consumers to succeed at making products and services for China."

Nissan Motor is also developing an inexpensive car brand for China called the Venucia, or Qi Chen ("Morning Star") in Chinese through its joint venture with Dongfeng Motor Group, to go on sale in 2012. Honda began the trend two years ago by launching the compact sedan Li Nian brand with its local partner, Guangzhou Auto.

Levi Strauss & Co., meanwhile, launched Denizen in China in August 2010, the American jeans company's first brand to debut outside the U.S. Created for teens and young adults in emerging markets who cannot afford Levi's-branded jeans.

"We've realized a new consumer has emerged, status-seekers in rapidly emerging middle classes. This is primarily a developing-market phenomenon; they exist outside the U.S. in markets like China, India, Indonesia, Mexico and Brazil," Aaron Boey, Levi's Singapore-based president, Asia/Pacific, said when the brand launched.

The name combines the first three letters of "denim" with "zen," a word with Japanese and Chinese roots that means "meditative state" or an "escape from the hustle and bustle of everyday life," Mr. Boey said. Ads are by Wieden & Kennedy, Shanghai.

In China, PepsiCo and Coca-Cola are both expanding their portfolio of Chinese-designed and developed products. Pepsi now sells Tropicana Guo Bin Fen juices, Cao Ben Le drinks inspired by traditional Chinese medicine, and Lay's potato chips in flavors such as cool cucumber and crispy prawn. One of Coca-Cola Co.'s latest concoctions in China is Spritea, a tea-flavored carbonated drink only sold in mainland China. The beverage taps into the combined popularity of green tea and Sprite, the mainland's No. 1 soft drink.

Creating brands for China is not, Mr. Wolf warned, for newcomers. "The success stories come from companies who have a decade or more of experience in China and who have taken their lessons to heart. It may be counter-intuitive, but the best way to earn that experience is to test and modify your current offerings in the crucible of the market."

Source: adage.com



# Stage My Brand, Connect the World

-- Newly released book: Strategy for Brand Development in China

The book bearing the title of Strategy for Brand Development in China -- Our Brand, Our world was published officially under the management of CCTV Advertising Center in the beginning of 2011. It is a chronicle of Chinese brand construction. The cases on brand construction in the book almost cover 30 years' practice of the reform and opening-up policy. It is also a diagnostic manual for enterprises. The ten enterprises in the book give examples to ten different approaches to addressing problems in market operation. Such examples can provide unique angles for its readers to refer to. It can be viewed as a salutation to the excellent entrepreneurs in China.



The sketch map of the spirit of Chinese brand is, to some degree, the reflection of the panorama of the spirit of Chinese entrepreneurs.

He Haiming, Deputy Director in the CCTV Advertising Center and chief editor of the book, said in the preface: "We did something meaningful in 2010. We organized an expert team and finished the investigation and study on ten classical cases of ten enterprises. We recorded the inspiring stories behind successful brands. As the communication platform with the largest coverage, highest authority and highest quality, we have the responsibility and duty to provide the best stage for the branding communication of Chinese enterprises. Meanwhile, we must utilize our cohesive force and influence to give counsels to the Chinese enterprises in their course of brand construction."

Chen Rongyong, executive editor and Director of the Marketing Department of CCTV Advertising Center, told the report that publication of this book is just a beginning. CCTV Advertising Center will conduct a series of investigations and visit other typical enterprises, in order to provide more insights on Chinese market for readers.

This book was based on many interviews, field inspection, deep investigation and filing work conducted by expert teams. Exchange and interaction during the visit and investigation did not only provide us with the first-hand information, but also allowed us to directly experience the vitality and uniqueness of Chinese enterprises. In writing this book, we also gained unforgettable memories.

Professor Yu Guoming said with feeling: "Put the theories in public squares and the lively social life. Science shall be bright and transparent just like sunshine that shines down upon most people's life". After a long conversation with Wang Linpeng, CEO

of Easy Home, Professor Huang Shengmin sighed with emotion: "I profit more from one consultation with you than from ten years of reading."

## Chinese way of brand development

The common traits of successful Chinese enterprises became obvious as shared by the ten cases:

### 1. Brand comes after quality

A brand is not established by an advertising slogan or film, but by the quality of products. Therefore, in each case, the first thing that catches our eyes is not the unique knack of brand communication but the success on products, channels, management, talents and system.

### 2. Innovation leads the way to blue sea

The ten cases in the book provide ten exemplars and ten skills for innovation such as Gree's innovation on technology and Easy Home and Redstar Furniture's innovation on business mode. In conclusion, there are two types of innovations:

The first type is to pin down the differentiations by understanding the demand of consumers. For example, K-Boxing is well aware of Chinese male population's demand for jackets as they are the nuclear force of Chinese society, while NICE seized the psychological characteristics of Chinese housewives as the slogan, "choose the right but not the expensive", manifested in their advertising.

The second type is to establish an innovative business mode. Take the China Industrial Bank as an example. It formulated

the strategy of "national business bank" in the early stage of its development and then accumulated advantages by operating mortgage loan off the beaten track. Finally, China Industrial Bank proceeded to a national level and became a top 100 bank in the world.

### 3. Continuous cooperation with stronger media

Selected media platform is the core of brand development. The media market in China, like the consumer market in China, has a face that never stops changing. Under this circumstance, continuous cooperation with the most stable and efficient strong media becomes the first choice of many successful brands. CCTV displays irreplaceable charm for enterprises longing for efficient brand construction and marketing. Different enterprises can always utilize the manifold advantages of CCTV according to their own brand strategies. The ten enterprises introduced in the book have cooperated with CCTV in different ways. However, they all highly value the three core characteristics of CCTV, i.e. full coverage, authoritative status and high reputation. These characteristics well satisfy the three core demands for developing a brand i.e. letting the majority of consumers know, trust and like a brand. CCTV, by providing answers to the question, can guide consumers eventually to make a purchase, increase the sales volume of the enterprise while promoting the brand of the enterprise.



Stage My Brand  
Connect the World



**CCTV**

# 我的品牌 我们的世界

"My Brand" belongs to enterprises to depict their charms and glories.  
"My Brand" belongs to consumers to pinpoint their choices and preferences.  
"My Brand" even belongs to CCTV to spotlight Chinese enterprises on a world-class stage.

In 2010, national media CCTV is having a makeover featuring enhancements to the integration of resource capacity and journalist network coverage all over the world.

In 2011, a brand-new CCTV will present itself to more than 140 countries and regions. We will boast first-class international media with advanced technology, great information content, broad coverage and strong influencing power!

Select CCTV for A Better Future.

2011: Stage My Brand, Connect the World!

**CCTV**

中国中央电视台广告经营管理中心  
CHINA CENTRAL TELEVISION ADVERTISING CENTER