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.
his keen interest in detecting criminal cases. Hu Yuhai fleeing away after causing one dead in a group affray shocks Qu Erqun heavily. He begins to reflect profoundly and was determined to pay back the debt he owed to Xihu citizens by his practical actions of chasing and arresting Hu Yuhai. He walks into the masses and helps those in poverty or trouble, helping them out of worries and problems, and finally wins the trust and esteem of the people. While Hu Yuying, who used to fight in cold wars with Qu Erqun is also touched by him at last and leads him to the far Northwest to search for her brother Hu Yuhai. The true image of a grassroots "local policeman" who is smart, patient, helpless, earnest and kind in serving the people is vividly displayed on the screen.

**Li Jun: Strive to produce another Liang Jian of "police version"**

In recent years, Li Jun has achieved great success after "turning" from a novel writer into a playwright. For creating Warmness among Families, in February 2009, China Film Association, approved by Ministry of Public Security Propaganda Bureau, assigned him and Yang Lishan, the producer and the leading actor to look into Benxi Police Station for an in-depth field interview. During the 7 months, they interviewed over 300 policemen and 200 local citizens, having collected lots of moving stories, and finally created this play.

**Xiao Bai: Create "Song for the Police" of the new era with passions**

The three songs of this play are all composed by Xiao Bai, the National First Level Composer, whose representatives include Having an Appointment in 1998, Cheers, Friends, Pilgrimage to the West, Olympic Wind, Cannot be without You and Transcend, etc.

"A family with coldness and warmthness, a kind of worry and a loyal heart, all of them light tens of thousands of households; Safety of a place, devotion of a life and a bleeding heart, all of them bring the repay of tens of thousands of citizens..." The manly and virile, and passionate and high-pitched theme song Good Policeman is sung by Han Lei for the first time; Tan Jing, a famous female singer expressed with deep emotions the internal monologue of one that is alone and helpless in the song entitled Have a Clear Conscious at the end of the play: "Walking in the rain alone, and who can I lean against? Standing in the wind alone, and I am most in need of comfort tonight! Looking for youth alone, but the youth is always drenched by the rain and swept by the wind; Looking for happiness alone, but the happiness has been changed beyond recognition".

**Bai Lin: Make efforts to finish the "thesis writing"**

As introduced by Bai Lin, a "trixenie writer" of poems, lyrics and articles, he concentrated in reading the script of this play after receiving the task of composing the three songs for the play, appreciated carefully the immersive joys and sorrows of the ordinary people as well as the sweet and bitter experiences of the grassroots police. He was deeply moved by many ordinary and simple images of policeman in the script which led him lots of inspirations. Finally, he created the theme song Good Police, the episode Bitter Love and the end song Have a Clear Conscious based on his passions as a poet, the simple style as a lyricist and the literature accumulation for more than 20 years, which moved himself and made his eyes flooded with tears while he was writing with deep emotions.
Warmness among Families is about to be on

Ma Yihong

From March 9 to 20, the 22-episode TV play series entitled Warmness among Families is to be presented on the Gold-time Theatre of CCTV Comprehensive Channel.

This play mainly describes the life of public security officers, taking the abundant real and live examples emerging from the "Thousands of Policemen entering Tens of Thousands of Families" activity held by Benxi municipal public security organs in China’s northeast Liaoning Province — "The Banner of China’s Public Security Officers" as its material, which shows the spirit of the police in the new era as well as the harmonious relationship between the police and common people.

There are plenty of wonderful scenes such as the migrant workers "climbing high" to ask for salary, old petitioner disturbing with "different tricks", runaway criminal fleeing and falling into abnormal affections and raisers being cheated by pyramid sale etc., most of which are close to our real lives. Hot spots and focuses will display in turns. This play is praised as Liang Jian of "police version".

This play is directed by Li Li, a famous director who had directed the TV play The Legend of Qianlong, and produced by Yang Lishan, the impersonator of the Commander Hu Yi in the play The Passionate Years, who also takes the leading role in this play. Li Jun plays the role of playwright, while Xiao Bai composes the music and Bai Lin is responsible for lyric creation for all the songs included.

Yang Lishan: "Bitter Love" after "Passionate Life"

Yang Lishan, who personated the Commander Hu Yi in The Passionate Years will become "passionate" once more this time, taking the male leading role — Qu Erqun, director of the police station in Xihu Town who falls into the bitter love full of twists and turns with the sister of a runaway criminal. In the play, the relationship between him and the local citizens in Xihu was a little tight due to
the viewers to re-experience that torrent of passions that once so powerfully flooded their hearts. All in all, this is an urban melodrama that is going to win the hearts of the viewers through its plain, natural, tender and fluid storytelling."

**A Whole New Image for "Stepmother"**

Being a "stepmother", she, however, is not a "mean mother" as often assumed by conventional wisdom. In the pursuit of happiness she uses her own wisdom and love to tackle all sorts of difficulties, however trivial, to resolve all kinds of conflicts that arise in life, moving the elderly and the children who used to hold prejudice against her and gradually making herself an integral part of the family. When misunderstood and wronged, she doesn't just swallow her pride and passively endure the injustice done to her, but rather, dares to stand her ground and express her own points of view with dignity. Her sincere efforts finally triumph over prejudice, winning trust and love from those around her.

**There are No "Bad Guys" in the Story**

There are usually villains in a story, be it a fairy tale or an epic. This is due to the fact that bad guys are greatly instrumental in driving a story forward, for they always serve to create and entrench conflicts. But this drama is unique in that there isn't any bad guy in the story. All conflicts that arise stem from none other than love! It is the differences in the stand and angle of love that give rise to the misunderstandings and sufferings that so plague the characters of the story. The dramatic plot and narrative progression of the drama are entirely based on the nuanced feelings and the emotional interactions of the characters.

The cast of the drama also reflects the notion that "an excellent ensemble is a basic indicator of an excellent TV drama".

In the words of Ma Jin, the director, "in terms of the story per se, the drama has a prominent aesthetic characteristic—the so-called 'flow of life'. When executed by incompetent actors, the 'flow of life' will be rendered flat and emotionless; and when outstanding, competent actors are to perform it, it will to the maximum extent reproduce the true texture of real life and realize and enhance the literary potential the scripts of the drama encompass. And the drama's straightforward style also ensures the fluidity of acting and the grasping of nuances. It is indeed the best vehicle and way of expression for the 'flow of life'".
Marriage may not necessarily be the tomb of love, it is more like a marathon, and it is remarried couples who are most susceptible to potential risks along the way...
A tender and realistic, down-to-earth drama about the love and family life of men and women in midlife...
The love that witnessed that special period of their lives...

Look! "Happiness is Knocking at the Door"!

By Ma Yihong

The 33-episode TV drama entitled "Happiness is Knocking at the Door" will start to air on CCTV's Comprehensive Channel on Feb 20th.

The TV drama is based on a novel by Yan Geling entitled "The Stepmother". Through the union of one middle-aged man and one midlife woman who have both been hurt in their previous marriages and love, the drama tells a touching story about true love and the sacrifices it entails.

The story is set in the early 1980s when China's reform and opening-up campaign was just initiated. That was another era altogether, so unique and irreplaceable in that: people's spiritual outlook and aesthetic taste was undergoing the most dramatic changes; the business atmosphere during China's transition from a planned economy to a market-based economy was so intensely unique; and the youths and the middle-aged at that time were beset by a unique mood of bewilderment and conflict under the impact of the gushing torrents of new thoughts...

A Pure and Warm Tone of the Story

"Since China's reform and opening-up campaign began, happiness had started to descend on people," observed Ma Jin, the drama's director. "For those middle-aged who have lived through that era and those young viewers who grew up during that time, the then China had some truly valuable qualities that are woefully missing from the current modern society. We are set to bring the viewers back to that era filled with warmth and fondness, and help
exchange with each other. It will demonstrate China’s openness and cultural inclusiveness.

The second concept is to "guide by great masters and accompany by famous artists", which fully represents the gist of this programme to "care for children and pay attention to their future". On this stage, artists and masters no longer think about how to display themselves. Instead, they concern how to pave the road to support those children. Here, we want to highlight "the model’s role". Famous artists bring the children to the stage like their friends, recommend their talent and stories. They assist the children with their performances and play as the supporting cast.

Journalist: Regarding these “famous celebrities”, what kind of role do they play in the programme?

Sun Ji: The programme invites 35 artists and celebrities from various sectors as the guests to introduce the participant children, including Zhao Jiping, Yan Su, Pan Zhitao, Xie Fang, Chen Weiya, Yang Lan and so on. We are touched by every guest who takes care of the children, praises and respects them heartedly in the programme. Famous lyricist Yan Su said at the beginning, "I’m 81 this year and I’ll recommend one 8.1 years old talented child from South Korea..." receiving a thunderous applause from the audience. When the host invited Xie Fang to comment on the three-year-old trap drummer, the elderly artist excitedly said: "It’s so touching and I want to cry. I’m 75 this year and this is the first time I see a genius!" Yang Lan appraised the little singer A Di of Lisu nationality, "his song is smooth as a natural breath". We can clearly see that all artists and celebrities express their true feelings. The touching moments frequently occurred at the site. Audiences were filled with amazement and deeply moved.

Journalist: Is "Tian Sheng Wo Cai" (My Talent) a talent Show programme for young people?

Sun Ji: "Tian Sheng Wo Cai" (My Talent) is not a talent show programme. Every child is talented and unusual, born with gene-code of success. "Tian Sheng Wo Cai" (My Talent) seeks to liberate children’s original nature, encourage and stimulate their creativity. I believe that the talent of every child deserves to be magnified with the clearest lens, and their creativity is also worthy of our praise with the sincerest language.

Journalist: What’s your future plan for "Tian Sheng Wo Cai" (My Talent)? Will you make this programme as a regular programme?

Sun Ji: "Tian Sheng Wo Cai" (My Talent) will broadcast again during the May Day holiday. After then, it will be regularly presented every week.

"Tian Sheng Wo Cai" (My Talent) is undoubtedly an elaborate programme by CCTV. In my opinion, it will set up a new pole for entertainment shows on youth theme. Its successful operation will provide a better choice for family audiences and play a positive role to promote the influence of CCTV Comprehensive Channel among the teenagers.

Being an interactive platform for global young people to communicate with each other, "Tian Sheng Wo Cai" (My Talent) has also attracted children from Hong Kong, Macao, Taiwan as well as North Korea, Japan and South Korea to come here and show their talent, such as the "Magic Flute Girl" Kim Qianli (金前理) from North Korea, "Impromptu Saxophone Player" Xu Min (许珉) from South Korea, "Youngest Jazz Percussion Player" Da Wo Hu (大我虎) from Japan, and "Bewitched Musical Twin-Dragon Brothers" from the U.S. They fully showed their talent and vitality on the stage to the Chinese audience. In the future, our further global operation will demonstrate CCTV’s great manner as a national TV station and its inclusiveness and openness.
"To Discover with Your Eyes, Lift with Your Hands, and Care with Your Heart!"

—Exclusive Interview with the Producer of "Tian Sheng Wo Cai" (My Talent) Sun Ji

Ma Yihong

The main purpose of the programme "Tian Sheng Wo Cai" (My Talent) is to "discover the talents and witness their growth". The programme targets young people from zero to fifteen years old. It provides a platform to display the intelligence, creativity and talent of young people. Audiences could also witness their growth through their stories. At 18:00 o'clock every night from Chinese lunar calendar the eighth of January to the fourteenth of January, "Opera Teenager", "Traditional Chinese Opera Expert", "Smiling Blind Child Pianist" and "Super Memorizer" fully showed these young talents on the stage. The youngest participant among them is only three years old. Along with audiences, this programme attempts to interpret what a genius is and finds out how to discover the gifted talents, and explores how to guide and educate children.

Journalist: Will you please talk about the causes of "Tian Sheng Wo Cai" (My Talent)?

Sun Ji: As I think, there are two causes to create this programme. First, "Tian Sheng Wo Cai" (My Talent) is specially tailored to the 18:00 o'clock programme of CCTV Comprehensive Channel. 18:00 o'clock is widely known as the timeslot for the young audience. It is an important decision made by the management team of CCTV Comprehensive Channel to make a brand programme based on youth themes and targeted to family audiences to attract teenagers to participate.

We aim to understand children’s growth patterns, exhibit their amazing and charming talented skills, inspire their creativity and promote cultural communication across the world through interactive participation of global young people, talent show, ingenuous temperament shaping and our pursuit of artistic effect.

Journalist: In your opinion, what is the most distinguished feature of this programme?

Sun Ji: The slogan of "Tian Sheng Wo Cai" (My Talent) is to "Discover with your Eyes, Lift with your Hands, and Care with your Heart!" We focus on creating two concepts, which represent the features of this programme.

The first concept is "globalization". "Tian Sheng Wo Cai" (My Talent) is created based on the global platform. As we plan, this programme will serve as a big stage on which global young people interact and communicate with each other. Children from different nationalities and countries with their own distinctive cultures and dreams show their talent at the same stage, as well as interact and
This is a book about brands.
It is a record of the growth trajectory of
brands in the Chinese market, including the
hardships of launching and bitterness of growing,
as well as the satisfaction of development and resplendence of success.
This book stems from summit dialogues between
professors and entrepreneurs, based on field work deep
in the front-line. It can be taken as a classic case for
researches and discussions within the field,
or a teaching reference for colleges
and universities.

Marketing Strategies of Chinese Brands – Our Brands, Our World
Publisher: Graphic Communications Press
Chief Editor: He Haiming
Price: RMB 36.00

Introduction:
This is a book about Chinese brands. It presents a systematic look at the growth of the top 10 Chinese brands: Midea, Nice, Yunnan Baiyao, Langjiu, K-boxing, China Industrial Bank, Macalline, Easy Home, Gree and Taobao. It follows 20 years of development on the arduous and impressive road from start-up, expansion, innovation and brand building to the cultivation of corporate culture.

Sponsored by CCTV Advertising Center, this publication is attributable to the joint effort of professors, deans and doctoral advisors from five prestigious universities including Communication University of China, Renmin University of China, Peking University, Xiamen University and Shanghai Normal University. Based on in-depth interviews from the top 10 Chinese brands and panoramic analysis of their communication strategies, this book provides insight into the road to success for Chinese brands.
CCTV Meets American Grass Valley Group (Asia Pacific)

On February 22, CCTV Vice President He Zongjiu met with Andrew Sediq, Vice President of American Grass Valley Group in the Asia Pacific Region and his delegation. Mr. He hoped that the two parties would strengthen communication in terms of technical equipment application at the CCTV new site as well as the upgrading of the technical equipment at the present site and share successful experiences in network recording and broadcasting systems. Sediq stated that Grass Valley Group had covered all businesses involved in broadcasting, TV and media, such as filming, producing, editing and broadcasting, etc. The Company would put additional emphasis on after-sales service as well as training and support for the client, in the hope of establishing a long and close partnership with CCTV.

CCTV English News Channel reports "Walking into Pakistan"

Recently, the CCTV English News Channel released a series of in-depth reports entitled "Walking into Pakistan". The Channel sent a five-person reporting team to various regions of Pakistan, presenting a three-dimensional view of Pakistan different from the western media's perspective. The reports have been highly praised by the Pakistani Embassy in China and as well as the U.S. Embassy in China for their objective reporting and fresh perspective.
Debut Broadcast of CCTV English News Channels in Canada

Recently, CCTV signed an agreement with Canada WOWTV to broadcast some programs of CCTV English News Channel on the digital channels operated by WOWTV, including Biz Asia, Biz Talk, New Money, Travelogue, Rediscovering China, Centre Stage, Journeys In Time, Learning Chinese, Nature & Science and Story Board.

This is the first time that some programs of CCTV English News Channels are broadcast in Canada, showing a breakthrough in debut broadcast. The Canada WOWTV operates digital TV channels in Toronto, Ottawa, Montreal and many other cities with 45,000 subscribers.

11 CCTV Channels Broadcast Ads through Hard Disk

The advertisements in CCTV-10 began to broadcast through hard disk on February 14. Up to now, CCTV has had 11 open circuit channels that can broadcast advertisements through hard disk. The upgrade of advertisement delivery for broadcast from tape to hard disk helps to enhance the advertising management of CCTV, ensuring the safety of advertisement broadcast and to improve work efficiency, promoting the development of advertising operation.

The Spring Festival Gala audience ratings increase significantly in Taiwan

SinoMedia International Media Co., Ltd cooperated with relevant parties during the Spring Festival to conduct a statistical investigation on the audience ratings of the Spring Festival Gala broadcast by CCTV in Taiwan. On the New Year’s Eve, there were a total of 56,046 households of viewers in Taiwan watching the live broadcast of the Spring Festival Gala through Media Today’s IPTV platform, and 8,705 households of viewers that watched through VOD system. Compared with that of last year’s Gala, the live broadcast audience ratings increased by 49% while VOD viewers increased by 19%. 

WIN TOGETHER
2010 Moving China Figures Awards Triggers Enthusiastic Social Response

The 2010 Moving China Figures Awards Ceremony was broadcast on CCTV-1 and CCTV News Channel on the night of February 14 and 15 respectively. Many Internet media positively evaluated that, "Moving China is a classic works following the dominant theme of the times". Moving China has been successfully held for nine times. It seeks for moving figures among people with frank and practical attitude, insists on continuous innovation and has successfully converted the "moving" figures and events into spiritual brands in the minds of the audience.

CCTV Children's Channel Broadcasts "2011 New Year Animation Concert"

On February 12, CCTV Children's Channel broadcast "2011 New Year Animation Concert", the first New Year animation concert launched by CCTV in recent years, which fully displays the brilliant achievements accomplished by domestic original animation during its rapid development. With many well-chosen animation works, the concert presented an audio-visual feast about animation art to the audience by combining excellent pictures with classic songs and utilizing stage art, light and other technical means.
Year Spring Festival, the Kimberley purchased resources such as the Spring Festival costume and TV drama tags, and brought its New Year wish to the Chinese people by the 15-second special New Year advertising “Snow lotus blossom in the cloud and love is precious as it is rare.”

A New Birth after Sixteen Years' Preparation

“Kimberley” is a famous name in the history of diamond. In 1870, the bedrock of diamond was first discovered in Kimberley Town in South Africa. The bedrock was then named after the town. It was the first appearance of the mysterious diamond bedrock after being buried underground for hundreds of millions of years, and diamond was discovered by man. “Kimberley” has then become the synonym for diamond.

In May 1995, Shanghai Kimberley Diamond Co. Ltd. registered as the first “franchise store of diamond”. In July 1998, “Kimberley Diamond” became a registered trademark in China. After many years’ research and endeavor, Shanghai Kimberley has developed into a specialized diamond company integrating designing, cutting, milling, mounting, dispatching and retailing of diamond. It has a marketing network based on its monopolized store retailing with complete supporting facilities and quality service in China. Kimberley is becoming the leading brand in diamond consumption in many tier-one cities with outstanding sales turnover. It has brought to Chinese consumers a brand new experience of diamond consuming.

Kimberley Diamond has been holding “promoting diamond culture with high quality” as its enterprise concept. Now, the marketing network and offices of Kimberley Diamond could be found in many cities in mainland China, Hong Kong, Canada and Belgium. Its retailing network covers the whole China, and the 600 franchise stores cover 30 provinces, municipalities and regions with focus on the tier-one cities. Kimberley Diamond has been established as one of the largest manufacturers and retailers of diamond in China.
Kimberley Diamond—One in a Million

Song Qing

As the consuming capacity of luxury goods has been increasing in the world, especially in China, the 2010 China Diamond Forum made a professional prediction, saying that the “golden ten-year” of the Chinese diamond industry will come soon. Experts from traditional hubs of diamond transaction such as Antwerp and Israel etc. show strong confidence in the development of the Chinese market. A 15% annual growth rate of diamond consumption is observed in the market consisting of Chinese families. Apart from the traditional demands, due to the financial liquidity at the global level, diamond is becoming the new favorite in the investment and collection circles in China with a growth rate of 10%. Investment has been established as another theme in diamond consumption in China.

The Chinese diamond market started in the later 80s of the 20th century. The late start didn’t hinder the fast development of the market. In a short period of 20 years, China transformed from zero-base to the second largest diamond market in the world. The mainland diamond market stepped into the fast-growing period in 1993 with an average annual growth surpassing 10%, which has been maintained to these days. Among others, the Chinese diamond market was the only section that had kept the growth rate during the global financial crisis. From 2008 to 2009, the Chinese market increased by 10.5% and 28% respectively, becoming the shining spot in the world diamond market and the most important dynamic for the global diamond industry.

**Fast development of the industry demands famous brands**

As the Chinese diamond industry has been growing rapidly, the whole industry has entered a development phase featuring scale, concentration and brands with increasingly intensified brand competitions. Brand is a kind of intangible value that brings additional pleasant psychological experience to the consumers. For a diamond consumer, the purchased product is not only the diamond itself, but also its culture content and the dignified value brought by its brand. Therefore, the industry is calling for famous brands. Traditional marketing approaches such as acts of charity, culture sponsorship, etc., have been practices through the years without much public attention. In recent years, the operation foundation has been firmly established and some top players in the diamond industry started to have demand of investing in media, especially in high-end ones for advertisement.

As early as in 2002, when the Chinese marketing network reached maturity, the 5-second standard advertising of Shanghai Kimberley Diamond appeared under the CCTV logo. Since then, Kimberley has maintained a stable investment volume in CCTV. The style of the advertings features elegant image and noble content, integrating the Chinese culture and global diamond fashion on its way of discovering the cultural essence of diamond. During the Rabbit-
orientation and extensive publicity. Meanwhile, the vast number of Tencent users and the precise and value-added information transmission on the platform of MicroBlog are also important advantages of this cooperation. The cooperation between Tencent and CCTV Online Spring Festival Gala brought the media crossover into a brand-new field.

**Perfect Advertising Effect Achieved by Tencent with Concerted Efforts**

Each advertisement published and each marketing activity could attribute to the concerted efforts behind. This joint power was fully reflected in the advertising of Tencent on Spring Festival Gala in 2011. The advertiser Tencent, the advertising creation company Grey Group, the medium planning and purchase company ZenithOptimedia and numerous departments of CCTV Advertising Management Center frequently communicated with each other for over one month on the creation and review of the advertisement and the final advertisement launch plan.

Since the creative script of the advertisement "12 Years with You – About Family" took shape, the Review Section of the Advertising Management Center had been involved to conduct preliminary review and put forward corresponding advice. Review Director of the Advertising Management Center Feng Hui indicated that, "When we saw the prototype of the advertisement in December, we thought the advertisement was especially moving and excellent no matter in conception or in performance. Seen from the perspective of review, our task is to ensure that the advertisement does not violate the laws or regulations. But many years' review experience told us that, the son's impatience with his mother was excessively described in the advertisement and better effect would be achieved with soft treatment. Tencent absorbed our advice and revised it soon. The final advertisement published moved so many people, including our reviewers who burst into tears in each time of review."

Apart from the advertisement review, the leaders and client service personnel of the Advertising Management Center as well as the personnel of many levels and departments invested much energy and time on broadcast arrangement. The Client Director of the Advertising Management Center Zhou Hanjian kept close contact with Wang Mi, the Brand Marketing Director of Tencent and the personnel of the advertising agency and they called each other on weekends and even midnights. They worked out the final broadcast plan in the last few days and brought us the "moving 60 seconds" before the Spring Festival Gala.

It could be said that, the advertising of Tencent on CCTV during the Spring Festival has achieved great success and it is convinced that the advertising will play a positive role in improving the corporate image and brand image of Tencent and enhancing the users' loyalty to QQ, Tencent MicroBlog and other products of Tencent. Moreover, it is believed that this will be a wonderful and meaningful experience for all the people involved.
including CCTV-1, CCTV-3 and CCTV-News.

Crossover between Tencent MicroBlog and CCTV Online Spring Festival Gala

Apart from the QQ advertisement entitled “12 Years with You – About Family” which attracted great attentions and won universal acclaims, the cooperation between Tencent MicroBlog and CCTV Online Spring Festival Gala also attracted great attention and obtained sound publicity effect.

The cooperation between Tencent MicroBlog and CCTV Online Spring Festival Gala included the topic interaction before the Spring Festival Gala, on-site interaction on Tencent MicroBlog during the Spring Festival Gala and the establishment of the official account of CCTV Online Spring Festival Gala on Tencent MicroBlog. By the preparation progress of the Spring Festival Gala and the interesting news about the Gala updated by the official account, the netizens could not only obtain the information about the Gala more quickly but also obtain lots of interesting inside news through the interaction with the official account. A total of 60,000 listeners were attracted only within one day after CCTV Online Spring Festival established the account on Tencent MicroBlog. The screen wall displaying the MicroBlog not only showed the hot topics on MicroBlog but also arranged the interaction between on-site audience and the Spring Festival Gala, the live broadcast of the Gala and the experience sharing, which created a crossover feast connecting the people on site and out of the site of the Gala as well as the online audience and the offline audience.

The interaction between the large nationwide TV program with hundreds of millions of Tencent users is unprecedented in CCTV and even in China. Zhang Ji, director of CCTV Online Spring Festival Gala indicates that, the Online Spring Festival Gala is a milestone of CCTV. The traditional Spring Festival Gala of CCTV broadcast on the New Year’s Eve is popular among people and has great social influence. Relatively speaking, CCTV Online Spring Festival Gala will attract more netizens because it is more deeply rooted in people.

In addition, Tencent MicroBlog cooperated with the program of One Year after Another, which is a special program launched by CCTV for the Spring Festival and has brought the audience to the jubilant atmosphere of the Spring Festival in advance from the afternoon of the New Year’s Eve since 2002. In 2011, the live broadcast of the program was launched earlier at 9 a.m. on the New Year’s Eve (February 2) till 2 a.m. on the Lunar New Year’s Day. And the section from 5 p.m. to 8 p.m. on the New Year’s Eve was simultaneously broadcast with CCTV-1.

The hosts that the audience are familiar with including Kang Hui, Zhao Pu, Chai Lu, He Jing, Hou Feng, Wen Jing, Qi Ming and Lao Chunyan, etc. respectively hosted various sections of the program in 2011. In the program, the hosts and guests watched MicroBlog, chatted about the news and the program, conveyed greetings and interacted with the audience and MicroBlog netizens in micro-distance. The webpage about the program on Tencent MicroBlog was broadcast by over 22 million times within several days only.

CCTV, with its great influence and hundreds of millions of audience, is a necessary platform for the new media form of MicroBlog to expand its users. And the new media form represented by MicroBlog caters to the need of TV programs in interaction, people
Tencent New TVC Touches Hundreds of Millions of Audience

The 60-second advertisement touches hundreds of millions of audience gently

"She is the person closest to me, but I want to run away from her maybe because we are too close. One day when she appeared on QQ at the opposite end of the earth, I began to understand the life and her."

With the warm description, we could see the scene that an overseas student is communicating with his mother by QQ. In spite of the plain words and scenarios, the advertisement, broadcast on the New Year’s Eve before the Spring Festival Gala, touched the innermost part of our heart and delivered the functions of QQ products and the corporate image of Tencent to hundreds of millions of audience imperceptibly.

We deliver information by QQ, make friends by QQ and convey greetings by QQ.....QQ, as it were has become part of the life of many young netizens. In order to attract more users to use products including QQ, MicroBlog and others, Tencent has gradually intensified the advertising on CCTV in recent years. However, the advertising is mainly on the Olympic Games, the World Cup and other significant events and the target audiences are relatively young.

With the increase of the number of Chinese netizens, the netizens are spanning over more age groups and the target users of QQ are expanding continuously. In this year, Tencent vigorously launched its advertisement on CCTV, which is one of the important parts of its market strategy in 2011. The advertisement entitled "12 Years with You" is a perfect review and summary of the development of Tencent and the improvement of its corporate image. Meanwhile, the “mother” who is making efforts to use QQ in the advertisement also promotes the expansion of QQ users. So it could be described as “achieving numerous effects at one stroke”.

Tencent planned carefully in selecting the platform for the launch of this advertisement. Spring Festival is the most important festival for Chinese people during which they can communicate and have gathering. And CCTV Spring Festival Gala is the most popular TV program during the Spring Festival. So undoubtedly, the brands exposed on the Spring Festival Gala can achieve twice the publicity effects with half the efforts. The outstanding creativity and performance of the advertisement, coupled with the one-minute broadcast duration, make the advertisement a hot topic.

Apart from the broadcast before and after the Spring Festival Gala on the New Year’s Eve, the advertisement was frequently broadcast on the Spring Festival special programs of many channels.
supported by the departments of tourism, culture, commercial, transportation and so on. It had become a “new folk culture in Shandong”, which led the consumption trend during the holidays.

The “Hospitable Shandong New Year Celebration” of 2011 took the three major holidays of the New Year’s Day, the Spring Festival, and the Lantern Festival as its focus. The main activity for the New Year’s Day was the Sunrise Party held on the peak of the Taishan Mountain, on Shengshan Mountain in Weihai on the east-most coastal line of China, and on the sunny coast of the Taiyang city. The main activity during the Spring Festival was special tourist products such as celebrations and blessings on the streets. Tourists could participate in activities such as printing Chinese New Year Paintings at Yangjiabu, cutting papers for window decoration at Gaomi, making steamed buns in fishing villages in Jiaodong, watching wild games in stockaded village of Liangshan, setting off fireworks and sticking Chinese couplets in rural Shandong. Tourists could also go to the Taishan Mountain, the Lingyan Temple and the Baoxiang Temple at Wenshang to give their New Year blessings for the peace of the country and good luck. The theme for the Lantern Festival was “Happy Spring”. Tourists could go to different Shandong cities and villages and participate in the temple fairs and lantern fairs. Shandong is a colorful place during the first month of the Chinese New Year. The special folk customs allow the tourists to experience various festival folk cultures in Shandong Province.

In addition, the “Hospitable Shandong New Year Celebration” introduced five major tourist products including the “New Year Dinner, New Year Gift, New Year Joy, New Year Tour, and New Year Blessing” and a number of competitions such as the “Funniest Game Selection”, the “Happy-tonight Theme Streets Selection”, the “Top Ten New Year Gifts Selection”, “Golden Ideas Selection”, and the “Photography Competition”. During the celebration, industries such as airlines, tourist destinations and hotels in Shandong Province issued a series of preferential policies for enterprise and group tourists visiting Shandong by charter flights, charter trains and tourist trains.

The “Hospitable Shandong New Year Celebration” integrated the resources from 17 municipal governments, 14 provincial departments, media like CCTV, and more folk customs and made a great achievement in 2011. During the three-day holiday of the New Year’s Day, the number of tourists received by the Shandong province reached 4.308 million with a total tourist income of RMB 3.47 billion. During the 7-day golden week, the tourist market of Shandong was even hotter. According to the statistics gained by the Shandong Survey Team, for the first time, the Province received 10.085 million tourists, firstly surpassing the 10 million threshold, up 19.8%; the tourist income in the 7 days reached RMB 6.39 billion, up 23.7%, respectively by 1.7% and 1.4% as compared to that of the previous year.

The “Hospitable Shandong Spring Festival Celebration” was highly attended by the tourist industry. Experts believe that the “Celebration” has been established as an important holiday tourist brand that lights up off-season tourism, creates new folk customs and stirs up the Spring Festival consumption. It allows the Spring Festival to last for a longer period with stronger flavor and larger consumption. It also facilitates the interaction of business, culture and tourism. Moreover, the Spring Festival Celebration further enriches the content of the brand of “Hospitable Shandong”. Therefore, it is of great significance to the development of the tourism industry in Shandong Province.
RMB 81.8 billion, up 21.08%, accounting for 9.2% of the GDP of the Province. The number of foreign tourists inbound crossed the line of 1 million and reached 1.1 million, contributing USD 360 million of tourism foreign exchange, up 14.07% and 24.14% respectively.

Wang Xiaofeng, Head of the Jiangxi Provincial Tourism Bureau, said that the red tourism is a brand of Jiangxi tourism. 2011 is the 90th anniversary of the Chinese Communist Party. The red tourism of Jiangxi will seize the opportunity and further increase its popularity.

The ecological tourism in Jiangxi has also experienced rapid growth apart from the red tourism. In the beginning of 2010, the Provincial government of Jiangxi clearly proposed the construction of Poyang Lake Ecological Tourism Demonstration Zone, which has accelerated the development of ecological tourism.

Talking about the oncoming “12th Five-Year”, the responsible persons in the Jiangxi Provincial Tourism Bureau said that Jiangxi would build three brands including “the first choice for red tourism, the essential choice for international ecological tourism and the famous holiday resort for world tourism”. It would also introduce the three tourist clusters, namely, Poyang Lake Ecological Zone, Red Classics of Middle-south Jiangxi, Green Paradise of West Jiangxi, and 18 comprehensive tourist zones.

When talking about the current advertisement investment in CCTV and the future plans, the person in charge of the Jiangxi Provincial Tourism Bureau said that the huge nationwide influence of CCTV was indispensable in Jiangxi’s tourism promotion efforts. Jiangxi tourism would continue to cooperate closely with CCTV and bring the tourist brand “Red Cradle and Green Homeland” to a higher popularity.

“Hospitable Shandong New Year Celebration” Initiated to Add Spice to the Spring Festival

The “New Year Celebration”, an event realizing the win-win integration of tourism, trading and culture industries, started from January 1, 2011 and lasted to the Spring Festival in Shandong Province. Meanwhile, the promotion videos sharing the theme of “Hospitable Shandong New Year Celebration” were presented on several channels of CCTV, echoing a series of colorful activities initiated in Shandong for the Spring Festival. These efforts gained high popularity in the Chinese tourism market.

Utilizing the culture tourist brand “Hospitable Shandong”, the “Hospitable Shandong New Year Celebration” took the advantage of ample spare time, concentrated folk activities, and large family consumption during the Spring Festival, integrated the holiday consumption resources and launched a variety of local activities from the New Year’s Day to the Lantern Festival. The campaign was
Tourism Industry Gets off to a “Good Start” in 2011 Provinces Including Jiangxi and Shandong “Pay New Year Calls” Through CCTV

The Chinese tourism industry boomed in the first golden week after the 2011 Spring Festival. According to the statistics gained from some key cities and tourist spots by the National Holiday Office, there shows a 15% growth in tourist reception and income during the golden week. The tourist reception and income increased by more than or close to 20% in Jiangxi Province, Shandong Province, Chongqing, Wuhan and Nanjing, while Harbin, Qingdao, Kunming, etc. enjoyed a growth over 10%. Under the post-Expo effect, Shanghai’s tourist reception increased by 16% and the resulting income increased by 23%. The two indexes were up more than 10% respectively as compared to those of last year.

Chinese tourism industry is stepping into the next “golden ten years”. As the growth rate will continue to accelerate in 2011, the annual growth rate of the tourism revenue is expected to reach above 20%. The question for all tourist bureaus and enterprises is how to gain more benefits from the rapid growth of the industry and contribute to the overall economic growth. Compared to other industries, the need to increase the popularity of tourist spots is greater, and this explains the boom of tourist advertising in CCTV in recent years.

Forging “Red Cradle and Green Homeland”, Jiangxi Tourism Spares Effort in 2011

As the Jiangxi provincial tourism bureau introduced, the whole province had received over 4.4336 million tourists during the Spring Festival, up 37.75% over the same period last year. The tourist income of the period reached RMB 1.4363 billion, up 37.5%.

In 2010, Jiangxi made great effort in promoting tourism and launched a series of activities. It successfully hosted the First China (Jiangxi) Red Tourist Network Exposition and produced tourist-image promotion video theming “Jiangxi, the most beautiful landscape”, which was then presented on CCTV. In the beginning of 2011, the advertisement “Jiangxi, the most beautiful landscape” and the related “Spring Festival Wish” of Wuyuan continued to appear on CCTV programs such as Morning News, etc.

The fast growth of Jiangxi tourism industry and its intensive promotion activities were proved fruitful. In 2010, the tourism industry in Jiangxi witnessed a breakthrough with 108.15 million tourists received, up 15.06%. The overall revenue of tourism reached
My Heart originally sung by Leehom Wang and Selina Ren.

Song Zuying was the most expected, who imitated Liu Qian and showed a close-up magic. In order not to "trouble" Dong Qing, Song Zuying invited Feng Gong, Xiao Shenyang and Zhao Benshan for judgement. Song Zuying is not only an expert in singing, but also adept at magic performance. A coin passed through a glass and fell into the tray upon her order. The audience burst into applause at the site.

Zhao Benshan's sketch My Desk Mate was awarded the first prize of the sketch category, making him the 14th "King of Sketch" consecutively. He went to the stage together with his apprentice Xiao Shenyang to receive the reward. But, they did not perform. Song Zuying's Blue Sky, Feng Gong's Pay Back won the first prize in the category of song and dance and cross-talk category respectively. Fu Yandong's magic show Have a Harvest Year received the first prize of other category. Grassroots performers like Xuri-Yanggang and Xidan Girl were granted the first prize of special programme through the programme I Want to Attend the Spring Festival Gala.

"Langjiu Hong Hua Lang" exclusively sponsors in three successive years

After 2009 and 2010, Langjiu HongHuaLang continued to be the exclusive sponsor of the "Selection of 2011 My Favourite Spring Festival Gala Programmes". It aims to make a Spring Festival convention that is to "Watch CCTV Spring Festival Gala and Taste HongHuaLang ". The festal and harmonious atmosphere of the Spring Festival Gala was highly incorporated with the ardent feature of HongHuaLang products, thus generating strong emotional resonance.

During one and a half months from January 2 to February 17, Langjiu HongHuaLang not only relied on CCTV Spring Festival Gala, the First Lunar Month Gala and the Lantern Festival Gala to promote its brand, but also exhibited the advertisements of HongHuaLang on CCTV Comprehensive Channel and Entertainment Channel. Its concentrated advertisements in the peak sales period of the Spring Festival built a full-bodied atmosphere.

Wang Junlin, Chairman of Langjiu Group led his team to the Gala, including 20 HongHuaLang customers from all over the country. These customers were lucky winners of lottery draw. They won the chance to watch the Gala and experience the ebullient taste of Langjiu HongHuaLang. Chairman Wang Junlin presented the prizes to the performance winners and addressed affectionately: "Langjiu wish a Happy New Year to all Chinese people! Prosperity to our great country! Happiness and good health to all Chinese people!"

It is reported that both the sales volume and brand value of Langjiu have a notable improvement by exclusively sponsoring the Gala for three successive years. The sales volume climbed in 2007, 2008, 2009 and 2010 year by year, with an amount of RMB 1.35 billion, RMB 2.1 billion, RMB 3.5 billion and RMB 5.8 billion respectively.
The Successful Hosting of the 2011 Lantern Festival Gala

Ma Yihong

On February 17, "Cheerfully Celebrating the Lantern Festival" - 2011 CCTV Lantern Festival Gala was presented concurrently on CCTV Comprehensive Channel, Entertainment Channel and Chinese International Channel. The results of "My Favourite Programmes of the Spring Festival Gala" were also announced in this Gala. The Happy Big Family, song and dance of five minorities was honoured the special award; the song Blue Sky, the sketch My Desk Mate, the cross-talk Pay Back and other programmes respectively won the first prize of each category. The ten selected photos of My Happy Moment and the five best couplets made by the audience in the Spring Festival Gala were also announced in this Gala.

Many popular celebrities in the Spring Festival Gala "change their jobs"

The "grassroots" is one of features of CCTV Spring Festival Gala in the year of the rabbit. Several performers from the grassroots were also the highlight of the Lantern Festival Gala. Xuri-Yanggang (a musical group of two singers, Liu Gang and Wang Xu) sang My Future Is Not a Dream, a famous song created by Zhang Yusheng. Different from their nervous performance in the Spring Festival Gala, this time their singing was nature and normal, winning applause from the audience.

The three-year-old girl Zhang Xinyi, who immediately becomes famous after her singing in the Spring Festival Gala, appeared on the stage again and sang the He'nan Opera Mu Guiying Takes Command. Some programmes that come to the fore in the programme I Want to Attend Spring Festival Gala also made their debut in the Lantern Festival Gala, such as "Crazy Violin" and "Whirlwind Limit", etc.

In response to the theme of "Cheerfully Celebrating the Lantern Festival", many popular celebrities of the Spring Festival Gala "changed their jobs". Instead of performing cross-talk, Li Jing joined the folk song series and sang the song A Garden Full of Spring Beauty in Cantonese with Lv Yan. Huang Haibo and Hai Qing did not perform another sketch this time. They sang the classic song You Are a Song in
The premiere platform for insights into authoritative information
The window to major events
The primary channel for international news briefs

CCTV News provides a comprehensive broadcasting structure at 19:00 every evening
Inclusiveness, openness and relevance to contemporary society. As the first web-based CCTV Spring Festival Gala, the 2011 CCTV Spring Festival Gala Online was divided into six sessions, with the first session hitting airwaves on CCTV Entertainment Channel on the night of February 3 (the first day of the Lunar New Year). This session was also simultaneously streamed live on qq.com. The themes of the other five sessions, which aired from February 4 to February 8, included "click on happiness", "upload happiness", "download creativity", "share struggles", and "log onto the future".

The emotion-laden and original, impactful performances by notable celebrities, "grassroots stars" and web stars drew uproarious applause from Chinese netizens. Proclaimed as being fashionable, dynamic, innovative and communal, the web-based gala has provided the viewers and netizens with an alternative experience where they can access a number of elements unique to the Internet. Many netizens chose to interact with the event via Weibo (microblog), the Chinese equivalent of Twitter, enjoying and commenting on the show at the same time. "Many performers are just ordinary people from among us and from the web community", remarked one netizen, "and their exciting performances and beautiful singing could easily strike a chord with us."

It is known that, as early as two months prior to its launch, CCTV had already issued "solicitation" for materials for its web-based Spring Festival Gala. Materials in 14 categories including video programs, commemorative envelope designs and college campus designs were solicited from netizens around the world, which attracted the active participation of the Internet community. Excellent works were selected as materials for the web-based CCTV Spring Festival Gala, and "grassroots" talents discovered through various tryouts were invited to perform alongside the real stars on the stage of the Spring Festival Gala Online to show off their true talent.

Defined as a continuation and expansion of the New Year’s Eve CCTV Spring Festival Gala, the web-based CCTV Spring Festival Gala focuses mainly on highlighting "grassroots" elements and originality, featuring insignificant figures through whom larger issues are reflected, where the boundary between ordinary people and stars is blurred. Well-known web stars and real celebrities are invited to perform on the show, with a considerable portion of the program also dedicated to ordinary netizens, who invariably bring beautiful and touching stories onto the stage.

The show also utilized such forms of entertainment as "video walls", "choruses of overseas Chinese around the globe", "live interviews with off-site guests" and "Weibo walls" to allow netizens to interact with the web stars and celebrities on the site. While enjoying the show, the audience and netizens can send Spring Festival greetings to their relatives and friends via interactive means such as Weibo (China’s version of Twitter). A great variety of the New Year’s greetings can also be pooled together from the viewers worldwide to form a huge web-based "Happy Lunar New Year" greeting by means of the on-site "Weibo walls" and the ingenious "Wish Jigsaw".

The CCTV Spring Festival Gala Online has won widespread attention and applause from the public. As of the evening of February 8, the official web site of CCTV Spring Festival Gala Online achieved a total of 80.98 million page views. In addition, the cumulative viewership of its live broadcast totaled 1.36 million and that of the streaming of the show reached 2.05 million. The viewers of CCTV Mobile TV reached 1.54 million, with the viewership of the live broadcast and streaming of the show via iPhone and iPad totaling 41.87 million.

The web gala received positive reviews from the mainstream media and the Internet community alike. According to a report from Xinhua News Agency, the accessible style of the show instilled a great deal of fun into people’s Spring Festival celebrations. AA report from CNR (China National Radio) mentioned that the tone and content of the show were well-tuned to the characteristics of Internet-based viewership, with its emphasis appropriately placed on inclusivity and interactivity. Moreover, the use of such means of communication as webcams and Weibo also helped break down the space barriers. "The Spring Festival Online is an innovative highlight from CCTV", one netizen was quoted as saying. "It has offered to the audience an alternative form of the Spring Festival Gala that is diversified and well-targeted."
views, with the number of independent visitors reaching 8.5 million, a record high since the launch of the site. China Network Television also formed communication alliances with 11 internet portals including Tencent, Sohu and Sina and promotional alliances with 15 web sites including Chinadaily.com and Chinataiwan.org, with the cumulative viewership of the Gala’s online streaming live broadcast totaling 80.25 million, hitting a record number of simultaneous users of 9 million. The cumulative viewership via CCTV Mobile TV (including iPhone and iPad) also reached 11.2 million.

In addition, various channels of CCTV also aired numerous reruns of the Gala during the Spring Festival holiday and garnered impressive ratings.

Ratings of different channels of CCTV for the CCTV 2011 Spring Festival Gala

| Channel                            | Rating (%) | Viewership Share (%)
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>CCTV Spring Festival Gala (total)</td>
<td>31.04</td>
<td>73.58</td>
</tr>
<tr>
<td>CCTV-1 Comprehensive Channel</td>
<td>16.13</td>
<td>58.22</td>
</tr>
<tr>
<td>CCTV-3 Entertainment Channel</td>
<td>4.77</td>
<td>11.1</td>
</tr>
<tr>
<td>CCTV-4 Chinese International</td>
<td>9.96</td>
<td>2.28</td>
</tr>
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</table>

Ratings for all galas aired on CCTV during the 2011 Spring Festival period (obtained through CSM Media Research China Panel Network)

Ratings for six Galas aired on CCTV during the Spring Festival all exceed 1.5%

During the 2011 Spring Festival (February 2 - February 8), CCTV’s seven channels aired a total of 14 galas, with the CCTV Spring Festival Gala taking a long lead in the viewership rate. In addition, the average rating for shows such as the 2011 Spring Festival Gala of the Ministry of Public Security, the 2011 CCTV Spring Festival Online and the Quyuan Zatan Zhengyuezheng Gala exceeded 2%; and the average rating for the 2011 Spring Festival Gala of the Ministry of Culture and the 2011 Spring Festival Gala of China’s Literary and Art Circles (reruns) also exceeded 1.5%.

Two programs, One Year after Another and the Spring Festival Countdown, which were aired prior to the Spring Festival Gala, retrospective programs such as the Memories of Spring Festival Galas from 1983-2010, and reruns of the CCTV 2011 Spring Festival Gala on various channels have all posted relatively satisfactory ratings.

The first CCTV Spring Festival Gala Online, a huge success

On the first night of the Chinese Lunar New Year, the six-day 2011 CCTV Spring Festival Gala Online was launched both on the small screen and the web. On the Gala’s site, over 200 netizens sat before their computers to interact in real time with the hosts, the performers and the audience. Interspersed with the netizen interactions, the web conversations, the discussions on internet topics and the online voice chats, the Gala featured an accessible style, instilling a great deal of fun into people’s festival celebrations and winning widespread attentions and approval from countless netizens. The Spring Festival Gala Online aired on February 3 attained a rating of 2.45%, with its viewership share hitting 6.29%.

"Tuning in to the Spring Festival Gala Online on the first day of the Lunar New Year after watching the CCTV Spring Festival Gala on the New Year’s Eve" may soon become another mainstay of the Chinese people’s Spring Festival celebratory activities. Because the web-based Spring Festival Gala has become popular due to its
the Pyongyang Bureau were organized to intensively showcase the Spring Festival celebrations in various Asian countries.

In addition, each foreign language channel of CCTV also rolled out a series of special programs during the Spring Festival holiday. The English News Channel presented serialized programs such as Chinese Spring Festival Overseas and Foreigners in China; The Spanish International Channel aired the Spring Festival Gala in Spanish and also reported the uproarious reception of the Gala among Hispanic viewers; the Arabic International Channel presented the feature program Sino-Arabic Cultural & Art Exchange Gala and serialized news programs such as Arabs Celebrate Spring Festival in China and Staff from Chinese Embassies and Consulates and Overseas Chinese in the Arab World Deliver New Years Greetings.

93.88% of Chinese viewing households tune in to the Spring Festival Gala; total viewership rate exceeds 30%

Themed “a joyous celebration of beautiful new life and a heartfelt moment for jubilant family gathering”, the CCTV 2011 Spring Festival Gala featured a wide variety of acts including song and dance, Xiangsheng (Chinese Stand-up comedy), Xiaopin (skits), acrobatics and magic tricks, etc. Various innovations were also performed in aspects such as the Gala’s celebratory style, program form and sequence structure in order to fully demonstrate the defining characteristics of the Gala of “being open to all, jointly celebratory, accessible to ordinary people, and properly ceremonious”.

CCTV’s Comprehensive Channel, Entertainment Channel, Chinese International Channel, High-definition Channel and five foreign-language channels (English, French, Spanish, Arabic and Russian) as well as China Network Television, CCTV Mobile TV, IPTV and Great Wall TV Platform all ran a simultaneous worldwide live broadcast of the Spring Festival Gala. A total of 323 TV stations in 130 countries and regions relayed or partially utilized the broadcast signals of CCTV International Channel. Taiwan Gala Television (GTV, a TV network covering all over Taiwan) also aired the CCTV Spring Festival Gala during the holiday.

As of 23:45 on February 2, according to the results obtained by CTR Market Survey after conducting a statistical analysis of 2,098 viewing households in 406 districts and counties across China, 93.88% of the Chinese viewing households tuned in to the CCTV 2011 Spring Festival Gala, with 81.92% of the respondents considering the show "well-directed". According to CSM statistics, the overall rating for the 2011 Spring Festival Gala reached 31.04%, registering a 0.12% increase over the previous year. Moreover, the Gala’s total viewership share hit 73.58%, representing a year-on-year growth rate of 4.37 percentage points.

China Network Television’s broadcast of the Gala covered over 190 countries and regions around the world. As of the Gala’s conclusion, the web site had obtained a total of 280 million page views.
CCTV’s Entertainment Channel saw the biggest ratings gain, achieving an impressive 6.47% share, a 2.06% increase compared with the previous Spring Festival period, with its viewership share during the Chinese New Year’s Eve (Feb 2) reaching as high as 9.6%, a record high since the launch of the channel. The channel’s synchronized broadcast of the Spring Festival Gala on the New Year’s Eve achieved a rating of 4.77%, with its viewership share hitting 11.3%. In addition, such Spring Festival specials as the 2011 Good Fortune Spring Festival Gala Countdown, the 2011 CCTV Spring Festival Gala Online, the Seven Fun-packed Days of Spring Festival Holiday, and the 2011 Spring Festival Gala of China’s Literary and Art Circles also posted impressive ratings.

The ratings of CCTV Chinese International Channel also greatly increased during the Spring Festival holiday, with its viewership rate during the week from February 2 to February 8 posting a growth of 0.93 percentage point over the previous month, achieving a substantial increase of over 60%. The daytime and the non-prime time hours in the evening saw CCTV Chinese International Channel’s most significant period-on-period ratings growth. The synchronized broadcast of the 2011 Spring Festival Gala on the New Year’s Eve and the numerous reruns of the Gala during the subsequent few days constituted the most important factors boosting the channel’s ratings. Such regular Spring Festival specials as the Chinese Art and Focus Today also contributed to the growth of the channel’s ratings.

CCTV’s news coverage during the Spring Festival holiday added more emphasis to social and livelihood issues, with focus increasingly placed on small events and ordinary people. This type of coverage has won widespread approval and support from the viewers. CCTV News Channel’s average viewership share during the period from the New Year’s Eve to the fifth day of the Lunar New Year climbed 15% compared with the same period last year. The serialized program “Spring Festival Celebration at the Grassroots Level” committed nearly 300 reporters which fanned to over 90 locations across the country to report the Spring Festival celebrations of the ordinary people in a matter-of-fact manner and shed light on the spiritual power of the nation’s true “underdogs”; the serialized program A Walk through Chinatown embedded news anchors into reporting teams that traveled to 12 countries in such regions as Southeast Asia, Europe and North America and collaborated with relevant overseas bureaus of CCTV to conduct the first-hand reporting on the Spring Festival celebrations performed at Chinatowns around the world, in an effort to vividly demonstrate the hardships and struggles overseas Chinese have been through in achieving prosperity; for the serialized program A Trip to Asia During the Spring Festival, eight CCTV overseas bureaus including the Asia-Pacific Central Bureau and
At 8:00 p.m. on February 2, 2011, the 2011 CCTV Spring Festival Gala kicked off amid great anticipation. Featuring over four hours of colorful skits and performances which presented a most memorable and enjoyable Chinese New Year’s Eve to hundreds of millions of Chinese both at home and abroad, this phenomenal TV event has also attained extraordinarily high viewership ratings, with the Gala’s total viewership rate reaching as high as 31.04% and the total viewership share hitting an impressive 73.58%. During the Spring Festival holiday, CCTV’s overall viewership share also significantly increased. From February 2 to February 7, the total viewership share attained by the nationwide network reached 37.67%, an increase of 2.19 percentage points over the same period of last year.

**CCTV’s total viewership share climbs significantly during the Spring Festival holiday**

During the 2011 Spring Festival (from the Luna New Year’s Eve to the 5th of the Lunar New Year), each CCTV channel presented a number of variously styled spring festival programs according to its own unique positioning. These programs achieved impressive viewership ratings, with the total viewership share attained by CCTV’s 16 channels reaching 37.67% and registering an increase of 2.19 percentage points compared with last year. Although the total time band of national viewership decreased by seven minutes compared with last year, the time band for viewing relevant CCTV programs actually increased by 9 minutes.

In addition to airing the 2011 CCTV Spring Festival Gala, CCTV Comprehensive Channel also broadcast other important Galas and specials that it has been airing over the years, such as the Quyuan Zatan Zhengyuezheng Gala, One Year after Another, the 2011 Spring Festival Gala of the Ministry of Public Security, and the 2011 Spring Festival Gala of the Ministry of Culture, which have all enjoyed widespread popularity among viewers nationwide.
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56 International Media Used Video Reporting Platform during the NPC and CPPCC

During the NPC and CPPCC, CCTV International Reporting Platform, as supported by global network media users of Associated Press and Reuters, positively facilitated the international dissemination of NPC and CPPCC news, and further enhanced the international influence of NPC and CPPCC. Statistics show that from March 3 to 14, the International Video Reporting Platform sent 198 PCS/time reporting to global media in total, with duration exceeding 420 minutes. And 56 international mainstream media have used the relevant reporting for around 1,700 times.

37.67%

During the Spring Festival (from the New Year’s Eve to the fifth day of the Lunar New Year), CCTV’s 16 channels attained a total viewership share of 37.67%, registering a 2.19% increase over last year’s Spring Festival period and a 5.6% growth rate over the average ratings achieved since the beginning of this year. The viewership share of eight channels increased as compared with that of the previous Spring Festival. The total viewership rating for the 2011 CCTV Spring Festival Gala reached 31.04%, a 0.12% increase over last year.

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CCTV News Content remained operational during the Spring Festival, which attracted widespread attention from overseas media. From February 3 to February 9, the platform broadcast nearly 30 programs to global media such as A Trip to Asia during the Spring Festival and A Walk through Chinatown. Foreign media also quoted the content released by the platform an average of 37 times per day; and overseas users of the platform increased by 32 to reach a total of 127 users.
CCTV Spring Festival Gala Audience Share Hits 37.67%
Tencent New TVC Touches Hundreds of Millions of Audience
China Should Produce Better Advertising
Look! “Happiness is Knocking at the Door”!