

# WIN 同 月 赢 凡

June 2010

# TOGETHER



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## CCTV Successfully Broadcasts Expo Opening Ceremony

At 8 o` clock on the evening of April 30, the World Expo Shanghai 2010 opened with a grand ceremony, which was broadcast live on CCTV-1, 4, 7, News and the English, French, Spanish, Russian, Arabic and HD channels, and meanwhile public signals of the live broadcast were successfully provided to the International Broadcasting Center by CCTV.



### 140

China Network Television synchronously broadcasted the Expo opening ceremony in such six languages as Chinese, English, Spanish, French, Arabic and Russian, covering over 140 countries and regions worldwide.

### 318

Statistics show that a total of 318 television agencies in 130 countries and regions rebroadcast the Expo opening ceremony or used part of the program signals from the six international channels of CCTV. Among them, 257 agencies rebroadcast the entire programs.

### 38.79%

According to the data of CSM, the total audience rating and total audience share of the Expo opening ceremony including 39 rebroadcasting channels reached 13.93% and 38.79% respectively. Among them, CCTV channels secured a total audience share of 21.47%.

### 126 Million

China Network Television attracted 126 million page views and a total of 2.19 million video views related to the Expo ceremony.



**CCTV 4**



**CCTV 5**



**CCTV 3**



.....

**CCTV 2**



**CCTV 1**

## Dedicated to Be Professional

CCTV seeks to establish professional channels  
so as to capture more targeted audience,  
and create more faithful audience groups  
through setting up precise channel positioning.

2010 看我就看中国

2010, Watch CCTV, Focus on China

# CCTV AD Attends VivaKi Global Board Director Conference

On May 11, 2010, CCTV Deputy Editor-in-Chief Cheng Hong, Deputy Director of the Advertising Department He Haiming and their entourage attended VivaKi Global Board Directors' Conference to discuss their undertakings of cooperation and development with the global management and clients of VivaKi.

At the conference themed "Our Future with VivaKi", Minister Wang Chen, the Director of the Information Office of the State Council made a keynote speech on China's emerging media and David Kenny, the global managing general partner of VivaKi, shared the global strategic goals of VivaKi and its development plan in China.

Deputy Editor-in-Chief Cheng Hong focused on the overall development of CCTV and the progress of its overseas expansion and localization, while Deputy Director He Haiming gave an introduction to the cooperation of the Advertising Department with International clients and 4A companies.

Deputy Editor-in-Chief Cheng Hong and Deputy Director

He Haiming also effectively exchanged views with China Mobile, Samsung, L' Oreal, RedBull, Coca Cola and other important clients, covering topics like program reform of CCTV, the marketing efforts related to the World Cup and the World Expo as well as preparations for the bidding in 2011.

As one of the largest advertising and media group in the world, VivaKi is composed of such six companies as ZenithOptimedia, Starcom Mediavest, China Media Exchange, Digitas, Razorfish and New Media Integration Center. Headquartered in France, VivaKi is the largest media purchasing agency in China and its advertising input in China reached a total of RMB 10 billion yuan in 2009. As an important partner of CCTV, VivaKi inputs a total of over RMB 1 billion yuan to CCTV each year and its branches, ZenithOptimedia and Starcom Media, have been ranked among the Top Ten Advertising Agencies for several consecutive years.



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# CCTV AD Visits Car Makers in Beijing Auto Exhibition

On April 24th, He Haiming, Deputy Director of CCTV's Advertising Department, led a team to 2010 Beijing International Automotive Exhibition, and conducted in-depth communication with auto-making clients as Audi, FAW-Volkswagen, BYD, JAC and Great Wall Motor.

Hu Shaohang, director of Audi marketing department of FAW-Volkswagen, observed that in closely working with CCTV, FAW-Volkswagen has effectively enhanced the brand reputation of Audi and also acknowledged the impressive marketing effects achieved by Audi during the Winter Olympic Games. He pointed out that the sporting spirit of the Winter Olympic Games is highly compatible with Audi's brand vision of being noble and enterprising. Through the exposure at the Winter Olympics, the brand reputation of Audi got further enhanced. Audi is now keenly looking forward to the upcoming South Africa World Cup, and has already purchased the 30-second prime slot package.

Wang Feng, Director of Marketing Development Department of FAW-Volkswagen, emphasized that FAW-Volkswagen would continue working closely with CCTV, especially in this year. FAW-Volkswagen not only attended the CCTV 2010 Prime Advertising Resource Bidding for the first time and also subscribed for such prime resources as the ads slots of the "Evening News" and "Economic 30 Minutes" for the whole year. In addition, FAW-Volkswagen also attaches great importance to the upcoming 2010 South Africa World Cup and has purchased the World Cup News Package.

"BYD has kept advertising on CCTV over the years, and seen its brand image considerably enhanced. Our next step is to further intensify our cooperation with CCTV, and aggressively promote new energy vehicles to the market," said Li Yunfei, Deputy General Manager of BYD Auto Sales Company Limited. Deputy Director He Haiming spoke highly of the achievements made by BYD in recent years, and also offered suggestions on how to further strengthen mutual cooperation.



"With the help of CCTV, in recent years, both the brand and the products of Great Wall have been greatly enhanced. In 2010, Great Wall Motor intensifies its efforts to explore overseas markets. We hope to further strengthen our cooperation with CCTV and aspire to put China-made Great

Wall vehicles on every road of the world," Wei Jianjun, President of Great Wall Motor said. He Haiming suggested that it strengthened its collaboration with CCTV's foreign language channels such as the English Channel, the Arabic Channel and the Russian Channel.

According to the introduction by Li Xiaoyun, Director of Brand Operation Department of Jianghuai Passenger Vehicle Sales Company Limited, from January to March, 2010, JAC has sold a total of 61,432 passenger vehicles, an impressive growth of 153.5% over the same period last year, with the sales of March hitting a record high of 22,568. JAC has been maintaining a close working relationship with CCTV in recent years. The powerful emergence of JAC passenger vehicles is not possible without the support of CCTV. JAC will further strengthen its cooperation with CCTV and dedicate itself fully to establishing a solid brand for its passenger vehicles.

# CCTV AD Attends the Sixth China Advertising Forum



During Apr. 22 to 24, 2010, the Sixth China Advertising Forum organized by China Advertising Association was held in Yinchuan, Ningxia. Deputy director He Haiming delivered a keynote speech entitled “TV Media Operation Mode Innovation”, elaborating on the programs and advertising approaches of CCTV in 2010 and the advertising operation planning.

He Haiming said that, 2010 is the year of brand construction for CCTV, and CCTV will enhance and perfect brand construction by “flourishing CCTV by news programs”, promoting channel reform, reinforcing R & D, increasing the investment in TV drama and other measures; 2010 is the year of image setting for CCTV, and CCTV will improve its image and project a sound image in the public as a national TV; 2010 is the

year of international publicity capability construction for CCTV, and CCTV will speed up resource integration and multimedia integration, further enhance international publicity capability construction and construct modern publicity system.

When mentioning the advertising business of CCTV in 2010, He Haiming said that, CCTV will face new opportunities in numerous large-scale activities apart from advertising bidding and subscription. CCTV Advertising Department will enhance service awareness, lay equal emphasis on both management and service and implement comprehensive contract bidding.

As to the future advertising management, He Haiming emphasized on four “strengthening”: strengthening the integration with program department, strengthening the development of new industries, strengthening flexible operation mode and strengthening the application of new technologies”.



# CCTV AD Communicates with Lemnisca EMBA of Netherland

On April 29, Deputy Director of CCTV Advertising Department He Haiming and colleagues of CCTV Advertising Department who have studied abroad exchanged views with the lecturers and students from EMBA Class of Lemnisca Business School of Netherland.

During the meeting, He Haiming introduced the development of CCTV, especially the internationalization process in recent years, and detailed the advertising operation of CCTV. The students of Lemnisca Business School are mainly the top management of large companies in Netherland. They expressed their unique understanding on media and on advertising management, and raised questions on the advertising management of CCTV. He Haiming as well as the staff from Publicity Section and Client Service Section answered these questions. Both parties conducted heated discussion on new media integration, audience rating survey and other professional issues.

After the meeting, both parties exchanged souvenir. The personnel of CCTV Advertising Department led the lecturers and students to visit the office area of Media Center, Client Service Section and Broadcast Technology Section, etc.

This is another communication between CCTV Advertising Department and foreign universities following the visit by Northwestern University, which deepens the understanding of foreign universities on CCTV, at the same time, CCTV Advertising Department also broaden the international horizon on advertising management.



## CCTV AD Opens Twitters on Sohu.com and QQ.com

On May 13, CCTV Advertising Department opened its Twitters both on sohu.com and qq.com, and their web-addresses are <http://cctv1118.t.sohu.com/> and <http://t.qq.com/cctv1118>.

Twitter is an emerging communication means on the Internet, which has become more and more popular and influential. The launch of the Twitters will help the department achieve faster and more effective communication and interaction with clients, advertising agencies and netizens.

On the Twitters of CCTV Advertising Department, clients and advertising agencies can quickly obtain the latest business information about the department and learn more about the department's corporate culture. In the meantime, relying on the

information service function of the Twitters, the department will send timely marketing information to its clients and agencies and collect feedbacks.

Compared with the traditional blog, the Twitter can be operated more easily, and it can be installed on multiple platforms. Users can release information on a Twitter easily. Users can also give quick comments and opinions on the simply designed interface. What's more, users can use their mobile phones to release information on the Twitters.

The department will further encourage its clients and agencies to open their Twitters so as to form a group of Twitters, through which information can be spread in a faster and more efficient way.

## Major Works of CCTV AD in June

The marketing activities for the ad products of 2010 World Cup programs ended in May. As the World Cup, the Shanghai World Expo, and the finals of the Youth Singer Competition aggregate in June, related ad broadcast will be a main work for CCTV AD in this month.

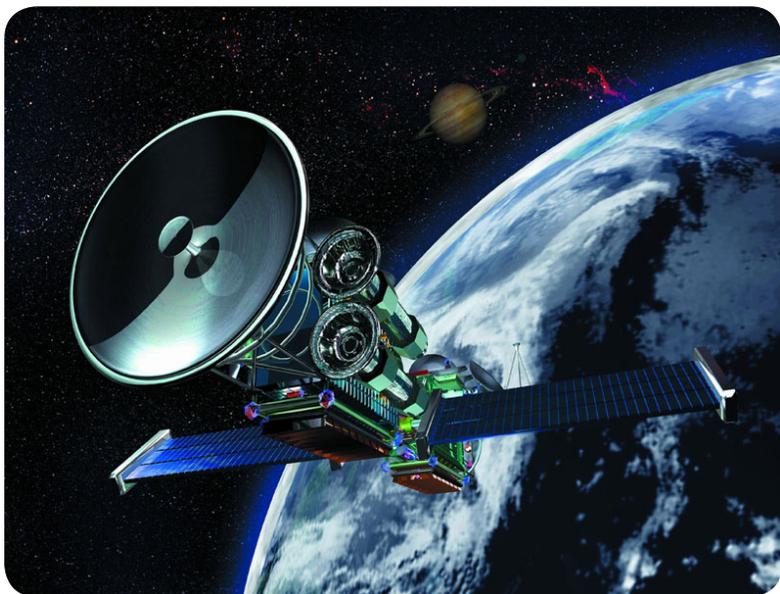
Marketing for the regular World Expo programs will continue;

meanwhile, customized designs will be undertaken to meet the special demands from clients;

In the meantime, the department will start the design work for the advertising products of the 16th Asian Games.

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# CCTV-NEWS Channel Meets Enthusiasm



At 19:00 on Apr. 26, 2010, CCTV-9 was formally renamed to CCTV-NEWS. Firstly, news report is greatly enhanced. 19 hours of news live broadcast will be offered everyday. In addition, in-depth reports and commentary programs such as China 24, Dialogue, World Observation, Finance Summit and New Fortune will be presented; secondly, programs are rescheduled, and news will be broadcast at prime time in Europe, Africa, Asia-Pacific Region and America. Thirdly, broadcasting forms meet the international standards. After the adjustment, all programs become more consistent with the viewing habits of overseas viewers.

CCTV-NEWS will follow international communication rules, focus on improving contents, establish multi-level news analysis pattern, broadcast domestic news in the fastest way and broadcast international news at the same pace with overseas media so as

to serve as an important window for international community to know about China and Asia.

## Original Reports on the Expo

On Apr. 27, CCTV-NEWS broadcast its original series reports on Shanghai Expo, which won acclaim from both domestic and foreign viewers. The series reports included Exclusive Interview with Director of UK Pavilion, Sci-Tech Expo: Watching the Highlights of the Expo and Tips on the Expo: How to Enter the Expo Park by Water, covering science, technology, culture, economy, urban sustainable development and many other aspects.

The embassy of UK in China praised the report entitled Exclusive Interview with Director of UK Pavilion by saying that the report expatiated on the relationship between nature and human being`s future with insightful viewpoints.

The residents from Pingjiang District, Suzhou sang high praise of the exquisite pictures in these reports and thought the reports mirrored the importance of harmonious city development by portraying the life of common people.

## Keeping Pace with Overseas Media on International News

By making full use of the international report network composed of CCTV overseas reporters and accredited international reporters, CCTV-NEWS improves its fast response ability, and can basically report important international news at the same pace with overseas media.

Furthermore, its report quality has been improved significantly.

Up to 19:00 on May 5, 63 video reports and telephone reports have been broadcast via international report network, involving five continents of the world, covering politics, military, diplomacy, anti-terrorism, economy and other fields, and including such contents as the turbulence in Thailand, the general election in Philippines, the reaction from the international community on the abortive explosion at Times Square and Iraq election.

### Unique Oriental Prospective

CCTV-NEWS highlights “oriental perspective” on the basis of adhering to the principles of “timeliness, accuracy, objectiveness and balance”.

It has reported on oil well leak in Gulf of Mexico, the reaction of the international community on the abortive explosion at Times Square and other international events for several consecutive days.

It broadcast the comment on Greek debt crisis and the rescue from Euro Zone, and deeply analyzed the effect of this incident on the export of China and other Asian countries. As to the report on UK election, it highlighted the participation by Chinese candidates and the participation in political affairs by the Chinese all over the world.

### Positive Response from International Community

Chen Yongguang, senior vice president of CNN indicated that, CCTV-NEWS showed up with brand-new outlook and positioning; CNN was expected to enhance the cooperation with CCTV-NEWS. Sirkka Korpela, professor of School of International and Public Affairs, Columbia

University commented that, the programs of CCTV-NEWS were more attractive, the opinions and reports were more incisive and the time efficiency in news report was enhanced.

Representative of KyLin TV (China) said that, CCTV-NEWS would be a channel popular among overseas viewers; many people were interested in China now and they could know China through this window; it was suggested to enhance publicity to this channel.

In addition, the viewers from USA, UK, Netherland, Malaysia, Indonesia, Thailand, Turkey, UAE, Ethiopia, Hong Kong and other countries and regions congratulated on the launch of CCTV-NEWS by letters or online messages, thinking that the launch of CCTV-NEWS would enhance the international influence of China.





Exclusive TV and New Media Broadcast Institution of 2010 World Cup in Mainland China

From June 11 to July 12, 2010, Beijing time

CCTV and sports.cntv.cn will bring you

a fully interactive watching experience.

# South Africa World Cup, a Game of Passion

Enjoy the World Cup with CCTV

Make your brand known to people worldwide



CCTV 中国中央电视台广告部  
网址: [ad.cctv.com](http://ad.cctv.com)

## CCTV Female Reporter Witnesses Bangkok Street Fighting

In the afternoon, May 14, Zhang Meng, a female reporter of CCTV Bangkok Station, closely witnessed the conflict between Thai army and “red shirts” protesters, along with her local cameraman. Then, the precious and unique news footage that they obtained has been timely broadcast on CCTV News Channel, CCTV International (Chinese) and CCTV News Channel (English). On the shooting scene, the local cameraman got a scratch on his face while dodging a stray bullet, which made him one of the three wounded journalists from the international media during the conflict on that day.

Major news websites in China have been giving out good remarks on their performance in Bangkok. Some remarks from the netizens: “What impressed and touched me most is the CCTV journalists crawling on the ground while reporting the event—they still kept their minds sharp and stayed calm in such a dangerous

situation and continued their work.” Some Chinese netizens think that such kind of events demonstrates the improvement of CCTV’s capability of reporting international events.



## Accessed Households of News Channel Increases by 110 Million

Since CCTV News Channel adopted the unencrypted transmission on May 27, 2009, households with the access to the News Channel have increased by 110 million throughout China. So far, 962 million population of the country can get access to watch

the News Channel. On the next step, various transmission channels such as wireless transmission, cable TV, self-prepared satellite signal receivers and micro-wave satellite digital TV should be used in the expansion of the News Channel’s access.

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# CCTV AD and Agencies Jointly Promote the International Channel

On May 14, a seminar concerning the evaluation of the brand of CCTV International Channel was held in Xiamen, and relevant staff from CCTV News Center, English News Channel, Advertising Department and advertising agencies as well as CCTV ad clients in Fujian attended the meeting. This is a new measure

that the Advertising Department and agencies jointly promote the international channels (including CCTV-4, the Chinese International Channel and CCTV-NEWS, the English International Channel) for enhancing CCTV's international influence with innovative marketing strategies.

## Finance Channel Progresses in Audience Rating Steadily

Since May this year, the audience rating of the Finance Channel has been making steady progress. From May 1 to 16, compared to those in April, the average audience rating of the Business Channel was 1.10%, increasing by 10%; the number of the audience who watched the Business Channel every day reached 131.4 million,

increased by 2.1%; the audience viewing ratings among private business owners increased by 14%.



## Walking Closer to China Broadcasted in Five Countries

From late December, 2009 to the end of April, 2010, several Walking Closer to China Series, such as Wuyi Mountain Tea Culture, Yuanmingyuan Imperial Garden, Chinese Kungfu, Song of Forest, Legend of Tulou Dwelling and Sinkiang, were broadcasted on the state televisions of Lithuania, Bahamas, Bangladesh, Pakistan and

Armenia with some other series on schedule. In Bangladesh, the Series hit the screen of BTV -the state television as well as that of RTV and DESH TVL, two private TV stations. In the burst of broadcasting, the Series have been well received and all met with great resonance from viewers in those countries.

## French International Channel Well Appraised by French Audience

Recently, some French audience acclaimed in their correspondence to CCTV, that the French International Channel, being both informative and entertaining, has rich contents and exquisite quality, and that it facilitates French people's full understanding of China since it has fully reflected China's current development, history and culture. Culture-focused features, such as

French news programs, French-dubbed/subtitled Chinese TV serials, Travelogue, Science & Discovery, Discovering China and Learning Chinese, are especially favored by French viewers. CCTV's French International Channel, via DBS and IPTV platforms, is launched across France, covering about 10 million French viewers.

## CNTV World Cup Specials Start A New Mode in TV-Network Linkage

On May 11, CNTV Sports broadcasted the first Spicy Chatter, a special for World Cup, which is to be presented in CCTV Sports Channel and CCTV Football Channel. The special, jointly made by CNTV Sports and CCTV Sports Channel, had its first run in CNTV, and therefore, initiated a new mode in TV-network linkage. Spicy Chatter is an interactive, dialogue program made for 2010 World Cup by CNTV. 30 episodes in total, it invites different guests everyday and makes discussions around one topic. Network features will be specially made to present the program videos with cyber citizens being invited to interact and give their instant comments.





## Overseas Audience Praises Expo Coverage of International Channels

Recently, the coverage on 2010 Shanghai World Expo launched by CCTV international channels has drawn extensive attentions from overseas viewers. Viewers from the United States, France, Singapore, South Korea, New Zealand, Chad, Mali, Ethiopia and other countries

and regions, through their letters and online messages, said that the reports on the World Expo by CCTV international channels helped them build up their understanding to this Expo in Shanghai.

## Monkey King Won Chinese Animation Serial Award

In the 6th China International Animation Festival held recently, Monkey King produced by CCTV Animation Co., Ltd. won Chinese Animation Serial Award and Best Animation Image. Besides, CCTV Animation Co., Ltd. took an active part in the festival, with meticulously designed exhibition booth and being actively engaged in the trade exchange. CNTV gave a full coverage on the festival.



## CCTV International Channels Land Overseas Market Successfully

Ever since the beginning of this year, CCTV Overseas Center has further expanded international exchanges and cooperation and made efforts to build up its international image. By this April, CCTV has landed 9.6million households, an increase of more than 60% over

the same period last year, making the total overseas household users up to 142.08 million. The Overseas Center will continue to give great impetus to its landing steps in such countries as the United States, Australia and Russia.

## Zhang Changming Meets with Global CEO of Disney-ABC

On May 10, Zhang Changming, the CCTV Vice Director, met with Ben Pine, the Global CEO of Disney-ABC International Television, and his delegation. In terms of program introduction and coproduction, the exchange on the copyright for new media, and the landing of channels, the two parties have made in-depth cooperation. They both hoped that more cooperative programs could be launched to benefit a mutual growth.



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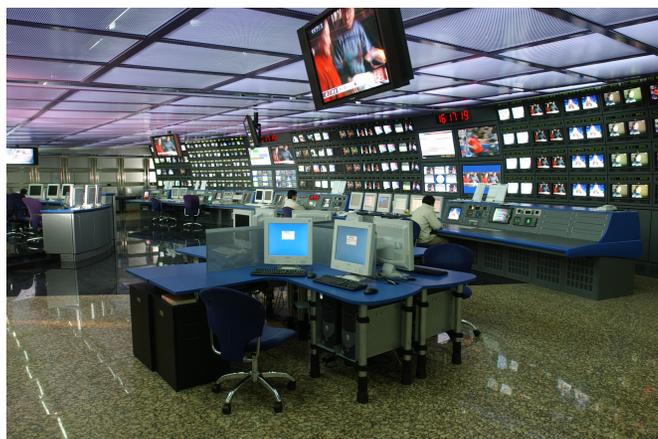
## English News Channel on Air in Sri Lanka

On May 7, CCTV English News Channel started broadcasting via ground radio frequency in Colombo, Sri Lanka. Around 500,000 households in Colombo have access to the English News Channel through a ground wireless television. The CCTV delegation, headed by Huang Chuanfang, Deputy Editor-in-Chief, and Sri Lankan Premier

Jayarathne and other 300 personages from all circles of life attended the launch ceremony. During its stay in Colombo, the delegation organized a seminar on the English News Channel, trying to gain a general understanding on CCTV viewing by the local audience and collect their feedback.

## Press Delegation from West and North Africa Visits CCTV

On May 6, Li Ting, Deputy Editor-in-Chief, met with the press delegation from West and North Africa. Li indicated that the Arabic International Channel launched by CCTV in 2009 had covered 22 countries in the Middle East and the North Africa. English News Channel covers Egypt and the Middle East via the local satellite companies. CCTV hoped to further strengthen the cooperative exchanges with foreign media and to achieve a mutual development. After the meeting, the delegation made a visit to the Arabic Channel.

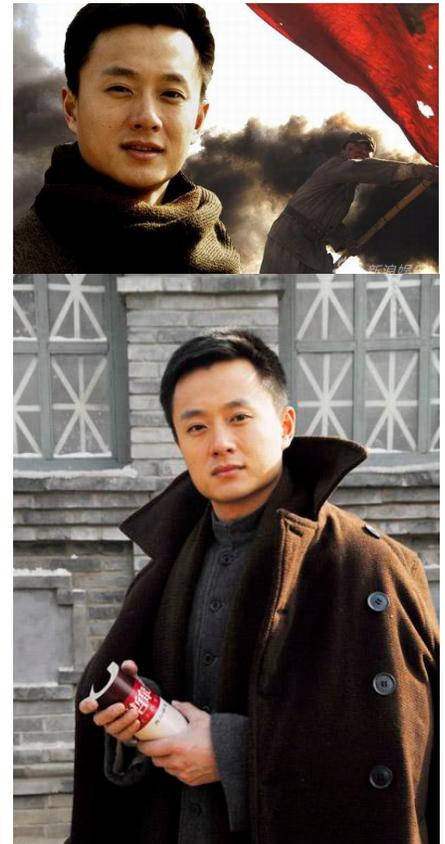


## Going South Debuts on Golden Theater

The youth epic drama *Going South*, which is directed by famous director Bateer with famous writer Deng Yiguang and Yu Zhen, Wu Jian, Su Yan and Luo Haiqiong as main actors, launched on CCTV-1 Golden Theater on May 23.

The drama depicts the marvelous life of a group of young CPC leaders who left their hometown in northern China to establish new political power in southern China and liberate southern China during 1948 to 1958. It also presents the “young” history of the People’s Republic of China. The director Bateer is the offspring of “the CPC leaders going south”, so the drama mirrored the fighting spirit of his grandfather.

Bateer indicated that, the drama boasted fresh theme. “CPC leaders going south” is a special term, a special history and a group of special people. This stretch of history has never been portrayed since the founding of the People’s Republic of China. The young people in this drama symbolize young People’s Republic of China and young life goal. It shows the history that the middle-aged and the senior are very familiar with, and for young people, this drama can also help popularize historic knowledge.



## Youth Singer Contest Upgrades in June



During June 9 to June 26, single finals of the 14th CCTV National Youth Singer Contest will take place; and on July 2, grand awards ceremony will be held. CCTV-3 will provide the live broadcast of each final during the prime time at night. The finals will last for three months and the awards ceremony will be held in July.

Since last year, the registration, preliminary, semi-finals and finals for selection contest have been completed in each sub-contest region. The singers on shortlist have begun a new round of contest in Beijing at the end of March. During April 13 to May 6, 24 group finals were organized;

## CCTV-1 New Programs Unveiled in May Day

With people's great expectations, new programs of CCTV-1 were finally unveiled. Broadcast on a trial basis during the May Day holiday period, the programs include Xiaoya's Kitchen hosted by Wang Xiaoya, The Show by Cui Yongyuan, a live show named National Stage co-hosted by Zhu Jun and Dong Qing, a variety show named We Sing We Win and a life service program named My Happiness and Health, and they were all greatly echoed among the audience.

Xiaoya's Kitchen is not only a culinary show, but also a program that teaches a lot of dietary knowledge. Cooking masters from the general public are invited to each episode of the program and participate in competitions of various sections. Wang Xiaoya is highly praised by the audience after the program for her cooking skills. In the debut, she showed her proficient skills of patting, cutting and chopping beef and removing tendons, and her expertise was fully demonstrated when she chopped beef with a knife in each of her hands and when she cut bean curd on her left hand palm with her right hand holding the knife.

The Show hosted by Cui Yongyuan highlights movies and art shows that are popular



at present to guide people to appreciate arts and jointly explore their cultural life. As one of the most popular talk-show hosts of CCTV, Cui Yongyuan has continued his great popularity among the audience through his wise, humorous and easy style in the new program.

National Stage is committed to creating the most influential large-scale live show in China. It covers not only grand cultural events in the country, but also the rediscovery of ethnic and folk culture. According to the audience, the extemporaneous performance and role playing by many leading stars from the artistic arena have made the program relaxing and entertaining.

## World Expo Every Day on CCTV-News

# Activities in the Pavilions and Exotic Scenes

## Presented by Various Countries



CCTV-News has presented a special program, World Expo Every Day, to cover the World Expo from May to October. With national pavilions and country-themed days as the main scenarios, the program introduces activities in various national pavilions, features of different countries and cutting-edge technologies and concepts in the corporate pavilions to bring you a close feeling of different cultures and civilizations in the world. To see the world at your home, just on World Expo Every Day at 11:10 a.m. Every day from May 5.

### Exclusive Sponsorship

#### [Program Schedule]

To be broadcast on CCTV-News around 11:10 – 11:40 (Monday to Sunday) from June 1 to October 29, 2010 (except October 1). (Note: The specific broadcasting timetable will be subject to China TV Guide.)

#### [Advertising Returns]

A 5-second logo board plus 15-second TVC

A logo board lasts five seconds, during which the company name and logo are displayed with a dub, “This program is specially brought to you by (the name of the sponsoring company)” (the content depends on the need of the client).

Advertisements of the above will be shown in the first section of the normal advertising period of World Expo Every

Day for 150 times in total, once per episode. seven times per week.

**[Advertising price] RMB 7.13 million yuan**

**[Advertising Price]**

The advertising service is to be sold on a weekly basis in line with the above arrangements.

**P&S**

**[Program Schedule]**

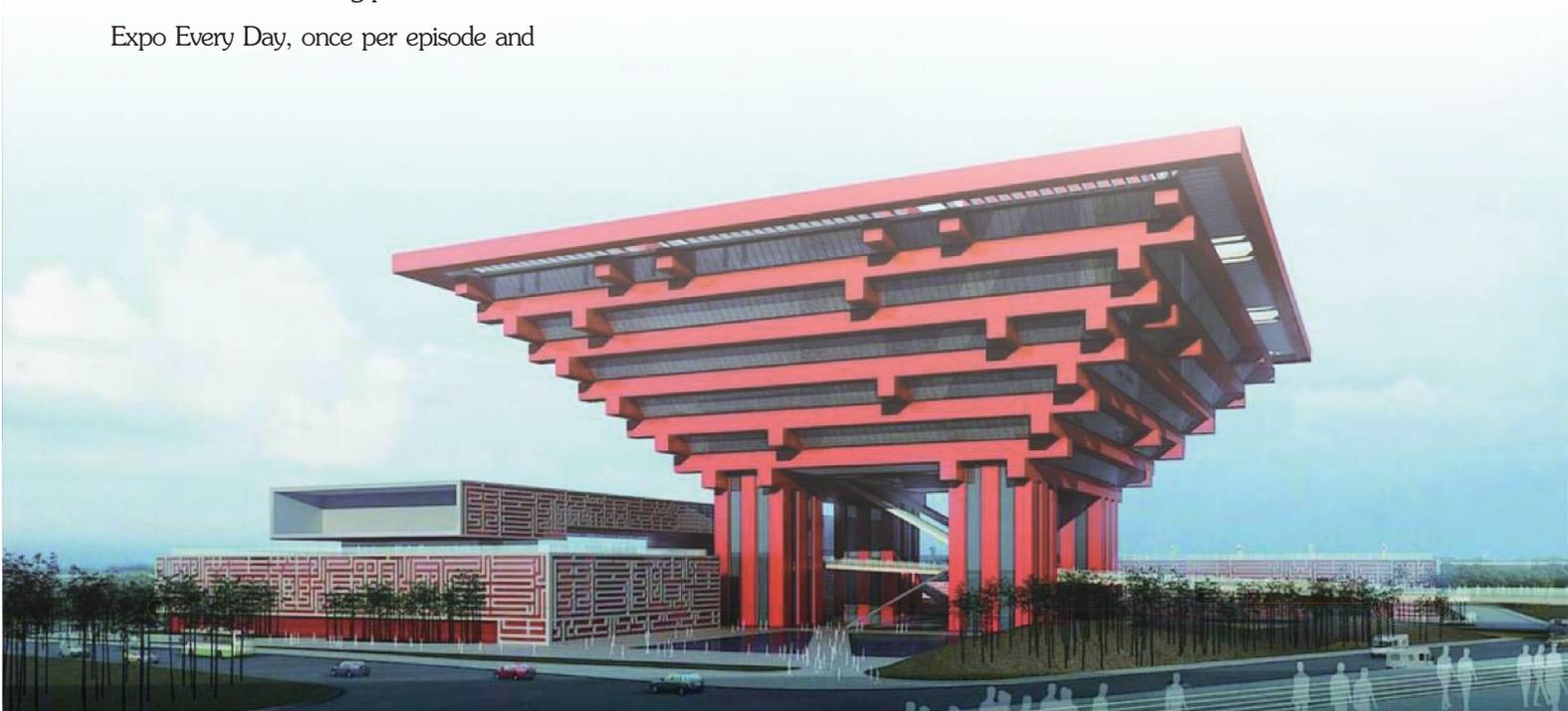
To be broadcast on CCTV–News around 11:10 – 11:40 (Monday to Sunday) from May 10 to October 29, 2010 (except October 1). (Note: The specific broadcasting timetable will be subject to China TV Guide.)

|                                |           |            |            |            |            |            |
|--------------------------------|-----------|------------|------------|------------|------------|------------|
| Advertising Length             | 5 seconds | 10 seconds | 15 seconds | 20 seconds | 25 seconds | 30 seconds |
| Weekly charge (Unit: RMB yuan) | 108,000   | 162,000    | 202,000    | 275,000    | 323,000    | 364,000    |

Note: In the event that an initial release of the program fails to be presented due to some reason, the Advertising Department will broadcast the advertisement(s) in the same periods or arrange a make-up broadcast based on the principle of equal broadcasting for equal value.

**[Advertising Schedule]**

To be broadcast in the normal section of the advertising period of World Expo Every Day, once per episode and



Shanghai Studio for World Expo on CCTV-News

# A Tour to World Expo and Review of Firsthand News

As a panoramic live show of the World Expo, Shanghai Studio for World Expo features a 360-degree transparent studio setting, increasingly improved selection of views, real-time connection with correspondents in each corner of the Expo Park, a daily tour to and latest updates of the World Expo, spot comments from commentators in the Expo Park and guests talking about the event in the studio. It accompanies you to visit, experience and know the World Expo and to see the creative ideas, science, technologies, culture and the future there.

## Exclusive Sponsorship [Program Schedule]

To be broadcast on CCTV-News around 15:10 – 15:40 (Monday to Sunday) from June 1 to October 29, 2010 (except October 1). (Note: The specific broadcasting timetable will be subject to China TV Guide.)

## [Advertising Returns]

A 5-second logo board plus 15-second TVC

A logo board lasts five seconds, during which the company name and logo are displayed with a dub, “This program is specially brought to you by (the name of the sponsoring company)” (the content depends on the need of the client).

Advertisements of the above will be shown in the first section of the normal advertising period of Shanghai Studio for World Expo for 150 times in total, once per episode.

**[Advertising price]**  
**RMB 7.13 million yuan**



## P&S

### [Program Schedule]

To be broadcast on CCTV-News around 15:10 – 15:40 (Monday to Sunday) from May 10 to October 29, 2010 (except October 1). (Note: The specific broadcasting timetable will be subject to China TV Guide.)

### [Advertising Schedule]

To be broadcast in the normal section of the advertising period of Shanghai Studio for World Expo, once per episode and seven times per week.

### [Advertising price]

The advertising service is to be sold on a weekly basis.

| Advertising Length             | 5 seconds | 10 seconds | 15 seconds | 20 seconds | 25 seconds | 30 seconds |
|--------------------------------|-----------|------------|------------|------------|------------|------------|
| Weekly charge (Unit: RMB yuan) | 108,000   | 162,000    | 202,000    | 275,000    | 323,000    | 364,000    |

Note: In the event that an initial release of the program fails to be presented due to some reason, the Advertising Department will broadcast the advertisement(s) in the same periods or arrange a make-up broadcast based on the principle of equal broadcasting for equal value.

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## CHINA CENTRAL TELEVISION



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

## International Brands Sparkle with World Cup

**Adidas:** As a sponsor of the South Africa World Cup, Adidas presents a new match ball named “Jabulani” and sponsors 12 participating teams. Its new TVC will be watched by Chinese football fans during the top prime slots of the world cup broadcast.



**Nike:** Although Nike is not the official sponsor of this World Cup, it never allows itself to miss the opportunity of World Cup marketing. From products to promotion to advertisements, Nike can always be counted on to surprise us.

**Coca Cola:** Coca Cola is steadily moving along with its South Africa program, Coca Cola Day celebrating its 125th anniversary at the Shanghai World Expo and Folk World Cup, which will go well with its advertising campaign on CCTV network.



**McDonald's:** Mc.Donald's is poised to expand even further in mainland China market through cutting the franchise fee and aggressively carrying out marketing around World Cup, including selecting 6 Chinese children to serve as the football boys at the World cup and advertising on CCTV during World Cup matches.



**Red Bull:** Red Bull is a brand that has long been involved in all kinds of sporting events and through them has established a unique brand image of its own. During the Germany World Cup, Red Bull successfully titled the CCTV program Star Today.

**Pepsi:** The 2010 World Cup is yet to kick off, but the advertising campaign by Pepsi is already bombarding CCTV channels, featuring an exciting football match involving Messi, Kaka, Henry, Drogba, Lampard and African natives. It is signaling the start of Pepsi World Cup Marketing Campaign.

**Budweiser Beer:** During the 2010 World Cup, as the most famous beer brand in the world, Budweiser and its newly acquired Harbin beer will advertise on CCTV at an unprecedented intensity with the aim of breaking through in China's beer market.

**Sony:** For most Chinese, the fun of the world cup can only be accessed through TVs. As a sponsor of the 2010 World Cup Sony will seize this opportunity and intensify its marketing of its newest TVs and digital products through CCTV.

**Siemens:** Siemens has been advertising steadily on CCTV over the years. Through CCTV, Siemens introduces a truly fashionable and high-quality lifestyle to Chinese consumers, and also expands into new markets by taking advantage of CCTV's influence.

**Beijing Hyundai:** As a sponsor of the upcoming World Cup, Hyundai has kicked off its World Cup marketing campaign as early as the end of last year. From May through July, Hyundai will also organize the national tour of ix35 vehicles, an activity tailored for the World Cup, and advertise with CCTV during the World Cup.

**FAW-Volkswagen:** During the 2006 Germany World Cup, FAW-Volkswagen successfully presented its Sagitar brand on the CCTV's program World Cup For Fans. The company will continue working with CCTV in 2010 and promoting its brand and products by leveraging the resources of the World Cup.

**Volvo:** The annual operating revenue of Geely in 2009 hit RMB 14.069b Yuan, a 228% increase over 2008. After acquiring Volvo, Geely rolled out a series of new products, and began to further expand into both domestic and global markets.

**Zhengzhou Nissan:** Since the start of this year, Zhengzhou Nissan has sold over 28,000 cars, a 90% increase over the same period last year. The assembly line of NV200 mini-vans from Nissan will also settle at Zhengzhou Nissan in the latter half of this year.

**Benz:** The sales of Benz, AMG, Smart and Maybach cars totaled 11,040 in April in mainland China. It is the first time that the monthly sales number hits the threshold of 10,000. In terms of brand strategy, Benz will also increase its budget for advertising with CCTV, especially during the World Cup.

**P&G:** Its OLAY brand has rolled out product series for men this March, hoping to seize a position in the emerging men's cosmetics market. With its prominent male brand Gillette, P&G will make good use of the upcoming World Cup as its strategic resources to carry out its marketing campaign.



**Castrol:** By the end of 2009, Castrol became the exclusive sponsor for the 2010 World Cup matches broadcast on CCTV. Castrol wishes to bring itself closer to Chinese consumers by working with CCTV and leveraging the opportunity of the upcoming World Cup.



**DHL:** During the 2006 Germany World Cup, DHL titled the CCTV program "Latest From The Match", and swiftly enhanced its brand awareness within a relatively short period of time. DHL pledges to continue working with CCTV during the upcoming South Africa World Cup.



“ Win in Africa with Africa ”



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

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