

DEVELOPMENT OF CHINA'S
NEWS MEDIA
(2016)

ALL-CHINA JOURNALISTS ASSOCIATION
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Foreword

To fully reflect the current developments in journalism in China, the All-China Journalists Association, together with the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), the State Internet Information Office, People's Daily, Xinhua News Agency, China Central Television (CCTV) and other related units created an annual report titled Development of China's News Media. The first report, for 2014, was compiled and issued in 2015.

The work has got the generous support of the Publicity Department of the CPC Central Committee, the Information Office of the State Council, SAPPRFT, the State Internet Information Office, People's Daily, Xinhua News Agency, CCTV, Chinese Academy of Social Sciences, Tsinghua University, Renmin University of China, the Communication University of China and other units, whose experts and specialist personnel exerted scrupulous and painstaking efforts to accomplish this massive task.

We would like to express our sincerest gratitude to all the units and personnel involved for their hard work and professionalism in compiling the report.

The Editorial Group

April 2017

Since the beginning of 2016, in the face of profound changes in the media landscape and ecological environment, China's news media have deepened reforms and forged ahead to achieve their objective of in-depth integration of traditional and new media, and to enhance the comprehensive strength and influence of news media. Solid progress has been witnessed in the building of the ranks of journalists, and China's journalism has grown more vibrant and vital than ever.

Journalism Work Environment

An environment featuring healthy and vigorous development has been created for China's news media and journalists thanks to strong support from the Communist Party of China (CPC) and the Chinese government, rapid development of the media industry and communications technology, and the enterprising spirit of the journalism organizations and media.

I. Media Development Environment

1. The Communist Party of China and the Chinese government (hereinafter referred to as “the Party and the government” for short) set great store by and render strong support to the healthy development of journalism in China. CPC General Secretary Xi Jinping has made speeches on a number of important occasions expressing support and encouragement to the development of the industry. On the part of the Chinese government, it launched a series of media-related policies in 2016, and developed initiatives to promote development in related areas. SAPPRT issued the Provisions on the Administration of Online Publishing Services, the Management Regulations on Local Representative Offices of News Agencies, the Notice on Further Standardizing the Broadcasting Management of TV Dramas and Related Advertising, the Notice on Vigorously Promoting Independent Innovation in Radio and Television Programs, and Opinions on

Speeding up the Integration of Radio and Television Media and Emerging Media. The State Internet Information Office, meanwhile, issued the Provisions on the Administration of Internet Information Search Services, and the Provisions on the Administration of Mobile Internet Application Information Services.

2. China's media industry is amid rapid development and profound transformation.

First, a momentum of growth has been maintained for China's media industry as a whole. Data from the Tsinghua University *Blue Book of China's Media: Report on Development of China's Media Industry (2016)* indicate that China's media industry expanded by 12.3 percent in 2015, and that the overall market volume reached RMB1.3 trillion, and the market share of the Internet media grew from 47.2 percent in 2014 to 51.8 percent in 2015. In the first half of 2016, the spending on Internet advertising increased by 26.9 percent, a rise of 10 percentage points over the same period the previous year. Analys International survey data also show that in the first half of 2016 the volume of the China online advertising operator market reached RMB118.71 billion, a year-on-year growth of 27.3 percent.

Second, China has entered the mobile Internet era. Portable terminals and readily accessible information have become the latest trend in information dissemination. Mobile news consumers in China now exceed 500 million, accounting for

more than 70 percent of total Internet users. Social media and digital news have become ever more important channels of information. iResearch survey data show that, from January to March 2016, 60.8 percent of new media users looked to WeChat, microblogging sites and other social media for news. Users have gradually developed the habit to obtain information and express their demands via social media, and 58.9 percent have come to regard digital news as a main source of news; the penetration rate of news on mobile terminals reached 66.6 percent, second only to audio and video multimedia, games and life services.

Third, communication technology has become a powerful force for media reforms. Big data, cloud computing and other technologies are used to build omnimedia aggregation and editing platforms; mobile broadcasting, H5 applications, and other technologies commonly used for collecting, editing and production. There have also been breakthroughs as regards the initiation of news-writing bots, UAV information gathering, virtual reality and other technologies.

II. Journalist Growth Environment

China's government agencies, trade organizations and news media provide Chinese reporters with various work training and practical opportunities to encourage and nurture their journalistic talent.

1. Training opportunities to improve professional competence

The Publicity Department of the CPC Central Committee, the Information Office of the State Council, SAPPFRFT, the State Internet Information Office and other departments provide journalists with training in relevant areas. The All-China Journalists Association and the Association of China Industrial Newspapers organize training courses for reporters and editors of industry media. The state and local media, represented by People's Daily, Xinhua News Agency, and CCTV, reinforce media industry training. As of the end of September 2016, People's Daily had organized five sessions of various training courses attended by 2,304 trainees, during which visiting experts and scholars were invited to give "people's classes," to a total 2,400 participants. The focus of Xinhua News Agency is on building a top news reporting team by speeding up the training of "omnimedia journalists and editors." A thousand editorial journalists have received training in Internet skills, smart technology, UAV photography, streaming media production, social media use, Internet security, and other areas. Through full implementation of the "youth tutoring system," experienced senior media workers with special knowledge have tutored, mentored and passed on their experience to their younger fellows. A total of 898 young novice have participated in the system. Fact checking and language editing, photo journalism, mobile terminal application,

translation, and document processing competitions involving a cumulative total of 3,500 participants have been held in this connection. CCTV has also organized and implemented training activities focusing on media integration and other topics. As of December 31, 2016, 94 training course sessions had been held, attended by 6,051 trainees, in addition to four sessions of Internet training which had been attended by 13,595 trainees. A total 120 sessions of various training attended by 20,001 trainees have taken place.

2. Contact and practical experience at the grassroots

Practical news activities have been organized to guide journalists' experience at both the grassroots and front-line to enhance their broad understanding of social conditions and public opinion. The Publicity Department of the CPC Central Committee has organized "Go to the Grassroots Level" activity among journalists during the Spring Festival every year to encourage in-depth thought-provoking news reporting. The State Internet Information Office also organized over 2,000 journalists and editors of online media to carry out a series of activities, aiming to "go to grassroots units, transform the style of work, change the style of writing," and produce a series of thought-provoking and high-quality reports. Among them was the special activity titled "Strive to Prosper along the Long March Route" to commemorate the 80th anniversary of the victorious Long March of the Red Army. It entailed the publication of more

than 275,000 news and information items, which scored 11 billion hits, were forwarded, commented and liked 20 million times by Internet users. The All-China Journalists Association organized an activity whereby 100 state news media editors and journalists went to Yan'an in Shaanxi Province in July 2009, where they stayed, ate, and worked with local farmers. For the past eight years (with the exception of 2013), it has been held two or three times yearly in Yan'an of Shaanxi Province, Ganzhou and Jinggangshan of Jiangxi Province, Xibaipo in Pingshan County of Hebei Province, and Gutian in Longyan of Fujian Province. The activity has been held nine times, covering major state news units, national industry media, and local mainstream media, among others, and involving more than 800 editors and journalists.

3. Find examples and tell one's own story

Since 2014, the All-China Journalists Association has organized the staging, via the national press and journalists' associations in provinces, autonomous regions, and municipalities directly under the central government, of three consecutive speech contests titled "Outstanding Journalists Tell Compelling Stories." It involves journalists talking about their personal experiences gained from carrying forward professionalism, abiding by professional ethics, bearing social responsibilities, and sharing their feelings and impressions stemming from interviews they have carried out. More than 130 outstanding speech contestants then assemble in Beijing each

year to participate in the heats for this contest, and winners of the final go to CCTV to record the “Outstanding Journalists Tell Compelling Stories – a Special Journalists’ Day Program” broadcast on CCTV-1 at prime time on the evening of November 8, Journalists’ Day. The contest triggers a strong reaction from the press and society as a whole. The All-China Journalists Association has since opened official WeChat and microblog accounts named “Outstanding Journalists Tell Compelling Stories,” which, as of October 21, 2016, had been viewed more than 15.12 million times. Many Internet users have commended the “Outstanding Journalists Tell Compelling Stories” program as uplifting by virtue of the moving stories it tells and the positive energy it spreads.

4. Reform the management mechanism to stimulate growth and talent

To adapt to the trend of integrated media development, state and local media have carried out in-depth reforms in organization, management, business processes and other aspects through the introduction of a series of innovative initiatives aimed at attracting, training, and retaining talent and providing institutional support for the personal development of editors and journalists. People’s Daily, Xinhua News Agency, and CCTV have done outstanding work and made marked achievements in this regard.

The first step is deepening reforms to the personnel management system. People’s Daily is opening up channels

to encourage two-way flow of talents between itself and the society. In July 2016, the Opinions on Promotion of the Comprehensive Exchange of Officials and Talents was issued, with the aim of building an innovative, open and integrative pattern of talent development. The document requires to do a good job in recommending and selecting high-caliber talent in the field of news gathering and editing, and in the introduction and selection of high-caliber talent in the field of operation and management, strive to build a working platform suitable for high-caliber talent to work satisfactorily, explore the establishment of a funding system for high-caliber talent and key work teams, and further improve continuing education, professional title appraisal, selection and training, further study, and other professional and technical personnel systems. Xinhua News Agency is further promoting personnel system reform by exploring flexible and efficient talent training methods and incentives, expanding the space of development for news gathering and editing workers, and creating more platforms that help bring in and keep such workers. Besides, efforts are being made to improve the routine mechanisms of personnel training and selection for key positions. In February 2016, Xinhua News Agency released the Implementation Plan on the Two-way Secondments by News Gathering and Editing Core Members Between the Head Office and Domestic Branch Agencies was issued, followed by the selection and exchange of the first group of 10 people from head office

holding temporary leading posts in various domestic branch agencies and 13 from the domestic branch agencies holding temporary leading posts in the head office of Xinhua News Agency. The aim of the scheme was to place the better matured young workers in important positions. Moreover, the agency has also explored the establishment of a ladder system in the news gathering and editing profession to complement the current system of professional title appraisal and employment; in line with the system, news gathering and editing is divided into 13 professional ladders, featuring the establishment of such posts as “chief editor” and “chief reporter” to expand channels and space for the promotion and development of news gathering and editing workers so as to encourage the professional and technical personnel, especially leading talents, to feel at liberty to study diligently to improve their professional proficiency. So far, the system is being tried out in five departments and domestic branches of the agency.

Second, deepen reform of the performance incentive mechanism. People’s Daily is deepening reforms to the system in relation to professional title appraising and awarding and pressing forward with reforms for the establishment of a pay system based on performance in efforts to improve the distribution and incentive mechanism. It is also exploring the establishment of a new mechanism in view of the human resources market in efforts to lay a foundation for more efficient integration of the human resource of People’s Daily.

The system puts into place bi-monthly Outstanding News Award selections, taking into account both traditional and new media, to reward and highlight outstanding news items in the press, and on microblogging sites and digital news. As regards professional assessment, the news gathering and editing departments will give preference in this regard to reporters who have written outstanding news articles, and also award more marks to those who produce articles that turn out to be headlines and in-depth reports of various columns, take better pictures, and participate in the development of new media products. The system also rules the establishment of the system of competition for potential highfliers for various posts to effectively improve the competence of the young professional backbone and spur their enthusiasm, initiative and creativity.

Xinhua News Agency has proposed the “striver-oriented and contributor-oriented” assessment incentives and guidance, set out to reform and improve assessment methods, and implement a simplified and classified assessment to ensure that the assessment is simple and easy and rewards and punishment are based on clearly defined rules, so as to stimulate team vitality to the full. Meanwhile, the agency also works to enhance better-targeted assessments, for instance, focusing on assessing the performance of domestic branch agencies in producing news reports and assessing the business indicators of the management sector, so as to meet the requirement to “separate news gathering and editing work from that of busi-

ness management while strengthening both.” A performance-based distribution system is to be set up. Through regulating the distribution approach of the agency as a whole to performance-related pay, preference will be given to news gathering and editing as the major business of the agency.

Proceeding from training TV stars and arousing the enthusiasm of all employees, CCTV has drawn up the CCTV Program for Training TV Celebrities, launching the annual event of selecting “top ten personalities,” implemented the Training Program for Youth Talent, and developed the fund of awards for innovation by employees. In early 2016, CCTV initiated the selection and commending of the “top ten personalities” of 2015.

**Media Transformation and
Integrated Development**

Integrated development remained a top issue in relation to the development of China's media in 2016. Both national and local media speeded up their complementation and integration of traditional and emerging media. Various media follow closely the development of advanced technology and promote in-depth integration of contents, channels, platforms, operation, management and other aspects to reform the institutional mechanism and regenerating the production process, with advanced technology as support and content construction as the foundation, and by making use of the Internet mindset, so as to forge a modern communication system featuring three-dimensional variety and integrated development. A number of new mainstream media featuring diverse forms, advanced means and strong competitiveness, have since emerged, and a number of new media groups being proud of great strength, communication capacity, credibility and influence have begun to take shape. A new media system and structure is thus being formed.

I. Newspapers and News Agencies

At present, China's news and newspapers industry is basically of a multi-level and multi-category pattern in which Party newspapers and journals form the main part while being supplemented by evening and city newspapers and professional ones published by the various trades.

(I) Coexistent opportunities and challenges

1. Further deepen newspaper structural reform and speed up

the specialization and segmentation of newspapers. According to the 2015 Analysis Report of the Press and Publication Industry, in 2015 the national total print-run of comprehensive newspapers was 28.44 billion, down 9.4 percent from that of 2014 and accounting for 66.1 percent of the national total of all newspapers; that of professional newspapers was 11.09 billion, accounting for 25.8 percent; that of life-service newspapers was 1.25 billion, accounting for 2.9 percent; that of reader-oriented newspapers was 1.74 billion, accounting for 4.0 percent; and that of digest magazines was 490 million, accounting for 1.1 percent. In 2015 the national total print-run of comprehensive periodicals was 200 million copies, down 14.0 percent from that of 2014, accounting for 6.8 percent of the national total of all periodicals; that of periodicals on philosophy and social sciences was 1.31 billion, 4.3 percent fewer than in 2014 and accounting for 45.7 percent of the national total, displaying an increase as compared with the previous year; that of periodicals on natural science and technology was 400 million, 7.1 percent fewer than in 2014 and accounting for 13.7 percent; that of periodicals on culture and education was 650 million, 9.2 percent fewer than in 2014 and accounting for 22.5 percent; and that of periodicals on literature and art was 320 million, 8.3 percent fewer than in 2014 and accounting for 11.3 percent.

2. The operation of market-oriented media is being bogged down in difficulties, and a number of indicators fall sharply year on year. The 2015 Analysis Report of the Press and Publication Industry shows that, at the end of 2015, a total of 1,906 kinds of

newspapers was being published on the mainland of China, six less than in 2014, or a fall of 0.31 percent; the national total print-run of newspapers was 43.01 billion, 3.38 billion fewer than in 2014, or a fall of 7.29 percent; the total amount of printed sheets was 155.49 billion, 36.74 billion fewer than in 2014, or a fall of 19.11 percent; the total turnover of newspaper publishing was RMB62.62 billion, RMB7.17 billion less than in 2014, or a fall of 10.3 percent; and the total profit was RMB3.58 billion, RMB4.06 billion less than in 2014, or a fall of 53.21 percent. The main business turnover and total profit of 43 newspaper groups fell by 6.9 percent and 45.1 percent, respectively; 31 of the newspaper groups suffered losses, 14 more than in 2014. At the end of 2015, a total of 10,014 periodicals were being published on the mainland of China, 48 more than in 2014, or an increase of 0.5 percent. The periodicals published were of such categories as natural sciences, technology, philosophy, social science, culture, education, literature, art, children, and others. The 2015 national total print-run of periodicals was 2.88 billion, a drop of 7.0 percent from 2014; the natural total amount of printed sheets reached 16.78 billion, a fall of 8.6 percent; and the total amount of list prices was RMB24.3 billion, a fall of 2.6 percent. In 2015, the total turnover from periodical publication was RMB20.1 billion, a fall of 5.2 percent from 2014; and the total profit was RMB2.63 billion, a fall of 3.0 percent.

(II) A road of integrated development and innovation

In recent years, newspapers and news agencies have taken the initiative to make changes and take positive actions to explore

extensively a road of integrated development and innovation together with the emerging media, achieving initial results, ushering in the pattern of media transformation, upgrading, integration, and innovation that “takes state media as guides, the Party’s newspapers and periodicals in local places as leaders and professional newspapers, evening and city newspapers as pioneers.”

From 2013 to 2015, the Digital Publishing Department of the SAPPRT made a comprehensive assessment in two batches of the digital transformation and upgrading of national newspaper publishing units, and carried out scientific modeling of multi-level indicators affecting the quality and effectiveness of the transformation and upgrading of the newspaper industry. Out of 500 or more press units, 114 newspaper publishers and press media groups were selected as “national model units for the transformation from traditional publishing to digital publishing.” From August 2014 to June 2016, through the establishment of the case library for integrated print media innovation, the SAPPRT News and Newspapers Department dynamically tracked almost 400 cases among domestic print media of integrated innovation, and carried out integrated innovation through periodic review of 30 cases representing the current highest quality print media. Moreover, the “top 20 cases of integrated national print media innovation” were selected by a panel of experts, comprising representatives of the Internet science, technology and new media investment sectors, as well as of the media industry, by way of comprehensive road shows.

Throughout the demonstrations of case-based and print media digital transformation, their upgrading and integrated development brought to mind “a hundred flowers that bloom and a hundred schools of thought that contend,” generally presenting the following characteristics:

1. Open innovation-led transformation, upgrading and integrative development. The current media integration mode displays increasingly more diversified characteristics. But, viewed as a whole, the most prominent ones are the breaking of boundaries, embracement, and open innovation, which are expressed as follows. First is internal integration, of which the “central kitchen” is emblematic. Integration of internal resources expands the boundaries of different internal communication media, so linking the content producers of traditional media with those of new media, and establishing effective communication and coordination between different business units. For example, both People’s Daily and Xinhua News Agency have built omnimedia platforms.

Second is cross-boundary development. The media give full play to brand influence and qualification resources while making attempts to enter other areas to achieve a multi-industry development model based on media brand. In this regard, effective forays have been made by Henan Daily Press Group, Shaanxi Huashang Media Group, Beijing Media and others.

2. The development of new digital and networked products has become a more general choice. In the face of the impact of emerging media, the traditional media are proactive in their exten-

sive exploration and practice and are constantly trying new ideas and methods. The development of new digital and networked products has hence become a more general option. Statistics show that more than 95 percent of the model digital publishing transformation units in the newspaper sector nationwide have formulated official digital news or WeChat accounts either in their own or different names, based on media brand. New content products and traditional media contents thus complement each other. The visualization of news brought by HTML5 became a key feature of the media industry in 2015-2016.

(III) Innovative communication channels

Since 2015, newspapers, periodicals and news agencies run by the Party have, relying on their strong capital, talent, brand and other advantages, been steadily strengthening the internal top design and making efforts in building “central kitchen”-styled omnimedia publishing platforms to develop an omnimedia mode of production. Meanwhile, they have actively introduced cutting-edge technology and constantly cultivated and enhanced the capability of new media communication to reveal a broader prospect in media integration. On the part of the market-oriented media, more attention has been paid to making use of the mode of market-oriented operation in actively planning the development of microblog, WeChat and client app to open up omnimedia channels while proactively bringing in social capital to strive toward vertical subdivision and continuing to expand the professional scope of newspaper media, so as to provide new development

ideas for media integration on the basis of provision of localized services.

1. Development of new communication capability based on the “central kitchen” concept and microblog, WeChat and client app. Since 2015, People’s Daily, Xinhua News Agency and other media have created the omnimedia “central kitchen”-styled release platforms. In terms of operating modes, the “central kitchen” mode has brought about a change to the traditional one featuring “journalists foremost + editors at the rear,” replacing it with the multi-line writing mode of “data support + journalists foremost + visualization integration + fast promotion + product manager coordination” for omnimedia and 24-hour production, thus achieving the objective whereby “journalists collect information, and the ‘kitchen’ produces a variety of products that reach users via multiple communication channels.” On March 2, 2015, shortly before the “two sessions” of the NPC and CPPCC were held, the red icon signifying “vibrant news prepared in the central kitchen” appeared on the fourth page for important news of the *People’s Daily*, marking the debut of the omnimedia platform project in the *People’s Daily*. July 7, 2015 saw the official launch of the Xinhua News Agency omnimedia report platform. The Xinhua News Agency editorial room organizes and coordinates, and the editorial departments and technical staff form a team of professionals. The platform processes the material resources that front-line journalists have gathered to generate news, reports and other products for both traditional and digital media such as com-

puter-animated news, short videos, short documentary films and cartoons, and distributes them through multiple channels to different media terminals, thus achieving in-depth integration, and the sharing and interoperability of news elements.

Along with the increasing penetration of smart phones and continuous improvement of the mobile communication networks, users have inevitably turned their attention to mobile terminals. Since 2015, People's Daily, Xinhua News Agency, Guangming Daily and other media have also made positive efforts in developing microblog, WeChat and client app. People's Daily has 124 official WeChat accounts, including the official account, people.cn, Health Times, and Xiake Island, and 129 microblog accounts, including People's Daily, people.cn, This is America, and Global Times, thus initially forming a new communication matrix, including print media, PC terminals, microblog, WeChat and client app, and other media terminals. The People's Daily digital news was officially launched on June 12, 2014, focusing on providing authoritative, accurate, rich and diverse news. Xinhua News Agency has developed a multi-dimensional communication system, including news apps, and official accounts and mini-programs on WeChat. Based on Xinhua's worldwide news-collecting network, the Xinhua News apps, launched on June 11, 2014, provide readers with 24-hour first-hand news reports, and have already taken the lead in the reporting of over 80 percent of major breaking news items. Guangming Daily runs the "Guangming Perspective on the World," "World Perspective" and other official accounts

on high-quality mobile platforms. As of February 2016, “Guangming Perspective on the World” had scored 44.04 million hits on Toutiao, each article scoring an average 230,000 hits, making it one of the most influential official international news media accounts.

The broadening of communication channels has also turned out to be an important means for the media to serve society. More and more media have begun to develop new digital channels to provide vertically in-depth services. As of the end of 2015, Zhejiang Daily Press Group’s “Zhejiang Digital News” had completed construction of local news channels in 11 cities and 40 counties under the jurisdiction of the province. “Haoyicn.cn,” a Yangtze Daily Newspaper Group new media project, takes users as the center and connects core hospital services data through the sharing of “source pool” technology to provide users with such service functions as online appointment, registration, pre-treatment consultations, post-treatment follow-up visits, health self-examinations, health malls, and doctor-patient interactions. The *Chinese National Geography* digital app is based on the LBS geographic information positioning function. No matter where users are, therefore, as long as the LBS application is open, the app can push all the information surrounding its location reported by publications under *Chinese National Geography* distances of 5 km, 10 km and 15 km to users. It has been downloaded more than 5 million times via mobile phone, TV, computer, and hand-held terminal.

2. Application of cutting-edge new media technology. Xinhua News Agency used VR technology in 2015 to report on the Vic-

tory Parade in commemoration of the 70th anniversary of the victory of the Chinese People's War of Resistance against Japanese Aggression. It thus became a pioneer in China of 360-degree panoramic video coverage. After the Shenzhen landslide of December 20 that year, Xinhua was also the first to use VR technology to report on this disaster. The video scored 620,000 hits on Xinhua digital news, and was viewed more than 60,000 times that day on Twitter. During the annual sessions of the NPC and CPPCC in 2016, People's Daily, Xinhua News Agency, Guangming Daily and many other media used panoramic camera technology to record the NPC and CPPCC in detail, and push and transmit real-time reports on the sessions from new media platforms. The Guangming Daily "VR CPPCC Press Conference Live Broadcast" media was transmitted via WeChat and microblog and viewed 120,000 times in less than an hour. In recent years, there have been great breakthroughs in intelligent robot technology. On November 7, 2015, Xinhua News Agency introduced the "Robot Journalist Xiaoxin" intelligent robot. It has been assigned to the Sports Department to write reports on sports events in English and Chinese languages and to the Economic Information Department and *China Securities Journal* to write financial reports.

II. Radio and Television

The radio and television stations throughout the country vigorously promote integrated media development and actively

implement the “radio and television +” action and the “broad-band radio and television” strategy, bringing about a new trend of integrated development that involves such links as content production, integration, distribution, transmission and management. Integrated development has deepened, expanded and transitioned from “complementation” to “integration.” In the process of promoting integrated development, radio and television institutions have accelerated their steps in institutional innovation, building new mainstream media to create new media groups, and comprehensively promoting the transformation and upgrading of radio and television media.

(I) Breakthrough made in content integration and the mode of integrative production growing popular

Radio and television stations at all levels are quickening their steps in constructing platforms of integrated content production and transmission, improving content integrated production mechanisms, and strengthening integrated content production to realize wide dissemination of radio and television contents in the emerging media.

1. The “central kitchen” model is being promoted. The three central stations, i.e., CCTV, CNR, and CIR, and three such stations in the various provinces and major cities have established news integration centers that recycle the news production process in the “central kitchen” approach to achieve integrative news production and dissemination. China National Radio (CNR) has set up a convergence media news command center to integrate

its news resources, establish an online-offline joint title multi-platform mechanism, and form, through the coordinated and joint operation of many departments, the convergence of media news production process, thus to achieve deep integration of significant publicity reports from both the station and the Internet. CCTV has created the “CCTV News” multimedia integration platform, and established a major political event reporting mechanism, a major publicity reporting integration mechanism, a news materials and concurrent news reporting integration and sharing mechanism, and a convergence media mechanism to form the cross-sectoral, cross-terminal and cross-channel news production pattern. China International Radio (CIR) has set up a multimedia news production platform to form a mechanism that takes into account of the information gathering, processing, publishing, exchange and display for both international and domestic news. Shanghai Television Station has launched the television news omnimedia integration production platform X-news, “N in N out” broadcasting omnimedia collecting, editing, producing, saving and releasing system, and many other technical systems. Hubei TV has built a convergence media news center to explore establishment of the “omnimedia interviews foremost + central kitchen integrated production at the rear” news production process and achieve news resource integration.

The three central stations and those in some major cities have built cloud platforms to provide support for “central kitchen” type of content integration. The CNR’s cloud gathering and ed-

iting system is geared toward the Voice of China, the Voice of Economy, cnr.cn, local journalist centers, local radio stations and other content production and broadcasting sources, and covers the entire process of news gathering, editing, and broadcasting, so as to materialize “one button release” on many platforms. CCTV has set up a cloud news production system and constructed a “central kitchen” type of news cloud platform for one-hit material gathering and multi-channel distribution. Guangdong TV has promoted “cloud services and big data” technology applications and built the high-definition production private cloud, and also integrated traditional television gathering, editing, broadcasting with new media program production. Jiangsu TV has independently developed a “micro-Bo cloud” omnimedia operation platform, and completed construction of the “Lizhi cloud platform” project to form the omnimedia, real-time, fully interactive three-dimensional transmission pattern.

2. Rapid development of the new form of integrated content and upgraded innovation in production model

The first step is to strengthen mobile micro-content production. In order to meet the needs of mobile viewing, radio and television organizations are making positive efforts to promote “micro-content” production. Micro-video coverage has been widely used in news reports. With videos as the main feature, CCTV is carefully building short, new, fast and live “V viewing” series micro videos. Since 2016, it has produced more than 240 “V viewing” micro-videos of President Xi Jinping’s important politi-

cal activities, and the total viewing has reached more than 750 million. During its coverage of the G20, CCTV News New Media and CNTV jointly produced 76 “V viewing G20” series micro-videos which were synchronously pushed and spread, and the total viewing reached 271 million. CNTV also launched “the free comments on the important activities of President Xi Jinping at home and abroad.” With the original animated image of President Xi Jinping as the main logo, this multi-form Internet evaluation product combines English commentary, animations and H5, and has received warm responses from domestic and foreign Internet users alike, an average 200 million people having viewed each chapter. CRI introduced more than 220 new media products, such as HTML5-standard web pages, illustrated texts, videos and long-text images, during the G20 Hangzhou Summit in September 2016, with over 40 million views, while its special digital media programs on President Xi Jinping and Premier Li Keqiang aired during the NPC and CPPCC sessions (March 3-12, 2016) were viewed by more than 80 million people. The state and local radio and television institutions have increased the production of micro-films and micro-documentaries and launched a series of micro-video short videos on the official WeChat account to enrich the integrative form and content.

The second is to make vigorous efforts in the development of mobile live broadcasts. The 2016 was viewed as the “first year of mobile live broadcasting.” CCTV gave full play to its advantage in news video broadcasting and enhanced Internet broadcast

technology capabilities. In its report on the 95th anniversary celebrations of the founding of the CPC, “CCTV News” new media launched the large-scale multi-point 190-minute “Loyalty and Oaths” mobile live broadcast, with millions of Internet users having a “red tour” of nine historical revolutionary sites to the site of the general assembly where the 95th anniversary of the founding of the CPC was celebrated. During the Hangzhou G20 Summit, a CCTV News digital “live channel” was initially set up. Forty-six signal sources were used to launch the large-scale uninterrupted 48-hour live mobile “China G20” broadcast. Interviews, onsite visits, classical Hangzhou allusions, and real-time landscapes interactively created live hot-spots on many mobile terminals. The broadcast drew more than 307 million users, and the cumulative audience amounted to more than 101 million. In 2016, CCTV News new media carried out around 400 live broadcasts, and the cumulative audience amounted to more than 820 million.

Third is the strengthening of interactive content production. CCTV has created a medium through which to express innovative programs that provide users with richer program content and the interactive experience. CCTV-4 has created the first domestic media convergence news commentary program, “China’s Public Opinion.” CNTV used the big data public opinion analysis system to analyze massive amounts of Internet data for its “index on China’s public opinion.” With omnimedia studio services provided by the technological department, the “online auditorium,” in the course of live broadcasts, has been brought in for large and

small screens of the same frequency and resonance. The ratings of 19 episodes exceeded 1 percent, and the interactive audience amounted to more than 90 million. It is known as “a new model of television news commentary in the convergence media era.” When the “Chinese Riddle Conference” was broadcast in 2016, the audience throughout the country and field players simultaneously vied to give their answers. This expanded the studio space, brought the youth back to TV, and included entire families in the viewing audience. More than 170,000 families uploaded “family portrait” photo riddles. CRI launched “Global Information +,” a social media application platform with audio news and interaction as the core to expand the live “watching and chatting” channel and achieve user interaction. In addition, radio and television media actively attract users’ direct participation in content production. For example, during the 2015 annual sessions of the NPC and CPPCC, CNR set up the special “Moments from the Two Sessions” column which took the form of user generated content (UGC) and aroused considerable social attention.

(II) Continuous deepening of channel-platform integration, and expansion of new integrated development

The focus of national cable television Internet and broadcasting agencies is on expanding the integration of channels and platforms, steadily promoting the “broadband radio and television” strategy, extensively carrying out “radio and television +” integration, and vigorously building “microblog, WeChat and client app, and networks,” to ensure that radio and television are “omnipresent.”

1. Active implementation of “broadband radio and television” strategy and “radio and television +” activity in cable networks. Cable networks throughout the country all make active efforts in implementing the “broadband radio and television” strategy and “radio and television +” activity to speed up two-way construction of cable Internet broadband and establishing interactive cloud platforms, resulting in the significant improvement of service capacity and the launch of a variety of integrated work. The State Grid Corporation has launched construction of the national cable television Internet interconnection platform. CCN is reinforcing construction of a two-way broadband cable Internet, and has made key breakthroughs in IDC services, cloud services, e-commerce, conference calls, and television, broadband and other business. It has also received accreditation for nine Triple Play services, including Internet service access, value-added internet data transmission services, and domestic IP telephone services. Shanghai’s next generation broadcasting Internet (NGB) is basically completed, so becoming a full-coverage urban optical Internet and urban Internet infrastructure, second only to Shanghai Telecom. The national cable Internet has now generally begun high-definition and standard-definition live video broadcasts, broadcasts on demand, catch-up TV, recording, interactive games, karaoke, TV banking, and broadband access.

2. Strengthening construction of Internet radio and television, and enhancing the PC-terminal communication capabilities. The three central stations and similar local ones have intensified

efforts in the construction of Internet radio and television stations and audio-visual program websites. As of the end of 2016, national radio and television institutions had obtained permission to establish 31 Internet radio and television stations. Most radio and television stations at and above the city level had started audio-visual program websites. These stations and websites have become important emerging platforms holding appeal to an ever larger number of users. As of the end of 2016, the number of CCTV monthly independent access users reached 535 million, accounting for 70 percent of China's total Internet users.

3. Speeding up construction of mobile platforms, and promoting mobile communication of radio and television programs. Radio and television station mobile applications have expanded in leaps and bounds. First, radio and television organizations generally launch mobile applications. The three central radio and television stations have each launched a series of such applications. For example, CCTV has launched such mobile applications as "CCTV News" and "CBox," all of which form distinctive mobile product systems. Shanghai TV, Hunan TV, Zhejiang TV, Jiangsu TV, Anhui TV and other provincial television stations have launched a number of mobile applications, which have brought about waves of vigorous development in this regard. At present, the mobile terminal has developed two model brand names, i.e., "light" series and "wireless" series, that has held a great appeal to the participation of relevant radio and television stations and generated considerable influence. Second, the radio and television mobile clients

have access to a wealth of content. For example, the CNR “China Broadcast” application integrates the content of its 17 frequency programs as well as the programs of some local radio stations to produce 220,000 audio programs that added up to 100,000 hours and have been released to more than 100 mainstream application markets (including the Internet TV application market). The Shanghai TV “Archimedes” mobile client platform boasts 24-hour live broadcasts and catch-up listening in addition to other functions for more than 7,000 programs. Third, the radio and television mobile client platforms boast huge numbers of users. As of the end of 2016, the cumulative download volume of the “CBox” client terminal reached 538 million, and the actual download volume of the “CCTV News” client terminal was up to 42.14 million. The download volume of first-line provincial TV stations is also substantial. For example, the cumulative download volume of the Hunan TV “Mango TV” mobile client terminal reached 312 million, and that of the Zhejiang TV “China Blue” mobile client terminal was 7.72 million. Fourth, radio and television mobile client terminal displays a trend of platform-oriented and intensive development. CTV has built the strong interactive super video “CBox” digital news platform. The platform pools massive video resources, originally designed quality products and high-definition live broadcasts, and offers interactive optimization experience, with the contents fully demonstrating the advantages of national digital video platforms in terms of high-quality content and style. Taking February 19, 2017 as the point of countdown,

CCTV is pressing ahead with the construction of the “CCTV news mobile Internet” aimed at providing, by way of “journalists signal back to the platform” + “user upload platform” + “matrix number of institutions,” the news release system and media asset system featuring integrated production of TV and new media, resource sharing and efficient distribution, thus striving to achieve a timely breakthrough in the field of mobile live broadcasting to promote the platform-level evolution of CCTV news and create a new form of integrated development. “Wireless Suzhou” has formed close working relationships with 35 media organizations nationwide by providing integrated development technology and platform support for the media involved, and so evolving into a comprehensive platform for cross-regional development.

4. Making wide use of microblog, WeChat and other micro-social platforms to achieve the socialization of radio and television programs. Radio and television institutions generally open microblog and WeChat accounts; microblog and WeChat have become important integrated communication social platforms for radio and television media. The three central station, i.e., CCTV, CNR and CRI, open microblog and WeChat accounts at different levels for their various frequency channels, programs and anchors. CNR now boasts more than 700 microblog and WeChat accounts for their certified frequency channels, programs and anchor to form a microblog and WeChat matrix. CCTV has a new media brand cluster comprising 23 mobile client terminals, 263 official microblog accounts and 204 WeChat public accounts, so as to

form an all-wave, multi-level and multi-part mainstream public opinion matrix. As of the end of 2016, CRI had opened 50 microblog accounts, 72 WeChat accounts, and 110 social media accounts overseas. Radio and TV stations at the provincial level also vie with one another in opening microblog and WeChat accounts to give rise to a clustering trend. Better-operated radio and television media have shown greater communicative strength and extended greater influence in terms of microblog. As of the end of 2016, CCTV News boasted 124.06 million microblog fans (47.15 million on Sina, 26.03 million on Tencent, and 50.89 million on Miapoi), in addition to 6.8 million WeChat subscribers, and microblog fans for CRI's "Global News Radio" exceeded 43 million. Many of the provincial-level radio and television institutions also have millions of microblog fans, which show their considerable communicative strength. For example, the number of microblog fans of Hunan TV is 7.8 million, and that of Anhui TV is 5.36 million.

(III) Promotion of institutional and mechanism innovation, and acceleration of new-type mainstream media development

Radio and television institutions throughout the country have persisted in promoting integrated development by way of institutional and mechanism innovation and deepened institutional and mechanism reform amidst integrated development, resulting in gradually integration of the operation and management of both traditional and new media and preparing the foundation for developing new mainstream media and creating new mainstream

media groups.

1. Strengthening top-level efforts to promote integrated development. It is necessary for radio and television institutions at all levels to strengthen the drive at the top level to strengthen integrated development by way of establishing special decision-making and command organs for integrated development. All the three central stations all treat integrated development as a top priority and strengthen leadership and coordination in this regard. CNR has established CNR Media Group for integrated operation of traditional and emerging media. CCTV has established a leading group and office for integrated media development to be in charge of the overall design, coordination, advancement, supervision and implementation of integrated development, to ensure systematic integration and coordination of the media and integrated development of the entire station. CRI has established a management committee for media integration in charge of the planning and coordination of the overall integrated development of the station media. Hubei TV successively established a “Media Integration Development Committee” and “Media Integration Content Editing Committee.” Hunan TV has realized integrated development and operation with its new “Mango TV” media platform and brought about a trend of integrated development featuring simultaneous progress and interaction between its twin engines, i.e., Hunan TV and Mango TV.

2. Speeding up integration of operation and management to greatly enhance market competitiveness. Integration of operation

and management is an important means to promote media integrated development. Radio and television institutions throughout the country promote the integration of operation and management in an overall way, and have achieved significant results. New market entities were created and in-depth integration of internal business operation and management was conducted. The three central stations all have set up independent companies tasked with integrating their high-quality media resources and taking charge of the operation of the new media business. The radio and TV stations of the various provinces are all proactively pressing for market-oriented operations of new media, and most of them have established new media companies to accelerate integrated media development. Shanghai TV focuses on promoting its corporate development on the basis of the “Archimedes” client terminal. A company jointly invested by Eastradio and the Archimedes team is effectively promoting the latter’s integration of the entire station’s audio broadcast resources for rapid development, so greatly improving its market influence and brand appeal.

3. Speeding up integrated development across systems, levels and regions and striving to build new mainstream media and new media groups. In the process of promoting integrated development, radio and television institutions across the country actively explore ways and methods to promote media development across systems, levels and regions. Significant progress has been achieved in the construction of new mainstream media and new media groups.

First, achieving integrated development through new media products by way of joint development and operation of integrative media products. For example, Hunan TV developed the Mango TV, a new media platform, and integrated content production, Internet TV, Internet video, IPTV and value-added services related by means of capital operation and shareholding reform, thus bringing into place a new media audio-visual integrated communication service platform that takes audio-visual services as its core, integrates the characteristics of networks and TV and gears toward computers, mobile phones, tablet PC's and TV sets, and realizes "multiple screens in one." BGCTV and some provincial Internet companies jointly developed "Chinese TV Cinema" into a cable network, effectively integrating related content and technological and market resources. By the end of 2015, this product had been launched in 10 provinces and municipalities directly under the central government, including Tianjin and Chongqing, boasting a total of 12 million users. As regards mobile terminals, through the "qingk APP" mobile product, ALLOOK actively cooperated with media throughout the country. As of March 2016, it had established business cooperation relations with over 150 mainstream media and developed local "qingk" products in 23 provinces (autonomous regions and municipalities directly under the central government), accurately offering services to over 200 million users in total. Now, "qingk APP" is a nationwide comprehensive mobile Internet service product.

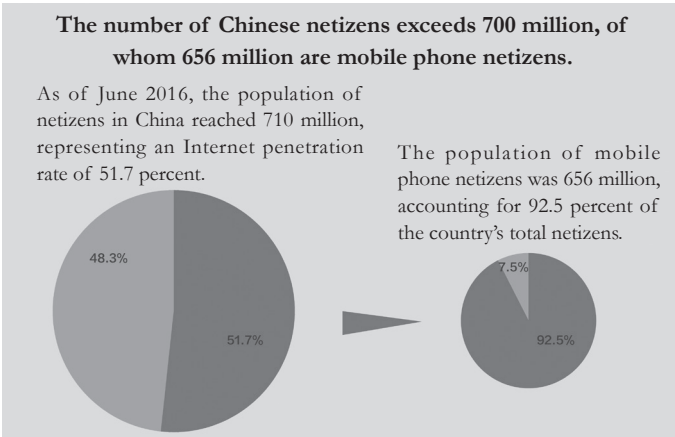
Second, speeding up the development of group companies

by means of capital operation. By means of capital operation, a number of more powerful radio and television institutions are now striding ahead toward new media groups. To reinforce the advantages of capital operation, in June 2015 Shanghai Radio and Television merged two listed companies under it, namely, BesTV and Oriental Pearl. The newly merged Oriental Pearl Company takes capital operation as a starting point to actively expand into upper and lower reaches of radio and television as well as Internet audio-visual production and other related industries, with the aim of building a new media group. By the end of 2015, Oriental Pearl had successfully acquired and invested in 10 projects at a transaction value of almost RMB5 billion, further optimizing the company's business layout and consolidating the foundation of group development.

Development of New Media

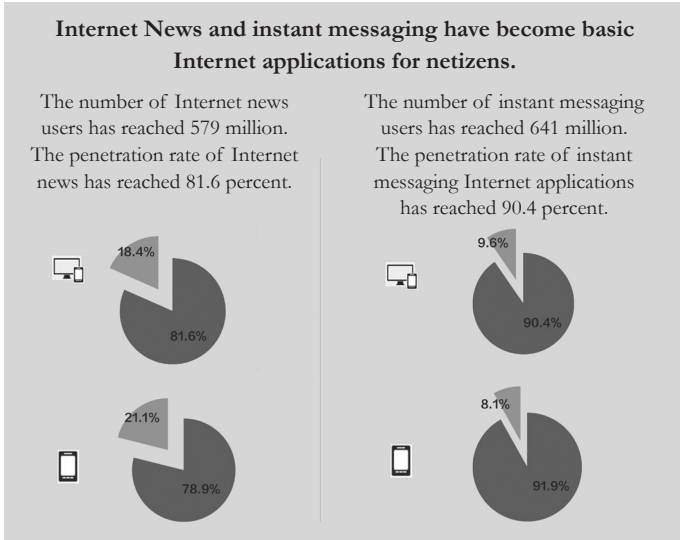
I. New Media Market Is Vigorously Developing, Gradually Becoming the Leading Force in Media Development

1. The population of netizens in China has now surpassed 700 million. According to CNNIC data, as of June 2016, the population of netizens in China exceeded for the first time 700 million to reach 710 million. The population of mobile phone netizens was 656 million, accounting for 92.5 percent of the total netizens.



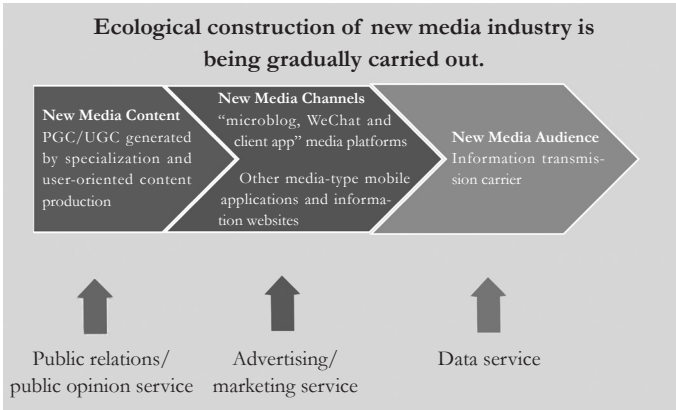
Mobile Internet has been penetrating economic life in accelerated pace, and its influence on the public's way of life has turned increasingly profound. As a basic Internet application, the utilization rate of Internet among netizens has reached 81.6 percent, with the total number of Internet news users reaching 579 million. At the same time, the degree of mobile socialization has furthered deepened, and instant messaging utilization has reached 90.4 percent. The utilization of social applications, namely, We-

Chat and QQ space, derived from instant messaging, has reached 78.7 percent and 67.4 percent, respectively. The social platform has become a main channel for netizens to access information.



2. Eco-construction of the new media industry has been gradually approaching completion. The new media industry is gradually improving and a panoramic ecological industry is gradually being built. In the end of new media content, a diverse ecosystem has been formed comprising traditional and new media, new media on government affairs, local media, enterprise new media, and “We Media,” featuring mutual coordination and complementation between PGC and UGC. In the end of new media channels, diversified emerging media portals are formed comprising new media platforms as represented by microblog, WeChat and client app, browser apps, live video, VR media platforms and others, enabling the netizens to get access to a great variety of news and information through their smart

phones. Meanwhile, the industrial chain has been continuously extended, resulting in rapid rise of derivative services, such as advertising, data, public relations, thus achieving gradual improvement of the derivative services in social marketing and channel promotion.



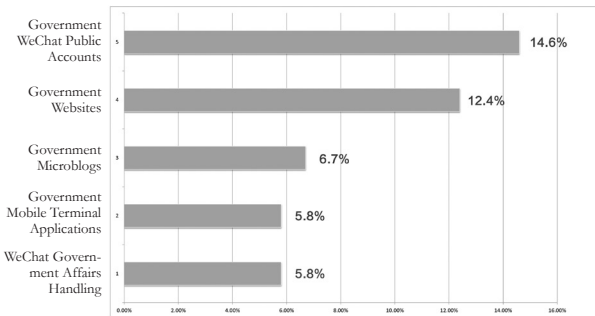
3. Under the new media context, guidance to public opinion given by mainstream media has been further enhanced. Relying on the advantages of new media in communication, mainstream media has vigorously pressed forward in creating new media communication forms and building a multi-level, three-dimensional system of product innovation, resulting in rolling out a number of phenomenal media products and continuously enhancing guidance to public opinion under the new media context. In July during the flood season in 2016, the "Morning Sun Studio," in view of the national fight against flood calamity, created the sand painting by the title "Never Forget the Primary Mission and Remain to Play the Role of a Mainstay," to give representation to moving scenes in the struggle. A commonplace work of art, it was nevertheless quite a stir of the soul, promptly transmitted

by some 1,000 websites and government-backed micromatrixes, netting over 260 million hits within 24 hours. Then, it was aired by about a dozen TV stations and viewed by some 100 million audience. In February 2016, People's Daily formally launched its omnimedia "central kitchen" platform and realized integration of the entire process of news gathering and production. During the annual "two sessions" of the NPC and CPPCC, it launched its brand-name HTML5 interactive product, by the title "Fu Ying Invites You to Join the Group Chat," which vividly reproduced the interactive scenario wherein the news anchor answered journalists' questions. It scored more than 3 million hits within 24 hours. Its microblog trending topic "Not even a bit of China can be reduced" prompted by the farcical "South China Sea Arbitration" created a record 6.39 billion hits and a record individual hits of more than 260 million. Relying on its advanced media technology, Xinhua News Agency planned and produced news and information products geared toward all types of media terminals. It produced the "Four Comprehensives Strategy" rap animation on the omnimedia platform to explain the spiritual connotation of the "Four Comprehensives Strategy" in a manner accessible to both domestic and overseas Internet users, scoring over 100 million video and reading hits. Its visual omnimedia product, "Red Temperament," in the form of a micro film was designed as a gift to mark the 95th anniversary of the founding of the CPC. A total of 200 million people watched this, and 34 domestic TV stations rebroadcast it, turning it into a "phenomenal communication"

omnimedia product. With innovation in news communication being carried out in further depth, the advantages of different platforms online and offline overlap and complement, gradually giving rise to new mainstream media matrixes boasting stronger communicative force, public credibility and influence.

4. Steady development of new government affairs media. According to CNNIC data, as of June 2016 the number of online government affairs service users had reached 176 million, accounting for 24.8 percent of total amount of netizens. Among them, those who accessed government affairs services through WeChat public accounts reached 14.6 percent, making it the mode of online government affairs service most frequently used by the netizens. Next comes government websites, the access rate to which for government services reached 12.4 percent. The utilization rate of government microblogs reached 6.7 percent, that of government mobile terminal applications and WeChat government affairs handling were both 5.8 percent.

Utilization Rate of Users Accessing Online Government Affairs Service in the First Half of 2016



Source: CNNIC Statistical Survey on China Internet Development

At the same time, the “government affairs microblog + WeChat + application” framework has become more robust, and the government affairs micro video application has been expanded. As of June 2016, the number of Sina.com platform-approved government affairs microblog accounts reached 159,320 – 6,930 more than that at the end of 2015. Moreover, microblog has become a major “mobile broadcast + government affairs” platform, and mobile video broadcasts are becoming a new vehicle for the government’s openness to and interaction with the public. As of August 2016, the number of government affairs headlines on Toutiao application had reached 13,531, and their comprehensive hits had risen from 155 million in January 2016 to 521 million.

II. Legal Rules on and Oversight over New Media Constantly Improved

1. Intensify remediation of false news and law-breaking websites. In July 2016, the State Internet Information Office issued the Notice on Further Strengthening Management and Prevention of False News, and has gradually strengthened governance and supervision of Internet information. At the same time, the Office stepped up its efforts of remediation of false news and law-breaking websites. In May 2016, in the wake of the “Wei Zexi Incident,” the State Internet Information Office joined the State Administration for Industry and Commerce,

National Health and Family Planning Commission and other departments concerned to carry out investigations of Baidu Inc., and imposed a number of restrictions on the company. Offices of leading groups for cyberspace affairs in Beijing, Shanghai, Jiangsu, Hunan and other places interviewed Sina, Netease and other websites on issuing and publishing false news, and imposed warnings, fines and other administrative penalties. In the second quarter of 2016, leading groups for cyberspace affairs all over the country investigated a total of 146 law-breaking websites at all levels and in various locations, and issued 116 warnings to 101 law-breaking websites, and cooperated with departments of industry and information technology in revoking the licenses and registrations and closing down 1,475 law-breaking websites. Steadily enhanced oversight has standardized Internet communication.

2. The video broadcast industry calls for strict management of the qualification of platforms. According to CNNIC, as of June 30, 2016, the number of live-video Internet users in China had reached 325 million, accounting for 45.8 percent of total netizens. Now, there are around 200 online live broadcast platforms. Daily active users of mass broadcasts, show videos and games broadcasts alone reached over 24 million. However, there are many problems in this industry, including inconsistencies as regards broadcast platform qualifications and content. Content is a gray area, and Internet anchors need to exercise greater self-discipline. In September 2016, SAPPRFT issued the Notice

on Strengthening the Program Management of Audio-Visual Broadcast Services, and ordered Internet audio-visual programs to provide broadcast services according to the law and current regulations. At the same time, it laid down specific requirements for broadcast content and anchors, guests and other factors. As regards content, it is necessary for the broadcast providers to pay due attention to good taste and forswear vulgar content, excessive entertainment, and overt materialism and emphasis on luxury goods. Constant oversight will ensure the healthy development of the video broadcast industry.

3. Continuous intensification is seen in policies, legal regulations and supervision in relation to copyright protection. In April 2016, the General Office of the State Council issued the Notice on the Work of National Crackdown on Intellectual Property Rights Infringement and Production and Sales of Fake and Inferior Commodities in 2016 and proposed strengthening special governance in key areas and investigating and punishing infringements of intellectual property rights at policy level. In June the same year, the National Copyright Administration, the State Internet Information Office, the Ministry of Industry and Information Technology, and the Ministry of Public Security jointly launched the “Sword Internet Campaign 2016,” clamping down on piracy and patent infringement, illegal transmission of Internet literature, news, films, TV plays and other works, safeguarding the legitimate interests of rights holders, and further standardizing the copyright order of online music, cloud storage

space, and forwarding of news items, so as to create a suitable development space for the eco-development of Internet copyright.

4. Consistent purification is observed in the environment of online advertising information search service. On June 25 and 28, 2016, the State Internet Information Office successively issued the Provisions on Administration of Internet Information Search Services and the Provisions on Administration of Mobile Internet Applications Information Service, respectively regularizing Internet information search services and mobile Internet application information services from such aspects as legislative reasons and basis, objects and properties of the administration, regulatory bodies, statutory obligations, protection of user rights, etc. In August, the State Administration for Industry and Commerce issued the Interim Measures for the Administration of Internet Advertisements, which was put into effect on September 1, 2016. The Interim Measures laid out the responsibilities and obligations of Internet platforms, advertisers, regulators and other parties. At the same time, they introduced Internet paid searches to the scope of advertising, stipulating that the results of paid searches should be clearly distinguished from those of natural searches. These improvements in regulations laid a solid foundation for rule of law and regulated the online advertising activities, Internet users' right to know is protected, and healthy and orderly development of Internet information search industry is promoted.

III. Development of New Media Giving Citizens More Internet Information Freedom

1. The development of new media provides Chinese netizens with more channels to express their opinions. Rapid development of new media has promoted the formation of new platforms of speech and channels of communication. The Internet has provided more channels for the public to express their appeals and the netizens participate increasingly more in the discussion of public affairs through BBS, media client applications, microblog and WeChat, online communities, online broadcasts and other new media channels. Meanwhile, expression of opinion by netizens has become more rational. In 2016, www.gov.cn cooperated with 11 Internet media, including people.com.cn, Xinhuanet, China Daily.com.cn and Toutiao, in the program “I Have Something to Say to the Premier” to solicit opinions from netizens. By March 1, a total of 61,905 suggestions were collected from the netizens, of which 598 were selected and edited into three issues of the report “I Have a Word to Say to Premier: Selected Suggestions from Netizens.” Most of the netizens left rational messages and suggestions, not just setting down proposals, but also backing them up with detailed arguments on the basis of background checks, feasibility analyses, and implementation procedures.

2. New media play a more important role in building social consensus. With the significant enhancement of the role

of mainstream media in guiding public opinion under the new media context, the “mainstream public opinion environment” unique to news media seems to get along swimmingly with the “oral public opinion environment” among the public on many topics; the public opinion consensus between the government and netizens appears to keep improving. State media, represented by Xinhuanet, people.cn, and Gmw.cn, played a major role in publicizing the G20 Summit held in Hangzhou in September 2016, and sohu.com, Netease, sina and other key business portals also actively participated. From September 3 to 5, Internet media participating in the report exceeded 1,400, producing 8,826 original reports, or 59,000 Internet reports in total and more than 30 microblog topics in relation to the Summit, with the readership of the top 30 topics adding up to 2.47 billion. Of them, the “48-Hour Uninterrupted Summit Live Broadcast, Forwarding and Attention!” by “CCTV News” on September 3 was forwarded more than 240,000 times in two days, and the “likes” exceeded 480,000.

Internet has become an important source of emerging hot events and topics, and plays a growingly important role in reflecting hot topics in relation to people’s livelihood. In the field of medicine, such reports as the illegal trading in vaccines in Jinan, the stabbing of a physician in Guangdong, and the false reports on “loss of kidney after surgery” among others in 2016 triggered discussions among netizens on medical supervision, the doctor-patient relationship, medical reforms

and other problems. The Wei Zexi Incident brought to light paid listings of the Internet search platforms, the ridiculous contracting of hospital departments by Putian funds and loopholes in medical supervision and regulation, etc. In response, the State Internet Information Office ordered the Internet search platforms to redress these anomalies and issued the Provisions on Management of Internet Information Search Services, so winning the full support of public opinion from netizens. In the education field, the “unhealthy running track” problem on school campuses in Xinjiang, Inner Mongolia, Beijing, Jiangsu and other places triggered responses on many online public opinion websites and further promoted in-depth mainstream media reporting.

3. Cyberspace management is further standardized. The Chinese government governs new media according to law, combats Internet rumors, purifies Internet environment, and is gradually building a good Internet order. By strengthening governance of the Internet platform, especially portal websites, WeChat, microblog and other “We Media” platforms, the Chinese government has been making unremitting efforts to create a clean Internet communication environment wherein the public can access and exchange information. While strengthening Internet governance, the Chinese government guarantees netizens’ right to know, makes public the information that netizens seek, and timely responds to real problems on the Internet, while doing its utmost in maintaining the

vitality of Internet public opinions and respecting the expression of public opinion on the Internet, so as to building an Internet communication channel formed through continuous public discussion and communication.

**Rights Protection and Professional
Ethics Construction**

As of the end of 2016, there were in China a total of 223,925 journalists being issued with press cards, of whom 84,130 worked on newspapers, 6,007 on periodicals, 2,801 for news agencies, 129,829 on radio and TV stations and news and film studios, and 1,158 on news websites.

Among these journalists, 117,443 were men, accounting for 52.45 percent, and 106,482 were women, accounting for 47.55 percent. With regard to educational background, 41,899 had vocational college diplomas, accounting for 18.71 percent; 160,806 had bachelor degrees, accounting for 71.81 percent; 19,867 had master's degrees, accounting for 8.87 percent; 786 had doctoral degrees, accounting for 0.35 percent; and 567 had other degrees, accounting for 0.25 percent. As to age, 21,767 were under 30, accounting for 9.72 percent; 87,158 were between 30 and 40, accounting for 38.92 percent; 76,592 were between 40 and 50, accounting for 34.20 percent; and 38,408 were above 50, accounting for 17.15 percent.

I. Rights Protection

The All-China Journalists Association, as a national mass organization of the press, attaches great importance to the protection of journalists' rights, and takes various measures to protect their legitimate rights and interests.

1. Handling rights protection complaints. The All-China

Journalists Association has established a complaints registration system operated by specially-assigned staff. It also has a public complaints hotline and email address so as to receive rights protection complaints from journalists throughout the country, and has set up an emergency response mechanism to deal with urgent cases of infringements on journalists' legitimate rights. The Association coordinates with other parties directly on major incidents, and entrusts local and professional journalist associations with minor ones. Rights protection work generally consists of investigating, expressing solidarity and empathy, demanding compensation and apologies, and urging justice. In cases where journalists have been unjustly, falsely and erroneously accused, it actively coordinates with judicial organs and news units to provide legal support. In 2016, three journalists from the *Lanzhou Morning Post* and two other media stationed in Wuwei City were arrested; a journalist from the Harbin Broadcasting & TV Station was assaulted while gathering news; a journalist working on Shaanxi Province's *West China Development* magazine suffered illegal restriction of his personal freedom; and a Shandong Radio and TV Station journalist was assaulted during an interview. In such incidents, the All-China Journalists Association swiftly responded, intervened in good time, paid close attention to the handling of these incidents, and guided the news media units involved to deal with these matters according to law and relevant regulations, promptly

respond to public concern, and finally expedite the appropriate handling of these incidents. In 2015, the Association received more than 80 calls, letters, and visits relating to rights protection, of which 85 percent were resolved. In 2016, it received more than 20 rights protection calls, letters, visits, and resolved 95 percent of them.

2. Assistance is extended to needy journalists. In accordance with the Measures for the Implementation of Assistance to Chinese Journalists issued by the All-China Journalists Association in January 2014, 16 journalists who had suffered injury during news interviews and reportage in 2015 received RMB360,000 in assistance funding; and in 2016, a total of 15 journalists from three state media units and 10 local media units who suffered injury or died during news interviews and reportage received assistance. Among them, two died, four were seriously injured and nine were slightly injured. A total of RMB890,000 in assistance funds was given to them, and related organizations visited and comforted the journalists and their families.

3. Outstanding press workers are commended. In accordance with the Measures on Awarding Honorary Titles to National Outstanding Press Workers issued in July 2013 by the All-China Journalists Association, the Association awarded the honorary title of “National Outstanding Journalist” to Tang Ji from Xinhua News Agency, Jiang Ya and Song Hao’en from the Chongqing Broadcasting

Group, and Gao Sijie from Fuyang Broadcasting and TV Station, Anhui Province. It also held Meritorious Deeds forums, presentations and seminars, and publicized in 2015 and 2016 the professionalism of outstanding journalists through mainstream media, the All-China Journalists Association's official website, microblog, and WeChat accounts and other new media.

4. Healthy development of national news associations is promoted. In 2015 and 2016, the All-China Journalists Association strengthened guidance and service to the national media associations under it, called them together for work conferences and all sorts of working forums, and solicited advice and suggestions from members of these organizations on strengthening and improving the work of All-China Journalists Association. Meanwhile, it organized and held seminars and training courses on rights protection, self-discipline, advocacy, interviews and other activities, and gave guidance on carrying out annual surveys of changes in leadership upon expiration of their terms of office.

II. Professional Ethics Construction

In light of such prominent problems as false news and misrepresentation, blackmailing by means of reports in the media industry, the circles of Chinese media have taken various steps to regularize its management, achiev-

ing positive progress in the construction of professional ethics.

1. The Journalistic Ethics Committee focuses attention on establishing necessary rules and regulations.

First, in line with suggestions and practical work of member units of the Journalistic Ethics Committee, the Office of the Journalistic Ethics Committee of the All-China Journalists Association has revised and improved the Constitution of the Journalistic Ethics Committee of All-China Journalists Association (Trial) and released it on March 11, 2016 to the public through the websites, microblog and WeChat accounts, and newspapers under the All-China Journalists Association to enhance understanding of both the press circles and general public about the work of the Journalistic Ethics Committee.

Second, in order to better regularize and strengthen the operability of the work of the Journalistic Ethics Committee, the Detailed Rules of the Work of the Journalistic Ethics Committee of the All-China Journalists Association has been researched and formulated on the basis of pilot programs carried out by selected provincial, regional and municipal media ethics committees, with the aim of further improving the institution and mechanism of the work of the ethics committees.

Third, three appraisal meetings were organized and held. On March 28, 2016, the first appraisal meeting since

the founding of the Journalistic Ethics Committee was held to evaluate the 2015 annual reports in relation to their social responsibility submitted by the five state media and news sites: *Economic Daily*, CCTV, *China Youth Daily*, People.com.cn and Xinhuanet. On September 27, a second special appraisal meeting was held on cultured language to be used on the Internet. Over 20 members of the Journalistic Ethics Committee and expert scholars concerned took part in and made special appraisal of uncultured terminology appeared on the Internet and media, eventually screening out 17 vocabularies and phrases that were considered uncultured and requesting the media and websites not to use them. On December 28, a special appraisal meeting was held to discuss how to avoid sensationalized headlines. Participants held that news media at all levels should implement internal editing standards, strengthen audits and checks, assign ultimate responsibility for the final approval of manuscripts issued, emphasize taste and style, consciously fulfill social responsibility, and insist on correct political orientation.

Fourth, opinions are aired actively on some outstanding issues related to purifying the Internet environment. In light of the growing trend of using vulgar words on the Internet, the Office of the Journalistic Ethics Committee specially commissioned a number of experts in May to write articles analyzing the causes and harmful effects of

such vulgar language and measures to rectify the problem. Some of these articles were published in *People's Daily* and *Guangming Daily*, playing certain positive role in resisting vulgar online language. On June 14, 2016, at the ceremony to initiate the National Food Safety Publicity Week, which was jointly sponsored by the State Council Food Safety Office and 16 other departments, the head of the Journalistic Ethics Committee called on national press workers to “remember their social responsibility and do well in publicizing food safety.”

Fifth, active efforts are made in all the provinces, autonomous regions and municipalities directly under the central government for this work. The Shanghai Journalistic Ethics Committee, to promote construction of press ethics in the new situation of media integration, employs and commissions press ethics supervisors to enforce regular oversight over the news media and their employees. The press ethics committees of Jiangsu, Anhui, Fujian and other provinces also held meetings evaluating typical cases in this regard. On June 28, 2016, the journalists associations of six provinces and one municipality in Eastern China, namely, Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi and Shandong, held a meeting to exchange views and experience in the work themed “How Should the Journalistic Ethics Committees Operate?” Leaders concerned from the Journalistic Ethics Committee of All-

China Journalists Association attended the meeting and made a speech.

2. Pilots in the reporting system on media social responsibility prioritize on innovation, development and improvement. On the basis of pilot programs carried out in media social responsibility reporting system in 2014 and 2015, more pilots were conducted in 2016. The Office of the Journalistic Ethics Committee of the All-China Journalists Association guided the regions and units that were selected for pilots in writing the required reports and making appraisals of the pilot programs. The work of the third batch of pilots on media social responsibility reporting system has four characteristics:

First, an expanded scope. Ten more news media have published reports on their social responsibility performance, increasing the number of media conducting the pilots to 38, which included six state and industry media, and 32 local media in 28 provinces, autonomous regions and municipalities directly under the central government.

Second, the report content is better standardized. On May 26, 2016, the third batch of media carrying out the pilot programs issued their social responsibility reports to the general public. A total of 38 news media thoroughly combed and analyzed their performance of social responsibility before publishing detailed reports in ten aspects, including offering correct guidance, providing services

and humanistic care, fulfilling their obligations in cultural development, abiding by professional norms, conducting legitimate operations, publishing and broadcasting security, protecting press media employees' rights and interests, in addition to shortcomings, measures for improvement and future goals.

Third, the mechanism is improving. A mechanism of comprehensive appraisal was applied for pilot programs in implementing the media social responsibility reporting system. The appraisal of reports submitted by state media is put under the responsibility of the Journalistic Ethics Committee of the All-China Journalists Association, while those by local media chosen for pilots under the provincial journalistic ethics committees. To ensure objectivity and impartiality of the appraisal, the Office of the Journalistic Ethics Committee of the All-China Journalists Association worked out the Program for Third-Batch Pilot Schemes in Media Social Responsibility Reporting System to regularize the text and improve and innovate the presentation of the reports, while formulating the Provisions on Appraisal, Rewards and Punishments in Relation to Media Social Responsibility Reports in 2015.

Fourth, the results of the pilot programs have been effectively applied. The Journalistic Ethics Committee of the All-China Journalists Association has collected the social responsibility reports published by pilot media and

compiled them into the *Media Social Responsibility Report 2014* and *Media Social Responsibility Report 2015* in addition to editing and publishing the 2015 illustrated social responsibility reports of the Economic Daily, CCTV, China Youth Daily, People's Daily, Xinhuanet, Jiangxi Daily, Tianjin Daily, Jilin Daily, Shaanxi Daily, and Chongqing Daily through the WeChat public account of the All-China Journalists Association, reaping favorable responses. At the end of 2016, the work related to the annual media social responsibility reporting system was launched.

3. Greater store is laid by improving the mechanism and solving practical problems in the work of handling public complaints. Focusing on the salient problems in the news media, earnest efforts have been made continuously to do better in verifying reported problems and to coordinate various departments concerned, such as press management departments, sponsoring departments and the news media, to develop a mechanism of comprehensive management featuring rule of law, administrative governance, industry self-discipline and social supervision. In 2016, the All-China Journalists Association received 306 complaints in total and verified 18 of them. The Association sent letters to the related press management departments, sponsoring departments and news media, requiring them to carefully check such problems as serious misrepresentation, paid news and ambiguous titles of 10-

plus media, while circulating a notice of criticism regarding a number of serious cases of misbehavior that violated press professional ethics. These help maintain the good image of the press workers and enhance the authority and credibility of the news media.

International Exchanges and Cooperation

I. Close Bilateral Media Exchanges

The SAPPRFT has excelled in leading the work of the “Sino-Russian Media Exchanges Year” Secretariat, having organized and carried out various activities and helped the relevant member units of the Chinese Organizing Committee to successfully launch the “Sino-Russian Border Joint Interview,” “The Silk Road Sino-Russian Joint Interview,” the “Competition of the Most Influential Sino-Russian Literary Works,” the “Sino-Russian Internet Media Forum,” the “Sino-Russian Journalism Education College Alliance,” the “Sino-Russian Children’s Media Camp” and other key projects.

Leaders of the People’s Daily were invited to visit Argentina, Brazil, Australia, New Zealand, the US, Mexico, Belgium, Switzerland, France and other countries. They signed relevant agreements and cooperation memorandums with local major media, and carried out multi-level exchanges and cooperation. They attended the “Sino-Russian Media Forum” in Russia, strengthening exchanges and cooperation with ITAR-TASS, Rossiya Segodnya, *Ros-sijskaya Gazeta* and other mainstream media. They received heads of various internationally renowned media and held discussions with them over quite a number of topics, such as deepening cooperation and sharing experience of integrated media development. In June 2016, People’s Daily

and ITAR-TASS jointly held the “Sino-Russian Border Port City Tour – 2016 Sino-Russian Mainstream Media Joint Interview Activity.” President Xi Jinping and Russian President Vladimir Putin attended the opening ceremony and the joint exhibition of interview pictures.

In January 2016, as witnessed by President Xi Jinping and Egyptian President Sisi, Xinhua News Agency signed the Memorandum of Understanding on Cooperation in Journalism with the Egyptian News Administration. This marked the first time in history that Xinhua News Agency signs a cooperation agreement, witnessed by respective heads of state, with foreign media outside China. In June 2016, in the presence of Chinese President Xi Jinping and Russian President Vladimir Putin, Cai Mingzhao, head of Xinhua News Agency, co-signed with the head of Russia’s TASS News Agency an agreement on news cooperation between the two parties. Also in 2016, Xinhua signed cooperation agreements with many other media and similar institutions, such as Qatar’s Al Jazeera Media Network, Greece’s Athens News Agency, Italy’s Agenzia Nazionale Stampa Associata, Chile’s La Tercera, Cuba’s Latin American News Agency and Australia’s University of Technology Sydney.

Since 2016, CCTV has hosted a total of 46 groups of foreign senior government leaders and world main media high level missions, including the prime minister of New

Zealand, vice minister of Telecom and Mass Communications of the Russian Federation, senior vice president of the Associated Press, and chairman of the British Silvergate Media Company. In 2016, more than 10 cooperation agreements were signed with foreign TV stations, including the Memorandum of Understanding and Cooperation Between CCTV and C1R, witnessed by President Xi Jinping and President Vladimir Putin; the Cooperation Agreement Between CCTV and Peru TV, witnessed by President Xi Jinping and President Kuczynski; the Memorandum of Understanding Between CCTV and ERT, witnessed by Premier Li Keqiang and Prime Minister Tsipras; and the *See How the Silk Road Changes the World* Co-production Memorandum of Understanding, the *Animal Friends II* Co-production Memorandum of Understanding, and the *Panda and Kiwi Bird* animated series Co-production Memorandum of Understanding signed with NHNZ and witnessed by New Zealand Prime Minister John Key.

In 2016, the All-China Journalists Association received visits to China and interviews by 301 media people in 38 news delegations from 31 countries, including the US, the UK, and Russia, and organized the visits of 121 media people in 21 Chinese news delegations to 30 countries, including the US and Japan. As part of the “Belt and Road” Initiative, the All-China Journalists Association organized and sent Chinese media delegations on visits to Ukraine,

Poland, Emirates, Egypt, Jordan and other countries. It organized the 15th joint interview activity – “Trip to Heilongjiang by Journalists from Both Sides of the Taiwan Straits,” and invited a total of 36 journalists from 27 mainstream media from both sides of the Taiwan Straits and Hong Kong to carry out interviews in Heilongjiang to gain insight into construction of the “Silk Road in Heilongjiang.” Centering on the strategy of integrated media development, the All-China Journalists Association organized and sent Chinese media delegations to the US, where they conducted interviews at 10 media institutions to learn their approaches and experiences of integrated media development, and organized visits to Austria and Germany to learn their anti-piracy efforts in the field of journalism. The Association invited Jeffrey Cole, Professor of the USC Annenberg School for Communication and Journalism and Director of the Digital Future Center of Southern California, to visit China, and Perry Biemann, a US senior environmental journalist, to come to China and hold a forum with Chinese journalists on “how to use multimedia for environmental reporting.” Journalists who had won the Australian Walkley Awards were invited to attend forums in China, discussing with teachers and students at journalism colleges as well as media workers on how to excel under the new media environment in Beijing, Shanghai, Guangzhou and other cities. With regard to journalistic ethics, the All-China Journalists

Association invited the directors of the British Ethical Journalism Network and other organizations to visit China and exchange experience with heads of the related provincial and municipal journalistic ethics committees, journalists and college teachers and students, and to hold the Sino-British Forum on Journalistic Ethics, in order to carry out in-depth exchanges on the journalistic ethics supervision mechanism and other issues of common interest in the media circle.

II. Build a Media Exchange Platform

The SAPPRFT held the 3rd Forum on China-Africa Media Cooperation in Beijing, attended by 44 ministers of African countries and 320 representatives from the African Union Commission, the Union of National Radio & Television Organizations of Africa, and various Sino-African radio, film, and television media organizations. The participants carried out in-depth discussions on “Sino-Africa radio, film and television policy exchange,” “media cooperation and capability building,” and “radio and television digitalization and new media development,” signed 15 outcome documents, and published the Joint Statement at the Forum on China-Africa Media Cooperation. The SAPPRFT sponsored the China-ASEAN Roundtable on Radio, Film & TV Cooperation in Nanning and invited over 30 media personages from eight ASEAN countries

to discuss such issues as strengthening policy communication and reportage cooperation, facilitating industrial cooperation and interconnection, and jointly issued the China-ASEAN Action Proposal on Radio, Film & TV Cooperation. Five outcome documents were signed. It also attended the 2016 AIBD Asian Media Summit, and the AIBD Strategy and Planning Team Meeting, and joined the ABU 101st Council.

People's Daily successively sponsored the "Belt and Road" Media Cooperation Forum in 2015 and 2016, the latter being attended by representatives from 212 media organizations of 101 countries. The "Belt and Road" Media Cooperation Forum has become an important platform for Chinese and foreign media to hold talks and conduct exchanges in addition to carrying out pragmatic cooperation. People's Daily also held the second "China-Japan-South Korea Famous Journalists Dialogue" and initiated candid dialogues on "Belt and Road" media exchanges and cooperation under the China, Japan and South Korea framework.

Within the framework of World Media Summit mechanism led by Xinhua News Agency, the 3rd World Media Summit was successfully held in Qatar in March 2016, attended by leaders from around 350 media agencies in nearly 100 countries, enhancing Xinhua News Agency's credibility in the international media circle. In 2016, Xin-

hua News Agency also assisted the State Council Information Office to host the Sino-Latin American Media Leaders' Summit, and the 11th Meeting of the Northeast Asia Trilateral Forum.

In 2016, the All-China Journalists Association sent representatives to attend the "Journalist Forum for World Peace in 2016," held in South Korea, with the theme "Denuclearization of the Korean Peninsula and the Role of Media in World Peace." More than 80 media personages from over 50 countries participated. Representatives of the Association also attended the 2016 International Media Conference, held in India, themed "South East, Look East," in which about 350 people participated, and the 5th Trilateral Seminar of Journalists of China, Japan, and South Korea, held in Japan, themed "Tasks and Trends the Three Countries Face from the Media Perspective – History, Economy and Security," in which over 40 media personages from Japan and South Korea participated.

III. Strengthen the Cooperation with Overseas Chinese Media

The People's Daily hosted the First Overseas Chinese New Media Summit, where around 400 overseas Chinese new media representatives from over 40 countries and

regions and well-known domestic media leaders and experts jointly drew up the blueprint for the development of global overseas Chinese new media.

The All-China Journalists Association has been active in participating in or organizing activities of overseas Chinese media. It has successively sent representatives to the 12th European Chinese Media Forum held in London, and the 49th Annual Conference of the Chinese Language Press Institute held in Guangzhou, and explored platforms and mechanisms for cooperation between overseas Chinese media and domestic media. It also organized special reporting tours of overseas Chinese media, and received the European Association of Chinese Language Media mission to Beijing and Hunan, under the theme “Fully Promoting the Construction of Innovative Hunan During the 13th Five-Year Plan.”

IV. Actively Develop International Internet Exchanges and Cooperation

China successfully held the 2nd World Internet Conference, which were attended by more than 2,000 guests from over 120 countries and regions throughout the world. Chinese President Xi Jinping attended the opening ceremony and delivered an important speech. China also successfully held the 8th China-US Internet Forum

and the 6th China-UK Internet Roundtable, and actively participated in the Global Internet Governance Alliance, urging to incorporate President Xi Jinping's Internet governance proposals in the Alliance's rules. China actively participated in the Internet Corporation for Assigned Names and Numbers (ICANN) Internationalization Seminar, and promoted the ICANN internationalization process through various channels and means.

Case Study

Case 1:

The People's Daily Strives to Build an Integrated Matrix of Various Media Forms

The People's Daily takes it an important strategic task to promote integrated development of traditional and emerging media and develop new mainstream media and new media groups, focusing on exploring ways to promote integrated development in such aspects as content, channels, management and operation, and striving for upgrading from local practice to top-level design, from breakthroughs at certain points to advancement as a whole, and from innovation in report to innovation in institution. People's Daily has so far developed a full-coverage "people's media matrix" comprising traditional print media, desktop Internet, mobile Internet, social media and electronic outdoor screens. It is marching toward the goal of overall transformation, in-depth integration and integrated development.

I. Major Projects Playing the Leading Role and Basic Framework Being Consolidated

According to its overall plan for integrated development, People's Daily focuses attention on doing a good job in the three projects: People's Daily client terminal; People's Daily omnimedia news platform; and People's Daily data center, aiming at forming a basic framework correlating to the three levels of the Internet, namely, cloud, management, and terminals. Among them, "micro-blog, WeChat, and client app" as presented by the People's Daily

in its digital news services, and people.cn focus on developing products and access geared toward the users; the construction of the omnimedia news platform, i.e., the “central kitchen,” focuses on forming an adaptive news production process and integration command system; the data center focuses on providing cloud computing ability and underlying support for integrated development.

The People’s Daily client terminal app is mainly geared toward mainstream mobile Internet news portals, authoritative views engine, and aggregated information platform, and has launched new version 3.5 products, and the people.cn and people.com.cn mobile phone app.

The People’s Daily omnimedia news platform (“central kitchen”) is an important carrier for resource connectivity and business transformation and upgrading, and provides comprehensive technical support and carrier services for integrated development. By the end of September 2016, the “central kitchen” had completed 18 test-runs, reporting such important events as the NPC and CPPCC sessions, the Bo’ao Forum for Asia, the 70th Anniversary of the Victory of the Chinese People’s War of Resistance against Japanese Aggression, President Xi’s Visit to the US and attendance of the Commemoration of the 70th Anniversary of the Founding of the United Nations, the “Meeting between Xi Jinping and Ma Ying-jeou,” and the G20 Hangzhou Summit.

The People’s Daily data center project is based on the convergence of information resources at its own possession and

from various other channels, involves developing a big DM (data mining) platform, promotes the consolidation of the industry big data, social big data and government big data, provides vertical information services and, by providing high value-added data products, achieves the project's self renewal, self appreciation as well as efficient storage, unified computing, consolidation and mining, and aggregate application.

II. Technology-driven, Innovative Products

People's Daily has closely followed various new media technologies, and innovated new ways of presentation and diversified its modes of communication. Now, the People's Daily client terminal app has a strong mobile video broadcast ability; its "central kitchen" has set up a data and visualization lab, and continues to exert itself in big data news and news visualization. The people.com.cn has formed its own UAV report team. Relying on a new pattern of mobile communication, People's Daily is exploring new forms of convergence reporting, and trying out new ways of reporting and news processing, such as H5, interactive news, dynamic pictures, audio and video broadcasts, UAV news acquisition, and VR news, to adapt to the users' changing reading and listening scenarios and the new trends of personalized mobile and video communication. It has produced a number of innovative products with high consumer appeal.

For example, on the "September 3rd Anniversary" of 2015, i.e., the anniversary of the victory of the Chinese People's War of Resistance against Japanese Aggression, People's Daily "central

kitchen” used VR technology for its live, panoramic broadcast of the grand parade. On September 22, 2015, the People’s Daily client terminal app made its first synchronous live broadcast of President Xi Jinping’s visit to the US, thus turning out to be first media in China initiating domestic mobile live broadcasts. On February 19, 2016, the People’s Daily client terminal app made an audio recording of CPC General Secretary Xi Jinping’s inspection tour of People’s Daily, and introduced “General Secretary’s Greetings at the Lantern Festival” to its convergence media products, scoring more than 250 million hits throughout the entire Internet. In July 2016, after the announcement of the “South China Sea arbitration,” People’s Daily new media published the report titled “Not even a bit of China can be reduced” and created a record with a single microblog netting 260 million hits and being forwarded more than 3 million times. People’s Daily new media made a full coverage of the 2016 Hangzhou G20 Summit and President Xi Jinping’s important speeches and activities using vivid and vibrant broadcasting and production modes. Among them, “President Xi Jinping’s G20 WeChat Group” on the H5 page included the entire lineup of leaders present, President Xi’s speech voicing his expectations of political leaders from various countries, and added the functions of “invitation” and “interaction,” so enhancing the sense of participation and interaction; and the new convergence media product “President Xi’s First Original Sound VR Flies You to the G20” combined 3D audio and original sound for a striking broadcast of President Xi’s speech.

III. Rebuilding User Connectivity and Amplifying Communication Effectiveness

People's Daily upholds the idea that the user comes first in rebuilding user connectivity in the Internet era to win, develop and assemble users by means of high-quality news and distinctive services. It prioritizes on building a mobile communication system featuring wide coverage and high-efficiency, setting up social as well as its own platforms, and, on the basis of producing high-quality news, actively promoting the distribution and forwarding of information to achieve the objective of sharing news and opinions and eventually enhancing the scale and cohesiveness of users. People's Daily has already developed a mobile communication matrix comprising "microblog, WeChat and client app," with the People's Daily client terminal app as the core. By the end of 2016, People's Daily possessed a total of 29 affiliated newspapers and periodicals, 31 websites, 111 official microblog accounts, 110 WeChat public accounts, and 20 mobile phone apps, encompassing 10 carriers, including 320 terminal carriers, such as newspapers, periodicals, websites, TV, broadcasts, electronic outdoor screens, mobile phones, microblogging sites, WeChat and client app, forming "the People's Daily media matrix" in the form of omnimedia, and covering a total 350 million users. Among them, the volume of independent download by users of the client terminal apps reached 154 million, the number of fans of People's Daily microblogs on the three platforms of people.com.cn, sina.com and QQ.com exceeded 89 million, WeChat public account

subscriptions exceeded 8.4 million, and the number of overseas social platform account fans and follower subscriptions reached 33.7 million.

Eyeing at servicing the people's lives, People's Daily has in recent years made great efforts to help improve government services by means of promoting government agencies to do things for the people online, using distinctive services to realize the connectivity of mainstream media with information, services, resources and users, and raise the value of population and platforms. Since the people.com.cn "local leaders' message board" was launched 10 years ago, Internet users have left in total 930,000 messages, 60 percent of which have received replies. People's Daily client terminal has successively launched the "proper governance counseling" platform, political affairs publishing platform, and public welfare service platform, and set up the "local leaders' message board" and "proper governance counseling" section of the people.com.cn. Around 2,000 Party and government offices have accessed the People's Daily political affairs client terminal app publishing office, so enabling local Party and government offices to resolve 250,000 appeals from people of various walks of life, and effectively settled their practical difficulties. Users hence refer to it as "the client terminal that works for the people."

Case 2:

Xinhua News Agency: Focusing on Developing a New Mode of Integrated Development Characteristic of a News Agency

The focus of Xinhua News Agency in its quest to become a “new-type world-class international news agency” is on developing a mode of integrated development that is characteristic of a news agency, and on forming a new communication pattern that highlights the power of characters of mainstream media and is answerable to the law and features of new media. Since 2016, the Xinhua News Agency has vigorously promoted and actively explored the sharing and integration of information, technological application, platform terminals, and talents in Internet thinking, thus making new strides forward in integrated development and effectively enlarging the coverage and enhancing the influence of news report.

First, focusing on primary business of the news agency, actively pressing forward with adjustment of the lines of feeds, and raise the coverage of news and information products

The feed lines are the basic carrier of a news agency by which the news agency better performs its functions. In order to perform its functions as a news agency in the new era, Xinhua News Agency has, on the basis of in-depth investigation and research, worked out a program of reform of feed lines, striving to effect “three changes” in news products and feed services, namely, the

change from satisfying the needs of traditional media to meeting the needs of all media; the change from singular and one-way provision of articles to a mode of interactive publishing; and the change from mere provision of articles to provision of comprehensive services, so as to realize effective extension of the core functions of the state news agency in the field of new media. Besides, reforms were launched in the first half of 2016, first carrying out a pilot program in the special new media line to integrate and optimize the agency's lines of feed, and focus on building an Internet-based full-media syndication library and a modern feed system to serve various media and meet diverse needs. The upgraded new media line, launched on July 1, 2016, edits and produces in Internet format omnimedia finished manuscripts that directly reach the user, front-end and back-end, winning overall applause from the users. The amount of manuscripts processed by the upgraded new media line has risen by 40 percent year on year.

Second, strengthening innovation in content to create new media products that lead the trend so as to continuously enhance public opinion guidance

Content is essential. In pursuing integrated development, it is imperative to take content as the topmost priority and to win development advantage with advantage in content. Xinhua News Agency takes initiative in adapting to the trends of intelligence, mobilization, personalization and digitalization of emerging media, constantly improves product design, optimizes product form, and improves product quality. It meticulously organizes

brand programs of convergence reporting, represented by “Spot News” and “Xinhua Omnimedia Headlines,” and establishes and improves a normal planning mechanism for new media coverage, and launches a number of audience-appreciated products, striving to turn such reports into the “most-favored” of all print media and the “hottest clicked” of all reports online.

The animated “Four Comprehensives” rap video launched in February 2016 has had 73 million hits, and mainstream Western mainstream media, such as the Associated Press and AFP, have requested reprints of it and interviews. At the end of June, the micro-film *Red Temperament* launched to celebrate the 95th anniversary of the founding of the CPC was reprinted on over 3,000 sites and client terminal apps, rounding up more than 200 million page views and rapidly becoming a phenomenal omnimedia product that was rebroadcast by 34 TV stations throughout the country. The micro-documentary series *National Album* was produced on the basis of Xinhua News Agency’s abundant picture resources to tell the individual histories behind old photos, and was simultaneously broadcast on the Internet, TV, mobile terminals, outdoor electronic screens and other platforms. By the end of December, it had been viewed by more than 230 million people. In September, the large-scale Internet program *Red Pursuit*, to commemorate the 80th anniversary of the Long March, was simultaneously aired on Xinhuanet, Xinhua News Agency client terminal and some online social media platforms, with a total audience of more than 100 million. The Xinhua News Agency original

coverage series, “Special Correspondent’s Outer Space Diary” scored 160 million or more online hits, a record high in the history of world aerospace pioneering. The various departments and branch offices of the Agency have gradually grown into the main planners in new media product planning and production, and UAV and 3D dynamic reports, data charts, and micro-videos are now produced and released as regular products.

Moreover, Xinhua News Agency is proactive in its comprehensive protection of product innovation. In April 2016, it established a product research institute specifically to promote integrated development with innovation in product. In May 2016, a seminar on overall innovation was held in the Agency to promote new media source-end planning and establishment of news acquisition and production mechanisms. Decision was made to establish an innovation fund to finance key innovation projects; the methods of news gathering and editing appraisal were revised to highlight the provisions on impact and promote more high-quality news products.

Third, consolidating and upgrading the “central kitchen” omnimedia reporting platform, and exploring new models of news production and publication

As it is impossible for the traditional news gathering and editing procedures to adapt to the change toward the model of omnimedia transmission, it is necessary to reform and upgrade them according to the concept of integrated development. Xinhua News Agency has been actively exploring and experimenting

in this regard. On July 7, 2015, the Agency set up an omnimedia reporting platform headed by the Editorial Office and manned by staff from nine of the agency's departments. The platform performs the six functions of resource integration, integrative processing, public opinion monitoring, business management, impact assessment, and remote command. Other work related to texts, pictures, videos, technology, and the Internet, among others, can be done on the same platform, so as to create multiple types of news products around key topics. As the starting point for promoting resource integration and integrated reporting, in 2016 the omnimedia reporting platform put out more than 389 "Xinhua All-media Headline" groups, which an average 100 traditional media units used and where each new media report generated one million hits. In July 2016, Xinhua News Agency expanded and improved the quality and efficiency of its omnimedia platform, promoting the formation of institutional mechanisms that meet the needs of integrated development by upgrading the news gathering and editing of content from a static, one-dimensional process to one that is dynamic and multi-dimensional, so meeting the needs of multi-terminal communication and multi-form experience.

Fourth, building an "omnimedia platform" for effective convergence and distribution of high-quality media products that serves as "confluence of online information"

On August 30, 2016, Xinhua News Agency launched the first ever national open omnimedia platform in the field of new

media, and signed agreements with more than 100 state and local mainstream media units on strengthening cooperation on new media news gathering, processing, and dissemination, with the aim of enriching Xinhua News Agency's omnimedia products while exploring new models of news production and publication as well as gathering and distributing of high-quality products of other media agencies, so achieving win-win cooperation. The omnimedia platform will provide powerful new media terminals to member units to achieve high-end dissemination on a national platform; it will provide advanced new media gathering and processing technology, and a free and open content management system based on mobile Internet news production scenarios, and open "Spot News" function modules to achieve online news production; and it will provide a new media operation support system whereby copyright tracking communication and visualization services are applied to manuscripts from across the Internet. The third-party resource aggregation function on the omnimedia platform has now begun operating, laying a good foundation for further convergence of UGC and PGC resources.

Fifth, innovating and developing Xinhua website, Xinhua News Agency client and social media platforms to build strong terminals and expand new media channels of communication

First, the agency has launched a new version of the Xinhua News Agency client-terminal app, which pioneered "Spot News" that showcases the live news presentation and promotes

the change from offline to online news gathering, editing and releasing process. Version 3.0 of the Xinhua News Agency client terminal app, officially launched on February 29, 2016, has achieved an annual reporting volume of 738, and a total of over 426 million hits, so achieving systematic innovation of the news production system and leading major changes in the news format. Domestic and foreign media follow and copy this app, and “Spot News” constitutes the first standard domestic convergence media product. The current download volume exceeds 220 million and the initial pop-up rate of major current news exceeds 80 percent. More than 3,100 local channels have connected on the Xinhua News Agency client terminal app, covering 31 provinces, autonomous regions and municipalities directly under the central government nationwide, basically demonstrating that “a net covers the whole country and a key connects the whole country.” The app is becoming an important mobile Internet information service portal, a news client terminal app flagship, and an important national mobile government service platform, with impact at the forefront of all news media.

Second, pressing forward with overall upgrading of the Xinhua site in line with the idea of “bringing news closer to you” in order to turn out new dynamic news and data news products, form the news site’s first unmanned aerial fleet, and open a VR/AR channel. Daily hits on the upgraded Xinhua site have reached an average 42 million, ranking first on domestic news sites and rising steadily in global comprehensive rankings. Over 400 con-

vergence media interactive products were launched in the first half of 2016, and Internet clicks for the “real shot + virtual” creative animation “Know the Government Work Report in Two Minutes” exceed 20 million.

Case 3:

CCTV Focuses on Promoting Profound Integration of Television with New Media

In 2016, CCTV focused its attention on building a new, world-class media flagship, and strengthening its Internet mindset by taking the news as the leader, videos as the focus, users as the center, and “microblog, WeChat, micro-video and client app” as the starting point, so greatly promoting comprehensive, in-depth integration and development of television and new media, and strengthening their communication, guidance, influence, and credibility.

First, strengthening top design, improving institutional mechanisms and mustering all forces to promote media integration

CCTV regards the promotion of media integration as a main undertaking which prioritizes content, brings into effect an innovation-driven strategy, plays the exemplary role of a major project, coordinates all resources of the TV station and website, and effectively promotes in-depth integration between the TV station and website in content, channels, platforms and other aspects. Excelling in top design is the first step. A comprehensive media development leading group has been formed to play the coordinating role, and each center and channel has set up a new media sector to strengthen media integration. The media program production convergence evaluation system has

been established to promote the transformation and upgrading of program sector content production, and the technical section is formulating the planning and design of a technical convergence media system to provide integrated technical support. The CNTV platform will build a platform to provide services to the station, and capital investment will be increased to promote the development of key projects, build an integrated personnel team to enrich new media positions, and carry out new media business training under various classifications to train complex convergence media talents. Second, establish an integrated internal operation mechanism. This entails establishing an integrated TV-website mechanism for reporting of major events, setting up a platform integrating content, channels, television and website to handle reporting of important meetings, major events, and important time nodes, and unifying and coordinating the new media and television reporting capacity. It also entails the establishment of a system that integrates the production and broadcast of key programs involving various sectors and television and website planning, operation and presentation, and the establishment of an integrated news sharing mechanism and a concurrent mechanism for convergence news reporting to achieve in-depth development of news resources. It also requires a professional and standardized draft system, multi-end point collection, personalized production and multi-platform distribution. Third, improve the business linkage mechanism by purchasing services. The News Center and CNTV divide televi-

sion and website work according to “content production operations + technology platform support,” linking work and coordinating in an integrated way to jointly create the “CCTV News” convergence media integration platform.

Second, a new media cluster taking initial shape, and an integrated communication matrix formed

A convergence media matrix has been created to form the brand series comprising “CCTV News,” CNTV and “CBox,” in addition to the building of a three-dimensional communication system. The first step is for CNTV platform to play a leading role in serving television media integration as a whole. CNTV, which possesses the most inclusive TV industry license and a national new media integrated broadcast control platform, gives full consideration to the integrated development of television and website, promotes the establishment of an integrated platform, and has established a new media transmission system that covers PC terminals, mobile terminals, IPTV, Internet TV, and mobile media. It provides customized services for such key programs as the “Spring Festival Gala,” the “Chinese Riddle Conference,” “China’s Public Opinion,” “Wait for Me,” and the Children’s Day Evening Party, so transforming the programming department into an “omnimedia” department, and initially realizing the concept whereby “the big screen leads the small one, the small screen returns to the big screen and multiple screens reach the audience.” A media cloud convergence platform has been established to provide smart one-stop new

media services and solutions, encompassing the “gathering, editing, broadcasting, storage, and application” process. CCTV is increasing bandwidth distribution investment to greatly enhance video fluency and clarity. Second, CCTV is speeding up the construction of CTV News, CNTV and CBox. As of the end of 2016, the number of CCTV News new media users exceeded 312 million; the volume of monthly independent CNTV access was 535 million; the cumulative download volume of the CBox app was 547 million; and the average monthly mobile TV user access volume had reached 25 million; IPTV proprietary users had reached 36.38 million; and TV business Internet users 91.3 million. CCTV has initially built a “one cloud with multiple screens” multi-terminal, multi-language and full coverage new media communication system. Third, relying on professional channel resources, CCTV focuses on creating vertical products. Each channel gives full play to its specific advantages to collect audience ratings data through multi-terminals and multi-channels, analyze and determine individual needs in order to provide targeted programs and services related to financial data, culture, entertainment, sports events, legal advice and family life. The financial channel issued financial news first on the Internet and then on TV, and the total number of matrix “microblog, WeChat and client app” CCTV Finance users has surpassed 55 million, ranking at the top in the new media field. The Sports channel WeChat account facilitates interaction on TV through mobile phones, and the number of microblog and WeChat users is now

9.1 million. CCTV 5 mobile app users surpassed 6 million during the European Cup and the Olympic Games, rendering the CCTV 5 mobile client a first-line sports media mobile app. The Society and Law channel WeChat account has established a “legal advice” module that gathers first-line legal resources that meet the needs of common people via program resources.

Third, developing integrated high-quality programs to further enhance TV appeal

CCTV prioritizes content and, taking audience as the basis, focuses on producing innovative and high-quality programs. It is exploring the integrated mode of “integrated planning, operation and presentation” of programs for both television and website to win audiences through popular, socialized, focused and accurate communication. First, it uses new technology and means to provide users with richer program content and interactive experience. Taking video as the principal medium, it extensively employs multiple Internet presentations like cartoons, micro-videos and H5. The International Channel launched the first media news commentary program in China titled “China’s Public Opinion,” which, based on big data and results of the public opinion monitoring system, releases exclusively “China’s Public Opinion Index,” bringing audiences from more than 120 countries and regions into interactive participation. Its WeChat public account fans alone reached 1.1 million within a short time span of three months, topping China’s news commentary programs and being applauded as “initiating a brand new model of TV news com-

mentary in the era of convergence media.” The Foreign Language Channel launched China’s first domestic convergence media VR video reporter “Rebuild Local China,” using the H5 interactive experience to amplify the depth of the report’s panoramic display of the new rural prospect since implementation of the “targeted poverty alleviation” policy. The platform as a whole has released 32 reports, boasting 5.31 million independent users and netting 26,000 interactions, arousing attention from both domestic and international netizens. In reporting the annual “two sessions” of the CPC and CPPCC, CCTV News introduced the TVU4G signals backpack, the VGC global reporter feedback sharing platform, GoPro sports cameras and other advanced technology, and applied for the first time “UAV video recording + virtual reality technology” in making the reporting series titled “New Perspective in the Two Sessions,” thus further enhancing the authenticity and interactive quality of the reports. Second, it occupies the high ground of mobile live broadcast to lead mainstream media. CCTV News officially initiated mobile live broadcasts on May 20, 2016, rapidly making a major breakthrough in mobile live news broadcast by means of a specialized production process and CCTV’s strong reporting resources with guaranteed message sources. In reporting the celebration of the 95th anniversary of the founding of the CPC, the new media of CCTV News launched large-scale multi-point 150-minute mobile live broadcast “Loyalty and Oaths,” taking millions of Internet users on a “red tour” of nine historical revolutionary sites; CNTV produced the

mobile live broadcast “Road: Retrospect to 1921,” reviewing the glorious 95-year history of the CPC through 12 live broadcast sites and a large-scale 10-hour live program by means of “mobile video multi-point broadcast + space-time narration + VCR video.” In reporting the Hangzhou G20, it initiated the news media integration PGC production platform to achieve integrated production of TV programs and new media on the same platform, thus greatly improving timeliness; the CCTV News client app was the first to launch a “48-hour uninterrupted” mobile interactive live broadcast, reaching a total 340 million users; it initiated synchronized broadcasts of major political activities through overseas social networking platforms like Facebook, and the live broadcast “Xi Jinping Attends the G20 Hangzhou Summit Opening Ceremony and Gives a Speech” was viewed by 1.93 million overseas users in total; and it was first to report the current political news using augmented reality (AR), real-time face capture and other technical means, so achieving a vivid transmission effect. In 2016, CCTV new media platforms launched a total of 500 mobile live broadcasts, totaling 19,000 minutes in length and netting a cumulative 900 million viewers.

Fourth, actively promoting the application of media integration technology, and constantly strengthening technical support capability

CCTV has pooled resources and efforts to tackle major problems in relation to new information dissemination technology, aiming to promote media transformation and upgrading with new

technology. First, it has built a cloud media convergence production platform to realize multimedia collection, same-platform production, multi-channel release, and multi-mission integration of content resources. Second, it has accelerated the construction of a “CCTV Zone” cable TV Internet. It uses local interactive cable TV platforms in distributing resources and networks to directly provide the “CCTV Zone” boutique program solo broadcast service for all local two-way cable TV users. Interactive on-demand pilots are now operating in 10 provinces, and users exceed 20 million. Third, it has been promoting the construction of a big data platform. Through collecting, summarizing and analyzing the viewing behavior of mobile client users and national audience ratings of CCTV’s interactive TV programs and public channel programs, CCTV provides data support for personalized program recommendation, program evaluation and program production.

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