

OUR PLAN

Brand Live Streaming

PACKAGE INTRODUCTION

Live Streaming Package

Service: Customized brand integrated live stream on single platform for the enterprise

Price: From 175k AED/time/platform (Excluding guest-related expenses)

Package Including:

Form		Where	What to expect
Main Channel	Live Streaming	CCTV News official app/third-party platform account (CCTV News, CCTV Video; WeChat, Sina Weibo etc.)	<ul style="list-style-type: none">Customized live stream video in enterpriseBrand logo exposure in pre-publicity stage (Poster etc.)
	Microblog	CCTV News Sina Weibo account	<ul style="list-style-type: none">Highly related enterprise content and elements
Sub Channel	Wechat Push	CCTV News WeChat Official Account	<ul style="list-style-type: none">Highly related enterprise text and photo content
	Short Video	CCTV News third-party platform accounts (WeChat, Weibo, Tic Tok, Kwai, BiliBili etc.)	<ul style="list-style-type: none">Short Video highly related to live stream theme and elements

PREVIOUS CASE

CMG's new media teamed up with Hyproca1897 to launch a customized live broadcast of the health open class “Nutritional New Technology Dairy Farm Tour”, which went deep into the Netherlands, entering Hyproca1897's century-old farm and production workshop in the Netherlands, and showcasing Hyproca1897's stringent quality control system across the whole industrial chain to Chinese consumers, completing the first customized live broadcast of the cross-border dairy industry in the new media.

The live streaming was watched online by more than 20.88M people, covering an overall audience of nearly 60M people, with a total exposure of 650M times.



Link: <https://mp.weixin.qq.com/s/VUCP4QPZXQ0sk1eDWOxxg>

Brand Live Streaming

PACKAGE INTRODUCTION

Platinum Live Streaming Full Package

Service: Customized brand integrated live stream on all official platforms of CCTV New Media Matrix for the enterprise

Price: From 1000k AED/time^(Excluding guest-related expenses)

Package Including:

Form		Where	What to expect
Main Channel	Live Streaming	CCTV News official APPs (CCTV News, CCTV Video, CCTV Finance etc.)	<ul style="list-style-type: none">Customized live stream video in enterpriseBrand logo exposure in pre-publicity stage (Poster etc.)
Sub Channel	Microblog	CCTV News Sina Weibo account	<ul style="list-style-type: none">Highly related enterprise content and elements
	Wechat Push	CCTV News WeChat Official Account	<ul style="list-style-type: none">Highly related enterprise text and photo content
	Short Video	CCTV News third-party platform accounts (WeChat, Weibo, Tic Tok, Kwai, BiliBili etc.)	<ul style="list-style-type: none">Short Video highly related to live stream theme and elements

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CMG's new media teamed up with Hyproca1897 to launch a customized live broadcast of the health open class “Nutritional New Technology Dairy Farm Tour”, which went deep into the Netherlands, entering Hyproca1897's century-old farm and production workshop in the Netherlands, and showcasing Hyproca1897's stringent quality control system across the whole industrial chain to Chinese consumers, completing the first customized live broadcast of the cross-border dairy industry in the new media.



New Media Content Customization

PACKAGE INTRODUCTION

Short Video Package

Service: News related new media short video scripts for the enterprise

Price: From 75k AED/time on platforms as discussed

Package Including:

Form	Where	What to expect
Main Channel Short Video	CCTV Official APP Platform (CCTV News, CCTV Finance, CCTV Video)	• News related short video with brand elements
Sub Channel Short Video	CCTV News third-party platform accounts (WeChat, Weibo, Tic Tok, Kwai, BiliBili etc.)	• News related short video with brand elements

Post Package

Service: Customized new media text & picture posts for the enterprise

Price: From 50k AED/time on platforms as discussed

Package Including:

Form	Where	What to expect
Main Channel Post	CCTV Official APP Platform (CCTV News, CCTV Finance, CCTV Video)	• Customized post with brand elements
Sub Channel Post	CCTV News third-party platform accounts (WeChat, Weibo, Tic Tok, Kwai, BiliBili etc.)	• Customized post with brand elements

PREVIOUS CASE

CCTV has collaborated with Huawei for several event promotion and new product launch. This year, Huawei Whalon Kinetics showed up at the 31st Arabian Travel Fair, which CCTV made a short video to introduce its edge cutting AI techs and convenience. The latest tri-folding cell phone of Huawei also chose CCTV to do its release and new media promotion.



New Media Content Customization

PACKAGE INTRODUCTION

Platinum New Media Full Package

Service: Customized new media short video & post with full production (planning, pre and post filming, broadcasting, promotion) including for the enterprise.

Price: From 150k AED/time on all official platforms of CCTV New Media Matrix; From 500k AED/time on third-party platforms as discussed.

(Above price is of broadcasted by oversea journalists in CMG Middle East; Price to be discussed case by case if top journalists/ anchors in CMG required)

Package Including:

	Form	Where	What to expect
Main Channel	Short Video	CCTV Official APP Platform (CCTV News, CCTV Finance, CCTV Video etc.)	<ul style="list-style-type: none">Customized short video with brand elements
	Short Video	CCTV News third-party platform accounts (WeChat, Weibo, Tic Tok, Kwai, BiliBili etc.)	<ul style="list-style-type: none">Customized short video with brand elements
Sub Channel	Post	CCTV Official APP Platform (CCTV News, CCTV Finance, CCTV Video)	<ul style="list-style-type: none">Customized post with brand elements
	Post	CCTV News third-party platform accounts (WeChat, Weibo, Tic Tok, Kwai, BiliBili etc.)	<ul style="list-style-type: none">Customized post with brand elements

PREVIOUS CASE

CCTV has collaborated with Gree for several event promotion and new product launch. Reporters from CMG Middle East went to the Riyadh International Exhibition Center in Saudi Arabia to promote Gree's independent innovation of core technology electrical products, such as special air conditioning technology for high-temperature areas, refrigerator whole-area freshness technology, 37°C body feeling soft drying technology, and realize clothing dry cleaning care at home.



Link: https://mp.weixin.qq.com/s/T45R6t_eLayJFp-9UHDmeQ

New Media Program Advertisement

PACKAGE INTRODUCTION

New Media Program Advertisement Package

Service: Directed advertisement on new media program for the enterprise

Price: From 50k AED/episode on platforms/programs as discussed

Package Including:

	Form	Where	What to expect
Main Channel	Pre-program adverts	CCTV Official APP Platform (CCTV News, CCTV Finance, CCTV Video)	<ul style="list-style-type: none">• Customized pre-program adverts before live/record program• Brand logo exposure in program• Customized 5s mid-program adverts during live/record program• Brand logo exposure in program
	Mid-program adverts		
Sub Channel	Poster		<ul style="list-style-type: none">• Customized enterprise splash ads on APP• Customized pics on tab page
	Subtitle	CCTV Official APP Platform (CCTV News, CCTV Finance, CCTV Video)	<ul style="list-style-type: none">• Customized enterprise subtitle design showed during program
	Oral advertising		<ul style="list-style-type: none">• Customized oral adverts broadcasted during program

PREVIOUS CASE

Budweiser is the title sponsor of the Russia World Cup program “The Best Players”. During the game time, Budweiser reached 1.8 billion people through the total station's multi-matrix communication and realized an 84.8% increase in net profit in 2021.

The total CCTV Channel's 2018 World Cup tournament in Russia reached a total of 35.384 billion viewers, with an average viewership of 2.91% for the live broadcast of the tournament, a high viewership of 9.46% for the final, and a per capita viewership of 256 minutes for the World Cup.



Link: <https://www.163.com/dy/article/HFO24DG00519A8F3.html>

TV Program Advertisement

PACKAGE INTRODUCTION

TV Program Advertisement Package

Service: For TV channel we provide flexible options, from Brand Sponsor Program Package to customized 15s Mid-program adverts on big screen

- If Package, price is to be discussed, package including:

Form	Where	What to expect
Main Channel Title sponsor program	CCTV Channels (CCTV 1, CCTV 2, CCTV 4, CCTV 13, etc.)	<ul style="list-style-type: none">• Themed program sponsored by brand
Sub Channel Mid-program adverts	CCTV Channels (CCTV 1, CCTV 2, CCTV 4, CCTV 13, etc.)	<ul style="list-style-type: none">• Customized 15s mid-program adverts during live/record program• Brand logo exposure in program• Customized oral adverts broadcasted during program

- If Mid-program adverts only:

Price is about 60-120k AED/time (15s/piece, Min15times to book, 10-15% Off > 30 times)



PREVIOUS CASE

In order to further expand the influence of La Roche-Posay's "Blue Ribbon" skin care program for oncology patients, CCTV relies on dominant domestic resources to promote La Roche-Posay's tailor-made program and in-depth brand communication.

La Roche-Posay cooperates with CCTV4 "Healthy China", "Chinese Medicine" and other related columns, which broadcasts the latest developments in the field of medical science and technology at home and abroad, pays attention to people's health and focuses on the hot events and hot topics in the medical industry from the perspective of objectivity, impartiality, professionalism and authority. It invites industry insiders, expert leaders and patients to analyze the skin health problems of oncology patients from multiple angles, and fully demonstrates the relative content.

