

Country paper : China

Li, Dan.

1998

Li, D. Country paper : China. In Report of the Deutsche Welle-AMIC Workshop on Management of Change for Broadcasters : April 27 to May 2, 1998. Singapore: Asian Media Information and Communication Centre.

<https://hdl.handle.net/10356/100273>

Paper No. 9

A Speech at the International Broadcast Seminar '98 in Singapore by Li Dan, Vice President of China Central Television

Ladies and Gentlemen,

I am very pleased to have the opportunity to meet and exchange ideas with friends in the television industry from various countries, as I am sure our discussions will help strengthen mutual understanding and friendship. On behalf of China Central Television, or CCTV, I would like to extend my greetings to all of you.

I would like to take this opportunity to introduce CCTV to you.

I. Brief Introduction to the Development of CCTV

CCTV is the only national television network of the People's Republic of China. It has come a long way in the past 40 years since it was founded on May 1, 1958.

The development of CCTV has undergone three phases: the pioneering years from 1958 to 1966; the years between 1966 to 1978 which saw many twists and turns; and the period of rapid growth since 1979, particularly in the past five years.

CCTV has 8 regular channels, broadcasting a total of 140 hours daily. CCTV-1 is a general, comprehensive channel featuring mainly news programs; CCTV-2 airs economic, social and educational programs; CCTV-3 covers local operas and music; CCTV-4 is an international channel with news and comprehensive programs; CCTV-5 is for sports; CCTV-6 is for movies; CCTV-7 broadcasts programs for children and young people, plus agriculture, the military, science and technology; CCTV-8 is for cultural and performing art programs.

In addition, we also have CCTV-9 that transmits 17 hours of programming in English daily via satellite. CCTV covers 86% of China's population with an audience of about 1 billion people.

CCTV possesses state-of-the-art technical facilities, including 25 big audience participation studios, two sound recording studios, five digital mobile satellite transmission systems, eight OB vans, five electronic field production (EFP) systems, more than 100 production booths or units and large numbers of reporting and recording facilities. CCTV also has a television drama production centre, two film studios, and film and television production bases of various sizes in Wuxi, Zhuozhou, Daxing, Nanhai, Weihai, etc. in the provinces of Jiangsu, Hebei, Guangdong

and Shandong. With the continuous growth of the television industry, CCTV continues to employ new technologies and approaches in creating a large number of quality programs, many of which have won acclaim both in China and overseas, contributing significantly to the prosperity of the television industry in China's opening and reform drive.

CCTV-1 provides national coverage via micro wave links and satellite; CCTV-2, 3, 4, 5, 6, 7, and 8 also cover the entire country but only via satellite. CCTV-3, 5, 6, 7, and 8 share one satellite transponder by using digital compression technology. CCTV-3, 5, 6, are encrypted TV which involves a fee. CCTV-3, 4, and the English language transmission channel use digital compression technology and transmit all over the world via 4 transponders of PanAmSat-2, 3, and 4.

As the largest and most prestigious TV station in China, CCTV has established friendly business relations with 250 TV stations and producers in more than 130 countries and regions. CCTV plays a key role in bringing the world to China and vice versa.

II. The profile of the five-year development of CCTV-4.

CCTV-4 started to broadcast in October 1992. Although it is only 5 years old, it is a milestone of China's television converging into the development of the world's television. The main service target of CCTV-4 is our compatriots in Hong Kong, Macau and Taiwan, overseas Chinese and foreign audiences. This channel is a comprehensive international channel focusing on news and news-related programmes with supplementary programmes of features, entertainment, economics, sports and TV plays. Broadcasting for up to 24 hours per day, it employs AsiaSat-1, AsiaSat-2, and the four transponders of PanAmSat-2,3 and 4 to cover the most part of the world. It is estimated that it covers 98% of the world's population. CCTV-4 introduces to the outside world China's politics, economics, culture, scenic spots and historical sites, and folk customs. It is a "window" through which our compatriots in Hong Kong, Macau and Taiwan, overseas Chinese and people all over the world can know about China.

CCTV-4 has been relayed by cable television stations in countries and regions such as Los Angeles, Singapore, Thailand, Australia, Hong Kong and Taiwan. Also more than 20 television stations in USA, Canada, Australia, Mexico, Britain, Japan, South Korea and the Philippines relay the news and feature programmes of CCTV-4.

In 1997, the CCTV International Channel broadcast live a number of important events such as the death of Deng Xiaoping, the return

of Hong Kong, the 15th Plenary Session of the Chinese Communist Party, President Jiang Zemin's visit to the United States, the blocking of the Yellow River and the Yangtze. Among them, the most outstanding is that CCTV-4 and CCTV-9 broadcast for 72 hours and 41 hours respectively the live coverage on the Hong Kong Handover Ceremonies. During this period, 125 television stations in 54 countries and regions in Asia, Africa, Europe, America and Australia relayed the full-length or part of the live coverage of the two channels. All these achievements would be impossible without the effective support of our overseas counterparts.

In June 1997, CCTV and Myriad Company of Holland signed an agreement of cooperation for its subordinate Multi-choice Corporation in South Africa to relay in Ku band programmes of the CCTV International Channel in Africa and Europe. During the period of broadcasting the return of Hong Kong, many viewers from various parts of the world wrote and phoned us, saying they could receive our programmes and expressing their satisfaction of the signal quality. CNN and C-SPAN in the United States also relayed important reports from CCTV-9 in English. The quality of signal reception of CCTV-4 in Taiwan has been greatly improved. According to the statistics provided by the agent of CCTV ---TVBS, 112 cable television companies covering 22 counties and cities all over Taiwan relay CCTV-4. The programmes of CCTV-4 can be received in 2.74 million households in Taiwan, accounting for 67% of the 4.1 million cable households in Taiwan.

In the past five years, programs on CCTV International have been continually improved, and many excellent programs have been well-received. To meet the needs of Hong Kong, Macao and Taiwan compatriots, overseas Chinese and foreign audiences, we keep improving the contents and quality of our programs, and have increased the number of broadcasts of news programs in order to enhance their timeliness. Over the last five years, CCTV International has created such popular programs as China News, English News Service, China Report, China Super Variety Show, Together Across the Straits and Forum on the Relationship Across the Straits. Meanwhile, we have also made and broadcast many full-length documentary and entertainment series, including The Light of Chinese Civilization, The Story of Hong Kong, Stories of the Spring Festival and The Dalai Lama.

In the past five years, CCTV International has made an extensive impact and been warmly received by our overseas audience. Since the channel's opening in October 1992, we have received more than 100,000 letters from our audience. Among them, more than 6,000 were received during the celebration of the channel's fifth anniversary alone.

III. We are going to strengthen extensive cooperation and open a new world

for China TV's march into the 21st century.

An important idea in Deng Xiaoping's Theory of Building Socialism With Chinese Characteristics is: the development of China cannot be separated from the outside world. The history and practice of CCTV and CCTV International has fully testified that the development of China's TV cannot be separated from the outside world either, and this development has received the support from our counterparts around the world. I'll take this opportunity to express my heartfelt thanks to them on behalf of China Central Television.

At the 15th Plenary Session of the Chinese Communist Party last September, President Jiang Zemin put forward a great task for the Chinese people: to hold high the great banner of Deng Xiaoping Theory and fully bring the cause of building socialism with Chinese characteristics into the 21st century. Given this cross-century mission, CCTV and CCTV International are making corresponding plans:

1. First, we'll establish a Chinese channel covering the whole globe, which serves Hong Kong, Macao and Taiwan compatriots, the nearly 50 million overseas Chinese and foreigners who can understand Chinese. We have accomplished this at the preliminary stage, and we need to further improve it in a short period of time.

2. Secondly, we'll formally open the English channel as an alternative choice for foreign TV stations.

In their past development, CCTV and CCTV International have received the support and cooperation of their counterparts around the world and made obvious achievements. We earnestly hope that China's TV will continue to receive the support and cooperation of our friends in TV circles around the world in its development and efforts to reach the world. Let us join hands in a common effort in bringing a prosperous and healthy TV industry into the 21st century and enhancing our cooperation and friendship.

Thank you!