



**AIBD/BIRTV Media Cooperation Exchange Project  
for Asian Broadcasting Industry Personnel**

**22-27 August 2017, Beijing, China**

Date	Time	Activities
Aug. 22 (Tue.)	Whole day	Registration
Aug. 23 (Wed.)	Whole day	Programme seminars Technical seminars
	Evening	Welcoming Reception
Aug. 24 (Thur.)	Whole day	Participate in BIRTV2017
Aug. 25 (Fri.)	Morning	Visit CCTV* Visit Dayang*
	Afternoon	Visit CRI* Visit HBN*
Aug. 26 (Sat.)	Whole day	Sightseeing in Beijing
Aug. 27 (Sun.)	Whole day	Departure

**\*CCTV** China Central Television (CCTV) is the national TV broadcaster of the People's Republic of China. CCTV now operates 42 TV channels with 25 open channels and 17 Pay TV channels, which reach a domestic audience of more than 700 million viewers daily. Currently CCTV is running 7 International Channels in 6 different languages, including CCTV-International, CCTV-Documentary Channel, English, French, Spanish, Russian and Arabic channel, which makes CCTV the only TV media that carries ongoing broadcast with 6 working languages of the UN every day. CCTV enjoys 1/3 of the domestic market share and the flagship channel CCTV-1 reaches 98.64% of the national population.

**\*Dayang** Dayang Technology Development Inc. is a world leading manufacturer and developer of broadcast-quality digital solutions for standard-definition, high-definition and web-based products for content creation, ingest, archiving, transcoding, broadcast playout and Media Asset Management

**\*CRI** CRI Film & TV Dubbing Services is a multilingual and integrated media center, which focuses on translation, dubbing, production and promotion of Chinese movies and TV series. The Center has the strength of 65 broadcasting languages, various dubbing languages and experienced multilingual workers. It also has the advantage of dubbing Chinese movies and TV series in local languages of audiences from different countries and areas. The center has translated, dubbed and produced many outstanding Chinese movies, TV series, animations and documentaries into 24 languages including English, French, Spanish, Russian, Portuguese, Arabic, Hausa, Swahili and Hindi. These dubbed works have been promoted in the international market and present the Chinese narratives to audiences around the world.

**\*HBN** Beijing HualuBaina Film & TV Inc. (HBN), established in 2002, is an entertainment company in Film and TV planning, investment, production, distribution and licensing and artist agency. HBN produces more than 300 episodes every year. In the international market, the works of HBN cause a great response as well, which won Tokyo International Drama Awards and Seoul International TV Festival Awards. In the future, HBN will seek the international cooperation actively.

## **BIRTV**

BIRTV is a most influential exhibition in the industry of radio, film & TV in Asia, which gathers the latest developments and global inspiration of technical innovation and has been well received by the broadcasting industry both at home and abroad. The large number of high standard products exhibited, the continuous participation of top exhibitors and manufacturers, and the huge number of professionals and visitors make this event distinctive and unique. As the compelling market of China continues to grow, this exhibition establishes an inspiring platform for all the brightest minds with finest products in the industry to gather and interact with each other. In BIRTV2016, about 500 companies and over 55,000 visitors from Radio and TV stations of various levels in China, neighboring countries and even Europe or America attended this 50,000 square-meter gala.

BIRTV2017, with the core of innovation, will highlight the contents of Media Integration, IP multicast network, Multi-platform distribution High Definition and Super Definition. Besides, the latest technologies like digital film, intelligent media, Unmanned Aerial Vehicle will become the new highlights as well.

The Technical Exchange Project will focus on digitization of TV station. The invited broadcasting technical professionals will participate at technical discussions with Chinese technical professionals, visit local broadcasters and broadcasting equipment manufacturers. As guests of BIRTV2017, you will have a chance to navigate through booths of the latest world-class broadcasting technologies.