

APPENDIX

MEDIA PARTNERS

TV

	TV channel	Report genre	TV programme	Event coverage (estimate)	Length	Target/audience group	Introduction/impact
1	Dragon TV	News	<ul style="list-style-type: none"> Looking East Dragon Noon News Dragon News 	3 times	30-45 seconds	Global coverage: 850 million	<p>Full coverage of Chinese prefectural level cities</p> <p>Received overseas, including Hong Kong, Macao, Japan, Australia, USA, Canada, France, Malaysia and South America</p> <p>One of the largest and most influential SATVs in China</p>
2	STV News	News	<ul style="list-style-type: none"> Shanghai Morning News Report News Lane News Night Line 	3 times	30-45 seconds	Covers all of Shanghai: 24 million	<p>One of Shanghai's oldest and most influential terrestrial channels</p> <p>Programme ratings, market share, audience reputation have been topping the list of all channels in Shanghai for a long time</p> <p>Considered one of the best comprehensive terrestrial channels in China</p>
3	Great Sports Channel	Opening ceremony	Date and time to be confirmed	Twice: premiere and repeat	60 minutes	Covers all of Shanghai: 24 million	<p>The first professional channel in SMG Group</p> <p>Broadcasts 24 hours/day, self-produced news and feature shows for national and international TV platforms and new media platforms, e.g. Dragon TV, ESPN-STARSPORTS, USA NBA-TV</p>
4	Oriental Pearl Mobile TV	News and video	<ul style="list-style-type: none"> News Night Line Shanghai Morning News Report Orient Express Media Search Entertainment Broadcast Performance Alerts Dynamic Shanghai 	Multiple times	30-45 seconds	18 million viewers daily, 75.8% of which are intellectuals	<p>32,000 terminals in buses, taxis, office buildings, and water & rail transportation</p> <p>Covering 19 business districts and the whole inner-city of Shanghai</p>