

TV advertisement service in DTMB network



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Advertisement on TV



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Advertisement on TV

- TV Advertisement is a kind of advertisement which is distributed by TV network in order to promote merchandise, service, organization, concept, etc.

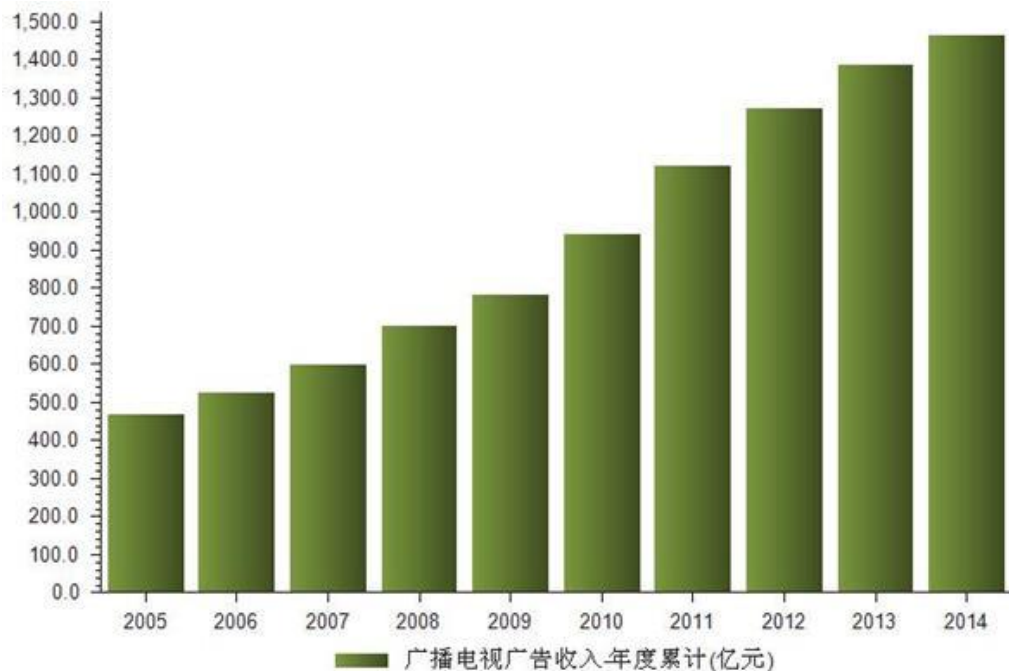


Advertisement on TV : annual income

China TV industry Income 2016

by Guideline research

Total TV industry (0.1 B ¥)	Total TV AD (0.1 B ¥)	Audio AD (0.1 B ¥)	Video AD (0.1 B ¥)
¥ 5040	¥ 1550	¥ 150	1000



China TV AD income
2005~2014
Unit: 0.1 Billion Yuan
By Internet



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Advertisement on TV: One cable operator

Beijing Gehua CATV Network: half year report 2017

	Service	Income (M ¥)	Proportion
1	Pay-TV Fee	512	43%
2	Information Service	401	34%
3	Channel Transfer	153	13%
4	Advertisement	54	5%
5	Others	75	6%



5,000,000 subscribers

Why make advertisement on TV?



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Advertiser

- Big population of subscribers
- Good performance on TV screen
- Authority & Influence
- Fast speed for distribution



Content Provider & Network Operator

- Content Provider
 - Main income
 - 30%~40%
- Network Operator
 - Additional income
 - 5%~10%



Classify of TV advertisement



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Classify of TV Advertisement

- Video ads
- Audio ads
- Text ads
- Picture ad
- Animation ads
- Implanted ads
- Title ad
- Column ad
- Content ad
- Delivery ad
 - Cable
 - Satellite
 - DTT
 - Internet

Advertisement in DTMB network

- TV Station
 - Video ad in the programs
 - Audio ad by the TV host
 - Implanted ad in the content
 - Title ad & Column ad by the channel or event
- DTMB network
 - Ad inserting
 - Subtitle ad
 - Logo ad
 - EPG ad
 - Picture ad



TV Advertisement System



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Playout system

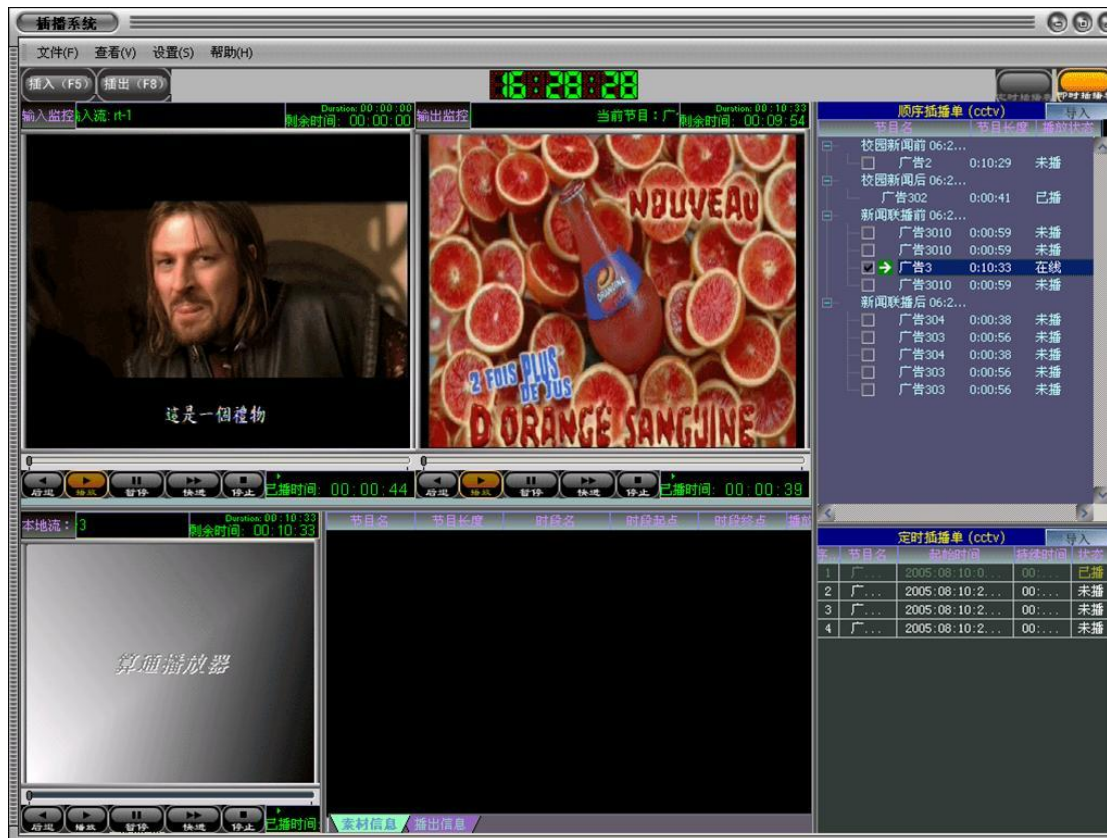


- Schedule ad clips between the programs
- Different price for different periods



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AD Inserting System

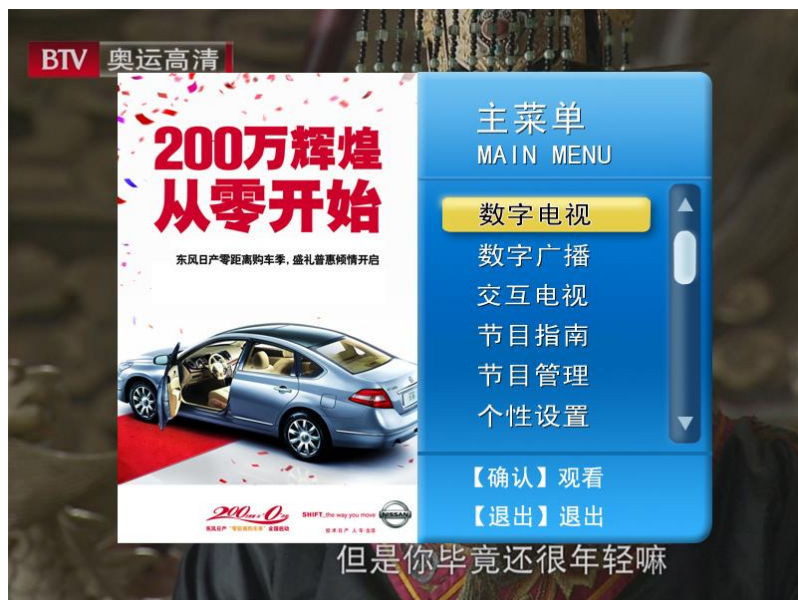


- Transfer channels
- Replace the old ads with new ads

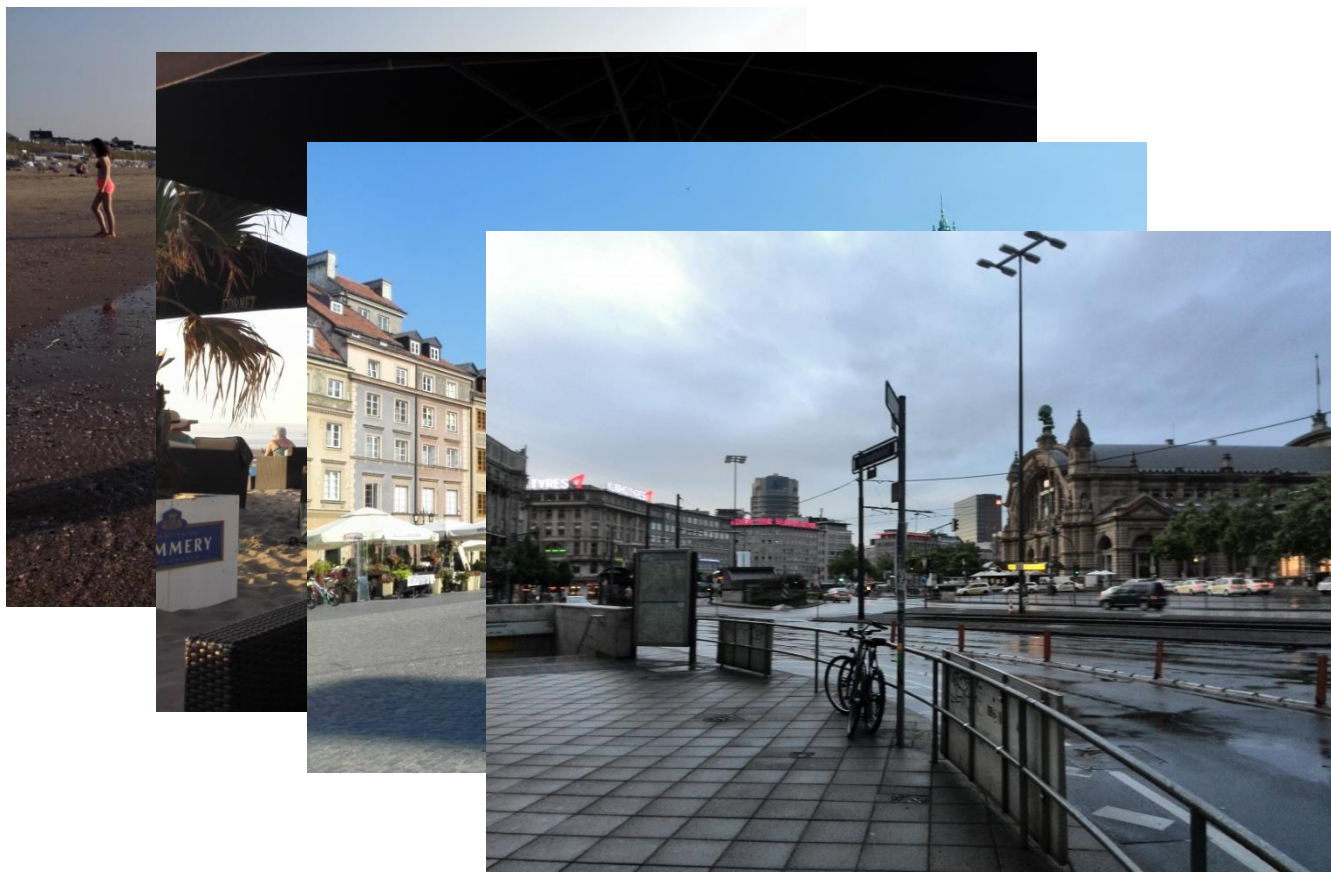
Subtitle & Logo Inserter



EPG AD System



Still Picture System



- Pictures cycle playing in audio channels

Advertisement Projects



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Advertisement Projects

	Operator	City	Type
1	Foshan Zhujiang Media Network	Foshan	Cable
2	Henan Cable	Zhengzhou	Cable
3	QTV	Qingdao	TV Station
4	FUJIAN BTNG	Quanzhou	Cable
5	Congo Solar TV Network	Lubumbashi	DTT
6	Taiwan Digital TV Ltd.	Xinbei	Cable
7	JSCN	Changshu	Cable
8	Huizhou TV Network	Huizhou	Cable
9	Guangdong Cable	Zhongshan	Cable
10	Gehua CATV	Beijing	Cable

Welcome to contact for more
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