



**THE MARKET**

The number one music channel in Asia gives a voice to Asia's new generation with a comprehensive multimedia platform of television, radio, magazine, website, SMS and on-the-ground channels. Channel [V] is a one-stop source for music, entertainment and trends for the new generation.

Channel [V]'s trend-setting, 24-hour non-stop music features the latest chart-topping music videos, music stars and popular VJs. The channel meets today's youth where they live with six distinctive channels: Channel [V] Mainland China, Channel [V] China Taiwan, Channel [V] India, Channel [V] Thailand, Channel [V] Australia, and Channel [V] International.

The channel is seen in more than 49.5 million homes in Asia and syndication brings the channel into an additional 110 million homes. In China, Channel [V] Mainland China uses locally-produced programming and packaging to offer a diverse spectrum of international and local music. This has attracted a huge youth audience in this fast growing country.

including broadcasts on Channel [V] and CCTV and syndication on terrestrials.

Channel [V] presented "Summer Shake", a "Woodstock" like outdoor carnival with the biggest scale, the longest performance schedule and the largest projected attendance so far in China. An estimated 20,000 music lovers had the opportunity to enjoy great live performances on the beach of Jingshan, Shanghai in the summer of 2004.

Channel [V] is a high-profile media partner for major music events in China including the Lijiang Music Festival and the Rolling Stones tour. It is also a showcase for international music events such as The Billboard Music Awards and The Grammy Awards.

In the 2002 AMI Asian Brands Survey, Channel [V] was voted the most innovative Asian brand. Channel [V] became an important part of the youth life in Asia.

**HISTORY**

Channel [V], a satellite television network wholly owned subsidiary by STAR Group, was

[V] reached over 110 million homes every day. Sales volume has increased every year. SMS subscribers climbed to 85,000 after only 4 months promotion. The Channel [V] online community has attracted 200,000 users and page views are over 200,000 per day.

**THE PRODUCT**

The rapidly growing TV channel has attracted today's youth throughout China. The programming feature today's music industry stars and also educates fans on the latest fashions. Channel [V] uses music to teach viewers to think outside of the box.

Channel [V] is the first ever TV channel serving Asia in local language and to give more focus on developing and promoting local and regional music. It offers quality Chinese music programmes including [V] Face to Face, Chinese Top 20, JBD (a show that allows the viewers to choose the hottest topic of the day for discussion) and 1.3 billion db. [V] Face to Face showcases exclusive concerts and interviews with top Chinese pop artists.



**ACHIEVEMENTS**

Channel [V] is Asia's No. 1 music channel. For three successive years, Channel [V] and China's state broadcaster, CCTV, have jointly presented the Channel [V] Chinese Music Awards, the definitive music industry event that boasts live performances by top artists from China, Hong Kong and Taiwan. Channel [V] was the first-ever foreign television service to hold such a large-scale music event in China and the awards show continues to build connections with Chinese audiences. The viewership for the 2003 Chinese Music Award reached 226 million homes

established in 1994 and has been entertaining China's huge youth audience since August 1995. Not content to be just another music channel, Channel [V] refocused in 2000 on the markets it serves by increasing local programming and local music. Since coming to China, it has become the number one music channel in Asia. It has been seen in more than 49.5 million homes. It reaches 21 million homes on a 24-hour basis.

Channel [V] Mainland China is targeted at developing locally relevant programming while still offering the latest music from around the world. Through syndication on China's top terrestrial TV stations and cable systems, Channel

Annual events such as the Chinese Music Award, started in 1994, and Summer Shake, similar to Woodstock in the States, give audiences a strong view of innovation, creativity and leadership in the music industry. Channel [V] showcases local, relevant entertainment to connect Eastern and Western music into an international music community.

**RECENT DEVELOPMENTS**

Channel [V] Mainland China moved its headquarters to Shanghai in the fall of 2002. The move occasioned the release of the first annual theme, "Made in China". The theme focused on





## BRAND VALUES

Channel [V] China has demonstrated strong commitment to China's music industry development by placing more emphasis on local artists and VJs. It aims to play an important role as a gateway to screen and highlight brilliant music and artists between West and East.

In 2002, the "Made in China" rejuvenation campaign was carried out to shift the focus from an old perception of "cheap and poor quality" to a brand new meaning of good performance and decent culture background. The campaign received wide and positive recognition among media, audiences and the music industry in China. This is the kind of positive input Channel [V] is looking to add. The new Symbols and Language theme is focused on bypassing old barriers of nation, race and culture. Channel [V] serves to introduce local music and culture to the international music scene and *vice versa*.

the quality music being produced locally and emphasized the commitment and quality of local artists. Responding to the troubles of 2003, the Iraq war and SARS, this Fall, the New Theme Launch Party at the Euro Private Club in Beijing ushered the new theme: Symbols and Language. The Symbols and Language theme is a campaign made of symbols to break the language barriers among different nations, races and cultures and to call for union and peace through music's power all around the world.

Channel [V] also launched the [V] Club, a nation-wide fan club to build a close relationship between the urban youth and [V] and allow the urban youth to get more knowledge of music and make more friends who share common interests.

Channel [V] is also introducing a new cartoon character as its mouthpiece. The cartoon character will introduce audiences to the latest fashions, educate the youth, discuss different views on lifestyles, and, of course, bring over-the-top music. There is also a new look to the website, [www.vchinese.com](http://www.vchinese.com).

## PROMOTION

To match high audience demand for new information in the current fast-growing and highly-challenging market, Channel [V] has built up a multi media platform to reach everyone via comprehensive marketing campaigns, employing TV, radio advertising and magazine, promotional offers, local events, website, SMS and more.



The [V] Club offers free CDs, posters and T-shirts and meetings with celebrities. The [V] Bz cartoon character is [V]'s mouthpiece to promote the latest on [V]. Advertisers recognise and harness Channel [V]'s connection with youth audiences, as exemplified by retail sponsorship of the massively popular Pai Pai Zhou show in Taiwan.

Reflecting this, Channel [V] has a programming department in China that produces programs locally. Now, more than 50 percent of the Channel [V] Mainland China programs are produced by the China team. Among them, the "China Music Award", "[V] Face to Face", "JBD", "Chinese Top 20" and "1.3 billion db" are the most famous ones.



## THINGS YOU DIDN'T KNOW ABOUT CHANNEL [V]

- Channel [V] Mainland China reaches 21 million homes on a 24-hour basis
- Through syndication on Mainland China's top terrestrial TV stations and cable systems, Channel [V] reaches over 110 million homes every day on the Mainland