



# NEW TV CHINESE CHANNELS

The Chinese economy is one of the largest and fastest growing economies in the world, which is reflected in the growth of Chinese tourists travelling to other countries around the globe. New TV curates the very best of CCTV content from China to provide a rich array of programming for Chinese travellers in other countries.

**CCTV.com | NewTV**  
中国 互 联 网 电 视



It's the largest  
outbound travel  
market in the world.



**156 million**

156 million  
Chinese travelled  
overseas in 2018.  
That means around  
1 in every 10 overseas  
tourist is Chinese.



**30%**

The biggest spenders  
Chinese tourists  
account for 30%  
of global luxury  
spending.



**US\$255 Billion**

US\$255 Billion China's  
outbound travel spend  
is forecast to reach  
US\$255B by 2025,  
twice that of the USA.

- China became the largest Business Travel Market Worldwide in 2016 and continues to grow

- Premium Chinese Channels now available for European Hotels

- Flexible packages and pricing available

- Tune into your Chinese Guests' requirements

# INTERNATIONAL CHANNELS RATE CARD

techlive  
INTERNATIONAL



New TV Comprehensive is from CCTV-Comprehensive, the terrestrial television channel of CCTV in the People's Republic of China. The programmes include news, dramas, cartoons and variety shows.



New TV KungFu is an action channel bringing together programmes including films, dramas and variety shows selected from the CCTV archives.



New TV Economics is a financial channel which broadcasts programmes on finance for the individual, business and the economy at large.



New TV Drama presents the very best and most popular premium Chinese dramas.



New TV Variety is the very best in top-class entertainment programming from CCTV, including musical programs, talk shows, food programs and other quality entertainment programming from prime-time CCTV.



Hubei TV is a provincial television network with more than 120 million people enjoying access to the programmes across China. Hebei Television has two channels, broadcasting 136 hours of programs and rebroadcasts programs from two other television stations.



New TV Cartoons children's channel broadcasts SpongeBob SquarePants and other popular Chinese children's programs, with kids's game shows and entertainment programming.



China Food is aired nationally across Mainland China and is the largest food show production agency in Mainland China.

	Channel	Language	Genre	Delivery Mechanism
	New TV Comprehensive	Chinese	Mix	IP
	New TV Economics	Chinese	Economics	IP
	New TV Variety	Chinese	Variety	IP
	New TV Kids	Chinese	Kids	IP
	New TV Kung-Fu	Chinese	Variety	IP
	New TV Drama	Chinese	Variety	IP
	Hubei TV	Chinese	Variety	IP
	China Food	Chinese	Food	IP