



第四场

《电视节目收视率》专场

收视率调查进入中国已经有10年了，它在统计观众收看电视节目和客户投放电视广告数据方面起着越来越重要的作用。收视率已经成为中国电视运营的重要工具。随着收视率作用的增大，出现了“收视率末尾淘汰制”、“收视率是万恶之源”等现象和观点。

时间

2006年6月20日 09:30 - 12:00

地点

上海新国际博览中心E2-M19会议室（上海市浦东新区龙阳路2345号）

论坛嘉宾

王甫

（中国）中央电视台研究室主任

李倩玲

（美国）传立媒体中国首席执行官

李浩

（中国）湖南卫视总编室主任

钟庭耀

（中国）香港大学社会科学学院民意研究计划主任

王兰柱

（中国）央视-索福瑞媒介研究总经理

论坛主持

鲍晓群

上海文广新闻传媒集团发展研究部主任、节目研发中心主任

主办单位

上海电视节组织委员会

承办单位

上海文广新闻传媒集团发展研究部、对外事务部

协办单位

央视-索福瑞媒介研究

PART FOUR

Rating of TV Programs

It has been 10 years since the introduction of research on audience ratings in China. Ratings have now become an important measurement of TV program operations in China, and is now playing a more important role in acquiring TV audience and advertisement clients' data. With its greater influence, ratings have aroused now various opinions such as "the bottom on the rating eliminated" and "rating is the source of all evils".

Time:

09:30 - 12:00

Date:

June 20th, 2006

Venue:

Shanghai New International Exposition Center, E2-M19 Room, 2345 Longyang Road, Pudong, Shanghai

Guest:

WANG Fu	Director, Research Institute, CCTV
Bessie LEE	CEO of Mindshare China
Li Hao	Director of Chief Editing Dept, Hunan Satellite TV
CHUNG Ting-yiu Robert	Director of Public Opinion Programme, Faculty of Social Sciences, The University of Hong Kong
Paul WANG	Managing Director, CSM Media Research (CSM)

Moderator:

BAO Xiaoqun	Chief, Strategic Development, Chief, Program Creative & Research Center, SMG
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Host:

Shanghai TV Festival Committee

Organized in association with:

Strategic Development Department, Shanghai Media Group (SMG)
International Operations Department, Shanghai Media Group (SMG)

Co-Host:

CSM Media Research, China



论坛嘉宾

guest



王甫

WA Fu

(中国) 中央电视台研究室主任

Research Institute Director and TV Research
Deputy Chief Editor, CCTV

王甫, 中央电视台研究室主任,《电视研究》副主编, 全国十佳广播电视理论工作者之一。曾先后在新华社、中国日报社任记者, 1988年调入中央电视台后, 从事经济新闻报道和视觉传播研究, 参与中央电视台《经济信息联播》、《生活》、《企业家》等栏目的创办工作,《阿里斯顿九兄弟为何大不相同》、《话说“老字号”》等电视报道获奖, 曾发表《报纸版面上的形式及其相互关系》、《电视传播观念上的两点突破》等一批学术论文以及《视觉传播》、《电视新闻的视觉传播优势》、《当代美国电视》等学术专著, 其中《电视新闻的视觉传播优势》一书被列为中央电视台职工岗位培训丛书之一。

Wang Fu, senior editor, who has won the reputation of one of the top 10 research fellows on broadcasting theory, now works for CCTV as the Research Institute Director and TV Research Deputy Chief Editor. He worked with XinHua News Agency and China Daily. In 1988, he began to work with CCTV and was engaged in the studies on economic news reports and visual communication. He also contributed to the openness of the programs of "Economic News Reporting", "Life", and "Entrepreneur" on CCTV. The following TV reports have won the prizes: "Why Do the Nine Brothers of Ariston differ a lot?" and "On the Old Brands". The published essays by Wang include: "The Formations and their interrelations on newspaper's layout" and "Two Break-points on the concepts of TV's communication". The academic books list as follows: "Visual Communication", "Contemporary television in U.S.A." and "The merits of visual communication in TV news" which has been listed as one of the training book series for CCTV's staff.

机构介绍

Organization Introduction

中央电视台是中国国家电视台, 为目前中国规模最大的电视传媒机构。现共开办综合频道、新闻频道等16套电视节目。中央电视台现在业务还包括电影、互联网络、报刊、音像出版等为延伸的多媒体、多元化发展格局, 是当今中国最具竞争力的主流媒体之一。

中央电视台研究室主要工作有, 编辑、出版刊物《电视研究》、《中国中央电视台年鉴》; 组织国内外优秀电视节目的观摩研讨会; 编辑出版《报刊早读》、《央视资讯》等内部刊物, 为台领导和处级以上干部提供国内外媒体和电视事业产业发展的信息; 每年组织50多项全台各类节目评奖, 并组织协调全台18家专业学术委员会的学会活动。

China Central Television (CCTV), the national television station of the People's Republic of China, is an important news and mass communications organization in China. Currently, CCTV is operating 16 channels, such as News Channel, Comprehensive Channel and so forth. Over the past decades CCTV has branched from television broadcasting into other fields of film-making, internet, publication of printed media as well as audio and video products. With its multimedia approach and diversified development pattern, CCTV poses one of the most competitive media organizations in china, with ever-growing influence worldwide.

The research institute in CCTV is in charge of researching TV theories and publishing the nuclear periodical "Television Research", "China Central Television Yearbook". Besides, the great responsibility is also taken for gathering and editing the audio-video information, organizing proseminar for viewing and emulating the excellent inland TV programs and the ones overseas, holding the "TV saloon", introducing the hot programs overseas, enhancing the development of new programs and publishing the internal periodicals, namely "morning news" and "CCTV information", which provide the information about the development of TV broadcasting and the media all over the world for leaders. Furthermore, it still organizes more than 50 activities for prizing the variety of the excellent programs each year and helps the members of 18 professional academic commissions of the whole station hold their activities.

机构网站: www.cctv.com.cn

论坛嘉宾

guest

李倩玲于1990年加入中国台湾的智威汤逊任媒介策划；1990年到1997年间李倩玲在智威汤逊的媒介部见证了媒体行业的改革；1997年到2002年李倩玲加入传立台湾公司的管理工作。12年中国台湾媒体的工作经验让李倩玲有了丰富的媒体计划技巧、购买知识和管理技能。2002年5月李倩玲从传立台湾调到传立上海工作。2003年20月李倩玲升任公司华东及华南区董事总经理；因其突出业绩和才能，2004年3月晋升为传立中国首席执行官。

Bessie Lee joined J. Walter Thompson Taiwan in 1990 as a media planner. Between 1990 to 1997, Bessie worked at media department at JWT to witness the media industry revolution. Between 1997 and 2002, Bessie has joined MindShare to take up management role leading the largest media agency in Taiwan. 12-year experience in Taiwan media industry has helped built strong planning skills, buying knowledge and management skills for Bessie. In May 2002, Bessie has been transferred from MindShare Taiwan to MindShare Shanghai to head up the Shanghai operation. And Bessie was promoted to managing director of eastern & southern china of MindShare in Oct 2003. In Mar 2004, Bessie was promoted to CEO of MindShare China.

机构介绍

Organization introduction

传立媒体正确的称谓是群邑，2004年9月正式成立群邑媒体，是由WPP集团于2003年将旗下在中国的媒体品牌：MindShare（传立）、MAXUS（迈势）、Motivator与mediaedge:cia及Portland（宝林）进行整合后推出的。WPP集团是一家全球知名的国际性媒体投资管理公司，主要从事广告、公关、信息研究咨询，品牌形象咨询，以及媒介购买和策划。整合后的群邑在中国的购买量将超过人民币60亿。目前群邑服务的客户超过100家，代理的品牌也有200个之多。在中国大陆的据点有北京、上海、广州、重庆、深圳、福州和南京。

8年来，传立集团在中国市场的业绩发展迅速，已成为全中国，全亚太乃至全球最大的媒介代理公司之一。

WPP Group is one of the largest media groups in the world, dealing with advertising, public relations, information research and consultation, brand image consultation, and media buying and planning.

MindShare-WPP Group Professional Media Company, provides services to various clients that include local, international enterprise and global clients, over 300 of which are in the list of the world best 500 companies. WPP has 1400 subsidiary companies in over 103 countries and with 62,000 staff.

MindShare belongs to the WPP Group. It was formed in November 1997, consolidated from the Media Buying Department and Planning Department of two well-known advertising agents, namely J. Walter Thompson and Ogilvy & Mather. MindShare, can fully utilize the company's business resources and help our clients to maximise return on advertising investment.

机构网站: www.mindshare.com.cn



李倩玲

Bessie LEE

(美国) 传立传媒中国首席执行官
CEO of Mindshare China



论坛嘉宾

guest



李浩

LI Hao

(中国) 湖南卫视总编室主任

Director of Chief Editing Dept, Hunan Satellite TV

李浩 1993 年至 2000 年在湖南省有线台工作，并任副台长。2001 年到 2002 年在湖南都市频道工作。从 2002 年至今，在湖南电视台工作，任台编委会委员、总编室主任，期间多次策划湖南电视台频道改版和创新工作，频道收视率稳步上升。连续三年担任湖南卫视《超级女声》项目总发言人，主持或深度介入湖南卫视各大型活动和项目的策划、管理、执行过程，负责湖南卫视电视剧场设计及资源配置，负责新项目研究和开发，负责频道规划和管理，负责频道品牌包装、推广和维护。

LI Hao, Director of Chief Editing Dept, Hunan Satellite TV, is expert in channel management and operation. He is seasoned in tracking the market, selection of TV dramas, channel planning, programme developing and brand operation. 2002 to now, he is the Director of Chief Editing Dept, Hunan Satellite TV.

Mr. Li works consecutively as the mouthpiece of "Super girls" for three years. He takes much effort in developing, implementing and managing a series of event shows.. He also takes great responsibility in planning and integrating TV drama resources, in planning and managing the channel, and in promoting and protecting the channel.

机构介绍

Organization Introduction

1997 年 1 月 1 日，湖南电视台一套节目正式通过亚洲 2 号卫星传送，呼号“湖南卫视”。湖南卫视上星播出之后，推出了《快乐大本营》、《晚间新闻》、《音乐不断》、《超级女声》等一系列名牌栏目和节目，在全国产生了广泛影响。2001 年 10 月 28 日，湖南卫视实现了全数字化、全硬盘化、全网络化和全天不间断播出，电视制作、播出等软硬件水平达到国际一流水平。2004 年，打造“最具活力的中国电视娱乐品牌”，成为湖南卫视新的标高。

In Jan 1st 1997, Hunantv was officially broadcasted by Asia No2 satellite. Since its satellite broadcast, Hunantv produced a series of famous programs such as "Happy Saturday"; "Night News"; "Endless Music" etc, causing the nation-wide influence. In Oct 28th 2001, Hunantv realized the 24 hours broadcast, and reached the international first level in program producing. In 2004, Hunantv aimed at a new goal of becoming the most vigorous TV entertainment brand in China.

机构网站: www.hunantv.com

论坛嘉宾

guest

香港大学社会科学院民意研究计划主任。

自1991年起一直主管香港大学社会科学院民意研究计划,并由民意研究出版了《民意快报》及《香港大选民意调查站》。迄今为止已出版了超过800多份研究报告。

Head of the Public Opinion Program (POP) within the Faculty of Social Sciences of the University of Hong Kong since its establishment in 1991; Chief editor of the monthly POP Newsletter (called POP EXPRESS) and the HKU POP SITE at <<http://hkupop.hku.hk>>; compiled over 800 POP research reports.

机构介绍

Organization Introduction

香港大学成立于1963年,是一所综合性研究性大学。设有文学、工商管理学、教育、工程学、医学、理学及社会科学7个学院共61个学系。香港大学自创立之始,即提出“双文化”、“双语言”的教育政策,吸引了不少世界知名的学者来访讲学或任教,其中包括诺贝尔物理学奖得主杨振宁教授等。

The CUHK is a comprehensive research-based university with 7 colleges and 61 departments including Literature, MBA, Education, Engineering, Medicine, Science and Sociology. The CUHK holds the education policy of “dual-cultures” and “dual-languages”. Since its establishment it has attracted numbers of world-famous scholars among whom it includes Yang Zhenning, the owner of the Nobel Prize on Physics coming to teach or give speeches.

机构网站: www.hku.hk

■ 灰網內文字為場刊錯誤引用的資料,屬於香港中文大學的介紹。香港大學的介紹如下:

香港大學成立於1911年,是香港歷史最悠久的大學,其目標是培養領袖人才。港大前身為創立於1887年的香港西醫書院。孫中山先生為該校的第一屆畢業生。1911年港大正式成立,時設醫學院、工程學院和文學院3所學院。香港大學現今擁有10所學院,分別是建築學院、文學院、經濟及工商管理學院、牙科學院、教育學院、工程學院、法律學院、醫學院、理學院及社會科學學院。

■ The words highlighted in grey are misquoted information in the original publication, they should belong to the Chinese University of Hong Kong (CUHK). The introduction of the University of Hong Kong (HKU) is as follows:

HKU was established in 1911. It is the oldest university in Hong Kong, with the mission of fostering young leaders and elites. The predecessor of HKU was the Hong Kong College of Medicine which was founded in 1887. Dr. Sun Yat-sen was one of the graduates in the university's first Congregation Ceremony. HKU was officially opened in 1911, there were altogether 3 Faculties at that time, namely, Faculty of Medicine, Faculty of Engineering and Faculty of Arts. Today HKU has 10 Faculties, and they are Faculty of Architecture, Faculty of Arts, Faculty of Business and Economics, Faculty of Dentistry, Faculty of Education, Faculty of Engineering, Faculty of Law, Faculty of Medicine, Faculty of Science and Faculty of Social Sciences.



钟庭耀

CHUNG Ting Yiu Robert

(中国) 香港大学民意研究计划主任

Director of Public Opinion Program, Faculty of Social Sciences, The University of HongKong, China



论坛嘉宾

guest



王兰柱

Paul WANG

(中国) 央视-索福瑞媒介研究总经理
Managing Director, CSM Media Research (CSM)

1993年, 王兰柱加盟索福瑞集团 TNS(中国)公司, 任总经理, 该公司主要为国际国内公司提供专业市场调查, 投资咨询服务。1996年, 积极推动促进了索福瑞集团与中央电视台央视调查咨询中心的合作, 组建央视-索福瑞媒介研究有限公司, 并担任总经理。积极组织, 参与宣传, 普及媒介调查知识, 推动全国电视收视调查的统一, 规范和应用。王兰柱领导的央视索福瑞媒介研究公司的收视率数据已成为中国电视广播节目、广告交易的主要“通用货币”之一。

Mr. Wang joined the TNS group as General Manager of TNS China in 1994. He was responsible the company's business in providing professional marketing research and investment consulting services to local and international companies in China. In 1996, Mr. Wang played an instrumental role in the negotiation and formation of CSM Media Research (CSM), a joint venture was formed between Central Viewer Survey and Consulting Centre (CVSC) and Taylor Nelson Sofres (TNS) dedicated in TV audience measurement. In the following year, Mr. Wang served as the Managing Director of the CSM with responsibilities in strategic planning, new business development as well as managing the company's daily operation.

Mr. Wang focused in building and improving the company's products, brand by standardizing TV audience measurement research and applications in China. Under his leadership, CSM became the first ever research company in China got ISO9002 certificate; and was granted the "New Technology Company", "Advanced Enterprise" awards by Chinese Government.

机构介绍

Organization Introduction

央视-索福瑞媒介研究有限公司是央视市场研究股份有限公司 (CTR) 之与世界上排名第二的市场研究集团 TNS 合作成立的中外合资公司, 成立于 1997 年 12 月 4 日。

CSM 是中国电视收视率调查的主要公司之一, 拥有世界上最大的测量仪收视调查网络, 同时 CSM 也建立了独立于电视收视调查网的广播收听调查网络。2003 年 CSM 在中国率先推出了体育赞助评估研究服务。

CSM is a joint venture between China's largest market research company-CTR Market Research and the world's second largest market research company-TNS Group. It was founded on December 4th, 1997.

CSM is the leader of TV audience measurement in China. CSM operates the world's largest PeopleMeter TV audience measurement panel. CSM pioneered radio audience measurement in 2000 and CSM has built an independent RAM network in China. CSM has taken the lead in introducing Sports Marketing Research since 2003.

机构网站: www.csm.com.cn