

CHINESE STATE MEDIA GOING GLOBAL

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Executive Summary

1. China has greatly increased its investment in the media sector to make it into one of the key public diplomacy outlets for airing China's views. This is to break the Anglo-American monopoly, enhance China's international influence, and showcase its rise as a great power in a non-threatening and non-confrontational manner.
2. For a long time, branches of the Xinhua News Agency in foreign countries, publications such as *Beijing Review*, *People's China* and *China Construction*, newspapers such as *China Daily* and China's overseas radio broadcaster, *China Radio International* were important vehicles for overseas publicity.
3. In 1992, Central China Television (CCTV) launched *CCTV-4*, China's first international channel in Mandarin. In 2000, the 24-hour English Channel *CCTV International* (also known as *CCTV-9*) was launched, followed by the *E&F channel* (Spanish and French) in 2004, and *CCTV-Arabic* in 2009. It is expected to offer the Russian channel later in 2009 and the Portuguese channel in 2010.
4. To help these satellite signals to move from coverage to landing, the government has implemented many measures. It opens up some TV markets in Guangdong to a number of foreign media as an exchange for carrying *CCTV-9*. As a result, *CCTV International* currently covers 98 percent of the land in the world and has more than 45 million subscribers outside China.
5. *The Great Wall TV Platform*, a TV package under CCTV with government-approved satellite channels, is another example of China's expanding penetration into the world media market. So far it has launched its direct-to-home satellite service in the US, Europe, Canada, Asia, Africa and Latin America.

6. The Internet has become another important platform for public diplomacy. The key websites include those run by traditional media organisations as well as sites specifically created for the purpose. These websites are multi-lingual with specific topics and different layouts for the target regions.
7. China's state-centred model has demonstrated many advantages: Chinese state media at all levels can be centrally coordinated and managed to work together for the expansion of activities abroad.
8. However, Chinese state media also face many challenges such as having to compete with both the well-established transnational companies such as BBC and CNN and the newly emerging ones such as Al-Jazeera and France 24 in a crowded global media sphere to have its voice heard in the global flow of information.
9. Due to the nature of the Chinese media, they also suffer from inherent limitations such as low credibility and constraints on timeliness on breaking events.
10. What China needs is a more independent media which could reinforce messages generated by the government.