



INTRODUCTION TO REALITY TV SHOW
“UNIVERSITY BID” BY CCTV

CONTACT PERSON OF CCTV

Ms. Yang Ning

Director of Overseas Affairs

“University Bid” Program, CCTV-1

Email: yang.ning@cctv.com, ynyn88@126.com



• WHAT IS THE OPPORTUNITY

Program Idea



As the most influential TV network in China, with audiences in the hundreds of millions, China Central Television, also known as CCTV, is developing a reality TV show temporarily entitled as “University Bid”.

The show will document seven Chinese high school students during their special journey visiting eleven universities worldwide. At each stop, the students will have an opportunity to thoroughly experience the visited university’s culture and values by taking part in a series of tasks based on the school’s main characteristics in order to measure the students’ overall ability.

The eleven universities will include five in China, three in the United States and three in the UK. Each university being selected shall have distinguished individual characters in terms of its academic strength and values. One key element is showcasing each institution's uniqueness.

Program Mission



The show hopes to demonstrate abstract educational values of world-renowned universities in a vivid and dynamic way to help the Chinese audience think more

deeply about the essence of good education in a bid to re-shape people's values and give impetus to China's educational reform.

Program Broadcast

The 12-episode show is the first of its kind in China to deal with a serious educational theme in a creative reality TV format. It is expected to be aired in the fourth quarter of 2016 on CCTV-1 with one episode per week and 60 minutes per episode.

Program Viewership

CCTV-1 is the flagship channel of CCTV, boasting a viewership of hundreds of millions. The target audience of University Bid will include a potential of ten million Chinese students who have reached the age of college entrance exam and fifty million family members supporting them. The actual audience of the show should extend beyond that number since the theme and educational values it reflects will surely attract all those who care about their children's education.

• **HOW DOES IT RELATE TO UNIVERSITIES**

University Selection

As was mentioned, CCTV plans to invite five Chinese universities, three US universities and three UK universities to participate in the show.

Five Chinese universities are almost confirmed. They are: Peking University, Sichuan University, Sun Yat-sen University, China University of Communication and Foreign Affairs Institute.

Three US universities and three UK universities are yet to be confirmed. Our selection will be based on, first of all, the university's uniqueness; secondly, the complementarity of all universities being selected; and thirdly, their geographical closeness, based on budgetary concerns.

We will make our final decision after getting the feedback from all universities being requested. If a certain university was not chosen this year, we will give it active consideration next year when we develop the second and the third season of the project.

University Benefits

- ◆ If the university takes China as one of its potential markets, then the

program will provide a unique opportunity for the university to showcase itself to hundreds of millions of potential Chinese viewers. It will significantly improve the university's visibility in the world's biggest developing country. This forecast is based on the immeasurable influence of CCTV in China.

- ◆ If the university does not particularly care about its exposure in China, it can spread its values to hundreds of millions of Chinese, including students and their parents. Its participation will open a window to the Chinese viewers about what good education should be and help them realize their dreams.

University Responsibilities



If the university confirms its participation in the show, then it is expected to provide the following support to CCTV:

- ◆ Allowing CCTV to film on campus.
- ◆ Recommendation of school personnel to be filmed in the show. Detailed requests are yet to be confirmed since format of a specific university could only be done after university's confirmation of participation and after further research and negotiation. While CCTV maintains final decision-making authority, collaboration with universities is intended to be win-win.

- ◆ All costs incurred will be covered by CCTV, including payment of personnel involvement from the university side and other negotiable items.

● BRIEF INTRODUCTION OF CCTV

CCTV was established in 1958 in Beijing, China. Since its foundation, this public national TV network has always been the most influential and authoritative TV station in China. Today's CCTV boasts over fifty channels and a domestic viewership of over one billion.

● TIMELINE

- ◆ Confirmation of participation by university before June 24.
- ◆ A field trip by CCTV to the university is expected to take place in July or August to settle filming details.
- ◆ Actual filming is expected to take place in September, with duration in each university kept within three to seven days.

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