

I. Executive Summary

Global economy in the 21st century is experiencing a structural transformation with creative industry surfacing as a pillar of the knowledge-based economy at large. Governments and academic institutions pay increasing attention to the development of creative industry through higher-level integration of industry, education and research. Governments in China and the UK, with no exception, position new media industry as one of the key industries in both countries.

The Chinese Government is actively developing its new media industry. This emerging industry has already enlivened relevant employment markets. A large amount of higher education institutions and industries in Shenzhen, Wuhan and Shanghai claim an urgent need to set up industry-university-research links through new media development with counterparts in the UK. However, there is no effective platform or mechanism in place to deliver the outcome.

Based on the success of the first “Sino-UK Higher Education Cooperation in New Media Industry” which was successfully held in Guangzhou and Nanjing in November, 2012 and in light of the local market needs, the British Council China jointly worked with Chinese partners for the 2nd round in Shenzhen, Wuhan and Shanghai from 1st to 8th December, 2013, inviting the presence of 10 UK universities, over 30 Chinese universities and more than 10 local new media companies.

The Programme aims to showcase creativity and up-to-date innovations in new media in both Chinese and UK higher education institutions; to facilitate the set-up of strategic partnerships between them; and to foster links between higher education institutions and industries to secure cooperation between enterprises, universities and research institutes.

A series of professional activities were arranged during these 8 days in China, including forums, roundtable talks, visits and competition, with special focus on Sino-UK university-industry links in Shenzhen, academic links in Wuhan and the Awarding Ceremony of the 2nd Micro-Film Festival in Shanghai.

The objectives of the programme are well delivered and more than 10 potential university-industry links and institutional links are generated as the intended outcomes of the programme.

The collaboration project also falls in the Knowledge Economy Partnership strand of IHE programme, BC's global initiative on higher education, which is designated to provide a platform and framework for the creation of sustainable, multilateral partnerships that link the higher education sector, government and business communities to drive forward global, regional and national knowledge-based economies.

II. ORGANISORS AND CONTRIBUTORS:

Organisors:

- British Council
- Shenzhen: Shenzhen Virtual University Park (SZVUP)
- Wuhan: Wuhan University
- Shanghai: Jinling College of Nanjing University

Co-organisors:

Shenzhen:

- Institute of Research and Continuing Education, Hong Kong Baptist University
- School of Media & Communication, Shenzhen University
- Shenzhen Research Institute, Beijing University of Posts and Telecommunications
- Shenzhen Communication and Internet Association

Shanghai:

- v.qq.com
- Xinhua News Agency Jiangsu Branch
- Organising Committee of 2014 Youth Olympic Games

III. PARTICIPANTS:

UK side:

14 representatives from 10 UK universities participated in the Programme in China:

No.	Name of University	Name of the School
1	University Of Lincoln	School of Art & Design Animation Department
2	Nottingham Trent University	The School of Arts and Humanities
3	University of Central Lancashire	School of Journalism and Digital Communication
4	Bath Spa University	School of Humanities and Cultural Industries
5	University of Salford	School of Arts & Media
6	University of Derby	School of Humanities
7	Southampton Solent University	School of Communications & Writing Faculty of the Creative Industries
8	Teesside University	School of Arts and Media
9	Glasgow Caledonian University	Glasgow School for Business and Society
10	University for the Creative Arts	School of Film and Media

China Side:

There were altogether over 100 academics from about 30 top-level Chinese universities and 50 new media practitioners participating in the three policy dialogues and roundtable talks in the three cities.

Note: Please refer to Annex I for the name list of the participating Chinese universities and companies.

IV. HIGHLIGHTS:

The 2nd round of the Programme is not a mere replay of the 1st round back in November 2012. Some highlights are as follows:

- **Chinese Government Support**

Our key partner of the programme, SZVUP, is under the direct management of Shenzhen Science, Technology and Innovation Commission (SSTIC) and provides us with substantial and significant support on behalf of the Shenzhen government. Ms. Liu Jin, Deputy Director-General of SSTIC, highly commended the programme and believed it is mutually beneficial to both China and the UK.

- **National instead of Area Programme**

This is a national programme as it covers three different regions of China, featuring different collaboration needs from them respectively. What's more, the participating universities for the Shenzhen leg are actually from all over China as SZVUP is a national-level body, home to over 50 first-rate Chinese universities.

- **Huge Media Impact**

The project attracted huge media attention, and was widely covered by mainstream media, esp. new media in China. Below is a brief summary of the news clippings:

Total no. of reports: 64

Total circulation achieved: 7,397,500

Total media value: RMB1,628,766

*** Please refer to Annex II for details of the media reports.**

V. OUTCOMES:

This well-prepared programme generated abundant Sino-UK collaboration needs and opportunities. Listed below is a summary of these collaboration intentions:

University-Industry Links:

- Many Chinese companies and universities were very impressed by the cutting-edge interactive print technology from University of Central Lancashire (UCLan) and showed great interests in collaborating with UCLan on further development and application of this technology. Paul Egglestone, Director of Media Innovation Studio from UCLan, will talk to their representatives in SZVUP to base this technology in Shenzhen.
- Shenzhen Youth Co-founder proposed to collaborate with the UK universities on English content provision to mobile applications. Glasgow Caledonian University expressed strong interests in providing soccer information which is popular worldwide. Both sides will continue the discussion after the event.
- Shenzhen Universal Media (深圳环球数码) and HBQQ.com (大楚网) expressed the need of either inviting UK experts to Shenzhen or Wuhan for training or sending staff/students to the UK for training on new media. UCLan showed its preference for the idea and both sides will continue the discussion.
- Lanmei Mobile Phone Social Radio (蓝莓手机社交广播) looked forward to collaborating with UK universities on jointly developing audio social media programmes in English and so forth. Bath Spa University, represented by Prof. Pullinger and Prof. Yang Hongji, Director of Creative Computing, responded to this proposal with much enthusiasm. Both sides will continue discussion after the event.
- Wenzhou Economic Daily (温州商报, a business newspaper of Wenzhou city), represented by Mr. Jin Kesheng, Chief Editor, would like to collaborate with UK universities on training projects for the management team, and probably the whole industry in Wenzhou city, in new media and creative industry, such as micro film. Glasgow Caledonian University expressed its interest in this potential collaboration and discussion will ensue.
- Mr. Sun Junfeng, Executive Director of YC Media (银橙传媒 <http://www.ycmedia.cn/>) would like to collaborate with UK universities on social media-based film & TV promotion and marketing.
- Peking University Publishing House would like to collaborate with UK universities on joint development and publication of textbooks and joint research projects in the creative industry.

Institutional Links:

- Shenzhen University has already signed an MOU with Glasgow Caledonian University (GCU) on business studies, and this visit furthered the link between these two universities. Shenzhen University expressed great interests in collaborating with more UK universities in fields of faculty/student exchange, joint programme, visiting fellow scheme, etc. Bath Spa University and UCA responded with

great enthusiasm and will follow up on the collaboration intention.

- Bath Spa University and Southampton Solent University expressed interests in collaborating with Wuhan University on faculty/student exchange, among other intentions. Details will be finalized upon discussion in the near future.
- Derby University proposed to work with South-Central University for Nationalities (SCUN) on faculty exchange and joint research. SCUN can send faculty members to Derby University to collaborate in research project on ethics, and inter-generational projects on urban youth and rural communities.
- UCA expressed strong interests in collaborating with Huazhong Agriculture University and Shenzhen University on faculty and students exchange programme.

VI. ACTIVITIES:

• Policy Dialogues

Three new media policy dialogues were held respectively on 1st December in Shenzhen, 4th December in Wuhan and 8th December in Shanghai, triggering heated discussions around the theme of *Opportunities and Challenges Higher Education is Facing in the Era of New Media*.

The first policy dialogue held in Shenzhen welcoming over 50 front-line academics in the discipline of new media from over 20 top-level Chinese universities all over China and 14 representatives from 10 UK universities, kicked off the programme in China.



Alastair Morgan, British Consul-General Guangzhou, addressed at the opening of the policy dialogue in Shenzhen

Group photo of the policy dialogue in Shenzhen, the lady sitting in the middle is Ms. Liu Jin, Deputy Director-General, Shenzhen Science, Technology and Innovation Commission

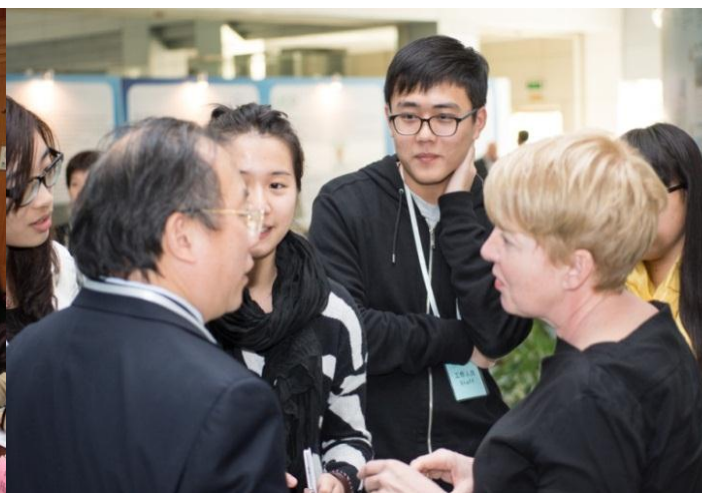
• Sino-UK Collaboration Roundtable Talks

To strengthen the ties between universities in both countries and the new media industry in China, three Roundtable Talks were held respectively on 2nd December in Shenzhen, 4th December in Wuhan and 7th December in Shanghai, generating a large number of preliminary intention of international collaborations.

Please refer to Section V for more details.



Lively and focused discussion at the Sino-UK Collaboration Roundtable Talks in Wuhan



Potential links were developed

- **Awarding Ceremony of the 2nd Micro-Film Festival**

On 8th December, 2013, the awarding ceremony of the 2nd Festival of College Students Micro-Film in Chinese Language was held in Shanghai.

Debuted in August 2013, the 2nd Festival of College Students Micro-Film in Chinese Language drew constant attention and enthusiastic participation from college students home and abroad, collecting 471 micro-films from 171 universities worldwide, including 9 from the UK. There were over 200 academics, film makers, students as well as journalists witnessing this important moment.

This year's Micro-Film Festival was of a splendid international nature. "Micro-Film Section by British University Students" received lots of attention. Animation work *Lullaby* from University of Lincoln, U.K. won Animation Silver Award in the competition.



Sultan Efe (middle), Programme Leader and Senior Lecturer in Animation from University of Lincoln, U.K., was happily holding the Animation Silver Award Certificate in hand.

Matt Burney (right), Consul (Cultural and Education) of the British Consulate General in Shanghai, said that many British students were very much interested in this event, and were actively engaged. Mr. Burney also told the press that British Prime Minister Cameron's recent visit to China further promoted the urge for better mutual understanding, and he hoped there would be more and more such transnational exchanges.

- **Visits to Local New Media Industry**

In order to proffer the UK delegates a better insight into the Chinese new media industry, professional field

visits were arranged during these days, including visits to Institute of Digital Media Technology (Shenzhen) Ltd., Shenzhen Youth Co-founder of Media Technology Co.,Ltd., Shenzhen OCT and HBQQ.com. Potential links between UK universities and the new media industry have been developed or strengthened.

VII. Feedback

The programme received very positive feedback from all partners, including UK and Chinese universities and the Chinese new media industry. Below are some of the quotes:

“This is such a meaningful programme! I’m sure it’ll be a very good start of our long-term project with the British Council.” said Liu Jin, Deputy Director-General, Shenzhen Science, Technology and Innovation Commission.

“The trip was a wonderful experience, and I am now following up on the contacts made whilst in China and hoping to cement associations and partnerships with the Chinese universities and industries. It was a great opportunity to be part of this visit which I hope it will be the start of many new collaborations.” Said Lucy Jolly, Programme Leader, BA (Hons) TV & Film Production, School of Arts and Media, Teesside University.

“It was a fantastic opportunity, and I am very grateful to the British Council for allowing our university to take part! The events British Council provided in China were very well organised, and we were looked after so well!” said Suzanne Dixon, Professor of Creative Enterprise, Head of School Communications and Writing, Faculty of Creative Industries and Society, Southampton Solent University.

“I’m so impressed by the professional way the British Council organised these events! The Chinese universities in Wuhan did benefit a lot from these well-designed and well-prepared events! And we’re looking forward to more collaborations with the UK.” said Mr. Shan Bo, Deputy Dean of School of Journalism and Communication, Wuhan University.

VIII. FOLLOW UP PLAN

- BC will organise a reciprocal visit by Chinese delegates to the UK in March 2014 to consolidate the collaborations generated from the programme. Delegates will include the major partners of the project, decision makers from new media related schools of the participating Chinese universities and the Chinese new media industry.
- BC will continue to follow up with both UK and Chinese universities and the local new media industry players on the initial collaborations, aiming at generating long-lasting legacy outcomes.
- BC will have a review meeting with partners in Shenzhen, Wuhan and Shanghai and plan for a third round of the programme in 14/15.

**Higher Education Team
British Council China
January 2014**

Annex I Name List of the Participating Chinese Universities and Companies

Shenzhen:

- Representatives from Universities:

学校 University	代表 Representative
北京大学 Peking University	教授 Professor
武汉大学 Wuhan University	武汉大学计算机学院教授 Professor of Department of Computer Science, Wuhan University
	武汉大学深圳研究院院长 Dean of Shenzhen Research Institute, Wuhan University
	武汉大学深圳研究院副院长 Vice Dean of Shenzhen Research Institute, Wuhan University
	武汉大学国家多媒体软件工程技术深圳中心主任 Director of National Engineering Research Center for Multimedia Software, Wuhan University Director
南京大学 Nanjing University	新闻学院院长助理 Assistant dean of College of Journalism, Nanjing University
	深圳研究院副院长 Vice Dean of Shenzhen Research Institute
厦门大学 Xiamen University	新闻传播学院副院长、教授 Professor and Deputy Dean of School of Journalism and Communication
	深圳研究院副院长 Vice President of Shenzhen Research Institute
	深圳研究院国际教学中心主任 Director of International Teaching Center, Shenzhen Research Institute
深圳大学 Shenzhen University	传播学院院长，传媒与文化发展研究中心主任 Dean of the College of Communication, Director of Media and Cultural Development Research Centre
	传播学院传播系副主任 Vice Director, Department of Communication, College of Communication
	国家级传媒实验教学中心副主任 Vice Director, the National-level Learning Centre of Media Practice
香港浸会大学 Hong Kong Baptist University	传理学院院长，教授 Professor and Dean of School of Communication
	讲座教授 Chair Professor
	访问学者 Visiting Scholar

	客座讲师 Visiting Lecturer
	深圳研究院院长助理 Assistant to Dean of Shenzhen Institute of Research and Continuing Education
北京邮电大学 Beijing University of Posts and Telecommunications	教授，移动生活与新媒体实验室主任 Professor, Director of Mobile Life and New Media Lab
	世纪学院艺术与传媒学院副院长 The Vice Dean of School of Art and Media, Century College
	数字媒体与设计艺术学院院长 Executive Dean, School of Digital Media and Design Arts
	深圳研究院副院长 Vice President of Shenzhen Research Institute
香港城市大学 City University of Hong Kong	媒体与传播系教授 Professor of Media and Communication
	深圳研究院助理院长 Assistant Director of Shenzhen Research Institute
中山大学 Sun Yat-sen University	哲学系教授 Professor of the Department of Philosophy
	信息科学与技术学院教授、计算机应用研究所所长 Professor of School of Information Science and Technology, Director of the Computer Applications Institute
	深圳研究院执行院长 Executive Dean of Shenzhen Research Institute
	深圳研究院博士后，院长助理 Postdoctoral Research Fellow and Assistant to Dean
	深圳研究院教务管理 Educational administrator of Shenzhen Research Institute
北京航空航天大学 Beijing University of Aeronautics and Astronautics	新媒体艺术与设计学院动画系主任 Dean of Animation Department of School of New Media Art and Design
	深圳研究院院长 Dean of Shenzhen Research Institute
对外经济贸易大学 University of International Business and Economics	教授，深圳研究院常务副院长 Professor and Deputy Director of the University's Shenzhen Research Institute
中国工程院 Chinese Academy of Engineering	中国工程院深圳院士基地首席代表 Chief Representative of the Shenzhen Academician Base of Chinese Academy of Engineering
西安电子科技大学 Xidian University	深圳研究院首席代表 Chief Representative of Shenzhen Research Institute
西南交通大学 Southwest Jiaotong University	深圳研究院首席代表 Chief Representative of Shenzhen Research Institute

南开大学 Nankai University	深圳研究院首席代表 Chief Representative of Shenzhen Research Institute
香港科技大学 The Hong Kong University of Science and Technology	高级经理 Senior Manager
中国药科大学 China Pharmaceutical University	驻园代表 Representative
深圳职业技术学院 Shenzhen Polytechnic	动画学院副院长 Vice Dean of Animation School
	教师 Teacher
香港理工大学 The Hong Kong Polytechnic University	香港理工大学产学研基地 总裁 CEO of The Hong Kong Polytechnic University Shenzhen Base
香港中文大学 The Chinese University of Hong Kong	深圳研究院常务副院长 Deputy Director of Shenzhen Research Institute
	深圳研究院科技规划发展部部长 Head of Research and Development Department, Shenzhen Research Institute
	数字视觉娱乐实验室项目助理 Executive Assistant of Digital Visual Entertainment Laboratory
中南大学 Central South University	深圳研究院首席代表 Chief Representative of Shenzhen Research Institute
山东大学 Shandong University	深圳研究院首席代表 Chief Representative of Shenzhen Research Institute

• **Representatives from new media companies:**

公司 Company	代表 Representative
深圳联通 China Unicom Co., Ltd. Shenzhen Branch	互联网发展中心经理 Manager of Internet Development Centre
	互联网发展中心工程师 Engineer of Internet Development Center
深圳证券通信有限公司 Shenzhen Securities Communication Co., Ltd.	产品经理 Product Manager
深圳大太阳网络科技有限公司 Shenzhen Big Sun Network Technology Co., Ltd.	董事长 Chairman of the Board
中国移动通信集团广东有限公司深圳分公司 China Mobile Communications Group Guangdong Co., Ltd. Shenzhen Branch	媒体行业总监 Director of the Media Industry
深圳市协盛科技发展有限公司 Shenzhen Tradelink Technology	经理 Manager

Development Co., Ltd	
深圳新闻网 sznews.com	主管 Supervisor
深圳市明唐通信有限公司 Shenzhen MingTang Communication Co., Ltd	副总经理 Vice-general Manager
深圳慈善公益网 Shenzhen Charity Nets http://www.4343.net/	理事长 Director General
中通信息服务有限公司 Zhongtong Information Service Co., Ltd.	
深圳龙脉信息股份有限公司 Shenzhen Information Network Co., Ltd.	副总裁 Vice-President
	总监 Chief Director
广东南方规划咨询设计院有限公司 Guangdong Southern Planning & Designing Institute of Telecom Consultation Co., Ltd.	咨询院主任工程师 Chief Engineer of Consultation Institute
深圳商银投资有限公司 Shenzhen Fast Investment Co., Ltd.	部门经理 Department Manager
深圳市中农数据有限公司 China Agriculture Peasant Data Co., Ltd.	运营总监 Chief Operation Director
	高级分析师 Senior Analyst
深圳万维网信息技术有限公司 Shenzhen Webnet Information Technology Co., Ltd.	客户经理 Customer Manager
广东南都全媒体网络科技有限公司 Guangdong Nandu Full Media Network & Technology Co., Ltd.	产品经理 Product Manager
	南都网 CEO、总经理 CEO, General Manager
深圳市路通网络技术有限公司 Shenzhen LuTong Network Technology Co., Ltd.	经理 Manager
	经理 Manager
深圳市慧择保险经纪有限公司 Shenzhen Huize Insurance Brokers Co., Ltd.	总经理 General Manager
	副总经理 Vice-General Manager
深圳市国讯通科技实业有限公司 Shenzhen Guoxuntong Technology Industrial Co., Ltd.	总经理 General Manager
深圳市煜仟企业管理顾问有限公司 Shenzhen Yuqian Management Consulting Co., Ltd.	技术部总监 Technical Director
	技术部经理 Technical Manager

	三维动画部部长 3D Animation Team Leader
	高级合伙人 Senior Partner
车神榜 Cheshen.cn	网站运营经理 Website Operation Manager
深圳市神州路路通网络科技有限公司 Shenzhen Shenzhou Lulutong Network Technology Co., Ltd.	副总经理 Vice-General Manager
	产品运营经理 Product Operations Manager
深圳市今瀚科技有限公司 Shenzhen Jinhan Technology Co., Ltd.	副总经理 Vice-General Manager
长城宽带网络服务有限公司深圳分公司 Great Wall Broadband Network Service Co., Ltd. Shenzhen Branch	技术总监 Technical Director
	数据中心总经理 Data Center General Manager
深圳市朗玥科技有限公司 Shenzhen Longray Technology Co., Ltd.	资深客服 Senior Staff for Customer Service
深圳市盛世中兴科技有限公司 Shenzhen Shengshi Zhongxing Technology Co., Ltd	总经理 General Manager
创印网 chnyin.com	资讯运营高级经理 Senior Information Operations Managers
深圳瑞信视讯技术有限公司 Shenzhen Reson Technology Co., Ltd.	副总经理 Vice-General Manager
	经理 Manager
黎明网络 Liming Network Systems	市场总监 Marketing Director
	技术总监 Technical Director

Wuhan:

武汉大学 Wuhan University
华中科技大学 Huazhong University of Science and Technology
华中农业大学 Huazhong Agricultural University
中南民族大学 South-Central University for Nationalities

湖北大学 Hubei University
武汉理工大学 Wuhan University of Technology

Shanghai:

蓝莓手机社交广播创始人/CEO CEO and Founder of the Blueberry Mobile Phone Social Radio;
银橙传媒执行董事 Executive Director of YC Media (http://www.ycmedia.cn/).
北京大学出版社副编审 Deputy Director of Peking University Publishing House;
温州商报总编辑: Chief Editor of Wenzhou Shangbao
上海交通大学 Shanghai Jiaotong University
湖南师范大学 Hunan Normal University
河北传媒学院 Hebei Communication University

Annex II News Clipping of New Media 2013

*Please click the link on the column of Detail to read the news.

Items	Media(CN)	Media(EN)	Headline	Reach(10K)	Value(Yuan)	Detail
1	深圳特区报	Shenzhen Special Zone Daily	深圳拟与多所英国高校展开合作	50.00	¥11,040	Link
2	深圳商报	Shenzhen Commercial Daily	中英高校新媒体论坛开幕	50.00	¥12,093	Link
3	深圳新闻网	www.sznews.com	解读 2013 中英高校新媒体产业合作项目研讨会	4.53	¥15,782	Link
4	大洋网	www.dayoo.com	中英高校新媒体论坛开幕	1.25	¥4,500	Link
5	东方网	www.eastday.com	中英高校新媒体论坛开幕	5.04	¥17,555	Link
6	深圳新闻网	www.sznews.com	中英高校新媒体论坛开幕	4.53	¥15,782	Link
7	深圳新闻网	www.sznews.com	中英高校新媒体论坛开幕	4.53	¥15,782	Link
8	深圳新闻网	www.sznews.com	中英高校新媒体论坛开幕	4.53	¥15,782	Link
9	东方网	www.eastday.com	深圳拟与多所英国高校展开合作 将推进科教领域合作	5.04	¥17,555	Link
10	东方网	www.eastday.com	深圳拟与多所英国高校展开合作 将推进科教领域合作	5.04	¥17,555	Link
11	中国行业信息网	www.cninfo.net	深圳拟与多所英国高校展开合作 将推进科教领域合作	1.23	¥4,283	Link
12	中国行业信息网	www.cninfo.net	深圳拟与多所英国高校展开合作 将推进科教领域合作	1.23	¥4,283	Link
13	中国行业信息网	www.cninfo.net	深圳拟与多所英国高校展开合作 将推进科教领域合作	1.23	¥4,283	Link
14	深圳新闻网	www.sznews.com	深圳拟与多所英国高校展开合作 将推进科教领域合作	4.53	¥15,782	Link
15	天津网	www.tianjinwe.com	深圳拟与多所 英国高校展开合作	4.11	¥14,305	Link
16	特网	www.tetimes.com	深圳拟与多所英国高校展开合作	0.28	¥972	Link
17	凤凰网	www.ifeng.com	深圳拟与多所英国高校展开合作	21.75	¥75,500	Link
18	南方网	www.southcn.com	深圳拟与多所英国高校展开合作	1.75	¥6,500	Link
19	深圳新闻网	www.sznews.com	深圳拟与多所 英国高校展开合作	4.53	¥15,782	Link
20	香港文汇报	www.wenweipogx.com	英高校与中国高校、企业开展新媒体产业交流	0.63	¥2,190	Link
21	香港文汇报	www.wenweipogx.com	英高校與中國高校、企業開展新媒體產業交流	0.63	¥2,190	Link

22	新浪	www.sina.com.cn	中英高校新媒体论坛开幕	15.25	¥53,250	Link
23	深圳新闻网	www.sznews.com	中英高校新媒体论坛开幕	4.53	¥15,782	Link
24	深圳新闻网	www.sznews.com	中英高校新媒体论坛开幕	4.53	¥15,782	Link
25	深圳新闻网	www.sznews.com	深圳虚拟大学园内宾客云集 中英高校新媒体论坛开幕	4.53	¥15,782	Link
26	南都网	www.nddaily.com	中英高校新媒体论坛开幕	0.25	¥225	Link
27	腾讯	www.qq.com	中英高校新媒体论坛开幕	12.00	¥42,250	Link
28	深圳新闻网	www.sznews.com	中英高校新媒体论坛开幕	4.53	¥15,782	Link
29	深圳新闻网	www.sznews.com	深圳虚拟大学园内宾客云集 中英高校新媒体论坛开幕	4.53	¥15,782	Link
30	深圳新闻网	www.sznews.com	深圳虚拟大学园内宾客云集 中英高校新媒体论坛开幕	4.53	¥15,782	Link
31	深圳新闻网	www.sznews.com	深圳虚拟大学园内宾客云集 中英高校新媒体论坛开幕	4.53	¥15,782	Link
Region Sub-total				235.60	¥495,695	
1	扬子晚报	Yang Zi Evening Post	中英高校圆桌论坛在沪举行	180.00	¥7,640	Link
2	华东在线	www.cnhuadong.net	第二届华语大学生微电影节落幕 5项金奖江苏夺3项	1.19	¥4,124	Link
3	东方网	www.eastday.com	第二届华语大学生微电影节落幕 5项金奖江苏夺3项	5.04	¥17,555	Link
4	东方网	www.eastday.com	第二届华语大学生微电影节落幕 5项金奖江苏夺3项	5.04	¥17,555	Link
5	新浪	www.sina.com.cn	第二届华语大学生微电影节落幕 5项金奖江苏夺3项	15.25	¥53,250	Link
6	中国江苏网	www.jschina.com.cn	第二届华语大学生微电影节落幕 5项金奖江苏夺3项	0.25	¥250	Link
7	东南网	www.fjsen.com	第二届华语大学生微电影节落幕 优秀作品登IPTV	0.25	¥500	Link
8	东北网	stock.hexun.com	第二届华语大学生微电影节落幕 优秀作品登陆百视通	4.37	¥15,193	Link
9	新华网江苏频道	www.js.xinhuanet.com	第二届华语大学生微电影节圆满落幕	0.29	¥995	Link
10	证券之星	www.stockstar.com	第二届华语大学生微电影节圆满落幕	2.05	¥7,120	Link
11	新华网	www.xinhuanet.com	第二届华语大学生微电影节落幕 优秀作品登IPTV	17.50	¥61,250	Link
12	21CN	www.21cn.com	第二届华语大学生微电影节落幕 优秀作品登IPTV	6.25	¥21,700	Link

13	中国动漫产业网	www.cccnews.com.cn	第二届华语大学生微电影节在上海落下帷幕	0.29	¥992	Link
14	都市圈圈	www.dsqq.cn	第二届华语大学生微电影节落幕 优秀作品登 IPTV	0.25	¥250	Link
15	福建之窗	www.66163.com	第二届华语大学生微电影节落幕 优秀作品登陆百视通	0.53	¥1,856	Link
16	北青网	www.ynet.com	第二届华语大学生微电影节落幕 优秀作品登陆 IPTV	0.25	¥1,250	Link
17	人民网	www.people.com.cn	第二届华语大学生微电影节落幕 优秀作品登 IPTV	37.00	¥128,500	Link
18	南方网	www.southcn.com	第二届华语大学生微电影节落幕 优秀作品登 IPTV	1.75	¥6,500	Link
19	网易	www.163.com	第二届华语大学生微电影节落幕 优秀作品登 IPTV	12.75	¥45,250	Link
20	中国江苏网	www.jschina.com.cn	第二届华语大学生微电影节落幕 优秀作品登 IPTV	0.25	¥250	Link
21	中国网	www.china.com.cn	第二届华语大学生微电影节落幕 优秀作品展播	0.75	¥2,925	Link
22	21CN	www.21cn.com	第二届华语大学生微电影节落幕 优秀作品登陆百视通	6.25	¥21,700	Link
23	中华网	news.china.com	第二届华语大学生微电影节落幕 优秀作品登百视通	2.75	¥9,925	Link
24	大洋网	www.dayoo.com	第 2 届华语大学生微电影节优秀作品登陆百视通	1.25	¥4,500	Link
25	千龙网	www.qianlong.com	第二届华语大学生微电影节落幕 优秀作品登陆 IPTV	1.75	¥6,500	Link
26	武汉网络电视	www.whtv.com.cn	第二届华语大学生微电影节上海颁奖	0.25	¥250	Link
27	光明网	www.gmw.cn	第二届华语大学生微电影节落幕 优秀作品登陆百视通	0.63	¥2,199	Link
28	人民网天津视窗	www.022net.com	第二届华语大学生微电影节落幕 优秀作品展播	1.15	¥4,002	Link
29	人民网天津视窗	www.022net.com	第二届华语大学生微电影节落幕 优秀作品展播	1.15	¥4,002	Link
30	扬子晚报网	www.yangtse.com	第二届华语大学生微电影节落幕 优秀作品展播	2.03	¥7,073	Link
31	中国网络电视台	jingji.cntv.cn	第二届华语大学生微电影节落幕 优秀作品登百视通	0.25	¥250	Link
32	安徽广播网	www.ahradio.com.cn	第二届华语大学生微电影节落幕 优秀作品展播	0.25	¥250	Link
33	中国日报网	www.chinadaily.com.cn	第二届华语大学生微电影节落幕 优秀作品展播	4.50	¥16,000	Link
34	楚网	www.cnchu.com	第二届华语大学生微电影节落幕 优秀作品登陆百视通	0.16	¥541	Link

35	金羊网	www.ycwb.com	第二届华语大学生微电影节落幕 优秀作品登陆IPTV	3.08	¥10,732	Link
36	中青在线	www.cyol.net	第二届华语大学生微电影节落幕 优秀作品登百视通	0.50	¥1,250	Link
37	扬子晚报网	www.yangtse.com	华语大学生微电影节上海颁奖	2.03	¥7,073	Link
38	网易	www.163.com	华语大学生微电影节上海颁奖	12.75	¥45,250	Link
39	和讯网	www.hexun.com	华语大学生微电影节上海颁奖	5.61	¥19,513	Link
40	天津网	www.tianjinwe.com	华语大学生微电影节上海颁奖	4.11	¥14,305	Link
41	和讯网	www.hexun.com	华语大学生微电影节上海颁奖	5.61	¥19,513	Link
42	新浪	www.sina.com.cn	华语大学生微电影节颁奖 金奖学子遭“哄抢”	15.25	¥53,250	Link
43	龙虎网	www.longhoo.net	第二届华语大学生微电影节颁奖礼 8 日在上海举行	1.25	¥3,975	Link
44	中国江苏网	www.jschina.com.cn	大学生微电影节上海颁奖 获金奖学生现场遭电影人哄抢	0.25	¥250	Link
45	新民网	www.xmnext.com	第二届华语大学生微电影节上海颁奖	7.23	¥25,166	Link
46	中国动漫产业网	www.ccnnews.com.cn	2013 第二届华语大学生微电影节在上海举行	0.29	¥992	Link
47	中国江苏网	www.jschina.com.cn	华语大学生微电影节上海颁奖 南京高校大放异彩	0.25	¥250	Link
48	中工网	www.worker.cn	华语大学生微电影节上海颁奖 金奖学子遭电影人“哄抢”	2.13	¥7,399	Link
49	华东在线	www.cnhuadong.net	第二届华语大学生微电影节颁奖礼 8 日在上海举行	1.19	¥4,124	Link
50	网易	www.163.com	第二届华语大学生微电影节上海颁奖	12.75	¥45,250	Link
51	和讯网	www.hexun.com	第二届华语大学生微电影节上海颁奖	5.61	¥19,513	Link
52	iDO 社区	ido.3mt.com.cn	第二届华语大学生微电影节上海颁奖	1.83	¥6,380	Link
53	天津网	www.tianjinwe.com	大学生微电影节进入评审环节	4.11	¥14,305	Link
54	扬子晚报网	www.yangtse.com	大学生微电影节进入评审环节	2.03	¥7,073	Link
55	网易	www.163.com	大学生微电影节进入评审环节	12.75	¥45,250	Link
56	光明网	www.gmw.cn	大学生微电影节进入评审环节	0.63	¥2,199	Link
57	凤凰网	www.ifeng.com	大学生微电影节进入评审环节	21.75	¥75,500	Link

58	和讯网	www.hexun.com	大学生微电影节进入评审环节	5.61	¥19,513	Link
59	彰化新闻网	www.518db.com	大学生微电影节进入评审环节	0.25	¥250	Link
60	中工网	www.worker.cn	大学生微电影节进入评审环节	2.13	¥7,399	Link
61	新浪	www.sina.com.cn	大学生微电影节进入评审环节	15.25	¥53,250	Link
62	搜狐	www.sohu.com	大学生微电影节进入评审环节	14.50	¥49,400	Link
63	搜狐	www.sohu.com	大学生微电影节进入评审环节	14.50	¥49,400	Link
64	新浪	www.sina.com.cn	大学生微电影节进入评审环节	15.25	¥53,250	Link
Region Sub-total				504.15	¥1,133,071	
Theme Sub-total				739.75	¥1,628,766	