Development of China's News Media

(Released in 2020)

All-China Journalists Association

Contents

Preface

The *Development of China's News Media* report is compiled by the All-China Journalists Association to track and record the development of news media in China. Since the release of the previous edition, Chinese news media industry, in response to the opportunities and challenges of the omni-media era, has accelerated the transition from traditional media to deep integration of omni-media platforms. This edition tries to capture the latest situation and development as much as possible.

The data of 2019 came from the Cyberspace Administration of China, the National Radio and Television Administration, the National Press and Publication Administration and some news media outlets. The report also references and cites the findings of some research institutions. The School of Journalism and Communication of Renmin University of China drafted the report, with support from the Television School and the School of Journalism of Communication University of China. The final report was translated and published by Foreign Languages Press.

We are deeply indebted to all institutions and individuals for their hard work and contribution to this report.

Development of News Media in China: An Overview

In 2019, China's online media continued to develop, while traditional media such as radio, television and newspapers slowed in growth or shrunk slightly, and continued to go digital. Emerging technologies such as artificial intelligence (AI), big data and 5G drove media reform and innovation. In this context, the Chinese media workforce is becoming younger and better educated.

I. Media scale and industry trends

The year of 2019 marked the fifth year of the implementation of the Media Convergence national strategy. Putting mobile Internet first, traditional media expanded into more mobile Internet platforms, built integrated innovation centers and online audio-visual industry bases, etc., fostered new growth points such as "live streaming + short video" and audiovisual products, and diversified their source of revenue.

As of March 2020 (the 45th *China Statistical Report on Internet Development*), China had 904 million Internet users, 75.08 million more than the end of 2018; 731 million of online news users, an increase of 55.98 million from the end of 2018, accounting for 80.9% of the total Internet users (see Figure 1); the number of mobile news users reached 726 million, an increase of 73.56 million from the end of 2018, accounting for 81.0% of mobile Internet users (see Figure 2).

As of December 31, 2019, China had 1,190 Internet news information service providers, a year-on-year increase of 522. By the form of service, there were 2,378 service items on 397 websites, 411 applications, 20 forums, two blog platforms, one microblog platform, 1,525 public accounts, and seven webcast platforms.
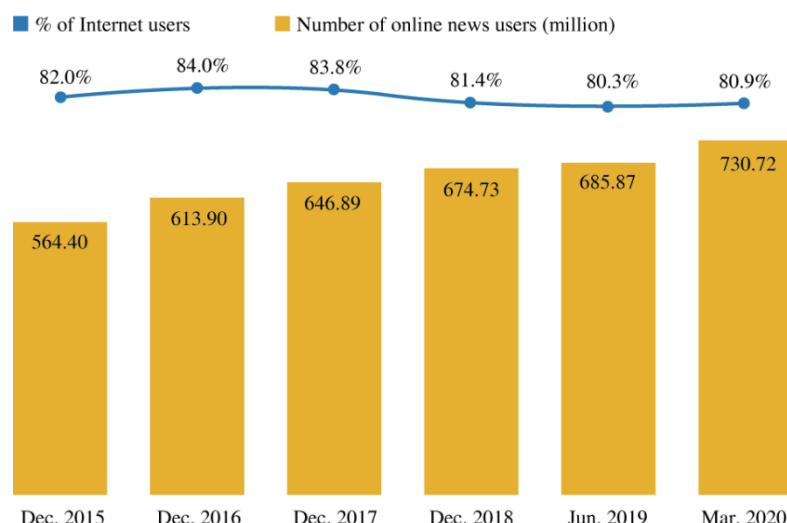
Figure 1 Number of online news users and percentage of total Internet users (Dec. 2015 – Mar. 2020)
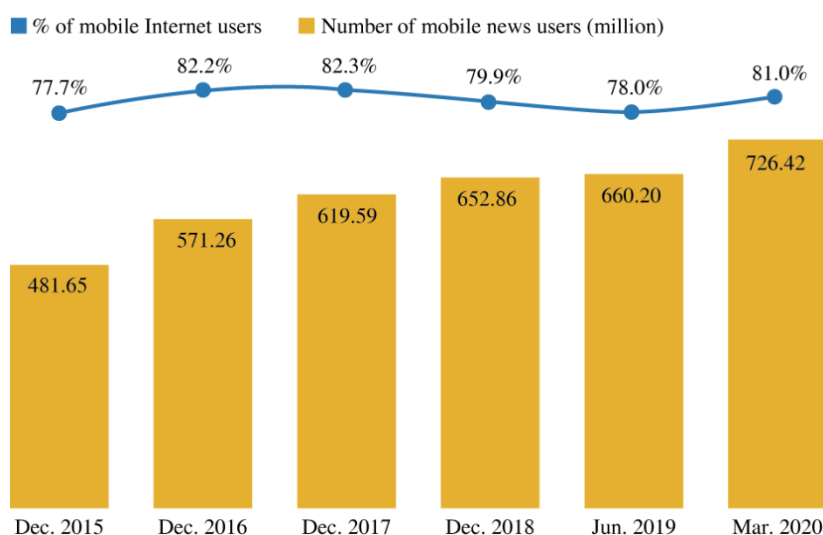
Figure 2 Number of mobile news users and percentage of total mobile Internet users (Dec. 2015 – Mar. 2020)

i. Newspapers: Printed newspapers shrank in circulation, and continued digital transformation

1. The number of newspaper and periodical titles remained basically stable, the total number of printed copies and sheets continued to decrease, and the total price was basically the same as the previous year.

In 2019, China published 1,851 newspaper titles, down 1.1% from 2018, remaining at a stable level. The number of printed copies was 31.76 billion, down 5.8%; that of printed sheets was 79.65 billion, down 14.2%; the total pricing amount was RMB 39.24 billion, down 0.3%. The revenue of newspaper publishing was RMB 57.61 billion, basically the same as the previous year; the total profit reached RMB 3.82 billion, an increase of 15.8% (see Table 1).

Table 1 Newspaper publishing in 2019

Item	Quantity	Compared with 2018 (%)
Newspaper titles	1,851	-1.07
Number of printed copies (million)	31,759	-5.83
Number of printed sheets (million)	79,651	-14.16
Total pricing amount (RMB million)	39,239	-0.27
Business revenue (RMB million)	57,610	0.03
Total profit (RMB million)	3,817	15.79

Newspapers are divided into national, provincial, prefecture/city-level, and county-level newspapers by their geographical coverage. In 2019, China published 7.76 billion copies of national newspapers, a decrease of 0.9% from 2018, accounting for 24.4% of the country's total printed copies, up 1.2 percentage points; 14.10 billion copies of provincial newspapers, a decrease of 7.3%, and accounting for 44.4% of the country's total, down 0.7 percentage point; 9.81 billion copies prefecture/city-level newspapers, a decrease of 7.5%, accounting for 30.9% of the country's total, down 0.5 percentage point; and 100 million copies of county-level newspapers, a decrease of 2.9%, accounting for 0.3% of the country's total, basically the same with the previous year. The number of printed copies of national and county-level newspapers both declined, but national newspapers fared better and their proportion continued to increase; that of provincial and prefecture/city-level newspapers and their proportion continued to decline, but more slowly (see Figure 3, Table 2).
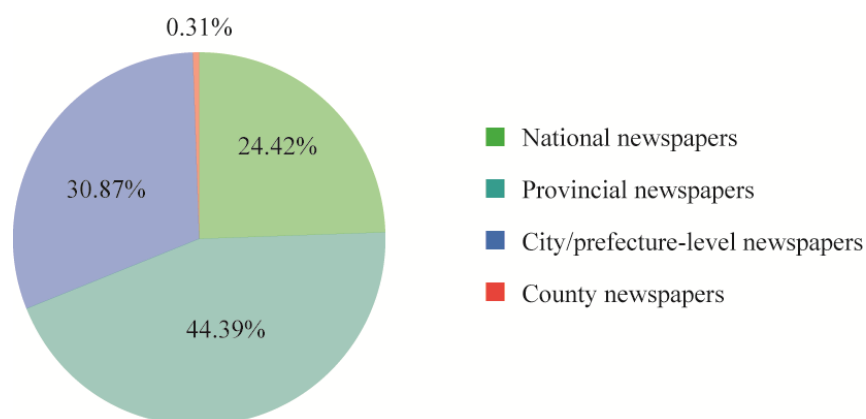

Figure 3 The proportion of newspaper prints by geographical coverage in 2019

Table 2 Total number of printed copies of newspapers by geographical coverage in 2019

Classification by geographical coverage	Number of prints (million)	Growth rate (%)	Proportion (%)	Compared with 2018 (percentage point)

National newspapers	7756	-0.89	24.42	1.22
Provincial newspapers	14097	-7.27	44.39	-0.69
City/prefecture-level newspapers	9805	-7.45	30.87	-0.54
County-level newspapers	100	-2.88	0.31	0.01
Total	**31759**	**-5.83**	**100**	**0.00**

By content, newspapers are divided into five categories: comprehensive newspapers, specialized newspapers, lifestyle service newspapers, reader-oriented newspapers, and digests. In 2019, China published 19.5 billion copies of comprehensive newspapers, down 7.3% from 2018, accounting for 61.4% of the country's total, a decrease of one percentage point; 9.87 billion copies of specialized newspapers, down 1.3%, accounting for 31.1%, an increase of 1.4 percentage points; 0.59 billion copies of lifestyle service newspapers, down 25.6%, accounting for 1.9%, a decrease of 0.5 percentage point; 1.52 billion copies of reader-oriented newspapers, down 2.1%, accounting for 4.8%, an increase of 0.2 percentage point; and 0.28 billion copies of digests, down 16.2%, accounting for 0.9%, a decrease of 0.1 percentage point. Except for lifestyle service newspapers which saw a bigger fall, the other four types of newspapers somewhat slowed their decline; specialized and reader-oriented newspapers made the smallest decline, and their proportion increased; comprehensive, lifestyle services newspapers and digests continued to shrink in proportion (see Figure 4 and Table 3).
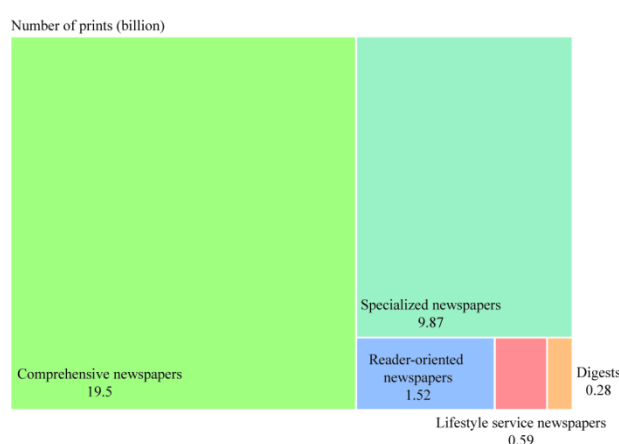

Figure 4 The proportion of newspaper prints by type in 2019

Table 3 Total number of printed copies of newspapers by type in 2019

Classification by content	Total prints (million)	Growth rate (%)	Proportion (%)	Compared with 2018 (percentage point)
Comprehensive newspapers	19,495	-7.33	61.38	-0.99
Specialized newspapers	9,867	-1.34	31.07	1.41
Lifestyle service newspapers	592	-25.61	1.86	-0.50
Reader-oriented newspapers	1,521	-2.10	4.79	0.18
Digests	284	-16.22	0.90	-0.11
Total	**31,759**	**-5.83**	**100.00**	**0.00**

In 2019, 20 newspapers, including *People's Daily*, *Reference News* and *Global Times*, printed one million copies or more per issue, compared to 22 in 2018. Among them, five were comprehensive newspapers, two (*Peninsula Metropolis Daily* and *Southern Metropolis Daily*) less from 2018; 13 specialized newspapers (including 11 on tutoring), and two reader-oriented, the same as the previous year. Table 4 shows that among the top 10 most-circulated comprehensive newspapers in 2019, six are owned by central media organizations, and four are from economically developed Guangdong, Shandong, and Zhejiang in East China.

Table 4 Top 10 comprehensive newspapers in 2019 by the number of prints per issue

Ranking of 2019	Newspaper	Weekly issues	Locality	Ranking of 2018	Change
1	*People's Daily*	7	Beijing (central media organization)	1	0
2	*Reference News*	7	Beijing (central media organization)	2	0
3	*Xinhua Daily Telegraph*	7	Beijing (central media organization)	3	0
4	*Guangming Daily*	7	Beijing (central media organization)	7	3
5	*Global Times*	6	Beijing (central media organization)	5	0
6	*Nanfang Daily*	7	Guangdong	8	2
7	*Economic Daily*	7	Beijing (central media organization)	9	2
8	*Peninsula Metropolis Daily*	6	Shandong	6	-2
9	*Hangzhou Daily*	7	Zhejiang	10	1
10	*Qianjiang Evening News*	7	Zhejiang	11	1

2. Newspapers explored in-depth integration paths and reinvented themselves through digital transformation.

The signature move of the digital transformation and in-depth media convergence taken by newspapers at all levels was to interact with the public in various forms on websites and social media platforms by using multimedia products, to seek social and economic benefits in new areas. Newspapers have formed their internal new-media team to develop its own communication platform, and at the same time expanded to more and more communication platforms to improve the mobile communication system.

As of December 31, 2019, *People's Daily* had attracted more than 490 million subscribers on Weibo, WeChat, its official Chinese- and English-language apps, the "People's Daily+" video app, and Douyin. Its official Chinese-language app, with 258 million downloads, was the most downloaded app developed by mainstream Chinese media. Its official account on Weibo had more than 100 million followers, making it the first media account to cross the threshold on Sina Weibo, and it was ranked the No.1 Chinese media account on Weibo for seven consecutive years. Its official account on WeChat had over 29.5 million subscribers, and ranked top among all official accounts in communication indicators and comprehensive influence. Launched for just more than a year, its Douyin account had more than 52 million followers, ranking first among media accounts on the platform.

Figure 5 The omni-media matrix of *People's Daily*[1]

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[1] Source: http://media.people.com.cn/n1/2019/1112/c14677-31451293.html

As China's most popular English-language newspaper, *China Daily* is striving to build its own mobile platform – the *China Daily* app. In 2019, the *China Daily* app was downloaded 32 million times worldwide, ranking 7th among the free news apps in Apple's App Store, the highest ranking among all the foreign-language apps developed by Chinese mainstream media. On May 8, 2019 London time, the *China Daily* app won the "Highly Recommended" award for the News App of the Year in the British Press Awards for its outstanding performance in news reporting, technological innovation and user experience.

Figure 6 On the night of May 8, 2019, local time, *China Daily* app was honored as the "Highly Commended" winner at the British Press Awards in London.[2]

Upholding the belief that "content is king," Henan Daily Press Group builds an edge with its superior content. To mark the 70th founding anniversary of the People's Republic of China, it produced the omni-media report "Seventy Years in Retrospect", representing the highlights of the 70 years with images and videos, and attracting over 2 million views (see Figure 7).

[2] Source:
http://cn.chinadaily.com.cn/a/201905/09/WS5cd3e26ca310e7f8b157bc2c.html?from=singlemes-sage&isappi
nstalled=0
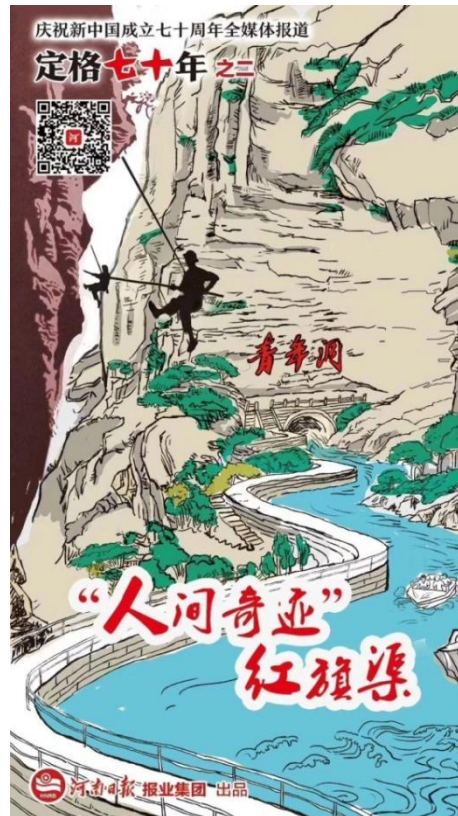
Figure 7 The cover picture of the omni-media report "Seventy Years in Retrospect" by *Henan Daily*

Harbin Daily Press Group reshapes the mechanism and process of "one team and multiple platforms," and makes useful explorations in team integration, platform reengineering, process optimization, and institutional reform, and has initially realized true integration of multiple platforms. As part of the omni-media reports on the celebration of the 70th founding anniversary of the PRC, the flash mob chorus "Singing for the Motherland" attracted more than 30 million views online (see Figure 8).

Figure 8 On September 25, 2019, *Harbin Daily* staged the "Singing for the Motherland"

flash mob chorus event.

ii. Radio and television: Traditional radio and television were still large in scale, and the online audio-visual industry developed strongly

1.　Institutional size: The merger of radio and television broadcasting institutions was basically completed, and they were still large in size.

Since the beginning of the 21st century, more and more cable TV stations and broadcast TV stations, radio stations and TV stations have merged. As of 2019, China had 2,591 radio and TV broadcasters, including 62 radio stations, 72 TV stations, 35 educational TV stations, and 2,422 radio and TV stations (accounting for 93% of the total); 4,659 radio frequencies and TV channels, including 3,067 radio frequencies and 1,592 TV channels (including 38 educational channels opened by educational TV stations at all levels); the comprehensive population coverage of radio and TV programs nationwide was 99.13% and 99.39% respectively (see Figure 9).
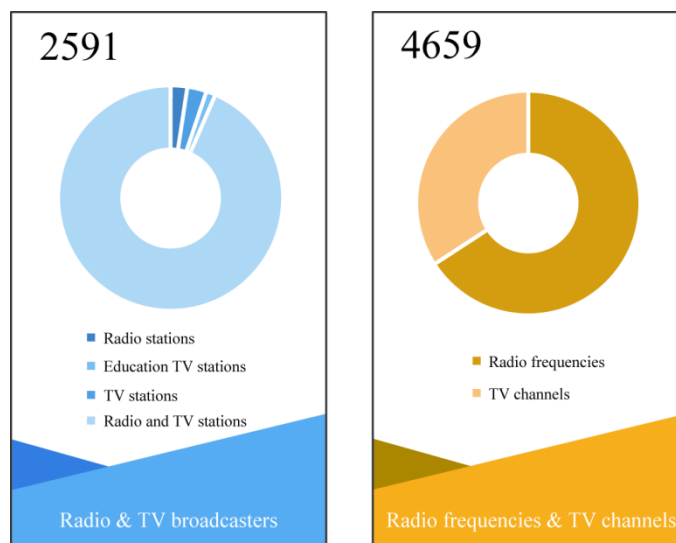
Figure 9 The number of broadcasters, frequencies and channels

2. Content production: China produced more than 10 million hours of radio and TV programs, including over 2.5 million hours of news programs.

In 2019, China produced 8,018.7 thousand hours of radio programs, and broadcast 1,553.4 thousand hours, of which 1,418.8 thousand hours of news programs were produced, and 3,021.5 thousand hours broadcast (see Figure 10).

Figure 10 The hours of public radio programs produced and broadcast in 2019

The TV programs produced were 3,455.8 thousand hours long, and 19,509.9 thousand hours were broadcast. Among them, 1,086.1 thousand hours of news programs were produced, and 2,797.2 thousand hours broadcast (see Figure 11).

Figure 11 The hours of TV programs produced and broadcast in 2019

3. Online audio-visual industry: Heavy input was made in "live streaming + short video" and the online audio-visual industry bases were built.

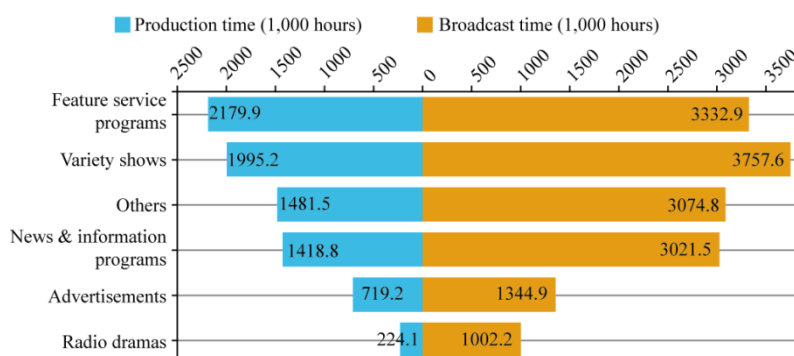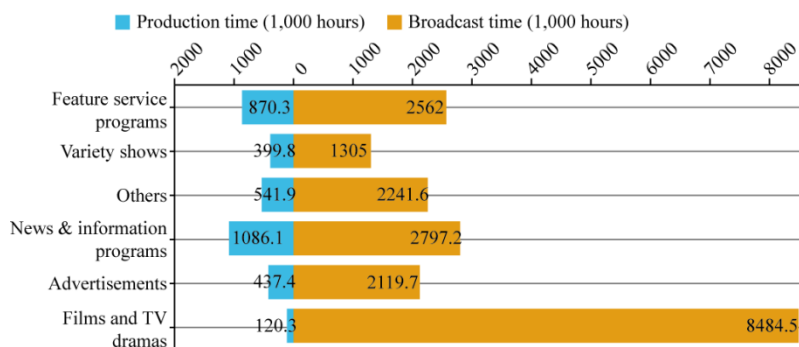The rise of the online audiovisual industry creates huge development space for radio and TV broadcasters which invest heavily in "live streaming + short video" and expand into the mobile Internet market. For example, China Media Group has made every effort to deploy a "5G+4K/8K+AI" strategic layout, and pooled resources to build the 5G-powered new media flagship platform Yangshipin which features short videos, supplemented with long videos and mobile live streaming. Shanghai Media Group's "Knews" hosted an average of about 200 live-streaming sessions every month, about 150 hours.

In the drive to promote the high-quality development of radio and TV and online audiovisual industries, the following bases (parks) were built: China (Beijing) Starpark (renamed), China (Hubei) Online Audio-visual Industrial Park, China (Chengdu) Online Audio-visual Industry Base, China (Chengdu) Ultra-high-definition Innovative & Application Industry Base. As of the end of 2019, 41 national-level radio, TV and online audiovisual industry bases (parks) had been included in China's pilot statistics for the first time, housing 4,015 enterprises and 127.4 thousand employees. Together they generated a revenue of about RMB 112 billion.

In 2019, 620 licensed and registered online audiovisual service providers nationwide purchased and produced 1,911 online dramas, including 498 they produced. The stock of user-generated content (UGC) reached 1,673 million pieces, a year-on-year increase of 61.64%. There were 547 million paying users of online audiovisual products.

4. Media convergence: Continuing to strengthen the comprehensive service capabilities in "news + governance + service + commerce", and coordinating the development of "smart radio and television"

China selectively built radio and TV media convergence innovation centers, developed an expert base dedicated to media convergence, and organized seminars and training, to promote mutual learning. Radio and TV stations at all levels continued to strengthen the comprehensive services based on news information. China Media Group and Hunan Broadcasting System led the integrated development of China's radio and TV stations. Radio and TV stations at all levels actively adapted to local conditions and achieved remarkable results, pushing media convergence into a new stage of development.

In its bid to build a media giant, in 2019, China Media Group deepened institutional, business and team integration, and established 25 centers and the CCTV Media Development Co., Ltd. Relying on the CCTV+ platform, it cooperates with 336 media organizations in 131countries and regions worldwide, covering 1,974 TV channels and 1,188 new media platforms.

Figure 12 The 5G new-media platform of Yangshipin developed by China Media Group[3]

Hunan Broadcasting System had become a large-scale media group with cross-media and cross-industry business such as radio, television, film, and new media by 2019. Its new media revenue surpassed traditional media advertising revenue for the first time, and it formed a new business model of "TV advertising + Internet advertising + membership + IPTV + OTT."

Zhejiang Radio & TV Group has attracted 90 city-, county/district-level media outlets across the province to join Lanmeihao, a media collaboration body, and 200 government agencies to

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[3] Source: http://news.cctv.com/2019/11/20/ARTIpXx0AzClfmkT6RfOqrBS191120.shtml

join the "Lanmeihao+." The "China Blue Cloud" platform has signed agreements with 45 city- and county/district-level media outlets across the province, and launched 36 of them.

Via the Litchi Cloud Platform, Jiangsu Broadcasting Corporation facilitated the integration of the TV news, radio news and new media sections, established the integrated-media news center and formed the integrated communication pattern. At the same time, Litchi Cloud Platform serves as a provincial technical support platform for county-level integrated media centers, and provides a large amount of content for the media outlets in 63 counties/districts in 13 cities across the province.

Figure 13 Fujian's provincial technology platform advancing 5G integration
among county-level integrated media centers[4]

The smart radio and TV initiative is aimed at comprehensively improving the competitiveness and service capabilities of radio and television broadcasting, via coordinated cabled, wireless, satellite, Internet-based transmission of signals, and supported by integrated use of digital and information technologies such as cloud computing, big data, Internet of Things, IPv6, and AI, in order to realize the smart production, smart communication, smart services and smart regulation. Efforts would concentrate on providing ubiquitous high-quality radio and television services, and better shoulder the historic role and missions of radio and television broadcasters in the new era.

In 2019, more than ten provincial regions including Beijing, Shanghai, Sichuan, and Guangdong issued their provincial-level implementation plan for "smart radio and television" and advanced a number of related projects (see Figure 14). Relying on the radio and television network, Shanghai actively deployed the IoT for smart city, provided education, health, senior

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[4] Source: http://media.people.com.cn/n1/2019/0508/c14677-31074473.html

care and other vertical services, and expanded smart radio and television services into new areas. Sichuan implemented key projects of "Smart Radio and Television for a High-Definition Sichuan," and deepened the cooperation between smart radio and television and tourism, transportation, and poverty alleviation. Guangdong led the smart transformation of radio and television with technological innovation, went all out to build a smart radio & TV ecosystem in the Guangdong-Hong Kong-Macao Greater Bay Area, and provided various "smart radio+" services for government and corporate clients on the smart Nanyue Cloud platform.

Figure 14 The First Innovation Development Forum of Artificial Intelligence in Broadcasting

5. Revenue structure: The industry's total revenue continued to grow, and the source of revenue gradually diversified.

In 2019, the total revenue of the national radio and television industry was RMB 810.745 billion, a year-on-year increase of 16.62%. The revenue structure is shown as below (see Figure 15).
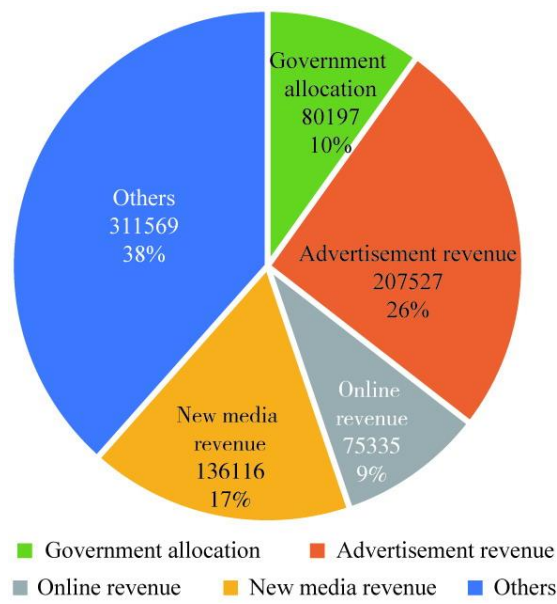
Figure 15 The revenue structure of the Chinese radio and television industry in 2019 (Unit: RMB million)

In 2019, the national radio and television advertising revenue was RMB 207,527 million, a year-on-year increase of 11.30%; the new media advertising revenue obtained by radio, television and online audiovisual institutions through the Internet was RMB 82,876 million, a year-on-year increase of 68.49%. Cable TV network revenue was RMB 75,335 million, a year-on-year decrease of 3.35%, of which revenue from traditional cable television network services (TV maintenance fees, paid digital TV, etc.) was RMB 63,723 million, a year-on-year decrease of 4.62% (see Figure 16).
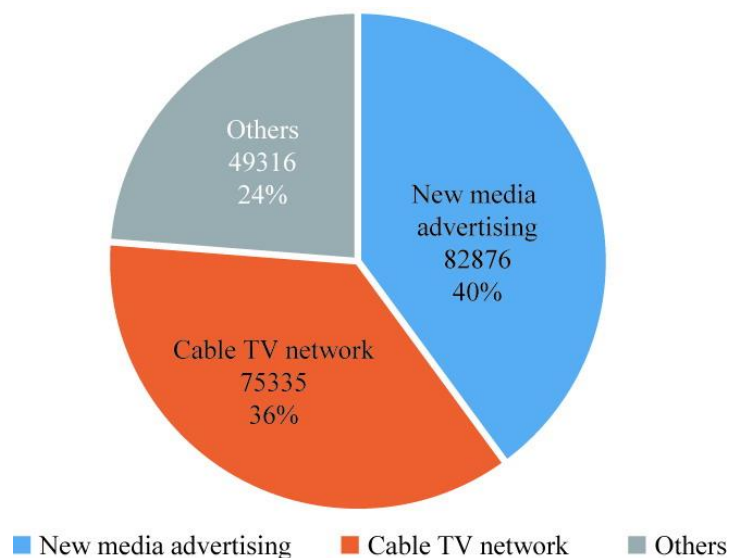
Figure 16 The advertising revenue structure of the Chinese radio and television industry

in 2019 (Unit: RMB million)

The revenue from Internet Protocol Television (IPTV) and over-the-top (OTT) services continued to increase for radio and television broadcasters. In 2019, the revenue from IPTV platforms was RMB 12,123 million, a year-on-year increase of 20.69%; the revenue from integrated OTT service was RMB 6,253 million, a year-on-year increase of 33.16%. The online audio-visual revenue of licensed and registered institutions continued to grow. In 2019, their revenue reached RMB 173,818 million, a year-on-year increase of 111.31%. Among them, the online audio-visual revenue of radio and television institutions was RMB 15,282 million, a year-on-year increase of 49.38%. Among the revenue from online audiovisual services, subscriber fees and royalty revenue grew rapidly to RMB 60,928 million, a year-on-year increase of 172.07%; other revenue such as short videos and live streaming on e-commerce platforms also increased significantly to RMB 112,890 million, a year-on-year increase of 88.58% (see Figure 17).
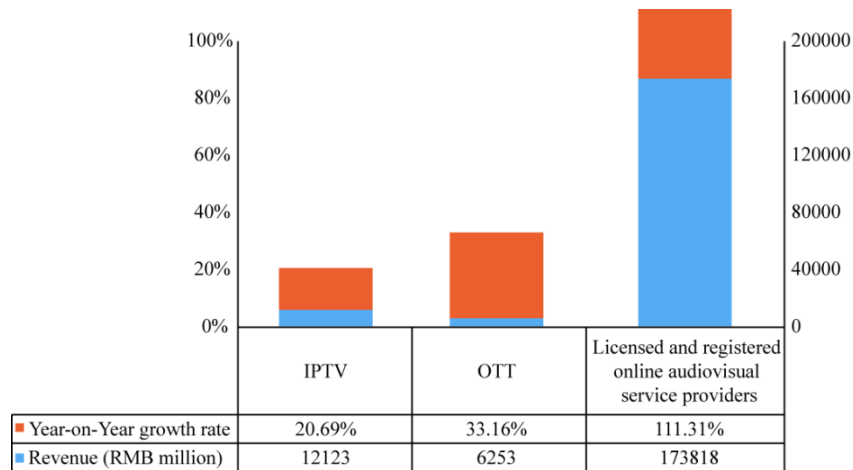
	IPTV	OTT	Licensed and registered online audiovisual service providers
■ Year-on-Year growth rate	20.69%	33.16%	111.31%
■ Revenue (RMB million)	12123	6253	173818

Figure 17 The actual revenue structure of China's radio, television and online audiovisual services in 2019

iii. News agencies: They continued to improve their capabilities of integrated reporting, with the largest increase in audio and video releases

1. Adapting to the communication rules in the age of mobile Internet, their news generation capacity was greatly improved.

In 2019, Xinhua News Agency posted an increase in text, graphics, audiovisual releases throughout the year, with the biggest year-on-year increase in audiovisual releases. It made about 8,000 releases of various types per day, including more than 4,000 press releases. Its citation per source for text and graphic releases targeting domestic audience increased by 5.7% and 19.1% year-on-year, that for English text and graphic releases targeting the international audience increased by 16.3% and 37%, respectively, and the number of audiovisual releases increased by 63% year-on-year.

In 2019, China News Service provided customized integrated services under the same theme and with diverse communication means to Chinese media outlets in different countries, covering traditional newspapers, radio and TV stations and online media, mobile media, and social media. Its annual production capacity amounted to nearly 400 thousand pieces of original text, pictures, videos, layouts, and integrated media products.

2. Integrated communication was strengthened to eliminate the "last mile" distance with the audience.

Xinhua News Agency has formed a communication matrix integrating multilingual release channels, newspaper & journal clusters, websites, apps, and social media platforms. As of the end of 2019, the official app of Xinhua News Agency had attracted 356 million downloads, and the daily page views of all ports of Xinhuanet exceeded 100 million. The "Xinhua Viewpoint" account on Weibo had a following of more than 90 million, and the official account of Xinhua News Agency on WeChat nearly 30 million. Meanwhile, it had launched the official account "New China" on overseas social media platforms such as Facebook, Twitter, and YouTube, with the combined following of 168 million, ranking top among global mainstream media outlets in terms of coverage and influence.

On the eve of the Belt and Road Forum for International Cooperation in 2019, via the Live Cloud platform, Xinhua News Agency joined hands with 17 local media outlets including *Sichuan Daily* and *Hainan Daily* from 15 provincial regions, to live broadcast the event under the theme "In Action for the Belt and Road Initiative." The cross-media, cross-regional live broadcast lasted from May 10 to 13, involved more than 300 journalists and editors, more than 90 interview locations, and the reports were jointly published on more than 100 terminals and channels (see Figure 18).

Adapting to the international trend of differentiated, localized, and focused communication, Xinhua News Agency has introduced new communication paths and methods for different countries. In 2019, its newly-launched English-language Internet news service attracted more than 210 users, it upgraded the integrated media on French-, Spanish-, Russian-, Arabic-, and Portuguese-language lines, and the user base of newly-launched Italian-, Thai-, Indonesian, and Pakistani-language lines continued to expand.

Figure 18 The cover picture of the live-broadcast reports jointly released by
Xinhua News Agency's Live Cloud and *Sichuan Daily*

3. The focus was placed on the development of video and socialized releases to respond to international concerns and tell China's stories.

Following the international trend of mobile, socialized, and visualized communication, China News Service worked hard on visualized presentation and interactive communication to promote the effective communication of China's voice and stories. In 2019, the documentary *Light of Wisdom: Belt and Road* produced by China News Agency and featuring the unique perspective of think tanks, was premiered on China Media Group and CNC, and then played and recommended by more than 200 domestic and foreign websites and new media platforms, and aired on TV stations, websites, new media terminals in more than 10 countries including Kenya, Nigeria, Uganda, Cambodia and France on a rolling basis. It is praised as "the most vivid and most international documentary on the Belt and Road Initiative in recent years."

4. The number of citations by overseas media reports on China has grown rapidly, leading to stronger international influence.

In 2019, overseas English-language media cited 239 thousand releases from Xinhua News Agency, a year-on-year increase of 123%, accounting for more than a quarter of its total reports on China. Among them, American media cited 110 thousand releases, a year-on-year increase of 159%. Xinhua News Agency made 445 English text releases per day, a year-on-year increase of 26%. China News Service made 710 mobile live broadcast sessions in 2019, and provided

overseas Chinese-language media with more than 250 thousand feature reports, customized releases and new-media products.

II. Technological innovation and application in media

In 2019, driven by new technologies, China's news media grew rapidly, and widely applied and sought breakthrough in 5G, AI, 4K/8K ultra-high-definition, and platform technologies, to serve the coverage of such major events as the 70th founding anniversary of the PRC and the Second Belt and Road Forum for International Cooperation.

i. The development of 5G network pioneered in the new application of high-tech video technology and live streaming technology

In 2019, China Broadcasting Network Corporation Limited obtained the license for 5G commercial use, and together with the Academy of Broadcasting Science, joined 3GPP as independent members. The application of 5G in broadcasting accelerated the formulation of international standards for 5G broadcasting. The focus was placed on research on and application of high-format video technology, as well as research on key end-to-end video technologies and solutions such as interactive videos, immersive videos, and VR videos. At the same time, 5G technologies such as multi-screen simultaneous viewing, 360-degree drag-and-drop panoramic viewing and "bullet time" were more and more applied in news and live broadcasting of sports events to enhance users' sense of presence.

During the annual plenary sessions of National People's Congress (NPC) and the Chinese People's Political Consultative Conference (CPPCC) (the "Two Sessions") in 2019, full 5G coverage was introduced at the meeting venues for the first time in the history of the Two Sessions, guaranteeing the transmission of high-definition signals and panoramic VR live broadcasting for many media outlets, and becoming a new force in news production. Shandong Radio and TV Station built its first integrated media platform with full 5G coverage in Beijing, and launched a "5G+4K+VR" live broadcasting of the Two Sessions to the audience in a real-time, high-definition, and three-dimensional way.

Figure 19 The first 5G+VR live broadcast of the Two Sessions in 2019

Figure 20 The "5G+4K" real-time backhaul (during the Two Sessions, China Media Group set up an outdoor camera on the top floor of the National Museum of China, and transferred 4K images in real time via China Unicom's 5G network to the big screen.)

While covering the multinational naval activities to mark the 70th founding anniversary of the Chinese People's Liberation Army Navy, Xinhua News Agency for the first time applied the satellite (Ka, Ku) communication in motion and wireless broadband ad hoc MESH network data and voice transmission technology to realize transmission and communication across media between ships, ships and helicopters, and ships and offshore release centers.

While covering the World Horticultural Expo in Beijing in 2019, the news program center of Beijing Media Network used satellite live broadcast+5G, webcast+5G network backhaul to

provide comprehensive technical support. The three studio zones worked with each other perfectly, and the presentation effect was enhanced by the virtual implant technology.

While promoting the integration of the national network, Hunan Broadcasting System has unveiled the Key Laboratory of 5G High Format and New Concept Video Multi-Scene Application under National Radio and Television Administration and launched related products. Imgo.tv has co-opened 5G labs with strategic partners such as China Mobile and Huawei to research the application of 5G, AI, VR technologies.

Figure 21 Hunan Broadcasting System and Huawei signs an agreement to develop a new model of cooperation on content ecosystem.

In 2019, Xinhua Daily Media Group launched the first 5G integrated media laboratory in Jiangsu, and put into use its omni-media command center which will serve as the central information kitchen to drive the upgrade of the production model. The Jiaohuidian news app was upgraded to version 4.0 with stronger functions powered by new technologies such as AR, AI-generated reporting, and big data. The app had attracted over 20 million downloads, and its daily active users had increased by 20% year-on-year.

ii. Innovative AI application made media production more intelligent

In 2019, five top labs were launched for AI application in broadcasting, smart media application in production and broadcasting, smart regulation of radio, television and new audio-visual

media, ultra-high-definition video testing, and 5G high format and new concept video multi-scene application, respectively. Local radio and television broadcasters paced up to apply technologies in more and more scenarios such as the AI editorial department, machine-generated content (MGC), human-machine collaboration-based content review, AI host, intelligent voice, intelligence recommendation, intelligent planning and dissemination analysis system, and user profile.

Xinhua News Agency established the world's first intelligent editorial department, and continued to improve the mobile interview package which includes 22 select pieces of intelligent equipment in 8 categories, including smart wearables, drones, and emergency communication devices, to realize live video streaming, audio-to-text conversion, and real-time push of information. Xinhua Zhiyun launched version 3.0 of its independently-developed "Media Brain," China's first domestic AI media platform, with such features as "blockchain technology + copyright" and "AI content risk control," to provide a complete set of intelligent solutions for integrated media centers.

In 2019, Xinhua News Agency's New Media Center and Sogou jointly released the first 3D standing AI news anchor. The AI host was created by Sogou's Vocational Avatar technology. This technology allows the machine to realistically simulate the human voice, lip movements and expressions for the first time, and naturally match the three to create a human AI avatar to help improve the efficiency of information expression and communication.[5]

Figure 22 Xinhua News Agency's New Media Center and Sogou jointly released
the world's first standing 3D AI news anchor.

[5] Data source: Vocational Avatar AI technology gives birth to the world's first standing 3D AI anchor http://www.chinanews.com/business/2019/02-19/8758666.shtml

During the Two Sessions in 2019, Xinhua News Agency applied AI-powered proofreading for the first time to realize automatic proofreading and error correction, and also the real-time voice-to-text conversion and smart translation functions, with an accuracy rate of over 95%. In addition, Xinhua unveiled its AI-powered female anchor Xin Xiaomeng who made a successful debut on the screen by presenting the live video and pictures. Fujian Media Group employed intelligent robots Xiaomin and Xiaoxin and virtual anchor Xiaobing to launch feature programs and integrated media products such as "Xiaoxin on the Two Sessions" and "Have a Talk with Microsoft's Xiaobing about the Two Sessions."

Figure 23 Xinhua News Agency's AI-powered female anchor Xin Xiaomeng

Shanghai United Media Group worked hard to implement the "smart media" strategy, highlighted the leading role of technological innovation, and actively seized the technological highland in the omni-media era. It signed a strategic cooperation agreement with Huawei to develop the "Smart Media Matrix" based on Huawei Cloud and AI capabilities and a joint cloud-based innovation laboratory, explore 5G application in media, and cooperate on new-media channels and contents, and the development of smart parks.

Figure 24 *Wenhui Daily*, a subsidiary of Shanghai United Media Group, has put into use the Wenhui Editing and Distribution System of Smart Media.

iii. The extensive application of 4K/8K technology accelerated the development from HD to UHD

In 2019, China's 4K ultra-high-definition industry gradually matured, and ultra-high-definition technology was applied on a large scale with the popularization of TV terminals. The National Radio and Television Administration, the Ministry of Industry and Information Technology and China Media Group jointly released the *Action Plan for the Development of Ultra-High-Definition Video Industry (2019-2022)*, and more than 10 localities including Beijing, Shanghai, Guangdong, Sichuan, Chongqing, Hunan, Anhui, Jiangsu, Zhejiang, Fujian, Guangzhou, and Qingdao successively released their own implementation plan. Revolving around the preparation for the Beijing 2022 Games and major construction projects, Beijing tries to build a national content production base and collaborative innovation platform and advance demonstration applications in typical scenarios. Shanghai strives to build the a world-leading ultra-high-definition video industry content center, chip R&D center, and standards & patent center. Guangdong aims to build the Ultra HD Video Industry Development Pilot Zone into a model project for its high-quality development.

In the live broadcasting of the celebrations of the 70th founding anniversary of the PRC in 2019, China Media Group adopted the innovative combination of 5G+4K/8K+AI to advance the construction of China's first national-level 5G new media platform, launched CCTV-4K, a 4K ultra-high-definition satellite TV channel, promoted the application of 5G+4K, 5G+VR in production and broadcasting, and realized China's first 5G remote transmission of 8K ultra-high-definition content.

Figure 25 The 60-meter double-head electric track camera used by China Media Group

in the live broadcasting of National Day events

As more and more localities embrace the development trend of the ultra-high-definition video industry, the goal proposed in the *Action Plan* of fully popularizing 4K TV terminals and increasing the number of ultra-high-definition video users to 200 million by 2022 will become reality.

III.   The workforce and the workforce structure

i. The workforce: China's journalism industry had a workforce of over one million

1. Newspapers: News gathering and editing staff and new-media personnel took up more than half of the total workforce, and more than half of them had a bachelor's degree or above.

As of the end of 2019, the newspaper workforce was 162 thousand. By position, there were 65 thousand news gathering and editing personnel, 19 thousand administrative service personnel, 10 thousand advertising personnel, 9,400 distribution personnel, and 19 thousand new-media personnel. In terms of academic background, 15 thousand had a master's degree or above, 72 thousand a bachelor's degree, and the rest had a degree below the bachelor's. In terms of professional titles, 19 thousand held the deputy senior title and above, 36 thousand the intermediate title, and the rest were juniors or had no professional titles (see Figure 26).
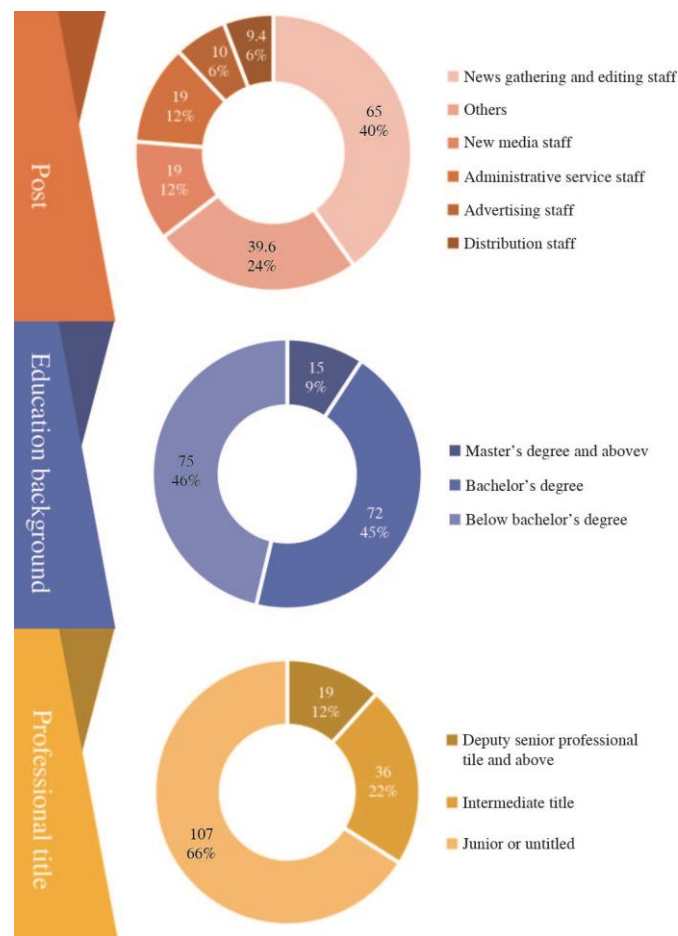
Figure 26 The newspaper workforce and their composition (unit: 1,000 persons)

2. Radio and television: Nearly one million employees nationwide, 88% of whom are under 50 years old.

As of the end of 2019, there were 994.4 thousand radio and television workers nationwide, a year-on-year increase of 1.57%, of which 413.7 thousand were female, accounting for 41.60%. In terms of position, there were 166.4 thousand management personnel, 523.3 thousand specialist personnel (including 31 thousand announcers and anchors, 172.2 thousand editors and reporters, 30.8 thousand artistic personnel, and 152.6 thousand engineering and technical personnel), and others 304.7 thousand workers, of which specialist personnel accounted for 52.62%. In terms of academic qualifications, 56.7 thousand had the master's degree or above, 762.9 thousand the bachelor's or associate's degree, and 174.8 thousand high school diploma or below, among whom 82.42% had the associate's degree or above. In terms of age, there were 446.7 thousand people under the age of 35, 424.8 thousand aged between 36 and 50, and 122.9

thousand aged 51 and over. Among them, people under 35 accounted for 44.92% (see Figure 27).
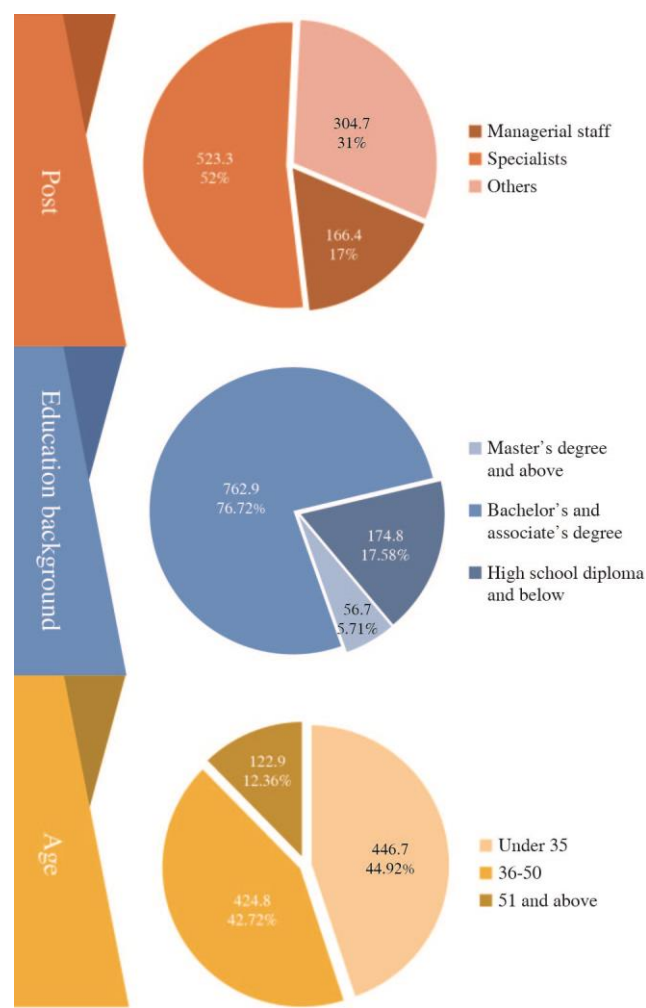

Figure 27 The composition of radio and television workforce (unit: 1,000 persons)

3. News agencies: More than 10,000 employees nationwide, nearly 90% of whom had the bachelor's degree or above.

Xinhua News Agency and China News Service are the top two news agencies in China.

Xinhua News Agency hired more than 12 thousand employees, of whom more than 50% had the bachelor's degree, nearly 40% the master's degree or above, and news gathering and editing personnel accounted for more than 60%.

China News Service had a workforce of about 2,000, of which 56% were male and 44% female. In terms of academic qualifications, 38% had the master's degree or above, and 51% the bachelor's degree.

ii. Licensed reporters: Basically half male and half female, 70% had the bachelor's degree, and 70% aged between 30 and 50

As of December 31, 2019, China had 232,830 licensed journalists. By gender, there were 117,860 male journalists, accounting for 50.62%, and 114,970 females, accounting for 49.38%. In terms of academic qualifications, 37,279 of them had the associate's degree, accounting for 16.01%; 169,352 had the bachelor's degree, accounting for 72.74%; 22,922 had the master's degree, accounting for 9.84%; 81 had the doctoral degree, accounting for 0.34%; and 2,476 had other academic qualifications, accounting for 1.06%. In terms of age, 14,263 of them were under 30 years old, accounting for 6.13%; 87,135 aged between 30 and 40, accounting for 37.42%; 81,113 aged between 40 and 50, accounting for 34.84%; and 50,319 aged over 50, accounting for 21.61%. In terms of media distribution, 81,988 of them worked for newspapers, 6,365 for periodicals, 2,798 in news agencies, 140,150 in radio, television and newsreel production studios, and 1,529 for news websites (see Figure 28).
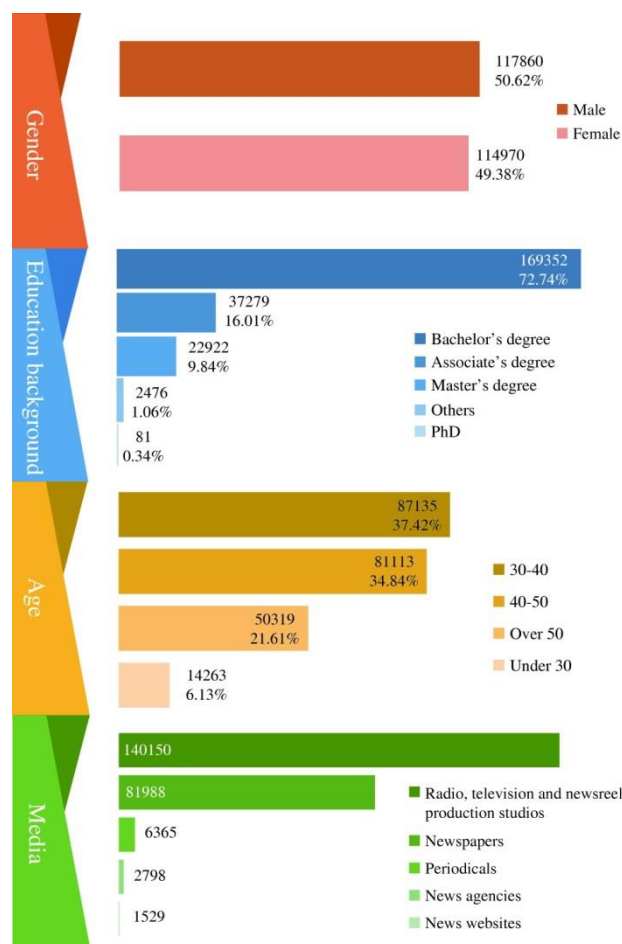

Figure 28 Licensed journalists by gender, education, age and media

In terms of the place of work, the ranking in the descending order of workforce size is as below: central media organizations (24,920), Jiangsu (15,237), Henan (14,493), Guangdong (13,608), Zhejiang (13,274), Shandong (13,175), Hebei (11,245), Sichuan (9,551), Hubei (9,145), Anhui (7,552), Hunan (7,433), Heilongjiang (7,411), Liaoning (6,974), Shanxi (6,934), Yunnan (6,334), Fujian (6,224), Guangxi (6,102), Shaanxi (6,101), Inner Mongolia (5,916), Jiangxi (5,484), Shanghai (5,020), Gansu (4,861), Guizhou (4,347), Beijing (3,634), Xinjiang (3,175), Chongqing (3,141), Jilin (3,002), Tianjin (2,320), Ningxia (1,787), Hainan (1,657), Qinghai (1,605), Tibet (597), and Xinjiang Production and Construction Corps (571) (see Figure 29).
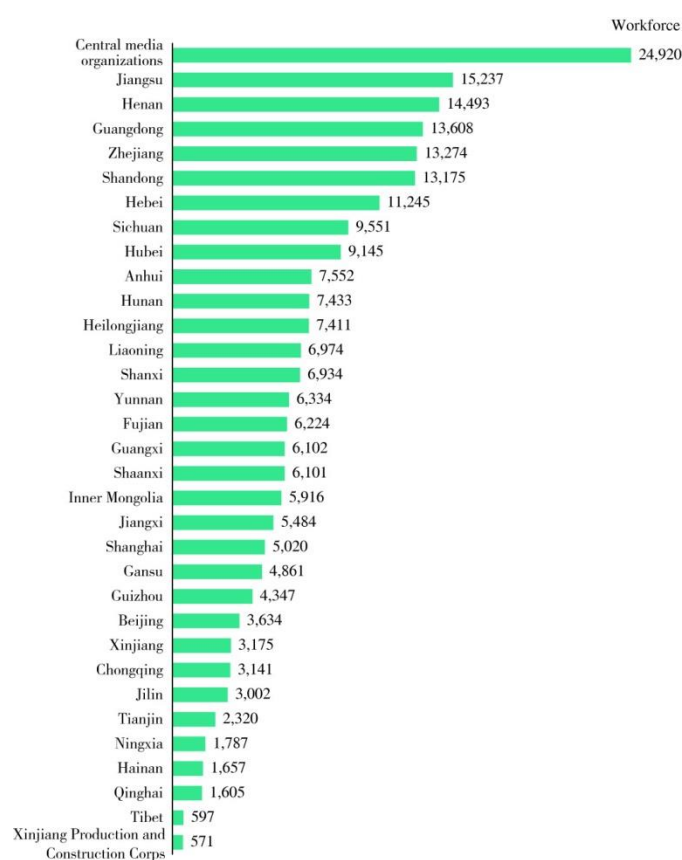

Figure 29 The distribution of licensed journalists

Rights Protection and Aid for Journalists

In 2019, the All-China Journalists Association (ACJA) and other related units actively protected the lawful rights of journalists through the China Journalist Aid Project and others.

I. Protecting lawful rights of journalists

The ACJA effectively protects journalists' interview rights. On August 13, 2019, the *Global Times* reporter Fu Guohao was beaten by mobs during an interview in Hong Kong; on August 20, Guangdong Radio and Television Station's reporter Chen Xiaoqian was blocked and harassed by a few local journalists in an interview at the press conference site of the Hong Kong Police Headquarters; on November 2, the building of the Asia-Pacific Headquarters of Xinhua News Agency was looted and set on fire by mobs. Immediately following these incidents, the ACJA issued public statements strongly condemning the infringement of the lawful rights of journalists and news organizations, and expressing sympathy to frontline journalists.

On October 7, 2019, four reporters from the Integrated Media Center in Zhouqu County, Longnan City, Gansu, were unfortunately killed on their way to an interview. On October 20, Xu Yong, director of the News Gathering and Editing Center of the Xinhua International News Editorial Department, suddenly died of illness at his job. Shortly after the misfortunes, the ACJA sent a letter of condolences to the Gansu Provincial Journalists Association and Xinhua News Agency, expressing deep condolences for their loss.

The ACJA receives complaints about and investigates illegal acts that infringe on the lawful rights of journalists. In 2019, it received 13 calls, letters, and visits for rights protection, and finished the handling of all, effectively protecting journalists' rights to news gathering and editing, personal rights and lawful entitlements.

II. Caring for the physical and mental health of journalists

The physical and mental health of journalists is threatened by their intense, stressful, and fast-paced job. The ACJA adopts various measures to truly care for their physical and mental

health. In 2019, the ACJA and the *Health Times* under *People's Daily* jointly organized health lectures for journalists, covering such topics as dealing with psychological stress, emergency first aid, eye health and sleep health, and offering on-site explanations and free consultation.

In 2019, the ACJA, Taikang Insurance Group, and China Red Cross Foundation formally co-launched the group insurance scheme for Chinese journalists stationed in foreign war zones, and purchased the one-year life insurance worth RMB 40 thousand each for 51 journalists stationed in foreign war zones and high-risk areas sent by 5 central media organizations. This is the first insurance policy in China specially designed for war reporters stationed abroad.

III. The China Journalist Aid Project

Initiated in 2014, the project has been implemented for six years, and granted RMB 11.02 million to 246 journalists who were injured, sick or died for work from various news organizations at all levels. On November 5, 2019, the ACJA officially released the list of recipients and amount of aid that year, and granted RMB 3.78 million to 89 journalists from seven central media and 64 local media, setting a new record in terms of both the number of recipients and the amount of relief money (see Table 5).

Table 5 List of recipients of China Journalist Aid Project in 2019

1	China Media Group	Zhou Quanquan	RMB 300,000
2	Beijing Media Network	Xu Jiapeng	RMB 300,000
3	Beijing Media Network	Jin Lei	RMB 100,000
4	*Jilin Daily*	Wang Xuewen	RMB 100,000
5	*Xijiang Daily* (Guangdong)	Li Wenhua	RMB 100,000
6	*Zhangye Daily* (Gansu)	Yan Ziwei	RMB 100,000
7	*Ningxia Daily*	Wu Honglin	RMB 100,000
8	*Liaoning Daily*	Yang Jing	RMB 50,000
9	Shuangyashan Radio and TV Station (Heilongjiang)	Hou Benyou	RMB 50,000
10	Gansu Daily Media Network Technology Co., Ltd.	Zheng Wei	RMB 50,000
11	Xinjiang Radio and Television Station	Liang Hongwei	RMB 50,000
12	Shanghai United Media Group	Wang Hu	RMB 50,000

13	Jiaxing Daily Press Media Group (Zhejiang)	Shen Yuwei	RMB 50,000
14	Nanzheng TV Station (Shaanxi)	Qu Bin	RMB 50,000
15	Xinhua News Agency	Qu Hongqing	RMB 50,000
16	Xinhua News Agency	Shao Yanhui	RMB 50,000
17	China Media Group	Fei Tao	RMB 50,000
18	China Media Group	Liu Si'en	RMB 50,000
19	PLA News Media Center	Tian Zhizhang	RMB 50,000
20	*China Nonferrous Metals News*	Ye Qian	RMB 50,000
21	Shijiazhuang Radio and Television Station (Hebei)	Li Liguo	RMB 50,000
22	*Chengde Evening News* (Hebei)	Wang Ruihua	RMB 50,000
23	*Chengde Daily* (Hebei)	Xie Minxin	RMB 50,000
24	*Ulan Chabu Daily* (Inner Mongolia)	You Xiaoqiang	RMB 50,000
25	Liaoning Shenyang Daily Media Group	Wang Lijun	RMB 50,000
26	Heilongjiang Daily Press Group	Su Wanning	RMB 50,000
27	Heilongjiang Harbin Daily Press Group	Ma Zuoguang	RMB 50,000
28	Daxinganling Radio and Television Station (Heilongjiang)	Leng Zhaoquan	RMB 50,000
29	*The Paper* (Shanghai)	Wu Jiejin	RMB 50,000
30	Anhui Radio and Television Station	Xu Jianhui	RMB 50,000
31	Anhui Radio and Television Station	Zhang Youcheng	RMB 50,000
32	Fujian Media Group	Ruan Yi	RMB 50,000
33	Fujian Media Group	Chen Jian	RMB 50,000
34	Henan Daily Press Group	Chen Wei	RMB 50,000
35	Henan Radio and Television Station	Du Zhongwei	RMB 50,000
36	Changsha Radio and Television Station (Hunan)	Wen Lin	RMB 50,000
37	Guangdong Radio and Television Station	Huang Xin	RMB 50,000
38	*Foshan Daily* (Guangdong)	Cao Xianshang	RMB 50,000
39	Hainan Daily Press Group	Su Jianqiang	RMB 50,000
40	Sichuan Radio and Television Station	Tang Junkai	RMB 50,000
41	Sichuan Radio and Television Station	He Daifei	RMB 50,000
42	*Liangshan Daily* (Sichuan)	Yan Hongtao	RMB 50,000

43	*Gansu Daily*	Fan Haojun	RMB 50,000
44	Ningxia Zhongwei News Media Group	Xu Zhong	RMB 50,000
45	*Xinjiang Daily*	Zhao Jun	RMB 50,000
46	*People's Daily*	Yan Huan	RMB 50,000
47	Tianjin Haihe Media Center	Yang Qiuyu	RMB 30,000
48	*Xing'an Daily* (Inner Mongolia)	Wu Heping	RMB 30,000
49	Quanzhou Evening News (Fujian)	Wu Zongbao	RMB 30,000
50	Guangzhou Radio and Television Station (Guangdong)	Su Wenfeng	RMB 30,000
51	Guangzhou Radio and Television Station (Guangdong)	Cao Cheng	RMB 30,000
52	Party Building in Sichuan magazine	Chen Hui	RMB 30,000
53	Shenzhen Media Group	Zeng Panjing	RMB 30,000
54	Xinjiang Legal Report	Han Jin	RMB 30,000
55	*People's Daily*	Yang Xun	RMB 20,000
56	*People's Daily*	Du Yifei	RMB 20,000
57	*Farmers' Daily*	Li Peng	RMB 30,000
58	*Changzhi Daily* (Shanxi)	Fan Binghong	RMB 30,000
59	Xing'an Radio and Television Station (Inner Mongolia)	Wang Mingming	RMB 30,000
60	*Kaifeng Daily* (Henan)	Zou Xiangpeng	RMB 30,000
61	Weiyuan Integrated Media Center (Gansu)	Gan Junren	RMB 30,000
62	Yili Radio and Television Station (Xinjiang)	Kamila Nizhamiding	RMB 30,000
63	China Media Group	Xie Xiaoyu	RMB 10,000
64	China Media Group	Yin Tao	RMB 10,000
65	China Media Group	Fa Qi	RMB 10,000
66	China Natural Resources News	Zhang Yan	RMB 10,000
67	Beijing Media Network	Deng Yaoming	RMB 10,000
68	Xinji Radio and Television Station (Hebei)	Wei Chao	RMB 10,000
69	Datong Radio and Television Station (Shanxi)	Li Wenyi	RMB 10,000
70	*Inner Mongolia Daily*	Wang Jingyu	RMB 10,000
71	News Information Center of Inner Mongolia Dayan Mining Group	Niu Zhitian	RMB 10,000

72	Liaoning Dalian News Media Group	Zang Xinyun	RMB 10,000
73	*Changchun Daily* (Jilin)	Jia Chunwen	RMB 10,000
74	Shuangyashan Radio and TV Station (Heilongjiang)	Wang Chengshuang	RMB 10,000
75	Keshan County Radio and Television Center (Heilongjiang)	Qu Weiwei	RMB 10,000
76	Yichun Radio and Television Station (Jiangxi)	Deng Wenhua	RMB 10,000
77	Jiyuan Radio and Television Station (Henan)	Song Weifeng	RMB 10,000
78	*Maoming Daily* (Guangdong)	Dong Yukui	RMB 10,000
79	Guangxi Radio and Television Station	Huang Shun	RMB 10,000
80	Sichuan Radio and Television Station	Wang Wei	RMB 10,000
81	Milin Radio and Television Station (Tibet)	Tashi Tsring	RMB 10,000
82	Shaanxi Radio and Television Station	Li Zhiguo	RMB 10,000
83	*Shangluo Daily* (Shaanxi)	Zhang Ying	RMB 10,000
84	*Shangluo Daily* (Shaanxi)	Tian Lin	RMB 10,000
85	Shangluo Radio and Television Station (Shaanxi)	Zhang Danyang	RMB 10,000
86	Xinjiang Radio and Television Station	Kenjietai Baikenuer	RMB 10,000
87	Xinjiang New Media Center	Zumulaiti Abudureheman	RMB 10,000
88	*Urumqi Evening News* (Xinjiang)	Li Hong	RMB 10,000
89	*Yili Daily* (Xinjiang)	Wen Ruliang	RMB 10,000

Some of the aid recipients gave their precious life for journalism. At around 12:00 on June 6, 2019, Zhou Quanquan, associate producer of CCTV-12 (Society and Law Channel), was hit and killed by a falling rock while at work on Dangan Island in Zhuhai, Guangdong, at the age of 46. At 15:00 on September 30, 2018, Xu Jiapeng, a 32-year-old reporter from Beijing Media Network, died in a traffic accident on his way to work.

Figure 30 Photo of the late Zhou Quanquan (Photo credit: Xinhuanet)

Among the recipients, some tragically passed away due to overwork and illness, and some are reduced to serious illnesses, financial difficulties, disability or injury by work. Beijing Media Network's reporter Jin Lei, the multi-time winner of China News Awards, was diagnosed with advanced gastric cancer on April 26, 2018 at the age of 38, and died on July 31. Wang Xuewen, director of the No.2 Editorial Office of *Jilin Daily*, after working the night shift on December 31, 2018, died of sudden cardiac death at home at 5:00 on January 1, 2019.

The Aid Project conveys the warm kindness to and understanding and support for journalists with financial and spiritual support.

Journalistic Ethics and Media's Social Responsibility

In 2019, via its Journalistic Ethics Committee platform, the ACJA issued industry initiatives, introduced new ways of news review, carefully verified complaints and tip-offs, improved the media social responsibility reporting system, guided journalists to abide by the code of ethics, and promoted the media to strengthen the awareness of social responsibility, consciously fulfill social responsibilities, seeing progress in the promotion of journalistic ethics.

I. Emphasizing professional ethics

In August 2019, the ACJA started the fourth revision of the *Code of Professional Ethics for Journalists* (hereinafter referred to as the "Code"). And the revised *Code* was released by Xinhua News Agency on December 15 that year. Compared with the 2009 version which had 7 articles and 28 clauses, the 2019 version has 7 articles and 31 clauses, and the newly-added clauses are related to the regulation of the professional behavior of journalists in the new era and the promotion of exchanges and cooperation with foreign media and international media organizations. In terms of content, the 2019 version proposes regulatory requirements for addressing outstanding problems and weaknesses that violate professionalism and professional ethics. It emphasizes "compliance with the *Constitution*, laws and regulations," "taking truthfulness as the life of news," "not exposing personal privacy or slandering others," "protecting the lawful rights of women, children, the elderly, and the disabled," and the need to "present the valid press card before an interview," and to "respect and protect the copyrights of news media."

Figure 31 The release of the newly revised *Code - People's Daily*

i. Making industry-wide advocacy

On January 16, 2019, the ACJA called for all journalists to get down to the grassroots, and improve their ability to observe clearly, to think profoundly and to write powerfully.

Figure 32 ACJA's call for all journalists across the country - reported by CCTV-1

ii. Conducting problem review and enhancing exchange and communication

In 2019, the Journalistic Ethics Committee adopted the problem-oriented approach, and conducted news reviews on issues such as the media's fulfillment of social responsibilities and public opinion supervision.

1. New forms of review

At the March 27 review meeting on the central media's social responsibility performance in 2018, the appraised were invited for the first time to communicate face-to-face with the appraisal committee, which improved the pertinence and effectiveness of the appraisal work. On August 14, at the on-site appraisal of *China Police Daily*, for the first time, members of the Journalistic Ethics Committee were invited to communicate face-to-face with frontline journalists, and to discuss opinions and propose comments from the perspective of social supervision. The innovative form was unanimously praised by the media and committee members.

2. Stronger linkage effect

In response to a handful of news media abusing public opinion supervision for paid news and news extortion, the ACJA Journalistic Ethics Committee held a special panel on strengthening and improving public opinion supervision on December 6, to discuss typical cases, analyze their causes and harms, sum up experience and practices, explore countermeasures, promote institutional improvement for public opinion supervision, and strengthen the work of public opinion supervision. The meeting also reprimanded Miao Yingchun, former head of the Central China reporters' station of Inner Mongolia TV Station, for his serious violations of law and discipline. The five provincial journalistic ethics committees of Inner Mongolia, Qinghai, Yunnan, Zhejiang and Shanxi each conducted special discussions on strengthening the supervision of public opinion, and formed synergy.

Figure 33 The ACJA Journalistic Ethics Committee meets to discuss how to strengthen the supervision of public opinion.

iii. Receiving tip-offs and complaints and handing over clues to competent authorities

Since 2019, the ACJA has continued to accept and handle tip-offs and complaints about violations of professional ethics in the press.

1. Accepting and handling tip-offs and complaints

The ACJA Journalistic Ethics Committee accepts and handles tip-offs and complaints filed by telephone, email, and in person. In 2019, it accepted 112 tip-offs and complaints, 34 of which involved the journalism industry, and kept a record of all the journalism-related tip-offs and complaints.

2. Handing over clues to competent authorities

According to the division of functions, the ACJA actively coordinated relevant units and news media to check and handle tip-offs and complaints. In 2019, the clues it handed over concerned privacy violations, false reports, and illegal possession of the press card. Some were verified, and the media involved were demanded to shut down, and the reporters involved had their press card revoked.

II. Continuing to improve the media social responsibility reporting system

In 2019, the ACJA continued to implement the media social responsibility reporting system on the news front, for the sixth consecutive year since 2014. On May 29, it released the *2018 Media Social Responsibility Report*, covering 7 mainstream central news media, 2 national industry-specific media, and 37 local media in 29 provinces (autonomous regions and municipalities), and received wide attention from news media.

After the release, the report's influence and coverage were expanded thanks to integrated media development: 25 news media outlets produced and released its multimedia versions such as H5 and short videos. Among them, Xinhua News Agency produced a short animation video which was uploaded onto video websites such as Tencent, and has received a large number of views and likes. Heilongjiang Radio and Television Station produced a short video about this report, attracting and more than 100,000 clicks. In addition, many new media outlets explained key points of the report through vivid, concise and easy-to-understand graphics and texts. At the end of 2019, the *Media Social Responsibility Report 2019* was published, with a QR code link attached to each chapter so that readers can scan it to access the digital version.

In 2019, the ACJA and Fudan University jointly launched the research project on the Indicator System for Media Social Responsibility Reports. Based on the reality and media practices, they absorbed the research findings of experts, scholars and universities, and improved the original indicator system by adjusting the indicator system framework, establishing quantitative evaluation, introducing new evaluation parties, and strengthening the application of evaluation results.

Figure 34 The *Media Social Responsibility Report 2018* released on May 29, 2019

Figure 35 The multimedia version of the *Media Social Responsibility Report 2018,*

also released on May 29, 2019

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