

2015 中国(深圳)国际电视剧节目交易会
China(Shenzhen) International TV Drama & TV Program Fair

会务指南

Conference Handbook



一起长大

邵兵作品

出品人: 张平 邵兵 刘磊 石大东 总制片人: 张斌 制片人: 张培 刘晓丹 导演: 邵兵
编剧: 汤迪 邢立鹏 张军 策划: 蔡涌 主演: 邵兵 王子文 杨玏 张培 李立群 刘敏涛 张光北

出品单位: 兵盛文化传媒有限公司 / 北京紫云达文化传媒有限公司 / 北京电视艺术中心有限公司 联合摄制单位: 郑州报业集团 / 北京兵盛途古影视文化传媒有限公司

发行总监: 赵永亮 发行人: 张莹颖

主办: 中国电视剧制作产业协会
深圳市影视产业联合会

承办: 中国电视剧制作产业协会
深圳广播电影电视集团

协办: 深圳市影视制作行业协会
深圳文化产权交易所

Hosted by: China Television Drama Production Industry Association
Shenzhen Film & Television Industry Society

Organized by: China Television Drama Production Industry Association
Shenzhen Media Group

Co-Organized by: Shenzhen Film & TV Producers Association
Shenzhen Culture Assets and Equity Exchange

致辞 Prologue

2015中国（深圳）国际电视剧节目交易会是在全国广大的电视剧工作者深入学习领会习近平总书记在全国文艺工作座谈会上的重要讲话精神，认真贯彻落实《中共中央关于繁荣发展社会主义文艺的意见》的重要时期举办的。

在学习领会习近平总书记重要讲话精神的一年多里，全国各级电视剧节目的制作机构和播出机构都在根据国家对于电视剧制作与播出提出的新要求，积极调整生产和播出计划。但在实践中也同时遇到了一些新的问题和瓶颈：如何认识“一剧两星”政策实施一年来的效果？如何理解电视剧新的播出审查规定？是否要加速催生实行“一剧一星”？电视剧产业如何应对互联网产业的挑战？怎样才能真正使中国的电视剧走向国门？……所有这些问题都在影响和困扰着电视剧节目的制作者和播出者。

此次2015中国（深圳）国际电视剧节目交易会就是要为中外电视剧节目的制播同仁们搭建一个深入开展“互动、合作、探索、共赢”的活动平台。同时，我们还将邀请中宣部、国家新闻出版广电总局的有关领导到会指导，相信能够对2016年中国电视剧节目的制作与播出起到引导和风向标的作用。

2015中国（深圳）国际电视剧节目交易会将发布《中国电视剧（2015）产业调查报告》；举办“产业发展高峰论坛”；邀请播出机构和制作机构的代表以及境外机构的代表，围绕“探索、创新、合作、共赢”的论题登台发言；同时将举行“中外电视剧节目推介会”，让来自美国、法国、新加坡、印度等国的经销商与中国电视剧制作机构的代表同台展示自己的新产品。

参加此次交易会的有全国各级电视剧制作和播出机构的代表数百家，台湾电视剧制作产业联合总会将组百人团莅临，加上来自各国的境外机构，会议规模将突破千人。

愿此次深交会取得圆满成功，祝参会的中外同仁快乐健康。

2015 China (Shenzhen) International TV Drama & TV Program Fair is going to be held when we all television crews are learning the essence of the remarks by General Secretary Xi Jinping at National Artistic Work Symposium, and implementing the *Opinions of the CPC Central Committee on Developing the Socialist Arts*.

In the past year, the production and broadcasting organizations at all levels have been adjusting their producing and broadcasting scheme according to the new rules made by the Party and state, and they also encountered some new problems and bottlenecks in practice: How to rate the effect of "one drama, two stars" policy in the past year? How to read the new broadcasting censorship? Whether or not to make and carry out "one drama, one star" policy? How to cope with the challenge from the Internet industry? How to bring Chinese TV drama into international market? Under this circumstance, the only way to remain invincible is to enhance their own competitiveness.

2015 China (Shenzhen) International TV Drama & TV Program Fair is designed to be a platform for domestic and foreign television crews to exchange, cooperate, explore and work for overall interests. Moreover, we will also invite relevant leaders of Publicity Department of the Communist Party of China and State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, whose advice might be the guidance and signpost for TV drama production and broadcasting in the next year.

In the 2015 China (Shenzhen) International TV Drama & TV Program Fair, we will publish *China TV Drama Industry Investigation Report 2015*. There will be an Industry Development Summit Forum, where representatives of CCTV and local TV stations, producers, foreign organizations have been invited to make speeches on exploration, creation, cooperation and overall interests. Chinese and Foreign TV Drama Project Promotion will also be held for domestic and foreign representatives from America, France, Singapore, India and so on to share the stage and display their new products.

Hundreds of representatives of the production and broadcasting organizations at all levels in China will participate in the Fair, and a group of about 100 representatives from Television Drama Production Association Taiwan will also be present, so that the number of attendees will hit 1000, including all the foreign participants.

We wish 2015 China (Shenzhen) International TV Drama & TV Program Fair a complete success, and wish all the friends present here a nice time and good health.

2015中国（深圳）国际电视剧节目交易会日程

2015 China (Shenzhen) International TV Drama & TV Program Fair Agenda

会议日程 / Agenda

时间：2015年12月8日-10日
会场：深圳五洲宾馆

Date: December 8-10, 2015
Place: Wuzhou Guest House, Shenzhen

日期 / Date	时间 / Time	内容 / Content	地点 / Place
12月8日 December 8	14:00 - 22:00	报到 Registration	五洲宾馆A座一层大堂 Lobby, 1/F, Block A, Wuzhou Guest House 绿景锦江酒店一层大堂 Lobby, 1/F, Lvgem Hotel 雅枫国际酒店一层大堂 Lobby 1/F, La Fonte International Hotel
	17:00 - 18:00	中国电视剧制作产业协会 会员大会 The general meeting of CTPIA	五洲宾馆B座二层华夏厅 Huaxia Hall, 2/F Block B, Wuzhou Guest house
12月9日 December 9	8:30 - 9:30	2015中国（深圳）国际电视剧节目交易会开幕 暨中国电视剧（2015）产业调查报告发布 The opening of 2015 China (Shenzhen) International TV Drama & TV Program Fair, China TV Drama Industry Investigation Report Release 2015	五洲宾馆B座二层华夏厅 Huaxia Hall, 2/F Block B, Wuzhou Guest house
	9:30 - 12:00	中外电视剧产业发展高峰论坛 Chinese & Foreign TV Drama Industry Development Summit Forum 2015	五洲宾馆B座二层华夏厅 Huaxia Hall, 2/F Block B, Wuzhou Guest house
	14:00 - 18:15	中外电视剧节目推介会（演讲展示） Chinese & Foreign TV Drama Project Promotion (Presentation)	五洲宾馆B座二层华夏厅 Huaxia Hall, 2/F Block B, Wuzhou Guest house
12月10日 December 10	9:00 - 11:30	中外电视剧节目推介会（自由洽谈） Chinese & Foreign TV Drama Project Promotion (Negotiation)	五洲宾馆B座二层华夏厅 Huaxia Hall, 2/F Block B, Wuzhou Guest house
	12:00	离会 Departure	

2015中国（深圳）国际电视剧节目交易会开幕 暨“中国电视剧（2015）产业调查报告”发布

The Opening of 2015China (Shenzhen) International TV Drama and TV Program Fair &
China TV Drama Industry Investigation Report Release 2015

时间地点 / Time and Place

时间: 2015年12月9日8:30-9:30

地点: 五洲宾馆B座二层华夏厅

Time: 8:30-9:30 December 9, 2015

Place: Huaxia Hall, 2/F Block B, Wuzhou Guest House

主题阐述 / Topic

2015中国（深圳）国际电视剧节目交易会的主题是“互动 合作 探索 共赢”，旨在为中外电视剧制作机构、播出机构和互联网新媒体搭建一个务实高效的交易、交流、互动、合作与共赢的平台，国家新闻出版广电总局的领导将在开幕式上发表重要讲话。

作为本次交易会的重要内容，《中国电视剧（2015）产业调查报告》（简称“调查报告”）由中国电视剧制作产业协会与中国广播影视出版社联合出品，综艺嘉、CSM媒介研究、美兰德媒介咨询、艺恩咨询、视扬顾问（电视剧鹰眼）等研究机构提供数据支持，撰写团队的主要成员分别由《综艺报》等行业主流媒体、影视专业研究机构资深专家等组成。

“调查报告”以电视剧制作企业和播出机构为核心服务对象，强调从“经营者”的视角来进行市场调查和方略研讨，为制作企业和播出机构的产销运营决策提供有实效价值的参考资讯。

The theme of 2015China (Shenzhen) International TV Drama and TV Program Fair is interaction, cooperation, exploration and win-win, which aims at building an effective platform for the Chinese and foreign TV drama producers, broadcasters and internet new media to trade, communicate, interact, cooperate and achieve mutual benefits. Leaders of State Administration of Press, Publication, Radio, Film, and Television of The People's Republic of China will make key speeches at the opening ceremony.

As one of the most important issue of the fair, China TV Drama Industry Investigation Report 2015 (the investigation report for short) is co-produced by China Television Drama Production Industry Association and China Radio and Television Publishing House, based on the data provided by ZONGYIJIA, CSM Media Research, China Mainland Media Research Co., LTD, Ent Group Consulting, Think & Beyond Media Consultant, etc. The report is written by experienced experts from mainstream media organizations such as Media & Entertainment Industry Reporter as well as film and television industry research institutes.

The Investigation Report aims at the television producers and broadcasters, emphasizing that the market research and general plan should be conducted from the operator's viewpoint, so as to provide practical information for production and distribution.

邀请嘉宾 / Guests

中宣部及总局有关部门领导	Leaders of CPC, SARFT and other relevant departments
深圳市委市政府及文体广电领导	Leaders of Shenzhen Municipal Party Committee and Municipal Government, relevant bureaus of culture and media
电视台、制作机构领导	Directors of TV stations and production organizations
境外机构代表	Delegates of foreign organizations

主持人 / The Chair

刘燕铭	Liu Yanming
中国电视剧制作产业协会常务副会长	Executive Vice President of China Television Drama Production Industry Association
海润影视制作有限公司董事长	President of Hairun Movies and TV Production Co., Ltd

议程 / Agenda

- 一、宣布2015中国（深圳）国际电视剧节目交易会开幕暨“中国电视剧（2015）产业调查报告”发布会开始；
- 二、介绍到会的主要嘉宾；
- 三、请交易会主、承办方代表致辞
 - （1）深圳广播电影电视集团总裁岳川江致辞；
 - （2）深圳市委常委、宣传部长李小甘致辞；
- 四、国家新闻出版广电总局副局长田进讲话；
- 五、中国电视剧制作产业协会尤小刚会长发布“中国电视剧（2015）产业调查报告”；
- 六、中国广播影视出版社社长王卫平介绍调查报告的编写简况；
- 七、宣布2015中国（深圳）国际电视剧节目交易会开幕暨“中国电视剧（2015）产业调查报告”发布会结束。

- 1、The opening of 2015 China (Shenzhen) International TV Drama & TV Program Fair & China Television Industry Investigation Report 2015 Release.
- 2、Introduction of the guests.
- 3、Speech by the representatives of sponsor and organizer of the Fair.
 - (1) Speech by Yue Chuanjiang, President of Shenzhen Media Group
 - (2) Speech by Li Xiaogan, Member of the Standing Committee and Minister of Publicity Department of CPC Shenzhen Municipal Committee
- 4、Speech by Tian Jin, the Vice Minister of State Administration of Press, Publication, Radio, Film and Television of The People's Republic of China (SARFT)
- 5、Display and introduction of China Television Industry Investigation Report 2015 by You Xiaogang, chairman of China Television Drama Production Industry Association.
- 6、Introduction of the writing process of the investigation report by Wang Weiping, Director of China Radio, Film and TV Press.
- 7、The end of the 2015 China (Shenzhen) International TV Drama & TV Program Fair & China Television Industry Investigation Report 2015 Release Conference.

中外电视剧产业发展高峰论坛

Chinese & Foreign TV Drama Industry Development Summit Forum

时间地点 / Time and Place

时间: 2015年12月9日9:30-12:00

地点: 五洲宾馆B座二层华夏厅

Time: 9:30 - 12:00 December 9, 2015

Place: Huaxia Hall, 2/F Block B, Wuzhou Guest House

论坛主题 / Theme of the Forum

探索、创新、合作、共赢

Exploration, Creation, Cooperation, Win-win

主题阐述 / Topic

2015年是习近平总书记文艺工作座谈会发表讲话一周年,也是“一剧两星”与“黄金时段两集”政策实施的第一年,电视剧播出的新模式给制作机构带来了哪些变化和新挑战;如何看待电视台与制作机构的区域联盟;传统电视媒体和网络新媒体在新形势下如何实现合作共赢;如何推进中外电视剧制作与播出的深度市场化合作等,都将是此次“中外电视剧产业发展高峰论坛”的重要内容。

It's been a year since General Secretary Xi Jinping made the speech at the Forum on Literature and Art. And this is the first year that the policies of "one drama, two stars" and "no more than two episodes at prime time" were implemented, which brought producers new changes and challenges. How to rate the regional alliance between TV stations and production organizations? How to deal with the interaction and competition between traditional TV media and internet new media? How to promote the market-oriented cooperation in TV drama production and broadcasting with foreign crews? All of these will be the most important issues of the Chinese and Foreign TV Drama Industry Development Summit Forum.

主持人 / The Chair

王鹏举

中国电视剧制作产业协会副会长兼秘书长
国龙联盟投资股份有限公司高级合伙人

Wang Pengju

Vice Chairman and Secretary-general of China Television Drama Production Industry Association
Senior partner of Loongs United Investment Company Limited

议程 / Agenda

时间 / Time	内容 / Content
	主持人介绍论坛主题及与会嘉宾 / Introduction of the theme and guests
	发言题目一： 发言嘉宾：国家新闻出版广电总局国际合作司司长 马黎 Topic 1: Guest speaker: Director of the International Cooperation Department of SARFT Ma Li
	发言题目二：面对与思考 发言嘉宾：中国电视剧制作产业协会会长、北京京都世纪文化发展有限公司董事长 尤小刚 Topic 2: Confront and Consider Guest speaker: Chairman of China Television Drama Production Industry Association, President of Beijing Jingdu Century Culture Development Co. Ltd. You Xiaogang
	发言题目三：中俄合作的意见和建议 发言嘉宾：俄罗斯联邦电视台REN TV副总经理 伊格尔 Topic 3: Opinions and Suggestions on the Cooperation between China and Russia Guest speaker: Deputy General Director Russian federal TV channel "REN TV" Igor Prokopenko
9:30-12:00	发言题目四：品质、创新、融合——谈2015东方卫视电视剧的价值提升 发言嘉宾：上海广播电视台台长、上海文化广播影视集团有限公司总裁 王建军 Topic 4: Quality, Innovation and Integration: on the Value Improvement of Dragon TV's Dramas in 2015 Guest speaker: Head of Radio and Television Shanghai, President of Shanghai Media Group Wang Jianjun
	发言题目五：中韩电视剧共同制作现状及今后发展课题 发言嘉宾：韩国釜山国际影视节目展（BCM）组织委员会执行委员长 具宗详 Topic 5: Current Production Situation and Future Development of TV Drama Co-produced by China and South Korea Guest speaker: Chairman of the Executive Committee of Busan Contents Market Koo, Jong Sang
	发言题目六：当故事遇到视频 发言嘉宾：爱奇艺创始人、CEO 龚宇 Topic 6: When a Story Meets the Video Guest speaker: Founder & CEO of IQIYI.com, Inc (WWW.IQIYI.COM) Gong Yu
	发言题目七：两岸三维（3 Dimension）的戏剧创造 Topic 7: Cross-Strait 3-Dimension drama creation 发言嘉宾：台湾电视剧制作产业联合总会会长 林锡辉 Guest speaker: Chairman of Taiwan TV Drama Production Industry Federation Steven Lin
	发言题目八：融合传播中的电视剧发展 发言嘉宾：CSM媒介研究副总经理 郑维东 Topic 8: The Development of TV Drama in Media Convergence Guest speaker: Deputy Managing Director of CSM Media Research Zheng Weidong
	发言题目九：为两岸影视交流把脉 发言嘉宾：中华广播电视节目制作商业同业公会创会理事长、中华节目内容制作产业发展协会理事长 汪威江 Topic 9: Suggestions on Cross-strait Communication of Film and Television Guest Speaker: Visual and Audio Production Association of Taiwan, Program Content Production Industry Development Association of Taiwan Wang Weijiang

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中外电视剧节目推介会

Chinese & Foreign TV Drama Project Promotion

时间地点 / Time and Place

时间: 2015年12月9日14:00 - 18:15

地点: 五洲宾馆B座二层华夏厅

Time: 14:00-18:15 December9, 2015

Place: Huaxia Hall,2/F Block B, Wuzhou Guest House

主题阐述 / Topic

作为全世界电视剧生产的第一大国,我们一直坚持“立足中国,放眼世界”,以加快中国电视剧走向国门的步伐,扩大中国电视剧的国际市场份额。另一方面,引进海外节目这几年也是风生水起,世界各国先进的创作制作模式也为各大卫视所借鉴。

在努力“走出去”的同时,本次交易会还尝试着“请进来”,邀请多位国际经销商把他们好的电视剧节目拿来与我国同行进行推介和交流。我们希望此次交易会能够成为中外电视剧节目推介交易、互利共赢的良好平台。

China is the country with the largest TV drama production in the world. Based on the domestic market, we also have the world in view, so as to promote export and expand the shares in global market. On the other hand, more and more foreign TV formats have been introduced into China in recent years, and many advanced production formats were also used by some satellite TV Stations.

Besides of “go-out” strategy, the Fair also tried to “invite-in” by inviting many foreign distributors to share and exchange their high-quality TV dramas and TV formats. We hope that the Fair could be a platform to promote Chinese and foreign TV dramas and seek mutual benefits.

主持人 / The Chair

杨善朴

中国电视剧制作产业协会副秘书长

北京金泽太和国际文化交流有限公司董事长

Yang Shanpu

Vice executive secretary of China Television Drama Production Industry Association

President of Beijing Jinze Taihe International Culture and Communication Co.Ltd

推介项目名录 / Promotion List

序号 / No.	时间 / Time	推介公司 / Company	推介项目 / Promotion list
✓ 1	14:00 - 14:15	大唐辉煌传媒有限公司 Datang Brilliant Media Co.,Ltd.	电视剧《警花与警犬》 TV Drama <i>Police Beauty & K9</i>
2	14:15 - 14:30	法国 MEDIAMETRIE /Euro Data MEDIAMETRIE /Euro Data,France	项目：介绍全球电视剧模式翻拍现状 Project <i>Analysis on Global TV Drama Remakes Situation</i>
✓ 3	14:30 - 14:45	百薇传播事业股份有限公司（台湾地区） Rose Advertising Co., LTD	电视剧《树樱！来一场华丽的爱吧》 TV Drama <i>TO LOVE TO BE LOVE</i>
✓ 4	14:45 - 15:00	上海剧行天下影视传媒有限公司 Movie&TV JUXINGTIANXIA	电视剧《老公们的私房钱》 TV Drama <i>Men's Private Money</i>
✓ 5	15:00 - 15:15	美国 Media Fuslon Media Fusion,U.S.A	项目：舞林频道 Project <i>DANCE NETWORK</i>
✓ 6	15:15 - 15:30	创意点子数位股份有限公司（台湾地区） BRAVO IDEAS DIGITAL CO., LTD.	项目：边看边买 Project <i>What you see is what you get</i>
✓ 7	15:30 - 15:45	上海新文化传媒集团股份有限公司 NEW CULTURE GROUP	电视剧《少林问道》 TV Drama <i>Legend of Shaolin: Zen-Medicine</i>
✓ 8	15:45 - 16:00	欧洲通信卫星公司 Eutelsat	项目：增强全球视频商机 Project <i>Enhancing Global Video Opportunities</i>
✓ 9	16:00 - 16:15	宸葳艺实业股份有限公司（台湾地区） Chen Wei Entertainment	电视剧《魔幻至尊》 TV Drama <i>Magic Power</i>
✓ 10	16:15 - 16:30	海润影视制作有限公司 Haifun Movies and TV Production Co., Ltd	电视剧《极光之恋》 TV Drama <i>The splendid love</i>
✓ 11	16:30 - 16:45	俄罗斯FORMAT TV FORMAT TV,Russia	电视剧《天下之矛》 TV Drama <i>Spear of the world</i>
12	16:45 - 17:00	苏州福纳文化科技股份有限公司 FUNA Media	电视剧《叶问与李小龙》 TV Drama <i>Bruce Lee VS. His mentor IP Man</i>
✓ 13	17:00 - 17:15	Zee娱乐实业有限公司 Zee Entertainment Enterprises	节目：印度娱乐节目模式推介 Program <i>The best of the shows from Indian</i>
✓ 14	17:15 - 17:30	浙江爱秀星艺影视制作有限公司 Zhejiang I ShowStar Film&TV Production CO., LTD.	电视剧《说好的幸福》 TV Drama <i>Promised Happiness</i>
15	17:30 - 17:45	俄罗斯电视制作公司 Igra-TV,Russia	节目：什么？何地？何时？ Program <i>What? Where? When?</i>
18	17:45 - 18:00	上海天幕星映文化传媒有限公司 Galaxy Stars	电视剧《铁血淞沪》 TV Drama <i>128 INCIDENT</i>
✓ 17	18:00 - 18:15	西安曲江丫丫影视文化股份有限公司 Xi'an QujiangYayaFilm&TV Culture CO.,LTD.	电视剧《我是幸运儿》 TV Drama <i>I'M LUCKY</i>

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携手中国 合作共赢

Work Hand in Hand for Win-Win Cooperation

中国电视剧制作产业协会是中华人民共和国全国电视剧制作机构的联合社团组织，是中国电视剧企业与政府沟通，与播出机构交流、与世界各国同仁合作共赢的桥梁。

中国电视剧制作产业协会目前拥有近400家会员，他们都是中国电视剧制作业最具实力和影响力的企业，其电视剧的产量和黄金时段播放量均占到全国总量的90%。

中国电视剧制作产业协会是“中国（深圳）国际电视剧节目交易会”的策划者和实施者；是“中外电视剧节目推介交易”平台的搭建者和服务者；是“中外电视剧产业发展高峰论坛”的倡导者和操作者；也是“中国国际影视博览会”“北京电视节目交易会”“上海电视节”的主要支持者和参与者。

“交流、合作、共赢”是中国电视剧制作产业协会与世界各国同仁友好交往的宗旨和目的；欢迎各国同仁与中国电视剧制作机构作进行深入交流，希望彼此有更多的合作，共同开发电视剧的中国市场和国际市场。

China Television Drama Production Industry Association (CTPIA for short) is a society of TV drama production organizations in People's Republic of China, working as bridges between Chinese producers and the government, broadcasters as well as the profession all over the whole world.

There are nearly 400 members in the association, who are the most powerful and influential backbones of the television industry in China, taking up two thirds of both TV drama production and broadcasting at prime time.

CTPIA is not only the mastermind and organizer of China (Shenzhen) International TV Drama and TV Program Fair, but also has been devoted in the establishment of the Chinese and Foreign TV Drama Project Introduction Platform. While working on China TV Drama Industry Development Summit Forum, CTPIA is also the main supporter and participant of China International Film & TV Programs Exhibition, Beijing TV Program Market & Exhibition and Shanghai TV Festival.

For the purpose of communication, cooperation and win-win situation, CTPIA has been making friendly exchanges with the profession in the world, and is always expecting deeper communication and more cooperation opportunities to explore domestic and overseas markets of TV drama.



中国电视剧制作产业协会
China Television Drama Production Industry Association



交流

Communicate

合作

Cooperation

共赢

Win-win



中国电视剧制作产业协会

China Television Drama Production Industry Association

Address: 北京市朝阳区下甸甲3号尚8国际广告园1号楼4单元4层A座
1-4-4A Jia No.3 Xiadian, Chaoyang District, Beijing, China

Tel: +86-10-67743880 / 57120512 Fax: +86-10-87514494

Email: ctvda2013@vip.sina.com

Web: www.ctpia.com.cn

