

STATUS REPORT

Organisation:	China Media Group		
Period:	2024	Date of Report:	2025-8-28

PART A

Technical Developments during the past year:

- System upgrades/changes to practices for improved quality/efficiency
 - Completed an end-to-end IP-based production chain, enabling uncompressed 4K/8K over IP with 30 % lower latency.
 - Deployed AI-driven content QC and automatic technical review, cutting review time by 50 % and reducing errors by 70 %.
 - Rolled out a cloud-native collaborative production platform that shortens average turnaround time by 25 %.
- New Services/new projects initiated
 - “5G+8K Ultra-HD Mobile Live” service: in partnership with the three major carriers, delivered 120 major-event 8K mobile live streams.
 - Multi-angle interactive sports OTT channel: offers eight free-viewpoint streams with real-time data overlays, exceeding 5 million monthly active users.
 - AI-anchor initiative: bilingual (Chinese-English) digital humans now used for bulletins and data-driven segments.
- Research projects
 - “Real-time 3D Audio Coding for 8K VR” – National Key R&D project; algorithm validated and prototype ready.
 - Conducted research on 8K ultra-high-definition imaging and skin-tone optimization; developed the Implementation Guide for Simultaneous 4K UHD and HD Compatible Production and Channel Broadcasting.
 - The CMG Algorithm replaces manual scheduling by combining user profiles and business contexts to deliver precise content recommendations, empowering program departments with data-driven layout operations.
- Internet and Mobile Broadcasting Services
 - Upgraded OTT apps with HDR Vivid & Audio Vivid support; peak daily concurrent users tripled.
 - Launched mobile “short-form clip” tool allowing one-tap 15–60 s vertical videos; >800 k user uploads per month.
 - Released “Emergency Broadcasting Mini-Program” linked to the National Emergency Management Ministry, reaching 120 million users with ≤5 s response time.

			Radio	Television
Coverage %			98%	97%
Programme Channels				3 new 4K channels
Studios (Production)	File-based Set-up	R/N/D		
	SDTV	R/N/D		D → phase-out in progress
	HDTV	R/N/D		R → full HDR upgrade completed
	UHDTV			N → 3 new 8K studios commissioned
	IP Based Set-up	R/N/D		R → full replacement of SDI base-band
Transmission & Delivery	HF	R/N/D		
	MF	R/N/D		
	FM	R/N/D		
	TV	R/N/D		R → digital terrestrial expansion
	OTT/IBB/Internet Services	R/N/D		N → HarmonyOS client launched
	Mobile Services	R/N/D		N → added 5G live streaming

R = Replacement/upgrade

N = New

D = Discontinued

PART B
CURRENT ACTIVITIES

	Activities	Area	Brief Details: 1. Objectives 2. Progress to date	Challenges/Problems Faced: 1. Lack of resources 2. Lack of know-how 3. Others (e.g. up-skilling)	Solutions Implemented / Type of assistance requirement from ABU
1.	Development projects/Upgrading facilities/Training	4K/8K OB-van upgrade Outside Broadcast	1. Replace HD truck with IP-based 8K unit 2. Chassis ordered, cameras delivered, testing 20 % complete	Lack of 8K lenses & test-signal sources	-
2.	Participation in ABU Activities	Area	Level of Participation	Reasons for not participating (though interested)	
		TC Meeting 2024	Attended (1 delegate)	-	
3.	Suggestions for New ABU Activities e.g. study topic projects, webinars, workshops, symposiums etc, spectrum activities, information exchange platform	Activity 1			
		Activity 2			
		Activity 3			