

蓝海云平台

北京故事

全球传播效果报告

BON CLOUD (WWW.BON-CLOUD.COM)

Global Distribution Impact Report

Beijing



传播效果概述

1720条、总计时长超过320个小时的各类北京故事在蓝海云平台传播后，被包括美联社、欧洲新闻图片社这样的顶尖国际媒体在内，全球共计超过500家媒体、制作机构播出和采用，覆盖全球86个国家地区、传播直接抵达受众超过2亿，覆盖全球近半数人口，以一种独一无二的传播方式，获取了良好的海外宣传效果。除碎片化内容传播之外，阿联酋CITY7电视台还整栏目采用《北京时间》在其频道的黄金时段每天播出半小时，在当地产生了很大反响。

内容数据



故事量	总时长
1720 条	320.58 小时

媒体采用



532 家	2.25 亿 抵达受众（人）
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传播覆盖

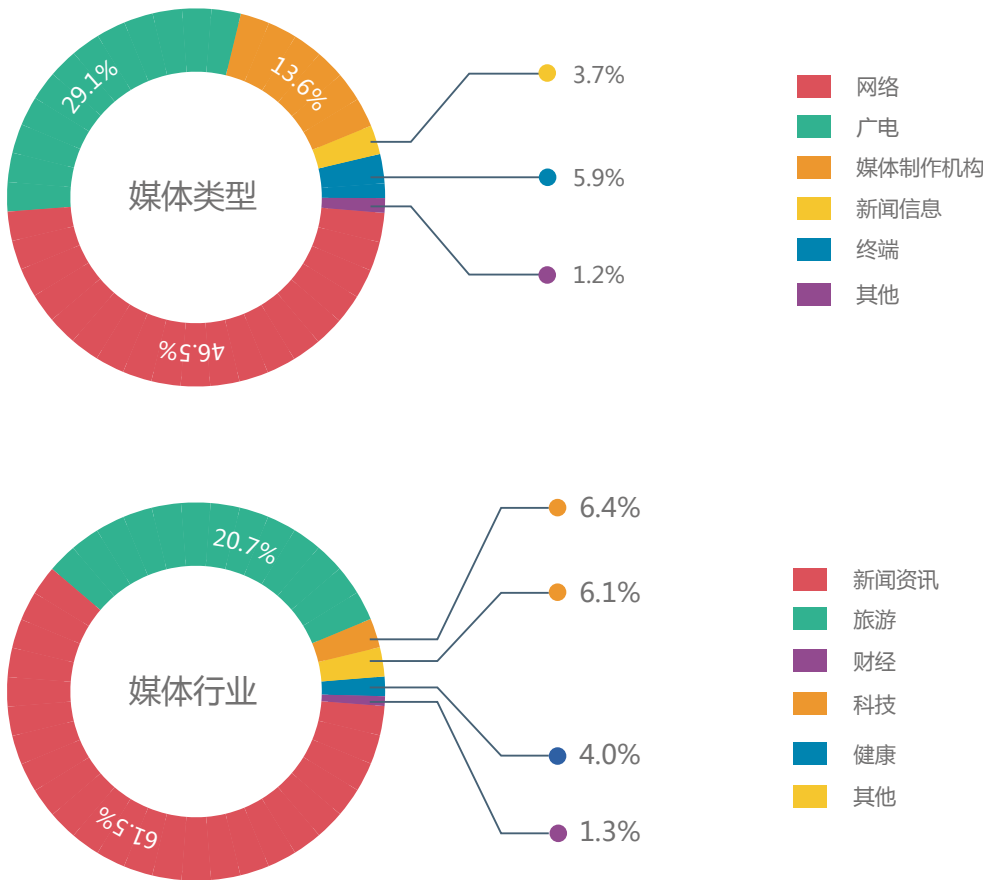


86 国家 / 地区	34.16 亿 覆盖人口
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媒体采用

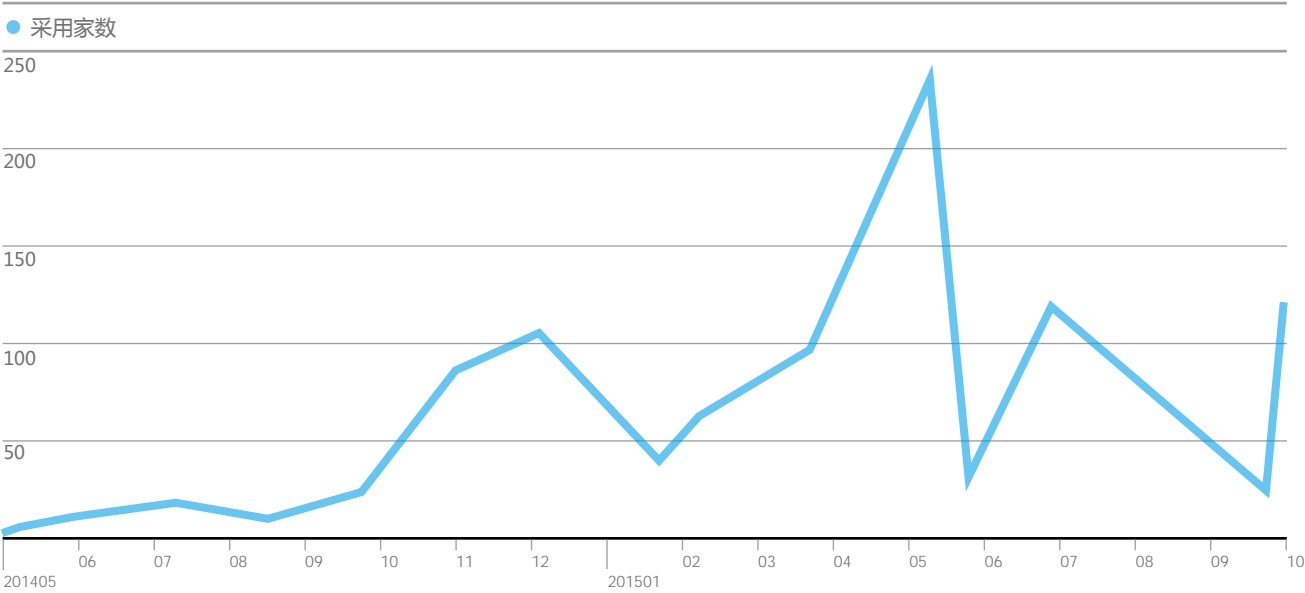


采用媒体类型及所在行业分析



媒体采用分析
采用排行 (TOP 10)

媒体采用趋势图



媒体采用排行 (TOP 10)

排名	传播日期	内容标题	播出、采用家数
1	2015-05-08	美国人泰勒：“青龙峡蹦极嗨翻天”	237
2	2015-06-28	主持人安妮私享之北京集萃	120
3	2015-09-30	北京国际白酒日上的中国精神	118
4	2014-12-02	三分钟艺术	102
5	2015-03-22	外乡人在北京：巴音达莱	99
6	2014-12-30	探秘国际学校在北京	85
7	2015-02-08	胡同里的皮影酒店	67
8	2015-01-22	北京康莱德有机市集	45
9	2015-05-23	京味二重奏之人文粤菜	33
10	2015-09-23	现代电动有轨电车亮相北京	24

十佳采用案例示例

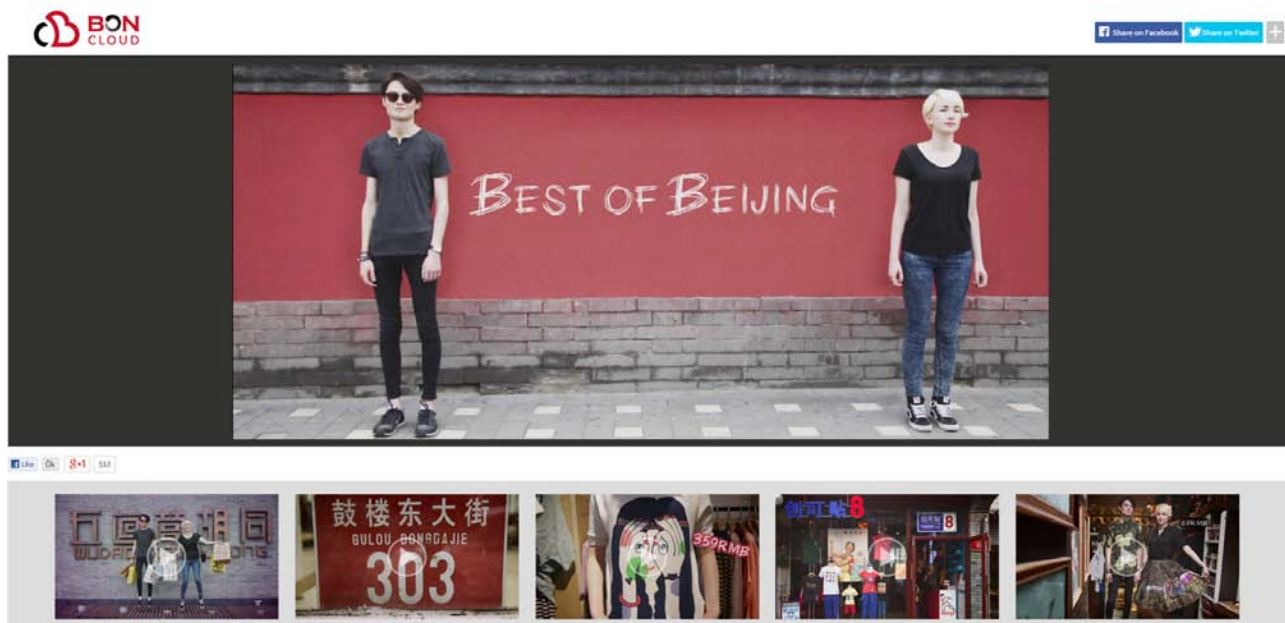
■ 美国人泰勒：“青龙峡蹦极嗨翻天”

美国人泰勒在北京青龙峡蹦极的故事放到蓝海云平台上之后，被 237 家海外媒体播出使用，其中包括英国天空电视、肯尼亚广播公司等知名媒体。有意思的是，泰勒本人以及他的一些亲友不久之后竟然在他们最推崇的美国知名互动新媒体 Business Insider 上意外的看到了自己的故事（Business Insider 是蓝海云用户），感到非常惊喜。许多外国游客也由于被泰勒的节目所吸引，在来北京旅游时特地选择到青龙峡蹦极。



■ 主持人安妮私享之北京集萃

主持人 Annie 和 Sean 带你逛逛他们最喜欢的南锣鼓巷时髦小店，帮你在北京设计一身低于五百元人民币的时尚搭配。



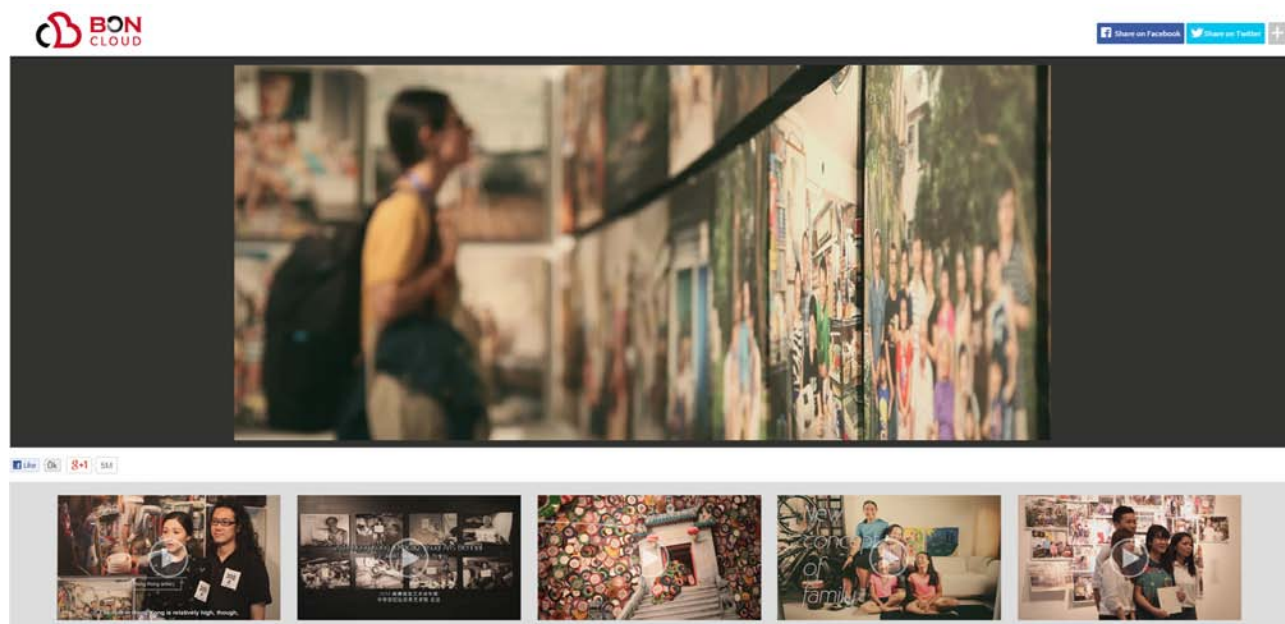
北京国际白酒日上的中国精神

Jim Boyce 创建了“世界白酒日”，该活动致力于将世界各地的城市联合起来，共享这种全球最畅销的烈酒所带来的乐趣。北京当然是这个活动的主场，只有在北京，才能体验中国白酒给你带来的精气神儿！



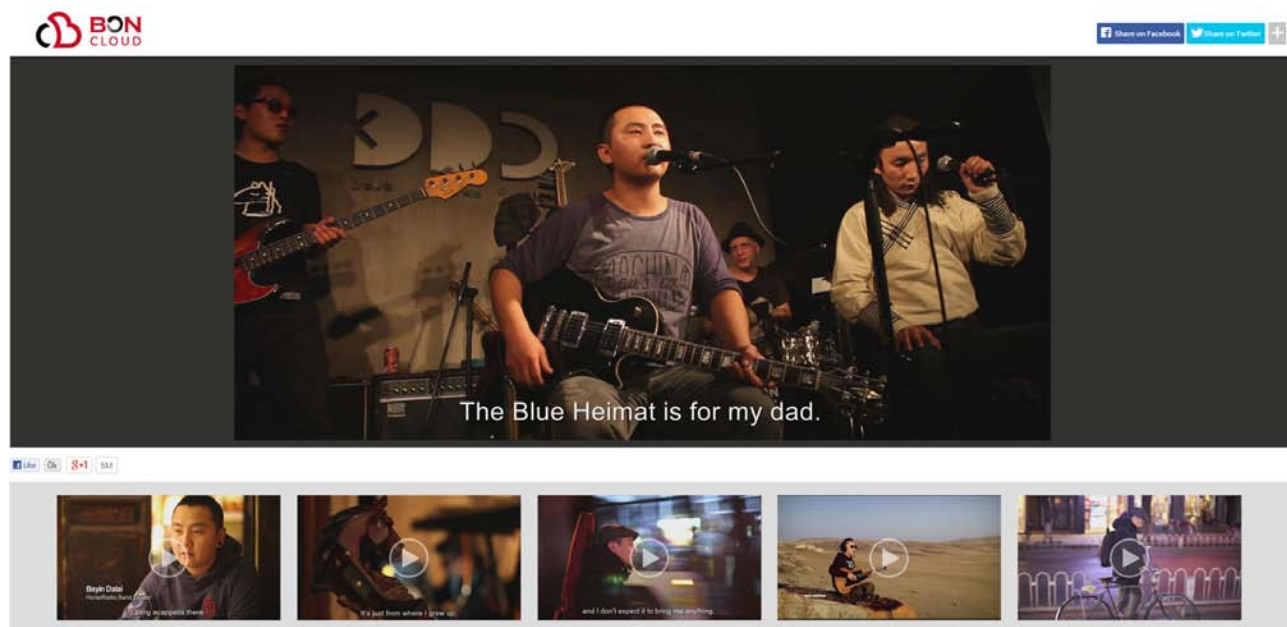
三分钟艺术

2014 年“港澳视觉艺术双年展”在北京举行。来自香港和澳门的艺术家们展出各自的主题作品，以视觉的方式，表达了他们对故国家园、社会变迁以及当下时代的独特感受。



■ 外乡人在北京：巴音达莱

故事围绕外乡人巴音达莱在北京的日常生活，从中表达出他们的生活状况和在社会中发生的问题。



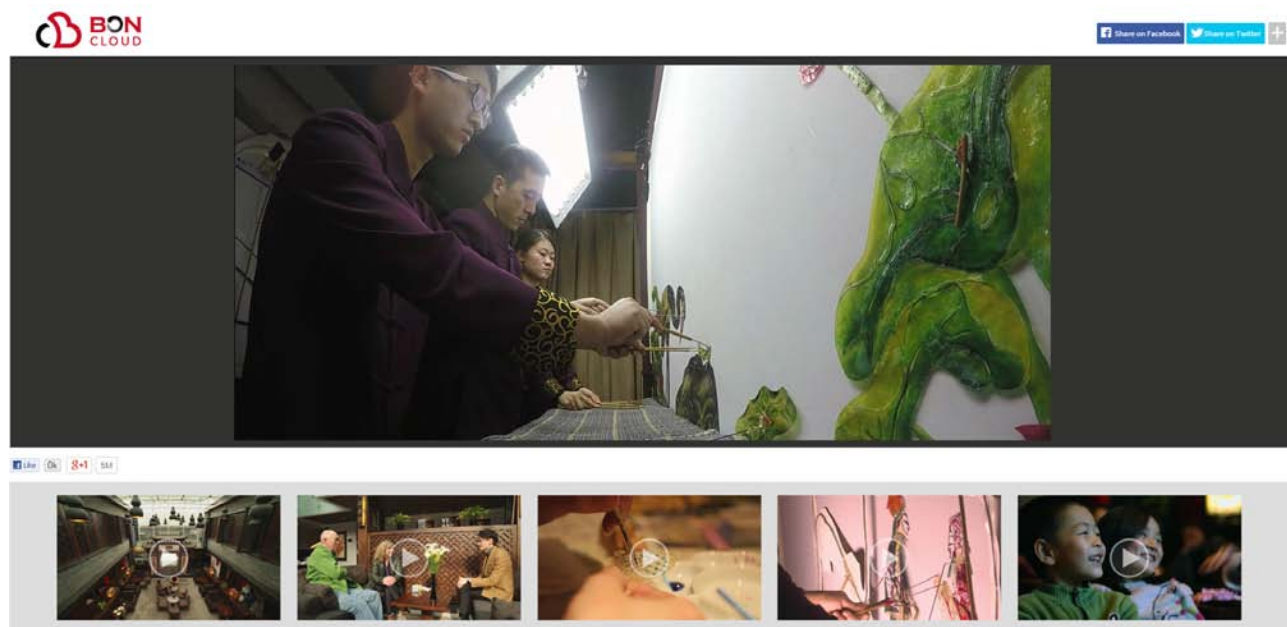
■ 国际学校在北京

北京蒙台梭利国际学校以双语教学为主要特色，让我们看看他们是怎样教学生们在有效的时间里同时掌握英文和中文两种语言的。



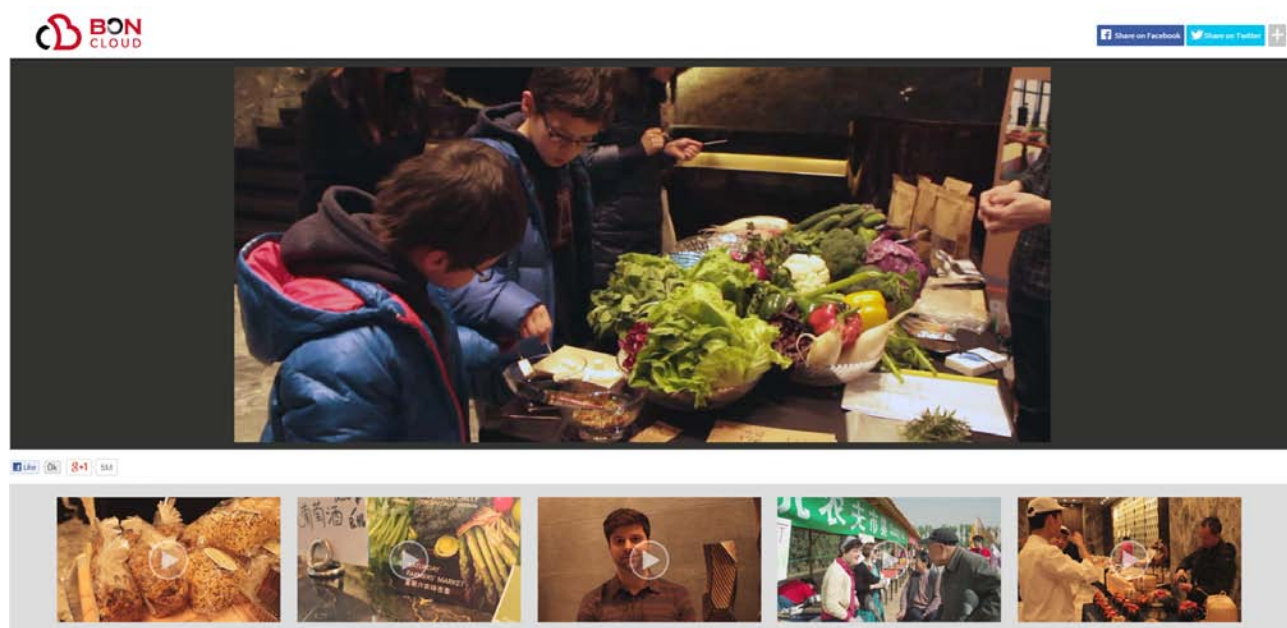
胡同里的皮影酒店

北京什刹海皮影文化主题酒店是一家老北京胡同里的以皮影为主题的酒店。主持人肖恩拜访了这家酒店，观看皮影戏、亲手制作皮影，并同旅客以及酒店老板进行交流，谈及酒店建筑设计以及中华皮影文化传承等诸多话题。



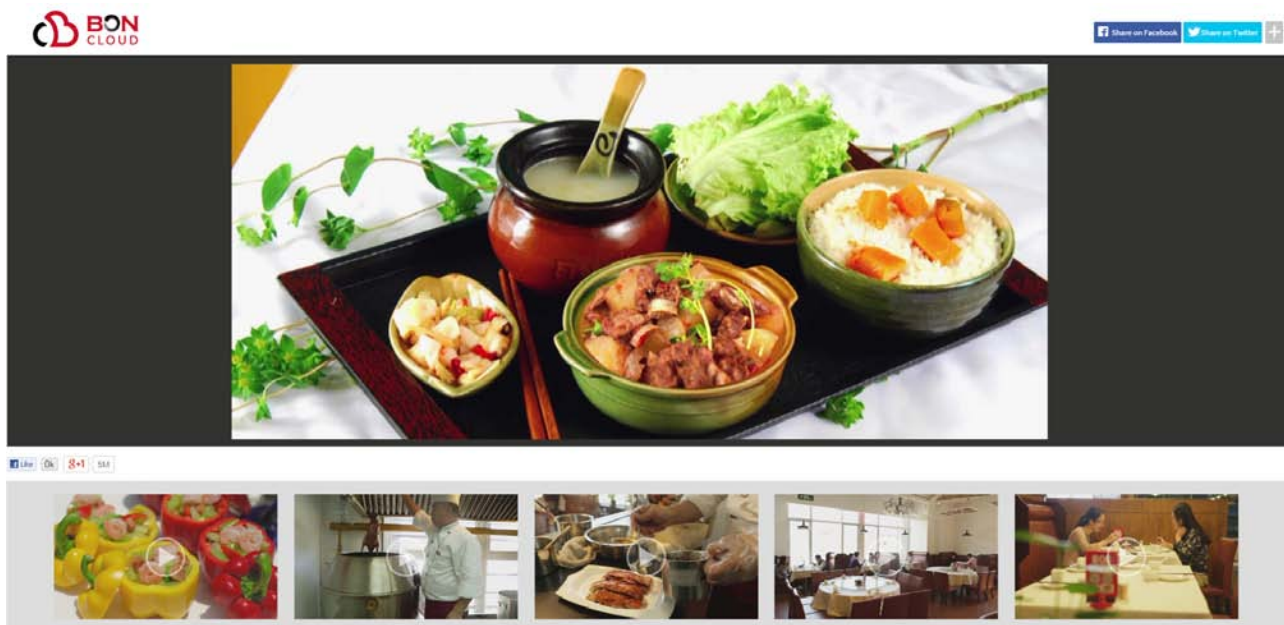
康莱德有机市集

随着对食品安全意识的提高，越来越多的北京人选择了有机食品。北京康莱德酒店和农场合办的有机市集满足了他们的需求。



京味二重奏之人文粤菜

何贤记是北京最受欢迎的连锁餐厅之一，以传统粤菜菜系为主，强调的是正宗的广东口味，回归餐厅的本质，让中外食客大饱口福。



现代电动有轨电车亮相北京

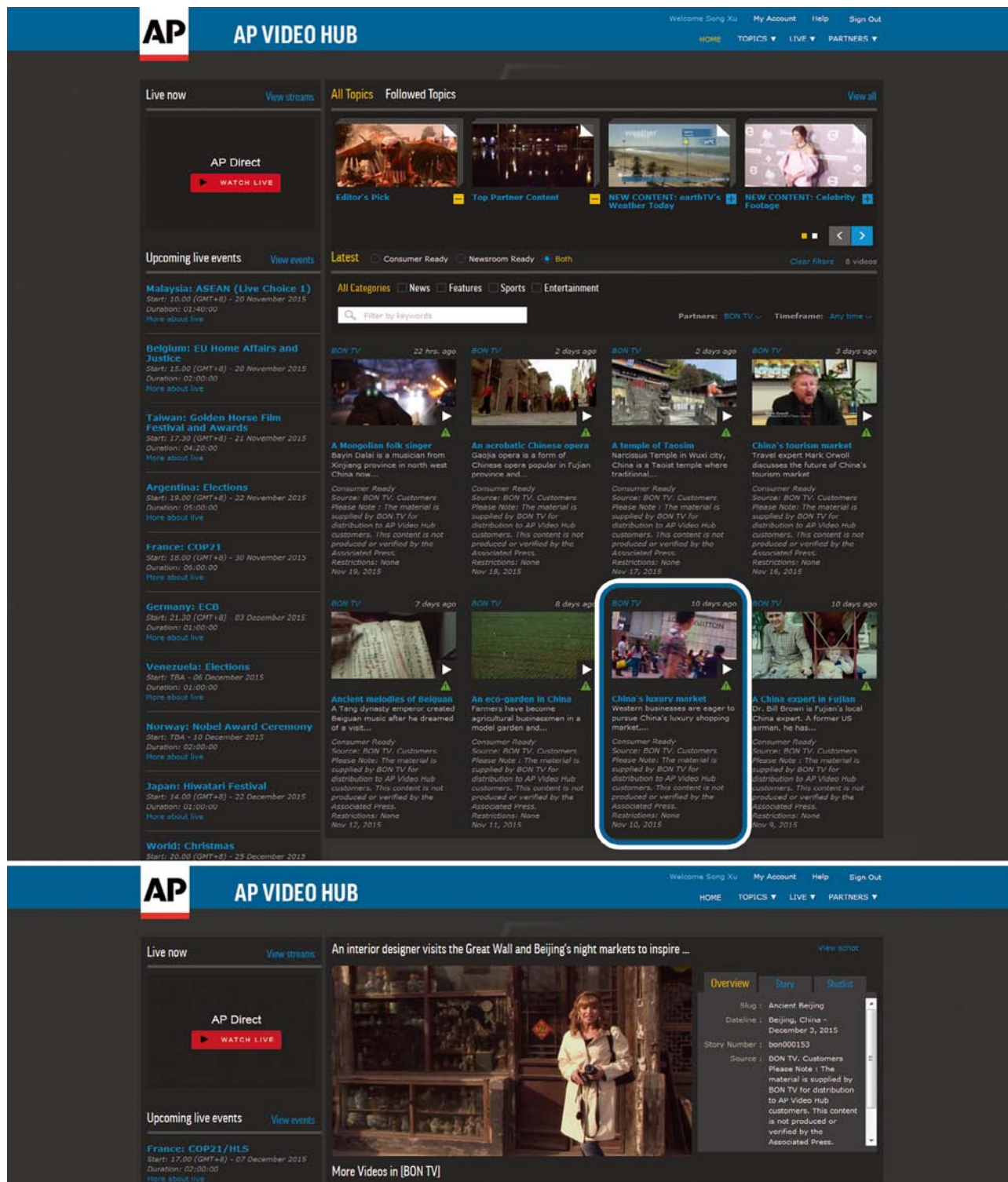
电动公交车在 2015 年北京举行的“消费电子博览会”上展出。新型电力驱动的有轨电车有可能取代传统的公交车。



媒体采用示例

■ 美联社

美国联合通讯社（美联社）是美国最大的通讯社，国际顶尖四大通讯社之一。美联社的全球媒体用户包括 1700 多家报纸，超过 5000 家电视和广播电台。自 2015 年 3 月起，蓝海成为美联社美联电视当时在大中华区唯一的内容合作伙伴，每天向其提供独特的中国内容供其全球用户挑选采用。



阿联酋 City7 电视台

City7电视台是阿联酋本土第一家开通英文频道的电视台。自2015年11月开始，City7电视台开始整栏目采用蓝海云平台上的《北京时间》栏目，每天在其黄金时段播出半小时。

City7电视台的观众遍及阿联酋本土500万户的家庭以及中东和北非约9000万户家庭。除此之外，观众还可通过Showtime, E-vision and Du IPTV收看到City7电视台的节目。在阿联酋主要的连锁酒店以及周边很多海湾国家都有City7电视信号的覆盖。其目标市场群体年龄主要在16到40岁之间，这些人主要包括，顶尖的商业决策者，城市的青年专业人士，学生，家庭主妇以及游客。

City7 电视台播出时刻表

The screenshot shows the City7 Dubai website's program schedule for Tuesday, December 12, 2015. The website has a dark blue header with the City7 Dubai logo and navigation links: Corporate, Distribution, Advertising, and Feedback Form. Below the header is a menu with links: HOME, ABOUT US, PROGRAMS, SCHEDULE, and CONTACT. The 'SCHEDULE' section is active, displaying a grid of program tiles. The 'BEIJING TIME' program is highlighted with a blue border. The schedule is organized by day (Friday to Thursday) and time slots.

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
7NN CONNECTING YOU LOCALLY 7 National News Connecting You Locally 07:00	BEHIND THE SCENES Crimson Peak The Last Witch Hunter Burnt. 09:00	BEIJING TIME Ever evolving city, Beijing Land of something new 09:30	7NN CONNECTING YOU LOCALLY 7 National News Connecting You Locally 10:00	7NN CONNECTING YOU LOCALLY 7 National News Connecting You Locally 10:00	7NN CONNECTING YOU LOCALLY 7 National News Connecting You Locally 10:00	7NN CONNECTING YOU LOCALLY 7 National News Connecting You Locally 10:00
» drive it! Motor Magazine NewCars Reviews Performance 10:30	Venturing Out China's tourist place, business, art & culture. 11:00	UAE WEEKLY People and Places that drive the UAE's success 11:30	CITY CINEMA Week's Top 5 Films Movie Trailers Premier 12:00			

BEIJING TIME 栏目在当地播出



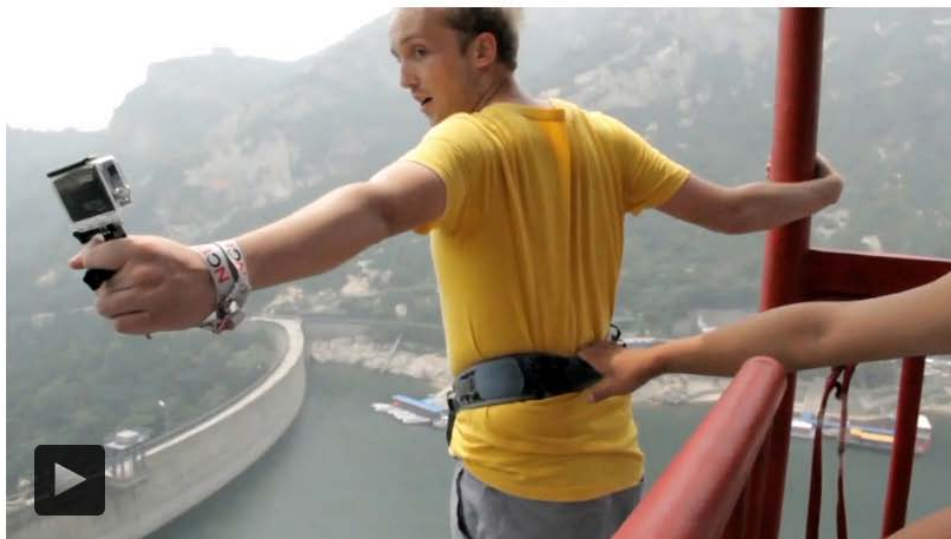
Business Insider

Business Insider 是美国知名的新锐在线新闻平台，同时也是一家关注 IT 和创业的重量级博客媒体。其报道领域非常广泛，涵盖科技、产品、商业趋势、业内动态以及社会生活各个领域的新闻事件等，相比传统的报纸、杂志而言，Business Insider 影响力基本都在线上，是真正意义上的“新媒体”。

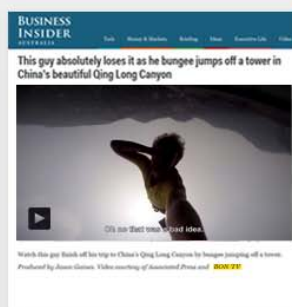
自 2015 年以来，Business Insider 已成为蓝海云平台稳定的海外媒体用户，也采用了不少北京相关内容。



This guy absolutely loses it as he bungee jumps off a tower in Beijing's beautiful Qing Long Canyon



Watch this guy finish off his trip to China's Qing Long Canyon by bungee jumping off a tower.
Produced by Jason Gaines. Video courtesy of Associated Press and **BON TV**



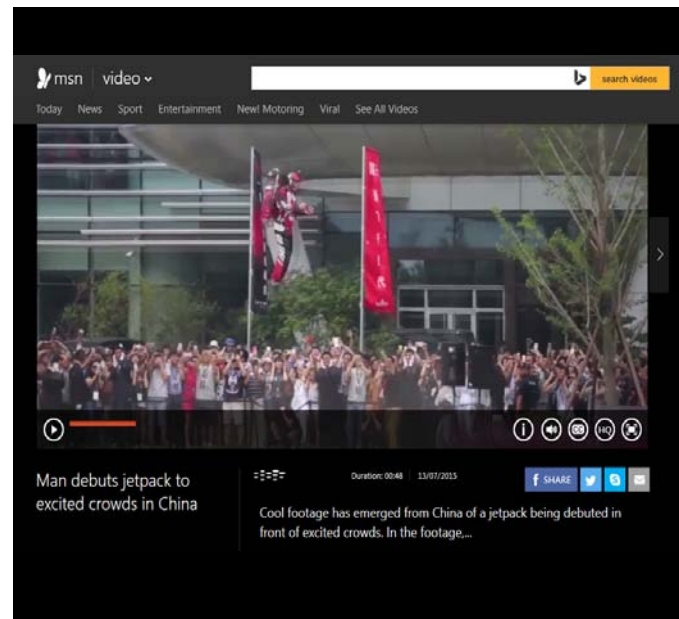
社交媒体平台

不仅在传统的电视媒体以及视频网站上播出，蓝海云上的北京内容还在许多海外流行的视频社交媒体平台上发布、传播。

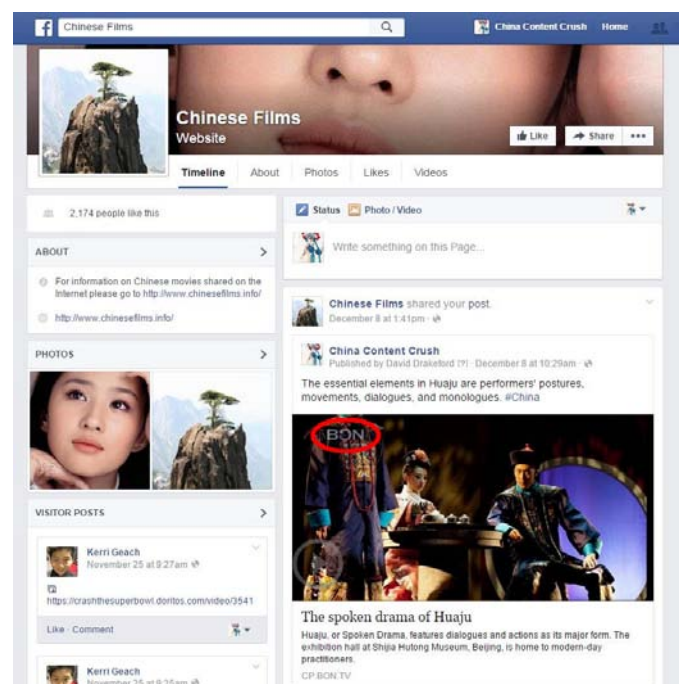
YouTube 发布



MSN 平台采用

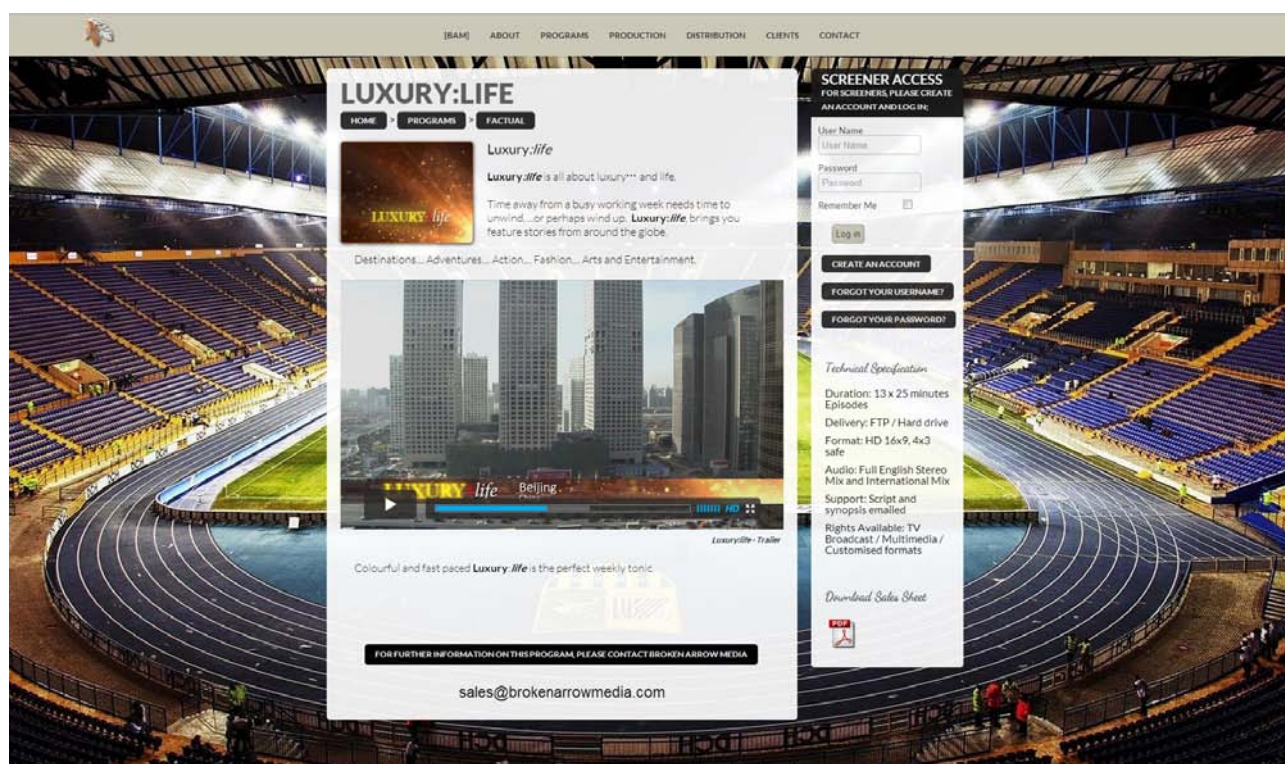


Facebook 转发



媒体制作机构采用示例



澳大利亚媒体制作公司 Astro Media 将蓝海云上传播的北京内容作为部分素材制作了汽车产品系列节目 'ENGINUITY' (共 3 季 12 集)。通过美国发行公司 BIG MEDIA New York 在中东、俄罗斯、非洲和欧洲地区广为发行传播。同时这家公司还以蓝海云北京内容作为部分素材制作了 13 集生活方式类节目《LUXURY LIFE》，通过澳大利亚 Broken Arrow Media 公司发行，在世界各地许多电视台播出。



制作人采用示例

澳大利亚资深电视制作人香农·莫里斯采用部分蓝海云北京内容制作了系列财经中国栏目《China Now》。目前该栏目已在巴布亚新几内亚的国家电视台 EMTV 、以及斐济的 Mai TV 实现周播，不久还将登陆澳大利亚和新西兰的若干电视台播出。

EMTV 播出时刻表

Home Programs Lifestyle Finance Tech Videos Photo Gallery RSS Feeds **EMTV Guide** EMTEK On

EMTV Guide










LATEST Dump Under Construction

EMTV GUIDE

< > 📅

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30-11-2015	01-12-2015	02-12-2015	03-12-2015	04-12-2015	05-12-2015	06-12-2015

Displaying current and upcoming shows only Today's Guide

	06:00 Date: 05-12-2015 EM TV News Replay
	07:00 Date: 05-12-2015 Love World TV
	07:30 Date: 05-12-2015 AOG Cornerstone
	18:00 Date: 05-12-2015 EM TV National News
	18:30 Date: 05-12-2015 China Now
	19:00 Date: 05-12-2015 Hyundai A-League Round 9 Western Sydney vs Brisbane Roar
	21:00 Date: 05-12-2015 Fatherhood
	23:00 Date: 05-12-2015 EM TV News Replay
	23:30 Date: 05-12-2015 Australia Network








媒体机构采用明细列表

广电媒体播出、通讯社发布


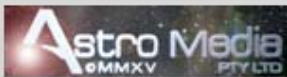










机构标识	机构名称	所在地
	Associated Press TV	全球
	European Pressphoto Agency	全球
	Zoomin.TV	全球
	BON TV	全球
	CITY 7	阿联酋
	EMTV	巴布内亚新几内亚
	People's TV	菲律宾
	Sky News	英国
	Aljazeera	卡塔尔
	GMA	菲律宾
	Nigerian Television Authority	尼日利亚
	Thailand TV Channel 3	泰国
	Fox	美国
	RTM TV	马来西亚
	Kompas TV	印度尼西亚
	Mediacorp	新加坡
	CTV	加拿大
	JXRY TV	荷兰
	CUNY TV	美国
	SPIN TV	印度
	MediaPason Group	意大利
	Gruppo Editoriale Trentino (Trentino TV/TML)	意大利
	Ecuador TV	厄瓜多尔
	AOMEN TV	澳门
	FW TV	阿根廷




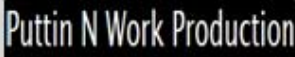








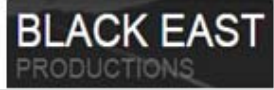



采用 / 使用过蓝海云北京故事的媒体制作机构



数据来源：蓝海云平台后台下载数据

















机构标识	机构名称	所在地
	AAJ News	巴基斯坦
	Stillmax Media	美国
	The Real Desert with Steve Brown	美国
	CAVU Media Works, LLC	美国
	mrgtv	澳大利亚
	Beads Media	印度
	TCBS Productions	美国
	Ramona Bruland LLC	美国
	Channel 7 Australia	澳大利亚
	ABS-CBN News Channel	菲律宾
	Bullseye Productions NZ	新西兰
	Luminous Digital Media	美国
	ASTRO MEASAT BROADCASTING SDN BHD	马来西亚
	Brila 88.9 brila FM	尼日利亚

	Voice of Nigeria	尼日利亚
	CBN Asia, Inc	菲律宾
	Gap Media	阿塞拜疆
	Numidia news tv	阿尔及利亚
	RoadDog	加拿大
	Tele10	卢旺达
	Lcs productions	美国
	Capture Motion Media	美国
	GJIGGY CLIQUE P & D	英国
	NVM Studios	美国
	Red TV Networks	澳大利亚
	Shades Creative Communication	黎巴嫩
	Gbs Tv	肯尼亚
	Slice Of Life Video Features	美国
	Independent	英国
	SoundView Broadcasting	美国


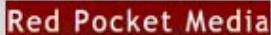














	Black and White Productions	南非
	astro media pty ltd	澳大利亚
	Olive Media	加拿大
	NowTime Productions	加拿大
	Wonderbox Studios	美国
	305 PLP Productions	美国
	Blue Is Charm Entertainment	南非
	Geonew	巴基斯坦
	Real World Photographs Inc	加拿大
	seven of nine productions	南非
	Livestream	美国
	Wired Films	美国
	RoadDog Television	英国
	Paul Kruze Live	美国
	DAAI TV Indonesia	印度尼西亚
	Wooden Pixel Films	印度

	Real World Productions	美国
	Visual Thinking Northwest	美国
	PKR	美国
	Puttin N Work Production	美国
	Radarvision Media	英国
	CBC News Network	加拿大
	Titan Sky Entertainment	美国
	Fox Sports	美国
	The Process Media	美国
	Crank Media	加拿大
	SoulWise Entertainment, LLC	美国
	Humanist Films, LLC	美国
	Blackeast Productions	西班牙
	SEE Entertainment	美国
	Legacies	印度
	4th Nail Productions	美国

	Grace Wong Freelance	英国
	Video production	美国
	LaDoMedia International	美国
	Zoe broadcasting network	菲律宾
	3 minutes West	荷兰
	Presenter Network Ltd.	英国
	stellar pictures	美国
	Associated Press Radio	美国
	Symagemedia	加拿大
	Phillip Wong Productions	美国
	Sugarfree Films Ltd	英国
	Mighty Brave Productions/ Haus of Dada	加拿大
	INFO-TV	立陶宛
	VH1	美国
	Yellow Media Entertainment	英国
	As Produtoras	巴西

	View-Trend* Cinematic Multimedia Works	美国
	Medialinks	美国
	Humanity Pride Productions	美国
	John Pope Productions	美国
	Heller Productions	加拿大
	Interrupt Productions LLC	美国
	Montgomery College Television	美国
	Penoptic Press	南非
	Wide Eye Television Inc.	美国
	TimeLine Media	美国
	One America News Network	美国
	JMG Media	美国
	Hooper Productions	英国
	Artisan Global Media	瑞典
	Omi Tau Productions	英国
	Bell Media	加拿大

	Fazed Pictures	英国
	BauerMedia	英国
	luckyb radio	美国
	blueskiesroom	加拿大
	Prima Donna Productions	美国
	the Good Line	美国
	Fedora Productions	澳大利亚
	Media 1 Productions	英国
	SilverGreen productions	埃及
	Dynamic Media	美国
	Magic Media	文莱
	ON24	美国
	innocast media	印度
	segue741	美国
	Art Not War, LLC	美国
	Fatima Mawas	澳大利亚

	Onion TV	美国
	Red Pocket Media	加拿大
	Powerlunch Production	美国
	Radio pakistan	巴基斯坦
	Jeremy Kohm	美国
	Duffel Films	英国
	Peacock Alley Entertainment	加拿大
	Tamar Productions	美国
	Cicada Music Inc.	加拿大
	CBC	加拿大
	Mystery Substance	加拿大
	FilmGrid	英国
	Origami Entertainment	日本
	Render Digital Media	加拿大
	Blue Door Media	美国
	Fashion Insider	德国

















	Delta TV	希腊
	Images By Luke	美国
	SagittaMedia	英国
	Ecuavisa	厄瓜多尔
	J. Sloan Productions	美国
	Wasif Media	巴基斯坦
	Pakistan Television Corporation	巴基斯坦
	Deepwater Films	英国
	FH Film Ltd.	加拿大
	WGBH	美国
	Total Sports Asia	马来西亚
	Wanderlust Entertainment	德国
	VPEtalent	美国
	9TV	菲律宾
	SELF	美国
	Conquer Films	美国









	Talespin Talkies Pvt Ltd	印度
	Argos	英国
	Radio Television Hong Kong	中国香港
	Bigger Boat Productions	加拿大
FRACTION <small>composer & sound artist</small>	Fraction Music	英国
	NBC Universal	美国
	brandbridge ltd	美国
	Partners in Motion	加拿大
picsfilms	picsfilms	美国
	River of Stone Productions	美国
MIXING ROOTS	Mixed Roots Productions	美国
	Fagan Productions, Ltd.	美国
	Druid	塞尔维亚
	Olive Juice Films	美国
	DiGregorio Productions	美国
	Paranormal Productions	美国
















	TV5	美国
	Bruce Gordon Media	美国
	The Indonesia Channel	印度尼西亚
	Standard Cut Media	英国
	Saetre Film	美国
	MISSION MEDIA/MIDS	美国
	Carpe Diem Films LLC	美国
	Victory Pictures	美国
	Independent Films	英国
	MTVN	英国
	Firewalker Productions	美国
	Blombos Narratives	美国
	Corsini Productions, LLC.	美国
	Discovery Communications	美国
	BC Marketing	英国
	Cultured World	土耳其-伊斯坦布尔

	Cernuto Pizzigoni & Partners	意大利
	Television Media Network	巴基斯坦
	Xcorps TV	美国
	Film Mavens	印度
	TePonui	英国
	Propeller TV	英国
	CBS News	美国
	Nordisk Film TV A/S	丹麦、挪威、瑞典
	Akyia Media Productions	加拿大
	ZoomerMedia / VisionTV	加拿大
	http://enigmaacefilms.com	南非
	GMA News, Inc.	菲律宾
	Well told story	肯尼亚
	O'Brien Worldwide Films	美国
	Summertime Productions	美国
	aideM Media Solutions, Inc.	美国













	VNS 247	南非
	Sahar-tv Network	伊朗
	Tribune Media	美国
	thecoutcompany.com	澳大利亚
	justmedia	美国
	GEO TV	美国
	PTV	巴基斯坦
	Partners Film	加拿大
	Sony Entertainment	美国
	Devex	美国
	PTV World	伊斯兰堡
	Brand New Media	澳大利亚
	Per Ardua Productions	加拿大
	Engramma	意大利
	freelancemanagement.net	澳大利亚
	Green Leaf Entertainment	印度

	Aomen TV	澳门
	Dawnnews	巴基斯坦
	Everlasting Prod	澳大利亚
	Real World Photographs	加拿大
	NOP Films	西班牙
	ntv	肯尼亚
	SABC News	南非
	Tempo Channel	印尼
	Techtube VideoStudio	肯尼亚
	C3 Entertainment	美国
	Footage File	美国
	Times of India	印度
	Star TV	印度
	Corporate Staffing Services	肯尼亚
	Zebra Vision Pty Ltd	澳大利亚
	Creased Pixels	英国











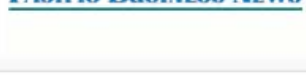



	synergymotion	美国
	IE Business School	西班牙
	Robert Hooman Photography	美国
	ImagineMotion Productions	美国
	Biscardi Creative Media	美国
	Action Marketing Solutions, Inc.	英国
	gran manzana films	美国
	The Dan Abrams Company	美国
	Ad Valorem International	中国
	Taurus Film Productions	美国
	e.tv	南非
	Channel Russia	俄罗斯
	Gallery Productions	美国
	A+N	美国
	Weigel Broadcasting	美国
	http://enigmaacefilms.com	南非















	Flash-Forward Productions	南非
	GALO Magazine	巴西
	7th House Productions	N/A
	Ego Trips Productions	N/A
	Goldilocks Productions	N/A
	ReFlexive Pictures	N/A
	capital tv	N/A
	blacksteps	N/A
	Paper Boat Pictures	N/A
	Biz Kid\$	N/A
	unruly south entertainment	N/A
	Planet Claire	N/A
	META PRODUCTION SDN BHD	N/A
	No If No But Films	N/A
	Honor Rebel Media	N/A















■ 新媒体采用（美国市场）

机构标识	机构名称	所在地	媒体类型	行业	抵达受众 *
	Yahoo! View Release	global	Portal	Media & Information	78,665,007
	Reuters View Release	global	News & Information Service	Financial	753,831
	MarketWatch View Release	United States	News & Information Service	Financial	676,072
	TheStreet.com View Release	United States	Trade Publications	Financial	348,155
	Boston Globe View Release	United States	Newspaper	Media & Information	300,021
	Wichita Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Washington Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Minneapolis / St. Paul Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Triangle Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Business Journal of the Greater Triad Area View Release	United States	Newspaper	Media & Information	186,291
	Tampa Bay Business Journal View Release	United States	Newspaper	Media & Information	186,291
	St. Louis Business Journal View Release	United States	Newspaper	Media & Information	186,291















* 抵达受众：取自每日访问量的预估平均值。同一类型新媒体平台、同一新媒体平台子平台预估平均值大致相同。每日访问量数据来源于全球知名互联网信息服务提供商ComScore。















	South Florida Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Puget Sound Business Journal View Release	United States	Newspaper	Media & Information	186,291
	San Jose Business Journal View Release	United States	Newspaper	Media & Information	186,291
	San Francisco Business Times View Release	United States	Newspaper	Media & Information	186,291
	San Antonio Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Sacramento Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Portland Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Pittsburgh Business Times View Release	United States	Newspaper	Media & Information	186,291
	Business Journal of Phoenix View Release	United States	Newspaper	Media & Information	186,291
	Philadelphia Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Pacific Business News View Release	United States	Newspaper	Media & Information	186,291
	Orlando Business Journal View Release	United States	Newspaper	Media & Information	186,291
	New York Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Nashville Business Journal View Release	United States	Newspaper	Media & Information	186,291















	Business Journal of Greater Milwaukee View Release	United States	Newspaper	Media & Information	186,291
	Memphis Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Business First of Louisville View Release	United States	Newspaper	Media & Information	186,291
	Los Angeles Business from bizjournals View Release	United States	Newspaper	Media & Information	186,291
	Kansas City Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Jacksonville Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Houston Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Denver Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Dayton Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Dallas Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Business First of Columbus View Release	United States	Newspaper	Media & Information	186,291
	Cincinnati Business Courier View Release	United States	Newspaper	Media & Information	186,291
	Chicago Business News View Release	United States	Newspaper	Media & Information	186,291
	Charlotte Business Journal View Release	United States	Newspaper	Media & Information	186,291














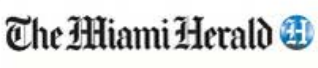
	Business First of Buffalo View Release	United States	Newspaper	Media & Information	186,291
	Boston Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Birmingham Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Baltimore Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Austin Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Atlanta Business Chronicle View Release	United States	Newspaper	Media & Information	186,291
	New Mexico Business Weekly View Release	United States	Newspaper	Media & Information	186,291
	Business Review (Albany) View Release	United States	Newspaper	Media & Information	186,291
	Milwaukee Journal Sentinel View Release	United States	Newspaper	Media & Information	89,728
	KWTV-TV CBS-9 (Oklahoma City, OK) View Release	United States	Broadcast Media	Media & Information	74,823
	KOTV-TV CBS-6 (Tulsa, OK) View Release	United States	Broadcast Media	Media & Information	69,860
	WFMZ-TV IND-69 (Allentown, PA) View Release	United States	Broadcast Media	Media & Information	68,463
	WSFA NBC-12 (Montgomery, AL) View Release	United States	Broadcast Media	Media & Information	58,334
	KHNL-TV NBC-8 (Honolulu, HI) View Release	United States	Broadcast Media	Media & Information	53,513

	WWBT NBC-12 (Richmond, VA) View Release	United States	Broadcast Media	Media & Information	50,215
	KSLA CBS-12 (Shreveport, LA) View Release	United States	Broadcast Media	Media & Information	43,750
	WMC NBC-5 (Memphis, TN) View Release	United States	Broadcast Media	Media & Information	42,122
	WISN NBC-10 (Columbia, SC) View Release	United States	Broadcast Media	Media & Information	40,678
	WAFF NBC-48 (Huntsville, AL) View Release	United States	Broadcast Media	Media & Information	39,084
	WLBT NBC-3 (Jackson, MS) View Release	United States	Broadcast Media	Media & Information	38,932
	WCSC CBS-5 (Charleston, SC) View Release	United States	Broadcast Media	Media & Information	38,370
	WECT NBC-6 (Wilmington, NC) View Release	United States	Broadcast Media	Media & Information	36,644
	WAVE NBC-3 (Louisville, KY) View Release	United States	Broadcast Media	Media & Information	34,502
	KAUZ-TV CBS-6 (Wichita Falls, TX) View Release	United States	Broadcast Media	Media & Information	34,461
	KLTV ABC-7 (Tyler, TX) View Release	United States	Broadcast Media	Media & Information	34,100
	WXIX FOX-19 (Cincinnati, OH) View Release	United States	Broadcast Media	Media & Information	31,932
	WAFB CBS-9 (Baton Rouge, LA) View Release	United States	Broadcast Media	Media & Information	31,546
	KHQ-TV NBC-6 (Spokane, WA) View Release	United States	Broadcast Media	Media & Information	29,862















	KAIT ABC-8 (Jonesboro, AR) View Release	United States	Broadcast Media	Media & Information	29,660
	WVUE-TV FOX-8 (New Orleans, LA) View Release	United States	Broadcast Media	Media & Information	28,163
	WRCB-TV NBC-3 (Chattanooga, TN) View Release	United States	Broadcast Media	Media & Information	27,396
	Daily Herald View Release	United States	Newspaper	Media & Information	27,145
	Marketplace from American Public Media View Release	United States	Broadcast Media	Media & Information	26,736
	WLOX ABC-13 (Biloxi, MS) View Release	United States	Broadcast Media	Media & Information	26,278
	WTOL CBS-11 (Toledo, OH) View Release	United States	Broadcast Media	Media & Information	25,797
	WMBF NBC-32 (Myrtle Beach, SC) View Release	United States	Broadcast Media	Media & Information	25,587
	WDRB FOX-41 (Louisville, KY) View Release	United States	Broadcast Media	Media & Information	25,502
	WCIV-TV ABC-4 (Charleston, SC) View Release	United States	Broadcast Media	Media & Information	25,315
	KFDA CBS-10 (Amarillo, TX) View Release	United States	Broadcast Media	Media & Information	25,152
	WTOC CBS-11 (Savannah, GA) View Release	United States	Broadcast Media	Media & Information	25,043
	WOIO CBS-19 (Cleveland, OH) View Release	United States	Broadcast Media	Media & Information	24,737
	WALB NBC-10 (Albany, GA) View Release	United States	Broadcast Media	Media & Information	24,264










	WBOC CBS-16 (Salisbury, MD) View Release	United States	Broadcast Media	Media & Information	23,454
	KFMB-TV CBS-8 (San Diego, CA) View Release	United States	Broadcast Media	Media & Information	21,905
	KCEN-TV NBC-9 (Temple, TX) View Release	United States	Broadcast Media	Media & Information	21,779
	KPLC NBC-7 (Lake Charles-Lafayette, LA) View Release	United States	Broadcast Media	Media & Information	21,723
	KATV-TV ABC-7 (Little Rock, AR) View Release	United States	Broadcast Media	Media & Information	21,395
	WFIE NBC-14 (Evansville, IN) View Release	United States	Broadcast Media	Media & Information	20,442
	WDAM NBC-7 (Hattiesburg-Laurel, MS) View Release	United States	Broadcast Media	Media & Information	19,828
	KCBD NBC-11 (Lubbock, TX) View Release	United States	Broadcast Media	Media & Information	17,766
	WSET-TV ABC-13 (Lynchburg, VA) View Release	United States	Broadcast Media	Media & Information	16,470
	KFVS CBS-12 (Cape Girardeau, MO) View Release	United States	Broadcast Media	Media & Information	16,007
	KOLD CBS-13 (Tucson, AZ) View Release	United States	Broadcast Media	Media & Information	15,548
	Press-Enterprise View Release	United States	Newspaper	Media & Information	14,626
	KBMT-TV ABC-12 (Beaumont, TX) View Release	United States	Broadcast Media	Media & Information	14,366
	WBOY-TV NBC-12 (Clarksburg, WV) View Release	United States	Broadcast Media	Media & Information	10,042














	KTRE ABC-9 (Lufkin, TX) View Release	United States	Broadcast Media	Media & Information	10,031
	WFMJ-TV NBC-21 (Youngstown, OH) View Release	United States	Broadcast Media	Media & Information	10,001
	KWES-TV NBC-9 (Midland, TX) View Release	United States	Broadcast Media	Media & Information	9,456
	WTRF-TV CBS-7 (Wheeling, WV) View Release	United States	Broadcast Media	Media & Information	9,251
	WTVM ABC-9 (Columbus, GA) View Release	United States	Broadcast Media	Media & Information	7,976
	Spoke View Release	United States	News & Information Service	Business Services	7,042
	WVNS-TV CBS-59 (Ghent, WV) View Release	United States	Broadcast Media	Media & Information	6,725
	KIII-TV ABC-3 (Corpus Christi, TX) View Release	United States	Broadcast Media	Media & Information	5,139
	KXXV-TV ABC-25 (Waco, TX) View Release	United States	Broadcast Media	Media & Information	4,501
	WRAL-TV CBS-5 (Raleigh, NC) View Release	United States	Broadcast Media	Media & Information	4,113
	Street Insider View Release	United States	Trade Publications	Financial	4,113
	Star Tribune (Minneapolis, MN) View Release	United States	Newspaper	Media & Information	4,113
	FinancialContent - PR Newswire View Release	United States	News & Information Service	Media & Information	4,113
	Oklahoman (Oklahoma City, OK) View Release	United States	Newspaper	Media & Information	4,113















	Long Beach Press-Telegram (Long Beach, CA) View Release	United States	Newspaper	Media & Information	4,113
	Santa Cruz Sentinel (Santa Cruz, CA) View Release	United States	Newspaper	Media & Information	4,113
	Inside Bay Area View Release	United States	Newspaper	Media & Information	4,113
	Contra Costa Times View Release	United States	Newspaper	Media & Information	4,113
	The State (Columbia, SC) View Release	United States	Newspaper	Media & Information	4,113
	Olympian (Olympia, WA) View Release	United States	Newspaper	Media & Information	4,113
	Sun Herald (Biloxi, MS) View Release	United States	Newspaper	Media & Information	4,113
	Fort Worth Star-Telegram (Fort Worth, TX) View Release	United States	Newspaper	Media & Information	4,113
	Tribune (San Luis Obispo, CA) View Release	United States	Newspaper	Media & Information	4,113
	The Sacramento Bee View Release	United States	Newspaper	Media & Information	4,113
	News Tribune (Tacoma, WA) View Release	United States	Newspaper	Media & Information	4,113
	News & Observer (Raleigh, NC) View Release	United States	Newspaper	Media & Information	4,113
	The Sun News (Myrtle Beach, SC) View Release	United States	Newspaper	Media & Information	4,113
	Miami Herald View Release	United States	Newspaper	Media & Information	4,113

	Telegraph-Macon (Macon, GA) View Release	United States	Newspaper	Media & Information	4,113
	Columbus Ledger-Enquirer (Columbus, GA) View Release	United States	Newspaper	Media & Information	4,113
	Lexington Herald-Leader (Lexington, KY) View Release	United States	Newspaper	Media & Information	4,113
	Kansas City Star View Release	United States	Newspaper	Media & Information	4,113
	Wichita Eagle (Wichita, KS) View Release	United States	Newspaper	Media & Information	4,113
	Island Packet (Bluffton, SC) View Release	United States	Newspaper	Media & Information	4,113
	Centre Daily Times View Release	United States	Newspaper	Media & Information	4,113
	Bradenton Herald (Bradenton, FL) View Release	United States	Newspaper	Media & Information	4,113
	The Bellingham Herald View Release	United States	News & Information Service	Media & Information	4,113
	Belleville News-Democrat View Release	United States	Newspaper	Media & Information	4,113
	The Daily Herald View Release	United States	Newspaper	Media & Information	4,113
	Rockford Register Star View Release	United States	Newspaper	Media & Information	4,113
	Value Investing News View Release	United States	News & Information Service	Financial	4,113
	Buffalo News (Buffalo, NY) View Release	United States	Newspaper	Media & Information	4,113

	KSWO-TV ABC-7 (Lawton, OK) View Release	United States	Broadcast Media	Media & Information	3,337
	KUSI-TV IND-51 (San Diego, CA) View Release	United States	Broadcast Media	Media & Information	2,848
	KYTX CBS-19 (Tyler, TX) View Release	United States	Broadcast Media	Media & Information	2,707
	KTVN-TV CBS-2 (Reno, NV) View Release	United States	Broadcast Media	Media & Information	2,453
	WICU-TV NBC-12 (Erie, PA) View Release	United States	Broadcast Media	Media & Information	2,423
	KX News - KXMB / KXMC / KXMA / KXMD View Release	United States	Broadcast Media	Media & Information	2,363
	WLNE-TV ABC-6 (Providence, RI) View Release	United States	Broadcast Media	Media & Information	2,344
	KNDO-TV NBC / KNDU-TV NBC (Kennewick, WA) View Release	United States	Broadcast Media	Media & Information	1,956
	KEYC-TV CBS-12 / FOX-12 (Mankato, MN) View Release	United States	Broadcast Media	Media & Information	1,864
	KMEG-TV CBS-14 (Sioux City, IA) View Release	United States	Broadcast Media	Media & Information	1,863
	KTEN NBC-10 (Denison, TX) View Release	United States	Broadcast Media	Media & Information	1,225
	Journal Online Philippines View Release	Philippines	News & Information Service	Media & Information	967
	WAND-TV NBC-17 (Decatur, IL) View Release	United States	Broadcast Media	Media & Information	866
	WFXG-TV FOX-54 (Augusta, GA) View Release	United States	Broadcast Media	Media & Information	850

	WXTX-TV FOX-54 (Columbus, GA) View Release	United States	Broadcast Media	Media & Information	Not available
	WSFX-TV FOX-26 (Wilmington, NC) View Release	United States	Broadcast Media	Media & Information	Not available
	WFLX FOX-29 (West Palm Beach, FL) View Release	United States	Broadcast Media	Media & Information	Not available
	WBCB-TV CW-21 (Youngstown, OH) View Release	United States	Broadcast Media	Media & Information	Not available
	KQCW CW-12/19 (Tulsa, OK) View Release	United States	Broadcast Media	Media & Information	Not available
	Tidbits of Experience View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	Our Good Life View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	Steel Technology View Release	global	Trade Publications	Heavy Industry	Not available
	The State Journal (Charleston, WV) View Release	United States	Newspaper	Media & Information	Not available
	KFMB 100.7 Jack-FM (San Diego, CA) View Release	United States	Broadcast Media	Media & Information	Not available
	ProfitQuotes View Release	United States	News & Information Service	Financial	Not available
	NebraskaTV (Kearney, NE) View Release	United States	Broadcast Media	Media & Information	Not available
	WGFL-TV CBS-4 (Gainesville, FL) View Release	United States	Broadcast Media	Media & Information	Not available
	WTLH-TV FOX-49 (Tallahassee, FL) View Release	United States	Broadcast Media	Media & Information	Not available

	WOLF-TV FOX-56 (Wilkes-Barre, PA) View Release	United States	Broadcast Media	Media & Information	Not available
	WPFO-TV FOX-23 (Portland, ME) View Release	United States	Broadcast Media	Media & Information	Not available
	WDSI-TV FOX-61 (Chattanooga, TN) View Release	United States	Broadcast Media	Media & Information	Not available
	Motherhood Full of Dreams View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	KUAM-TV NBC-8 / CBS-11 (Hagatna, Guam) View Release	United States	Broadcast Media	Media & Information	Not available
	KFRE-TV CW-59 (Fresno, CA) View Release	United States	Broadcast Media	Media & Information	Not available
	KLKN ABC-8 (Lincoln, NE) View Release	United States	Broadcast Media	Media & Information	Not available
	KFVE MyNetworkTV-5 (Honolulu, HI) View Release	United States	Broadcast Media	Media & Information	Not available
	Giveaway Bandit View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	KTVG-TV FOX-17 / KSNB-TV FOX-4 (Kearney, NE) View Release	United States	Broadcast Media	Media & Information	Not available
	WBOC-TV FOX-21 (Salisbury, MD) View Release	United States	Broadcast Media	Media & Information	Not available
	KFJX-TV FOX-14 (Pittsburg, KS) View Release	United States	Broadcast Media	Media & Information	Not available
	WUPV-TV CW-65 (Ashland, VA) View Release	United States	Broadcast Media	Media & Information	Not available
	KXVO-TV CW-15 (Omaha, NE) View Release	United States	Broadcast Media	Media & Information	Not available

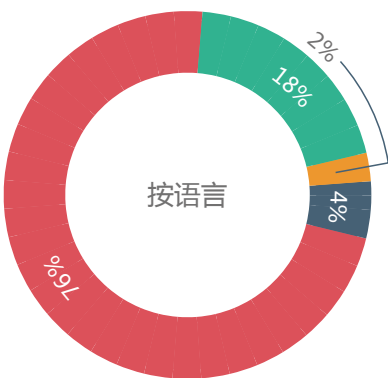
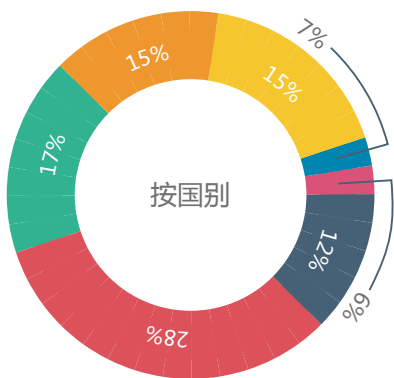
	WLTZ-TV CW-38 (Columbus, GA) View Release	United States	Broadcast Media	Media & Information	Not available
	WOIO-TV CBS-19 (Cleveland, OH) View Release	United States	Broadcast Media	Media & Information	Not available
	KAZT IND-7 (Phoenix/Prescott, AZ) View Release	United States	Broadcast Media	Media & Information	Not available
	American Business Television View Release	United States	Broadcast Media	Media & Information	Not available
	KRHD-TV ABC-40 (Bryan-College Station, TX) View Release	United States	Broadcast Media	Media & Information	Not available
	KFMB 760-AM (San Diego, CA) View Release	United States	Broadcast Media	Media & Information	Not available
	Real Entertainment News View Release	United States	Blog	Entertainment	Not available
	StockNod View Release	United States	News & Information Service	Financial	Not available
	Panorama Daily View Release	global	News & Information Service	Media & Information	Not available
	Operation Deepdown View Release	United States	News & Information Service	Media & Information	Not available
	My Silly Little Gang View Release	United States	Blog	Retail & Consumer	Not available
	Lynchburg Mama View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	KSTC-TV IND-45 (Saint Paul, MN) View Release	United States	Broadcast Media	Media & Information	Not available
	Wall Street Select View Release	United States	News & Information Service	Financial	Not available

蓝海云平台专区访问统计

42.1 万次
总访问量

3878.1 小时
总访问时间

访问来源统计



- 美国

■ 巴基斯坦

■ 印度

■ 南非

■ 菲律宾

■ 马来西亚

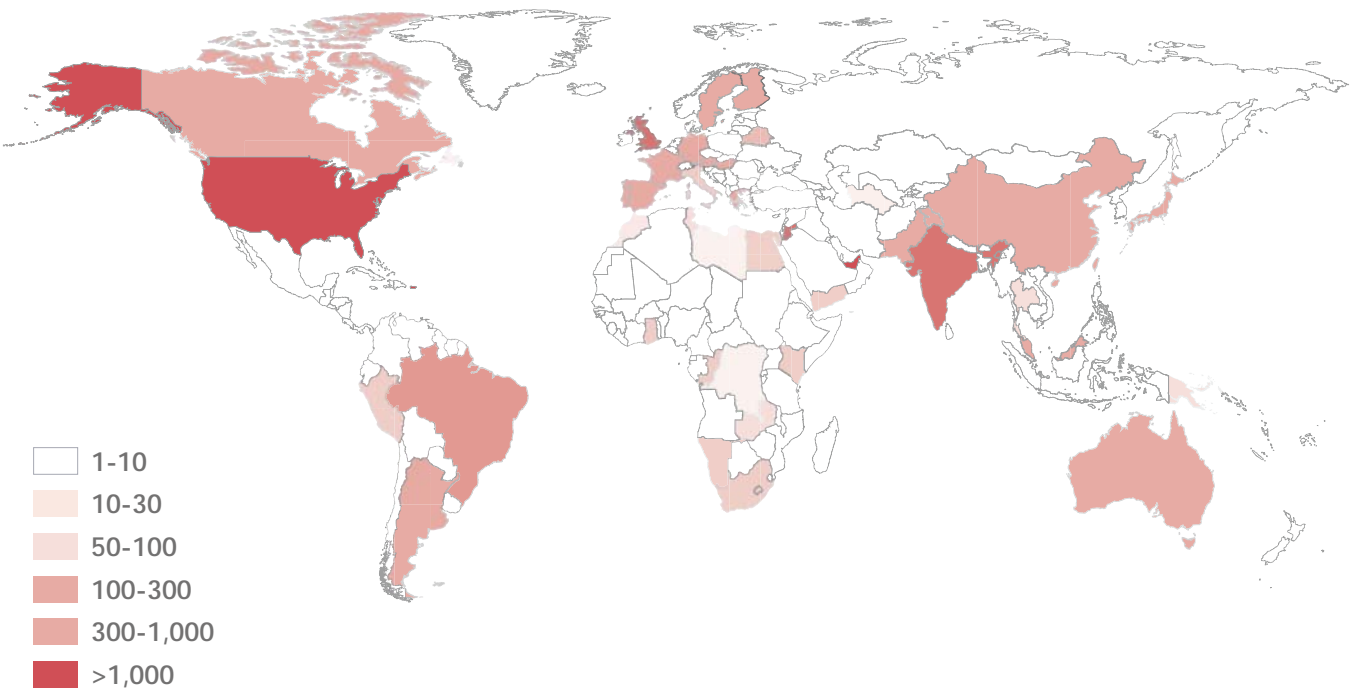
■ 其他 (孟加拉国 / 英国 / 新加坡 / 中国)
- 美式英文

■ 英式英文

■ 西班牙语

■ 其他 (繁体中文 / 简体中文 / 阿拉伯文 / 法文 / 印度尼西亚文 / 葡萄牙文 / 意大利文)

按全球地域分布



媒体 / 受众反馈

媒体用户评价

“ 蓝海云上的北京故事题材广泛，角度新颖，十分贴近生活，生动的从各方面展现了北京作为国际大都市的各种风貌，可以帮助阿联酋人民更好的了解中国，了解北京。 ”

---Michael Pansini, 阿联酋 City7 电视台

“ 尽管许多像 BBC、CNN、半岛电视台这样的大型国际媒体机构都在北京设有采访机构，但他们的关注点都比较“宏大”，与我们这些中小型媒体的关注点很多时候是不一样的。我们更喜欢报道一些“小事”，折射中国普通人生活的方方面面。而蓝海云上的北京内容大多数恰恰是“以小见大”，与我们的诉求不谋而合，为我们报道这些民生选题提供了更好的选择。”

---Robert Ingrisano, 独立制作人

“ 在我制作的不少作品中我都将蓝海云上下载的北京内容用做了素材。这些内容制作精良，专业度很高，完全能够符合我的制作需要，为我节省了大量制作成本。 ”

---Andrew Thomson, Astro 传媒制作

“ 蓝海云上的北京内容选题十分丰富，大到历史、经济议题，小到菜市场的价格波动应有尽有，更难得可贵的是这些短小精悍的内容制作精良，图文并茂，英文表达也十分地道。如果可能，我想与蓝海云一直保持这样的合作关系。”

---Shannon Morris, 澳大利亚绿叶传媒

“ 蓝海云故事讲述的很好，让人不禁想希望了解故事背后更深层次和更广泛的内容 —— 期待后续会有一系列有关涉及各种主题的故事。 ”

---Simon Grome, 拍摄亚洲（缅甸）

受众 / 观众评价

“ 蓝海云上的北京故事深深地吸引了我。通过这些故事我看到了片中的一个北京人的生活，他们有着怎样的工作，他们有着怎样的感情。他们在属于自己的环境中书写着自己的各种人生故事。 ”

---Nick Davies-Jones, 英国，制作人 / 时事评论员

“ 我很喜欢蓝海云平台上的一个个有趣的北京故事，他们合乎逻辑，表达流畅，很吸引西方观众，并让人想更多地探索这个城市，了解当地人的风土人情。 ”

---Nicholas Tsapakidis, 澳大利亚，撰稿人

“ 精彩的故事，和我所熟悉的一切都不相同。我迫不及待地想看下一集！这样的内容很容易让人理解，我想看更多...”

---Max Thomas-Edmond, 新西兰，编辑 / 撰稿人

传播评价及策略建议

传播评价

“讲好中国故事”一直是一个重大的命题，也是一个难题。蓝海云将自己定位为“媒体的媒体”，试图从模式上彻底解决这一难题：通过多样化的媒体合作方式整合各国媒体传播渠道和资源，为中国内容走出去提供一种高效和规模化的传播解决方案。比如该报告中显示，1700 多条短小精彩的北京故事，以视听图文形态，通过蓝海云上的数以千计的海外媒体合作伙伴，其中不乏美联社、欧洲图片新闻社这样的国际顶尖媒体，传播到了分布在全球 86 个国家和地区超过 2 亿的受众中，传播覆盖全球近半数的人口。这是一个了不起的突破，是传统的传播模式无法实现的。

传播本是一份很难量化效果的事业，尤其是对外传播，长期无法解决效果衡量的问题。蓝海敢为人先，敢于以详实的数据，摆数字，讲效果，源于其对海外传播之道的深刻理解，以及三十多年从事国际传播事业厚积薄发而来的深深自信。正是凭着这份专业度和自信，蓝海成为近年来在国际传播领域为数不多先行者和领军人物，将国际传播事业逐步做向深入，也为与其合作的各方伙伴回馈了最大化的价值。

策略建议

“视频讲故事”是当今传播研究领域公认的最具效力的传播手段之一。随着移动互联时代的来临，视频故事应更加短小精悍碎片化，整合各种传播渠道实现协同传播。

故事内容的选题也同等重要。一个抓眼球、显新意、饱含信息量、正中受众下怀的选题，可以帮助内容通过渠道的优势实现传播效果几何级的提升，甚至有可能蔓延产生爆炸式的传播效果。



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