

蓝海云平台

贵阳故事

全球传播效果报告

BON CLOUD (WWW.BON-CLOUD.COM)

Global Distribution Impact Report

Guiyang



传播效果概述

43 条共计 180 多分钟的贵阳故事在蓝海云平台传播后，被 213 家各种类型的海外媒体采用传播，抵达受众近 1 亿、覆盖人口超过 8 亿，以一种独一无二的传播方式，获取了良好的海外宣传效果。

内容数据



故事量

43
条

总时长

187.5
分钟

媒体采用



213
家

9300 万
抵达受众（人）

传播覆盖



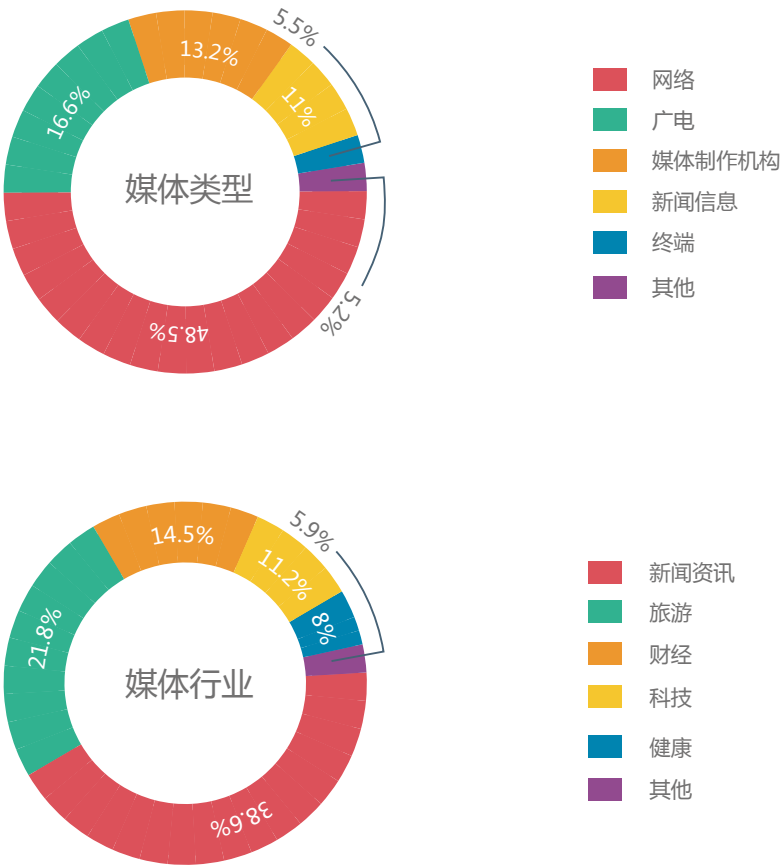
31
国家 / 地区

8.53 亿
覆盖人口

媒体采用

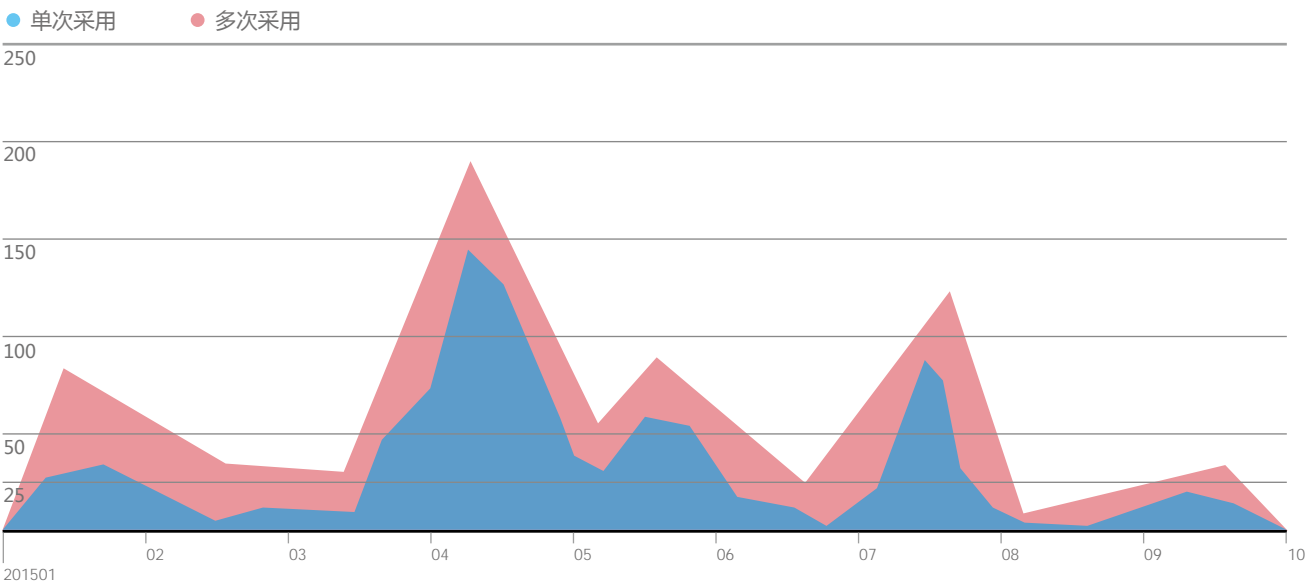


采用媒体类型及所在行业分析



媒体采用分析 采用排行 (TOP 10)

媒体采用分析



媒体采用排行 (TOP 10)

排名	传播日期	内容名称	采用家数
1	2015-04-06	雷山斗牛：你从未见过的中国式斗牛	198
2	2015-07-23	长宴：一种至今流传在贵阳苗族原住民中的传统习俗	132
3	2015-05-18	探访中国古代圣贤的内心是怎样一种体验？	89
4	2015-01-13	酸辣之间的较量——贵州菜 EP1	72
5	2015-05-05	贵阳布依族的酒文化	53
6	2015-09-20	街头奇景：贵阳神秘背篋人	42
7	2015-02-16	老外戴蒙的侗村之旅	30
8	2015-06-26	中国城市希望通过大数据技术拓展智慧旅游	26
9	2015-03-09	梦幻之地：贵阳 1958	24
10	2015-08-02	笔尖上的贵阳	12

十佳采用案例示例

■ 雷山斗牛：你从未见过的中国式斗牛

斗牛并非只有西班牙才有，贵州雷山苗族人也同样喜爱斗牛，已有超过 400 年的历史，是苗族人过年的保留项目。苗族人会把牛当成宠物来喂养，牛王在苗寨更是有着崇高的地位，去世后会获得全村人的厚葬。雷山人的斗牛经验十分丰富，说起来都头头是道。



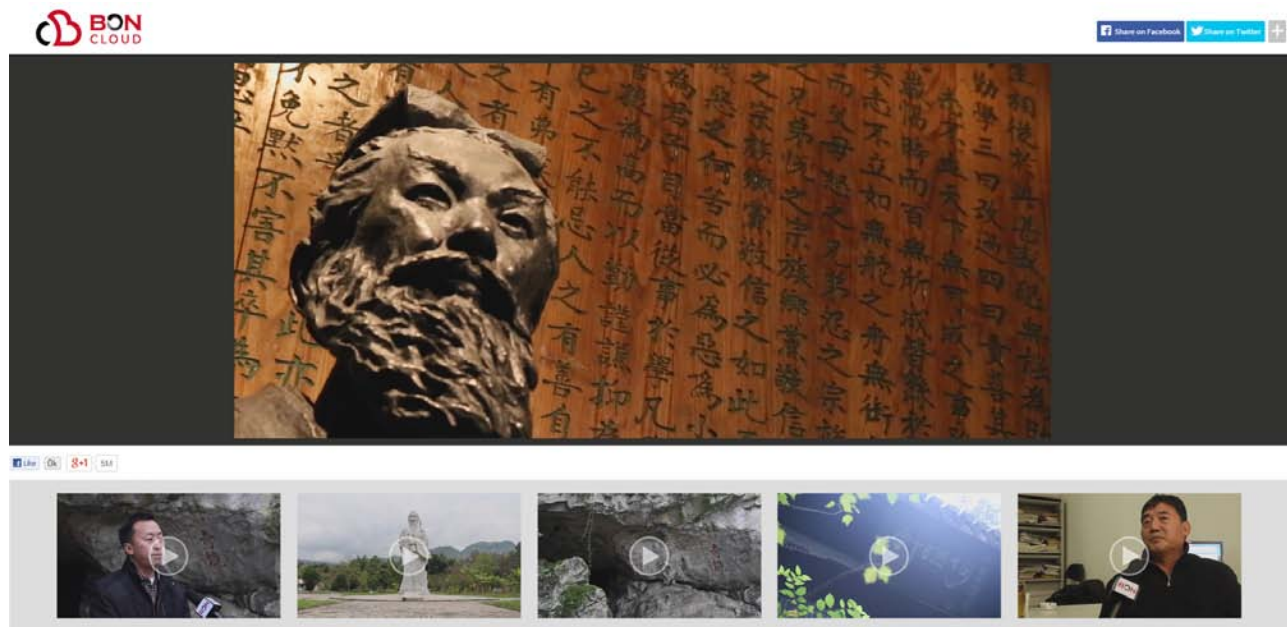
■ 长宴：一种至今流传在贵阳苗族原住民中的传统习俗

苗族，是生活在中国西南部的一支颇具神秘色彩的少数民族。在贵阳附近的一些村寨中，许多苗族原住民仍保留着一些本民族特有的习俗。长宴，就是这些古朴习俗中具有代表性的一种。



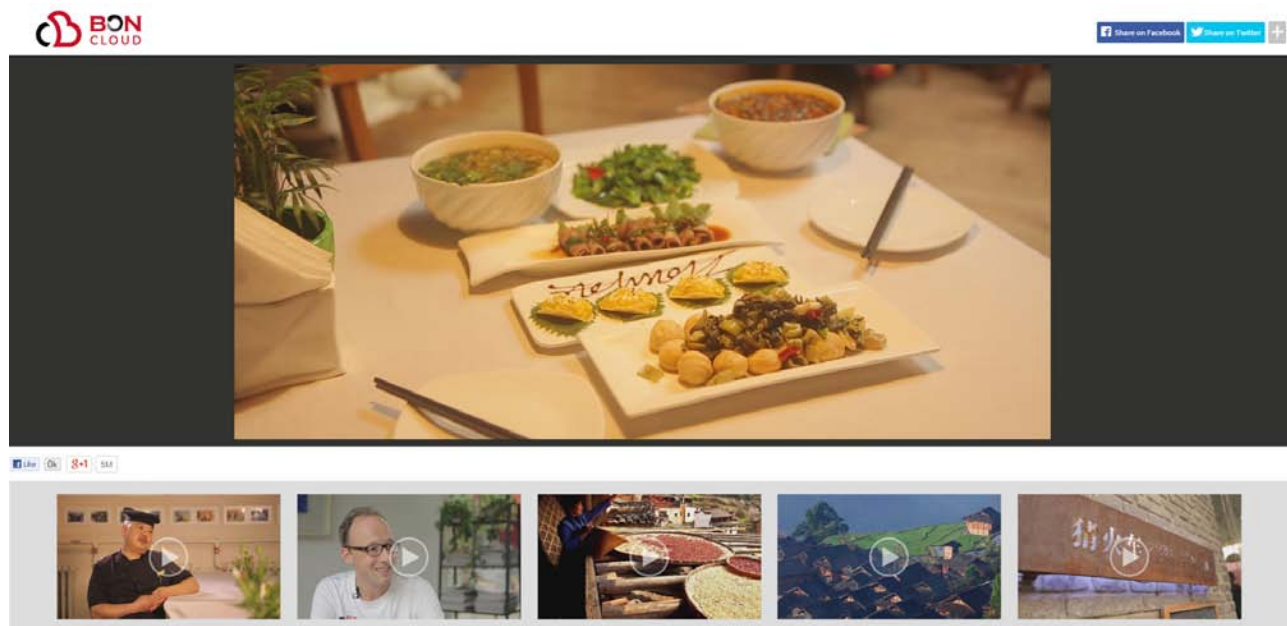
■ 探访中国古代圣贤的内心是怎样一种体验？

“圣贤”王阳明被贬至贵阳龙场后，历经生存之艰险，饱受仕途失意、思念亲人的百般愁苦。但他并没选择在逆境中沉沦，反而坚持读书学习，教书育人，终于获得了心学的大顿悟，史称“龙场悟道”。



■ 酸辣之间的较量——贵州菜 EP1

贵州菜的烹饪方式源于中国贵州省，酸和辣的复合口感是它最主要的特色。食材的采集也秉承新鲜和自然为主。



■ 贵阳布依族的酒文化

布依族长居贵阳市北部的山区，是中国的 56 个民族中第 11 大民族，他们还因酿酒而闻名于世。和许多中国的少数民族一样，酒在布依族人日常生活中扮演着重要的角色，布依族人会酿酒、好饮酒，酒不仅是布依族家庭的日常必备品，更是他们在节日盛宴及待客时必不可少的佳品。



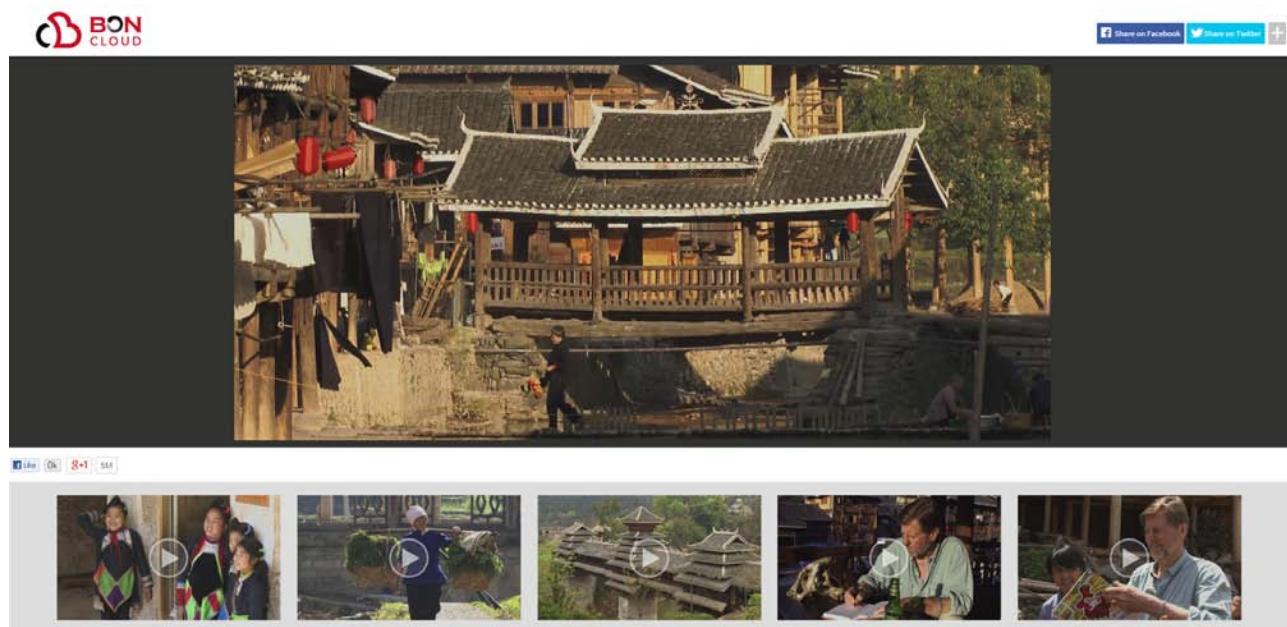
■ 街头奇景：贵阳神秘背篋人

在贵阳街头散步，你常常会看到很多人背着一种特制的竹篋。他们在街上或三三两两聚在一起闲聊，或肩负重物穿梭于人群中。堪称贵阳街头一道独特的风景。背篋是他们的谋生工具，也是很多贵阳人生活的一部分，可以帮他们解决重物运输的问题。



■ 老外戴蒙的侗村之旅

外国人戴蒙·芮德芬来到中国贵州侗村，这里出名的建筑和手工艺吸引了戴蒙的眼球。沿途悉心探访侗村的多元化文化，了解当地少数民族的习俗和传统，与热情好客的当地人互动和聊天后，他对贵州的少数民族文化有了自己的发现和了解。



■ 中国城市希望通过大数据技术拓展智慧旅游

2015年5月26日，全球首个以大数据为主题的“2015贵阳国际大数据产业博览会”和“全球大数据时代贵阳峰会”在贵阳拉开帷幕。本次展会旨在搭建大数据领域产品、技术和解决方案的洽谈平台，促进外国展商和中国展商的交流与合作，推动中国大数据产业的进一步发展。



■ 梦幻之地：贵阳 1958

在绝大多数的外国游客心目中，中国的艺术交流社区他们可能只听说过北京的“798艺术区”，却从未听说过贵阳的“1958梦幻之旅”。这个具有民族特色和别样风情的“秀场”，是在一个已经成型的建筑物上设计改进而成的，它尽可能的在不破坏原始化工厂仓库面貌的基础上，巧妙混搭了现代艺术的各种元素，使之浑然一色，令人神往。



■ 笔尖上的贵阳

建筑，见证着一个城市的历史。郑涛，一名来自贵州师范大学景观设计专业的学生，用区区一支钢笔描绘了贵阳各种建筑历经的历史变迁，为了解这座城市提供了一个独特的视角。



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，每天向其提供包括贵阳内容在内的独特中国内容供其全球用户挑选采用。

The screenshot displays the AP Video Hub interface. The top navigation bar includes the AP logo, 'AP VIDEO HUB', and user links: 'Welcome Song XU', 'My Account', 'Help', and 'Sign Out'. Below the navigation bar, there are tabs for 'HOME', 'TOPICS', 'LIVE', and 'PARTNERS'.

The main content area is divided into several sections:

- Live now:** Features a 'View streams' link and a 'WATCH LIVE' button. Below this, there are live event listings:
 - CHINA: N. KOREA BORDER 3 20160107:** LIVE - Live from Dandong, China's border with North Korea, following the announcement of a hydrogen bomb test on Wednesday.
 - China: NKorea Border (Live Choice 1):** Starts: 15:30 (GMT+8) - 07 January 2016. Duration: 01:00:00. More about live.
 - France: Anniversary:** Start: TBA - 07 January 2016. Duration: 01:00:00. More about live.
 - Germany: Romania:** Start: 20:45 (GMT+8) - 07 January 2016. Duration: 01:00:00. More about live.
 - UK: BAFTA/ Nominations:** Start: 15:35 (GMT+8) - 08 January 2016. Duration: 00:45:00. More about live.
 - Philippines: Procession:** Start: 06:00 (GMT+8) - 09 January 2016. Duration: 02:00:00. More about live.
 - UK: Cameron/ EU:** Start: 23:30 (GMT+8) - 12 January 2016. Duration: 01:00:00. More about live.
- All Topics / Followed Topics:** A section with a 'View all' link, showing various video thumbnails and titles like 'Editor's Pick', 'Top Partner Content', 'NEW Content Partner: Aflo', and 'Middle East Extra'.
- Latest:** A section with filters for 'Consumer Ready', 'Newsroom Ready', and 'Both'. It also includes a search bar and a 'Filter by keywords' option. Below this, there are video thumbnails and titles:
 - BON TV:** 2 hrs. ago. Architecture in Guiyang. Zheng Tao's drawings of Guiyang in Guizhou province, China, record the change...
 - ITFL:** 2 hrs. ago. Dennis Hopman: 5 Update. Hopoplov baata Hewitt to give trainee round robin win over Australia Gold.
 - AP US Domestic:** 2 hrs. ago. US FL Powerball (NR). Numbers were drawn Wednesday night for the estimated \$524,100,000...
 - SNTV:** 3 hrs. ago. NHL Chicago. Chicago Blackhawks beat the Pittsburgh Penguins 3-1.

The bottom section of the screenshot shows a detailed view of the video 'Architecture in Guiyang'. It includes a large thumbnail image of a traditional Chinese building, a 'View script' link, and a sidebar with metadata:

- Overview:** Slug: Architecture in Guiyang. Dateline: Guiyang, China - January 7, 2016. Story Number: bon000177. Source: BON TV, Customers. Please Note: The material is supplied by BON TV for distribution to AP Video Hub customers. This content is not produced or verified by the Associated Press.
- Story:** (Selected tab)
- Shotlist:**

路透社采用

路透社是世界上最早创办的通讯社之一，也是目前英国最大的通讯社和西方四大通讯社之一。路透社是世界前三大的多媒体新闻通讯社，提供各类新闻和金融数据，在 128 个国家运行。路透提供新闻报导给报刊、电视台等各式媒体，并向来以迅速、准确享誉国际。



Jack Ma Chooses Guiyang to Herald Start of the Data Technology Era



Jack Ma Chooses Guiyang to Herald Start of the Data Technology Era

GUIYANG, China

The world's first big data expo and summit, the Guiyang International Big Data Expo 2015 drew big players in the Chinese tech industry including Alibaba, Foxconn and Huawei. Though the arrival of foreign exhibitors did not go unnoticed with international Big Data Giant Cloudera, Intel and Dell making their presence known.



Jack Ma, founder of B2B website Alibaba and "Grandfather of the Chinese internet" gave a rousing speech opining that the internet must "provide the energy and excitement for the development of society." He heralded the arrival of the Data Technology era, the next logical step from the self-centered Information Technology era, when companies and entrepreneurs gather and use mass data about other people.

Big data has become part of life and transformed lifestyles so Guiyang's government is focusing on the advancement of the big data industry. By providing appropriate support and policy, the capital of southern China's Guizhou province is working hard to develop cloud computing in the upstream and downstream industry chain. More and more companies have settled in Guizhou, a good sign for this promising region.

With its role in many fields including education, healthcare and shopping, big data is an integral part of people's lives. Guizhou provides a platform for companies working in big data. Letting them meet, discuss and make better products.

More than 1,000 participants from governments, international organizations, foreign embassies and foreign companies attended the expo and summit. And more than 500 Chinese companies set up booths showing various attractive products in education, digital goods and ecommerce.

About BON Cloud:

BON Cloud is a China content supply platform that features stories covering a whole range of topics including travel, culture, arts, business, technology and much more. Once a story or event which needs to be broadcasted internationally has been posted to BON Cloud in China, it can be expeditiously processed into broadcast-ready programming or raw broadcast quality media content which can in turn be access by channel broadcasters.

Stanford
Quantitative
Finance
Program

Take 5-module
Stanford
University Quant
Fin Program in
HK

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包括贵阳在内的中国内容，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

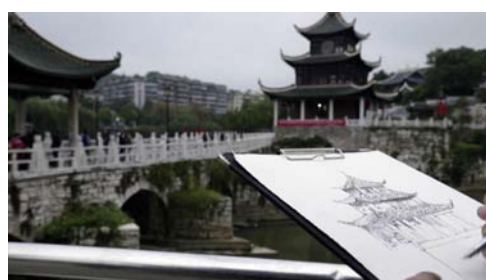
CITY7 Dubai Corporate Distribution Advertising Feedback

HOME ABOUT US PROGRAMS SCHEDULE CONTEST

SCHEDULE

Date 12 | 23 | 2015 Time : 10:44:13 AM

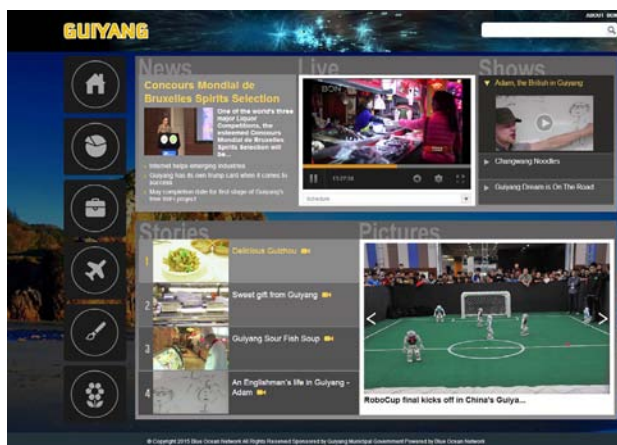
Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
7NN CONNECTING YOU LOCALLY 7 National News Connecting You Locally 07:00	CITY CINEMA Week's Top 5 Films Movie Trailers Premier 09:00	UAE WEEKLY People and Places that drive the UAE's success 09:30	7NN CONNECTING YOU LOCALLY 7 National News Connecting You Locally 10:00			
GOLD COAST EXPLORER Explore Queensland's exciting dreamland etc 10:30	euromaxx Kaleidoscope of People Places Art Concerts 11:00	Abu Dhabi DESERT CHALLENGE Desert Challenge FIA Cross Country World Cup 11:30	BEIJING TIME Ever evolving city, Beijing Land of something new 12:30			
7NN CONNECTING YOU LOCALLY 7 National News Connecting You Locally 13:00	AMAZING CHINA Nanluoguxiang Theatre Fest Beijing Country Fair 14:30	WORLD BUSINESS REPORT TANZANIA Wild Safari Unspoilt Beaches Ruins 16:30	SEYCHELLES TODAY & BEYOND World's most beautiful islands Biz. Investments 17:00			



■ 蓝海电视播出

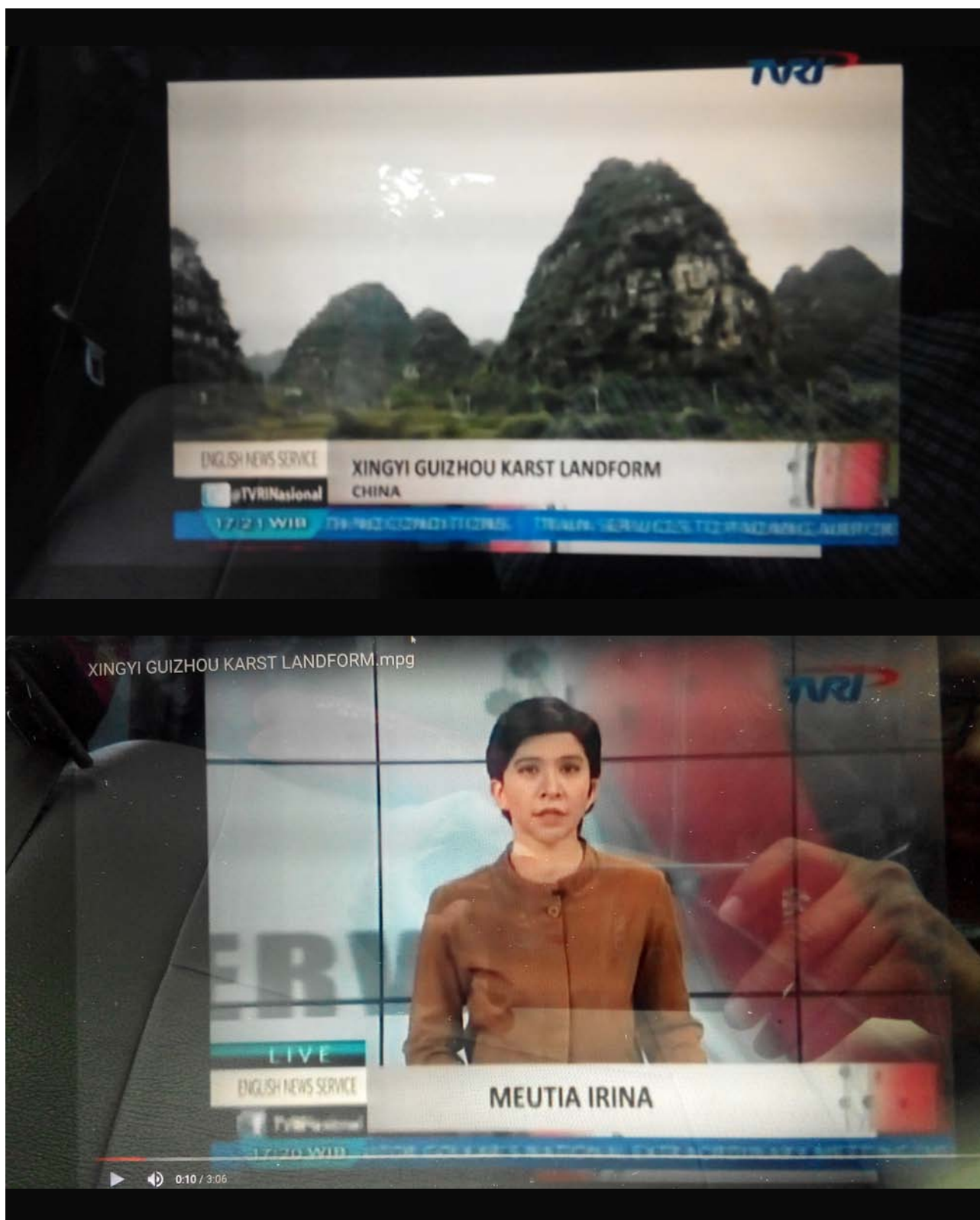
蓝海电视（BON TV）是一个英文电视频道群，旗下拥有多个24 小时全天候播出的卫星及有线电视频道，蓝海电视播出是世界上第一个进入西方主流社会的、传播中国内容的、民间机制的商业电视频道。其最大特色为面向国际主流社会、传播中国内容和国际化的表达方式。

蓝海电视北美卫星频道覆盖美国、加拿大、墨西哥、古巴。BON TV亚太卫星频道覆盖亚洲50多个国家和地区、东欧部分国家及大洋洲的澳大利亚、新西兰等。BON TV欧鸟1号卫星覆盖欧州和北非地区。BON TV有线频道在美国全面落地，通过Dish Network、Time Warner、Verizon Fios等多家有线电视运营商进入35个主要城市的千家万户，形成了全美联网。BON TV进入Sky TV播出平台（571频道）落地英国及周边国家1100万用户。



■ 印尼共和国电视台（TVRI）

印尼共和国电视台（TVRI）是印尼的国家电视台（相当于中国的中央电视台），也是该国历史最悠久、唯一覆盖全国的电视台，覆盖观众人口近2亿。（印尼全国人口约为2.5亿）



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”。

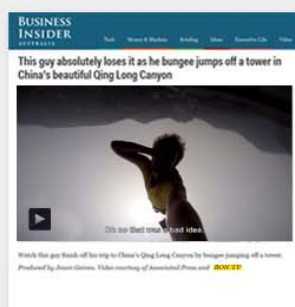
自 2015 年以来，Business Insider 已成为蓝海云平台稳定的海外媒体用户，也采用了不少包括贵阳在内的中国内容。



Chinese Bullfighting in Leishan County



Produced by Jason Gaines. Video courtesy of Associated Press and **BON TV**



尼日利亚《卫报》

尼日利亚《卫报》(The Guardian)是一个总部位于拉各斯的独立英文日报,被誉为“尼日利亚最受人尊敬的报纸”,创刊于1983年,起初为一个周报后改为每日发行,主要报道全球范围的新闻、经济、体育、生活等内容。该报纸的在线新闻平台为商界领袖、研究学者、政策制定者和政府官员提供高质量的新闻报道。其中约有40%来自非洲其他国家以及北美、欧洲和亚太的访问者。目前,该报纸的新媒体平台每月有超过700万人次访问,并保持40-50%的月增长率,预计很快将超越1800万人次。(尼日利亚的总人口为1.8亿)

The Guardian
Continuum. Rooted by Truth

Home | News | Opinion | Business | Technology | Arts | Education | Property | Features | Sport | Saturday Magazine

THE LATEST

Angela's chaotic capital clashes under mountains of trash
9:13 AM

Chagbo trial resumes controversy as Africa over western justice
9:10 AM

Bill Clinton points candidate Hillary as 'strongman' for
9:12 AM

Seneca reports past Radwanika and into 20th State final
9:11 AM

Temperatures at Paris airport after false bomb threat
9:14 AM

Yahaya Bello sworn in as Kogi governor without deputy
FOR 40-year-old Yahaya Aduza Bello, the road to the Kogi State Government House was paved with lucky breaks. His fortuitous journey began with the death of Abubakar Audu who had already won a substantial part of the governorship election...

POLICY & POLITICS

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SPORTS

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FOCUS ON CHINA

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BUSINESS

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TECHNOLOGY

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CARTOON

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[VIDEO] REVIEW: 2015 Big data summit

By Tonya Bakewell

Guiyang International Big Data Expo 2015 and Global Big Data Era Guiyang Summit was held in Guiyang International Conference & Exhibition Center between May 26, 2015 to May 29, 2015.

It was the first summit and exhibition worldwide on the theme of big data. The event exhibited the world's latest development of cutting edge big data based technologies, products and solutions; and also provided a platform for sharing information and exchanging ideas as well as business negotiation.

Big data expo in Guiyang

The event attracted the pioneer enterprises and leaders of the whole world in the big data sector. Participants at the expo and summit had the opportunity to display their latest big data technologies and application cases, discuss about the future development of big data and critical problems shared by all countries concerning the development and discover business opportunities so as to reshape Guizhou Province into an emerging hub of international resources and factors.

"Big Data Security and Development in the Era of 'Internet Plus'" was the theme of the summit. During the event, exhibitions, forums and innovation contests were held.

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Big data for smart travel

By Tonya Bakewell

Big data has been one of the most hyped developments of recent times, but how does it impact on the travel and tourism industry?

Between January 28-29 in New York, some of the world's top travel brands will be meeting to find answers to this and many other questions surrounding what is said to be the biggest opportunity in travel right now.

Before then, here is how big data has affected smart travel in China. Watch the video below.

Big data for smart travel

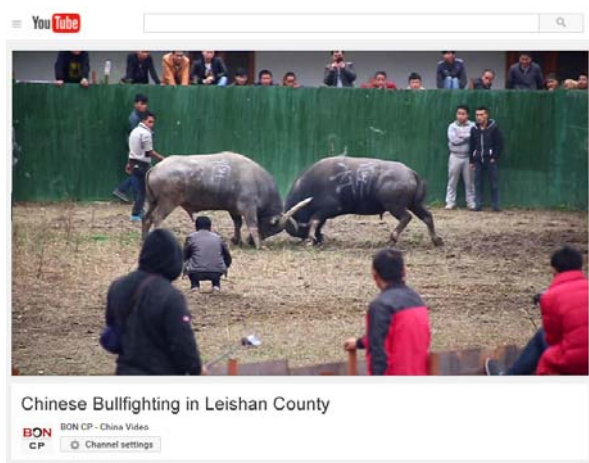
Xu Hao
Director of Guiyang Big Data Industry Development Office

We've received some initial results

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，蓝海云上的贵阳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



Vimeo 发布



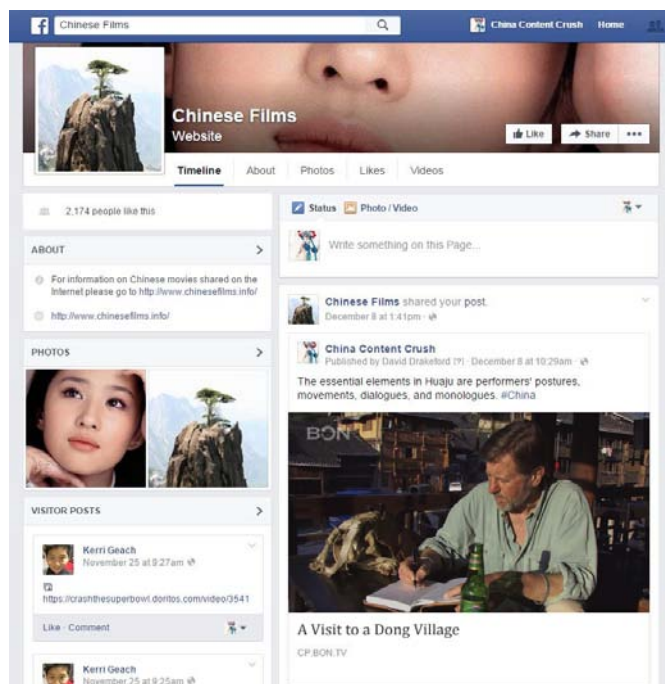
Dailymotion 发布



MSN 平台采用

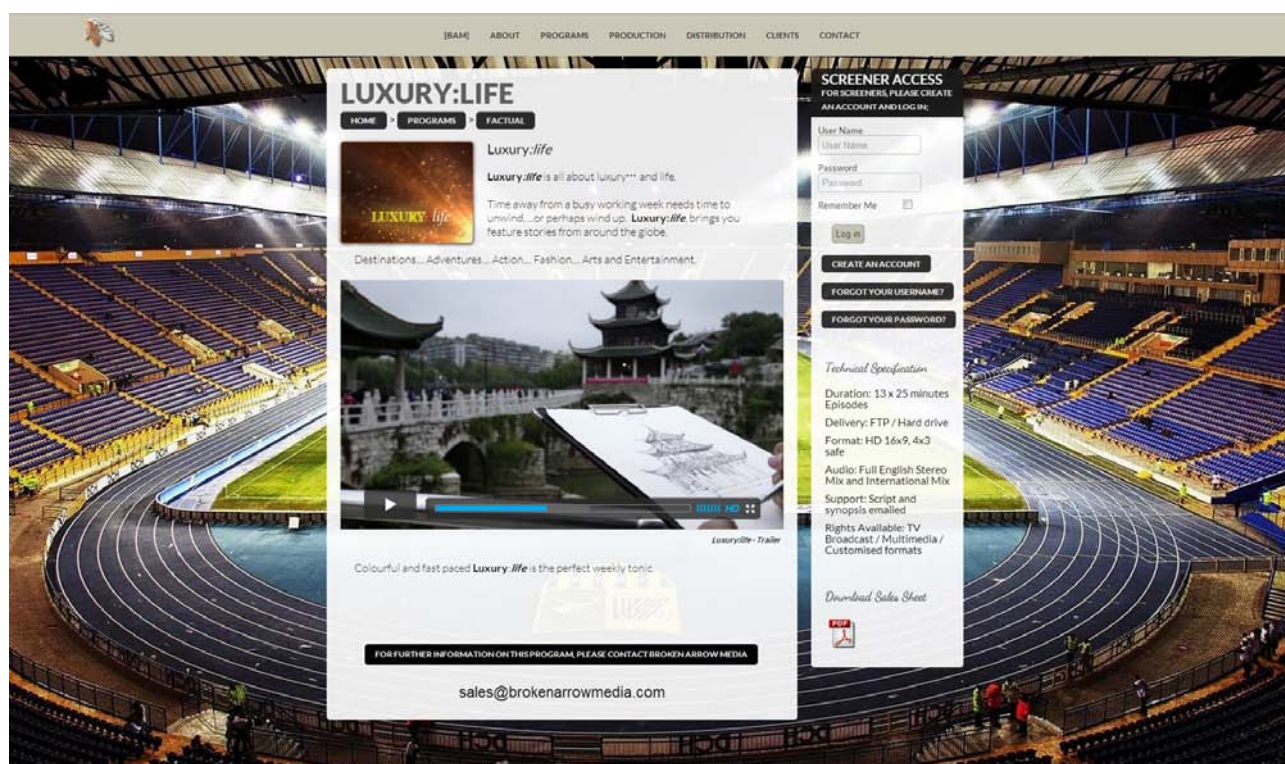


Facebook 转发



媒体制作机构采用示例


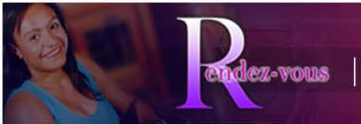
澳大利亚媒体制作公司 Astro Media 将蓝海云上传播的内容（含贵阳）作为部分素材制作了系列节目 ‘ENGINEUTY’（共 3 季 12 集）。通过美国发行公司 BIG MEDIA New York 在中东、俄罗斯、非洲和欧洲地区广为发行传播。同时这家公司还以蓝海云内容（含贵阳）作为部分素材制作了 13 集生活方式类节目《LUXURY LIFE》，通过澳大利亚 Broken Arrow Media 公司发行，在世界各地许多电视台播出。



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内容（含贵阳）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 LOVEWORLD TV 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
	BON TV	全球
	CITY 7	阿联酋
	EMTV	巴布内亚新几内亚
	Sky TV	英国
	People's TV	菲律宾
	GMA	菲律宾
	Nigerian Television Authority	尼日利亚
	Thailand TV Channel 3	泰国
	RTM TV	马来西亚
	Kompas TV	印度尼西亚
	CTV	加拿大
	JXRY TV	荷兰
	CUNY TV	美国
	SPIN TV	印度
	MediaPason Group	意大利
	AOMEN TV	澳门
	FW TV	阿根廷











采用 / 使用过蓝海云贵阳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
	Starzplay Arabia	迪拜
	MyFilmTree Pvt Ltd.	印度
	Real World Photographs	加拿大
	justmedia	美国
	The Indonesia Channel	印度尼西亚
	Sunrise Media	越南
	Anadolu	土耳其
	Radio television of Republic of Srpska	塞族共和国
	Heller Productions	加拿大
	Sabido	南非
	Animagem Video & Web	巴西
	ANI	印度
	Mad River Studios	美国
	EPIC Media Films	埃塞俄比亚
	isreel	以色列
	Solitary Creatures	美国
	Pantone	美国
	Stillmax Media	美国
	Ramona Bruland LLC	美国
	ASTRO MEASAT BROADCASTING SDN BHD	马来西亚
	4th Nail Productions	美国
	Humanist Films, LLC	美国
	Sugarfree Films Ltd	英国
	As Produtoras	巴西






	TimeLine Media	美国
	Hooper Productions	英国
	SilverGreen productions	埃及
	Bell Media	加拿大
	Powerlunch Production	美国
	innocast media	印度
	Geonew	巴基斯坦
	ZoomerMedia / VisionTV	加拿大
	Weston Woods	美国
	Band Box Productions	印度 - 孟买
	Russia Tomorrow	俄罗斯
	Brunokraucher.com	澳大利亚
	Yes Production	美国
	Infolimner Media	印度
	NOP Films	西班牙
	Romanes Media	英国
	The Film Brewery	美国
	AZAMTV	坦桑尼亚
	Ebru Africa	肯尼亚
	Examiner.com	美国
	Caffè L'action Productions	加拿大
	ShootAsia	缅甸
	Crawford Media Services	美国
	D:Fi Media	毛里求斯
	Magic Media	文莱
	Mwananchi Communications	坦桑尼亚
	Mediakraft	德国
	YG Films Sdn Bhd	马来西亚
	content creative indonesia	印度尼西亚














新媒体采用














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
	Boston Globe View Release	United States	Newspaper	Media & Information	31,300,021
	Popscreen View Release	global	Video Portal		1,261,000
	WSFA NBC-12 (Montgomery, AL) View Release	United States	Broadcast Media	Media & Information	1,058,334
	CNBC View Release	United States	News & Information Service	Media & Information	1,023,219
	KHNL-TV NBC-8 (Honolulu, HI) View Release	United States	Broadcast Media	Media & Information	753,513
	Vimeo View Release	global	Video Portal		705,000
	MarketWatch View Release	United States	News & Information Service	Financial	676,072
	TheStreet.com View Release	United States	Trade Publications	Financial	348,155
	American Business Television View Release	United States	Broadcast Media	Media & Information	303,013














* 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。








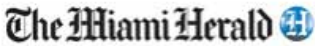






	MeFeedia View Release	global	Video Portal		275,000
	KFMB 760-AM (San Diego, CA) View Release	United States	Broadcast Media	Media & Information	258,334
	Washington Business Journal View Release	United States	Newspaper	Media & Information	186,291
	StockNod View Release	United States	News & Information Service	Financial	185,334
	VideoBash View Release	global	Video Portal		177,000
	Operation Deepdown View Release	United States	News & Information Service	Media & Information	76,072
	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
	Lynchburg Mama View Release	United States	Blog-Parental Influencers	Retail & Consumer	59,913
	MyVidster View Release	global	Video Portal		56,000















	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
	WISTV 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
	WayWire View Release	global	Video Portal		27,000
	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
	YouMaker View Release	global	Video Portal		22,000
	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
	Pandora.tv View Release	global	Video Portal		8,000
	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

	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
	Vidivodo View Release	global	Video Portal		2,000
	Clipmoon.com View Release	global	Video Portal		2,000
	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

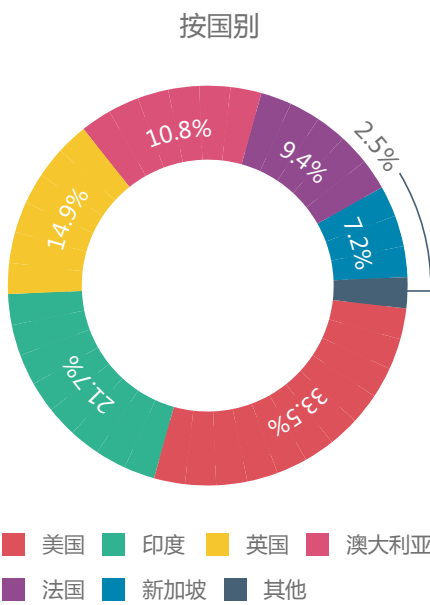
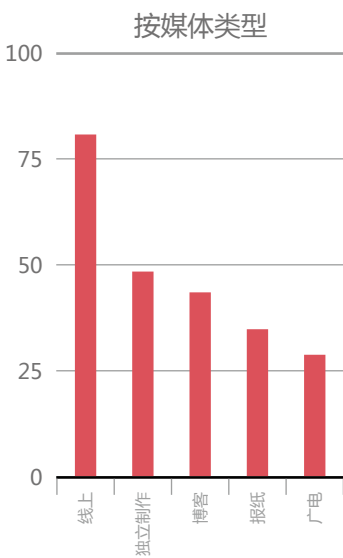
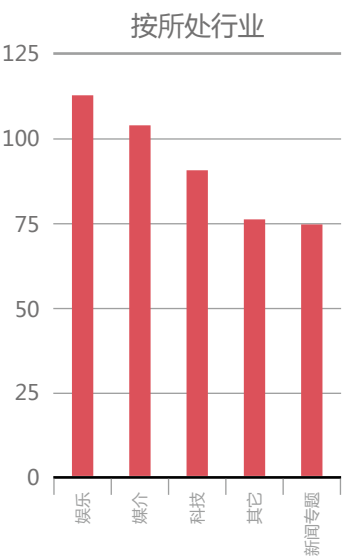
	WFLX FOX-29 (West Palm Beach, FL) View Release	United States	Broadcast Media	Media & Information	Not available
	WBCB-TV CW-21 (Youngstown, OH) View Release	United States	Broadcast Media	Media & Information	Not available
	KQCW CW-12/19 (Tulsa, OK) View Release	United States	Broadcast Media	Media & Information	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

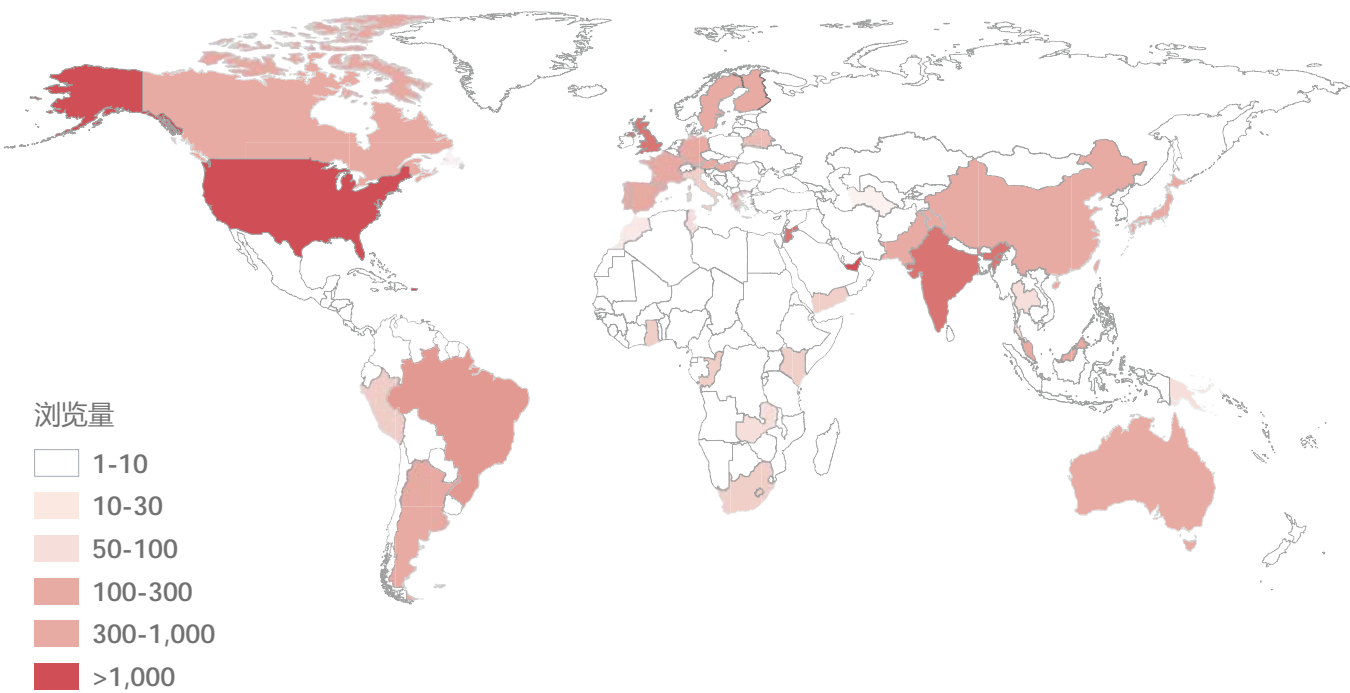
平台访问统计

6.8 万次
总访问量

1206.3 小时
总访问时间



按全球地域分布



媒体 / 受众反馈

媒体用户评价

“我和我的观众都很喜欢蓝海云上的贵阳故事，特别是涉及传统艺术和手工艺主题的内容，角度新颖，表现生动，可以帮助阿联酋人民更好的了解中国，了解贵阳。”

---Michael Pansini, 阿联酋 City7 电视台

“在我制作的不少作品中我都将蓝海云上获取的贵阳内容用做了素材。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

“蓝海云上的贵阳故事讲述的很好，让人不禁想希望了解故事背后更深层次和更广泛的内容——期待后续会有一些有关涉及各种主题的故事。”

---Simon Grome, 拍摄亚洲（缅甸）

“蓝海云上的贵阳故事大多短小精悍制作精良，视角独特，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

“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。而蓝海云上的贵阳内容大多恰恰是从小地方着手，“以小见大”，与我们的诉求不谋而合，为我们报道这些贴近普通人生活的选题提供了更好的选择。”

---Robert Ingrisano, 独立制作人

受众 / 观众评价

“贵阳一直是一个令许多外国人着迷的城市，厚重的历史、传统与现实的交融都让人充满了探索的欲望。观赏蓝海云上的贵阳故事，使得这种探索成为了可能。”

---Brian Didier, 美国，汉学家

“我很喜欢蓝海云上的贵阳故事，这些内容我从前从未听说过。真想看到更多更好的贵阳内容出现在蓝海云平台上。”

---Max Thomas-Edmond, 新西兰，编辑 / 撰稿人

“蓝海云上的贵阳故事很有特色，也很吸引人，是值得报道的高质量中国内容。”

---Marianna Tugareva, 俄罗斯，记者

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，43条短小精彩的贵阳故事，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31个国家和地区近1亿的受众中，传播覆盖全球超过8亿人口。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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