

蓝海云平台

无锡故事

全球传播效果报告

BON CLOUD (WWW.BON-CLOUD.COM)

Global Distribution Impact Report

Wuxi



传播效果概述

68 条共计 300 多分钟的无锡故事在蓝海云平台传播后，被 313 家各种类型的海外媒体采用传播，抵达受众超过 1 亿、覆盖人口近 10 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

68
条

总时长

327.08
分钟

媒体采用



313
家

1.52 亿
抵达受众（人）

传播覆盖



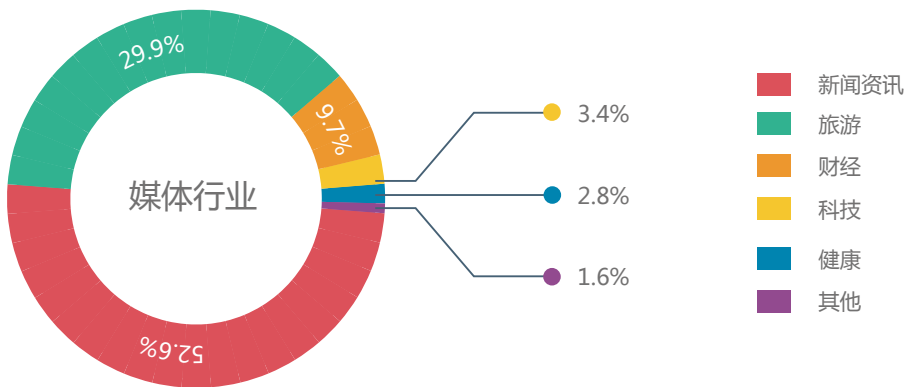
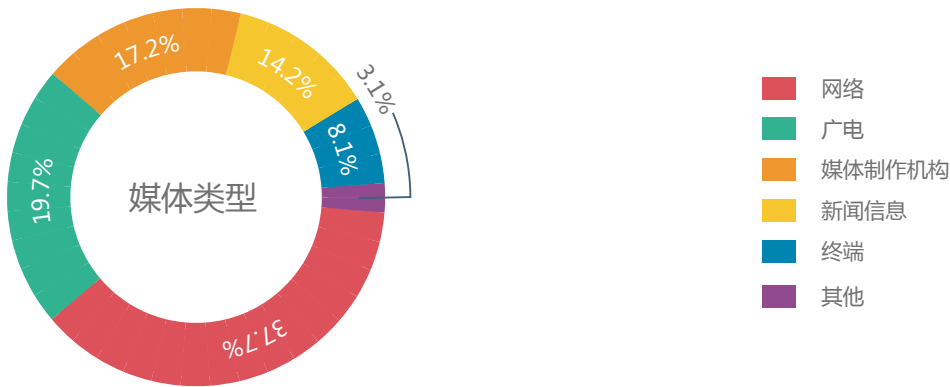
39
国家 / 地区

9.13 亿
覆盖人口

媒体采用

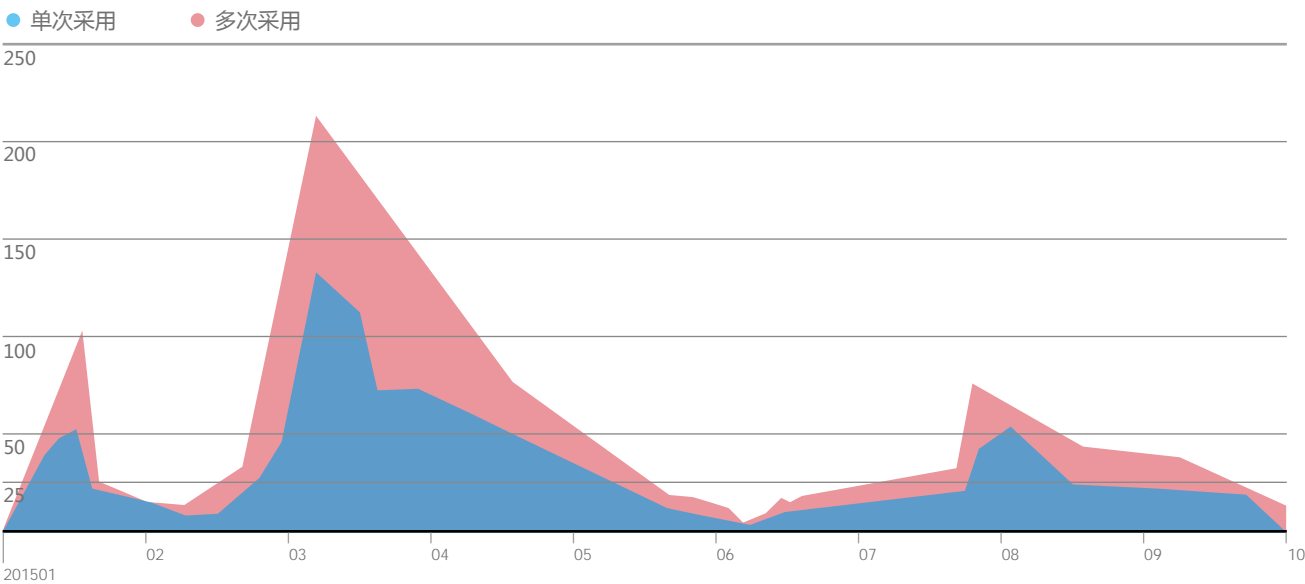


采用媒体类型及所在行业分析



媒体采用分析
采用排行 (TOP 10)

媒体采用分析



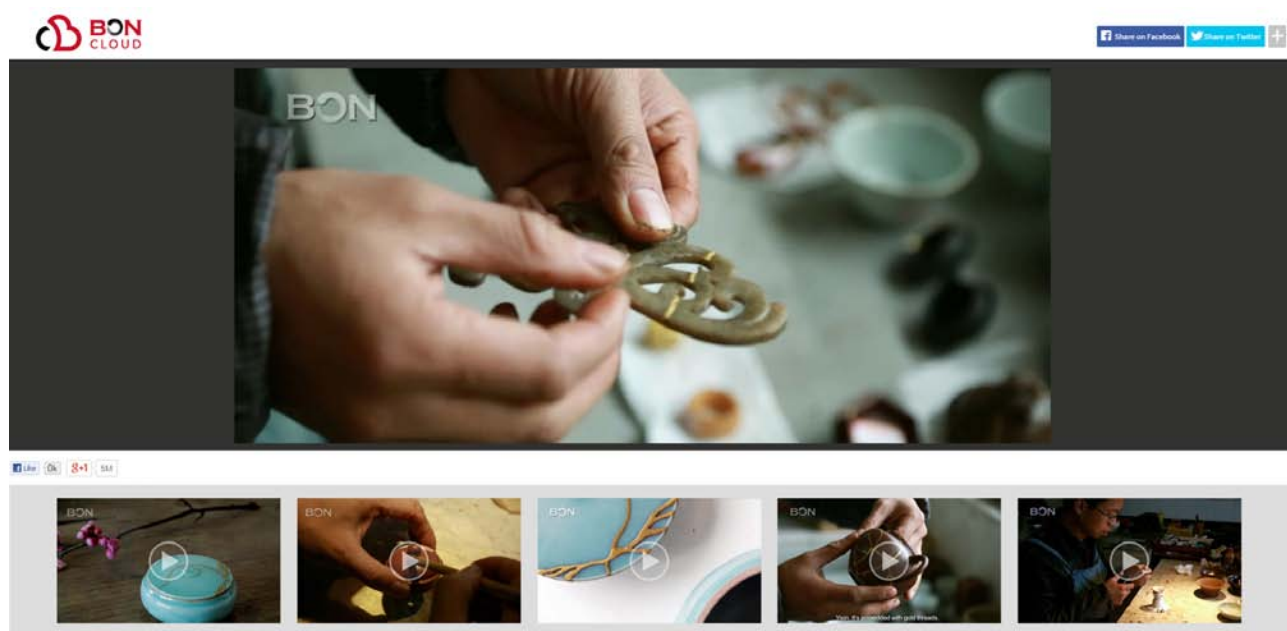
媒体采用排行 (TOP 10)

排名	传播日期	内容名称	采用家数
1	2015-03-05	匠心·金缮：基于残缺的二次创作	212
2	2015-01-16	让泥土焕发出生命的艺术 - 无锡惠山泥人	101
3	2015-07-27	无锡水仙道院：体验中国传统宗教的当代修行生活	73
4	2015-04-19	新西兰人 Regan James 探访无锡古镇荡口	71
5	2015-07-20	无锡人周希虹：把我的故事唱给你听	52
6	2015-08-20	用刻刀在纸上作画的艺术 - 无锡刻纸	44
7	2015-09-06	无锡美食寻踪：四代传承，百年历史的美味 - 王兴记小笼包	39
8	2015-02-23	丝码头老建筑焕发生机 - 北仓门生活艺术中心	33
9	2015-01-22	Kelli 的电影梦	25
10	2015-05-22	无锡刺绣：飞针走线之间的艺术	21

十佳采用案例示例

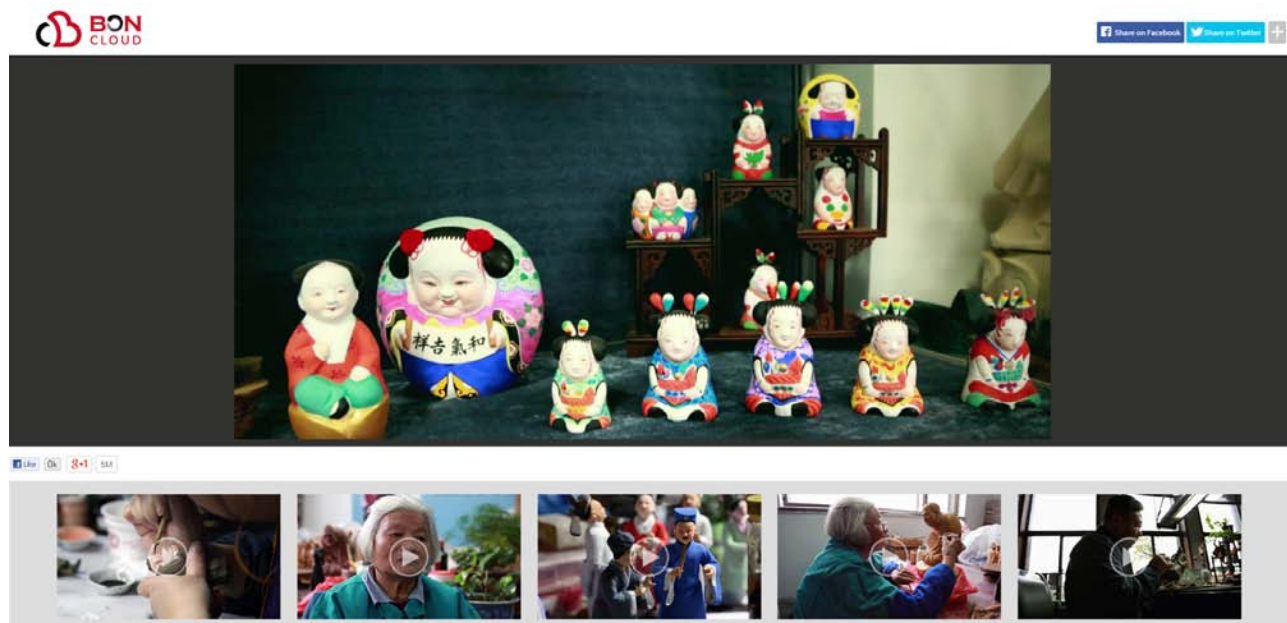
■ 匠心·金缮：基于残缺的二次创作

无锡金缮，是修复瓷器传家宝的工艺。故事引发了行家们对传统手工艺保护和传承的讨论，他们将金缮工艺、欧洲破损水晶修复重组技术、以及欧洲祖传珠宝改造技术相提并论，让无锡金缮工艺走上了世界舞台。



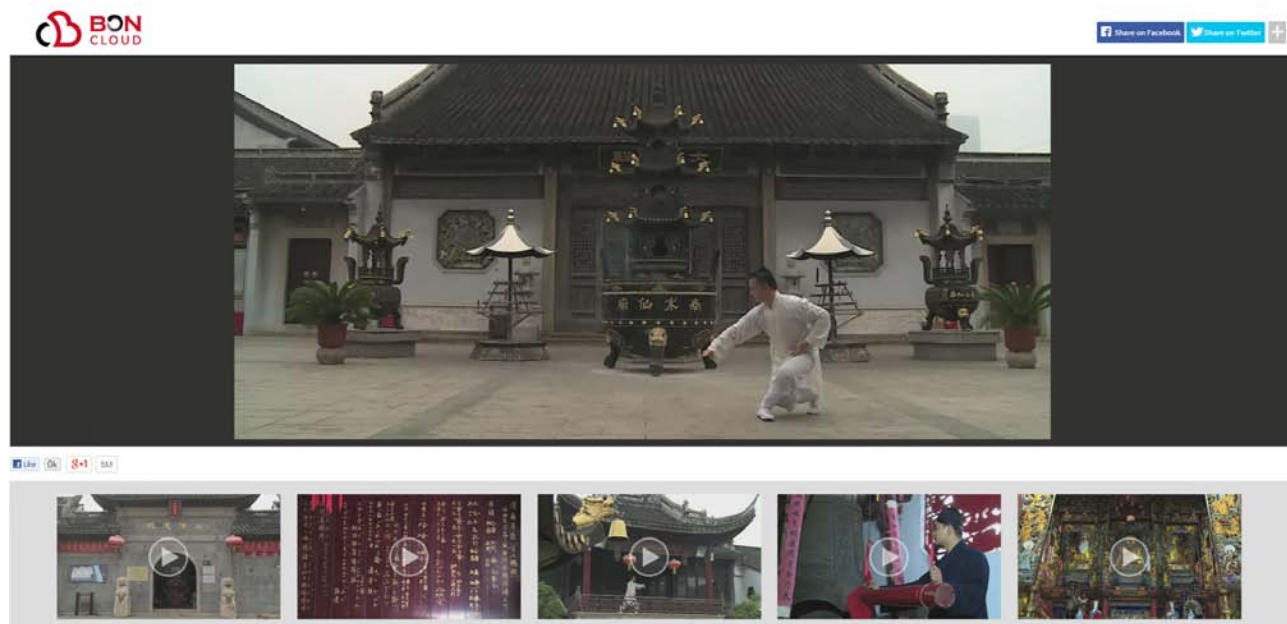
■ 让泥土焕发出生命的艺术 - 无锡惠山泥人

泥人是中国传统民间艺术之一，无锡惠山泥人，始于南宋，盛行于明代，具有一千多年的历史。惠山泥人的人物形象灵感主要来源于传统的戏曲人物、神话传说和民俗，其中最具代表的是来自无锡的阿福形象。随着中外文化的交流，这项民间艺术也逐渐走出国门，在海外被广泛传播。



■ 无锡水仙道院：体验中国传统宗教的当代修行生活

在繁华的江苏无锡市区，坐落着一座古朴典雅，具有中国传统道教风格的建筑——水仙道院。“道士”在现代的中国依然存在，道院内的道士日常修炼仍保留着传统习俗，鸡鸣而起，日落而息，修炼太极拳法，以敲钟作为每日修行警醒的方式。水仙道院中的非物质文化遗产“无锡道教音乐”也演绎着它独特的风格，吸引着众多喜欢道教文化的中外人士。



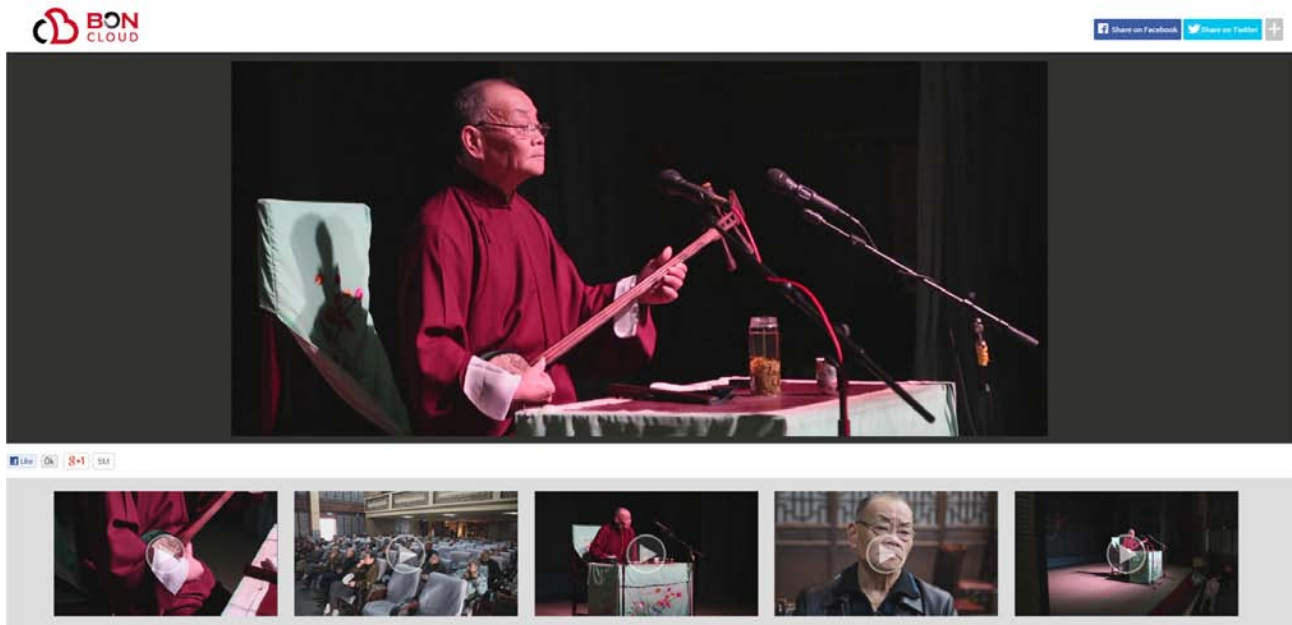
■ 新西兰人 Regan James 探访无锡古镇荡口

来自新西兰的留学生 Regan 带您探索惠山荡口古镇之美。这里坐落着古老的祠堂，特色美食让人回味无穷，还有难得一见的传统中国乐器。荡口古名“丁舍”，建筑在一条河上，屋舍相传是东汉孝子丁兰故里，拥有 500 多年的历史。



■ 无锡人周希虹：把我的故事唱给你听

周希虹是无锡著名的评弹说书人，9岁就跟随父亲学习评弹。他酷爱这门艺术，喜欢通过弹唱将心中的故事讲述和表达出来。评弹流行于中国南方，是江苏省无锡市的一种著名曲艺形式。



■ 用刻刀在纸上作画的艺术 - 无锡刻纸

无锡刻纸是一种用刻刀刻画出人文风景的民间艺术，是中国传统的民俗文化之一。它与剪纸相似，但比剪纸更为精细。无锡的刻纸艺术家芮柏芝现场刻画，通过复杂的刻纸工序制作出的精美作品，充分展示着刻纸的艺术光彩。



■ 无锡美食寻踪：四代传承，百年历史的美味 - 王兴记小笼包

江苏省无锡市有很多风味独特的地方美食，王兴记小笼包便是其中之一。作为非物质文化遗产的传承人李政华，是王兴记风味小吃的第四代传人，他包的小笼包因皮薄和肉鲜而闻名全城。



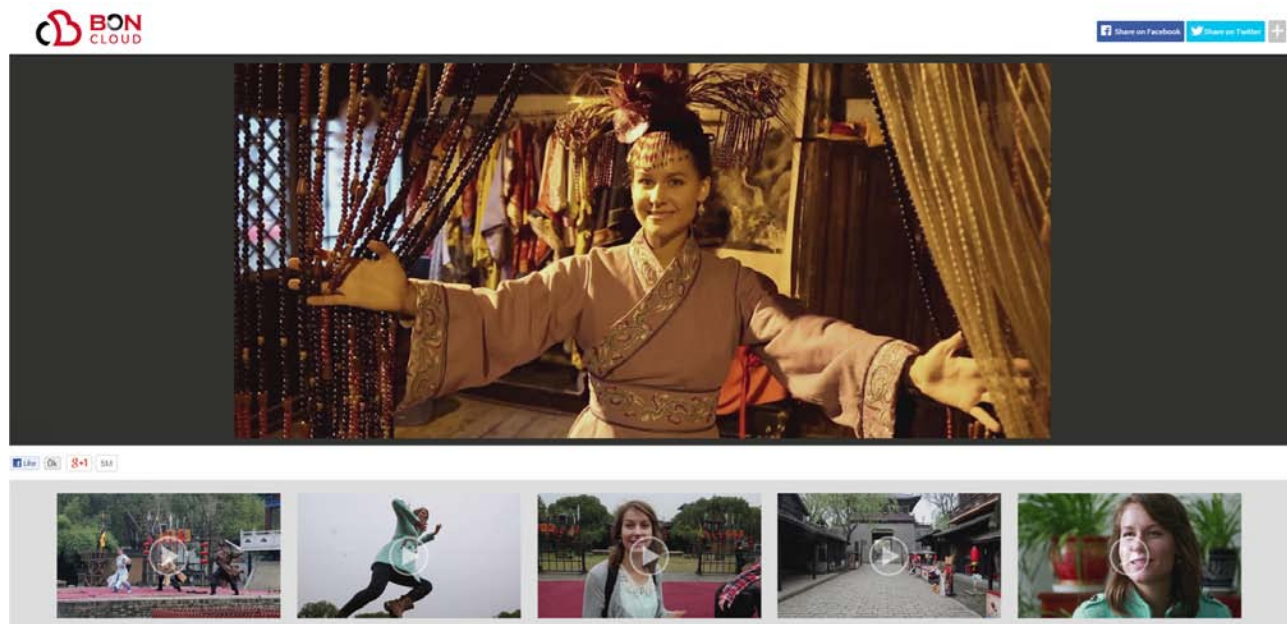
■ 丝码头老建筑焕发生机 - 北仓门生活艺术中心

北仓门生活艺术中心坐落在京杭大运河无锡市城区河边，这里曾经是商贾如云的丝都码头。古老建筑的历史价值和文化内涵深深吸引了创始人郑皓华，她将这个起初的蚕茧仓库改造成了生活艺术中心，希望通过艺术和生活相融合的方式将古建筑保留下来。



Kelli 的电影梦

Kelli 来自于美国华盛顿，9 岁就参加过美国小姐评比的她一直有着当电影明星的梦想。今天她来到无锡水浒城影视拍摄基地进行游玩，不仅穿戴了中国古代公主、王妃服饰，富贵华丽了一次，还在拍摄基地吊威亚空中飞舞，过了一把当功夫明星的瘾。



无锡刺绣：飞针走线之间的艺术

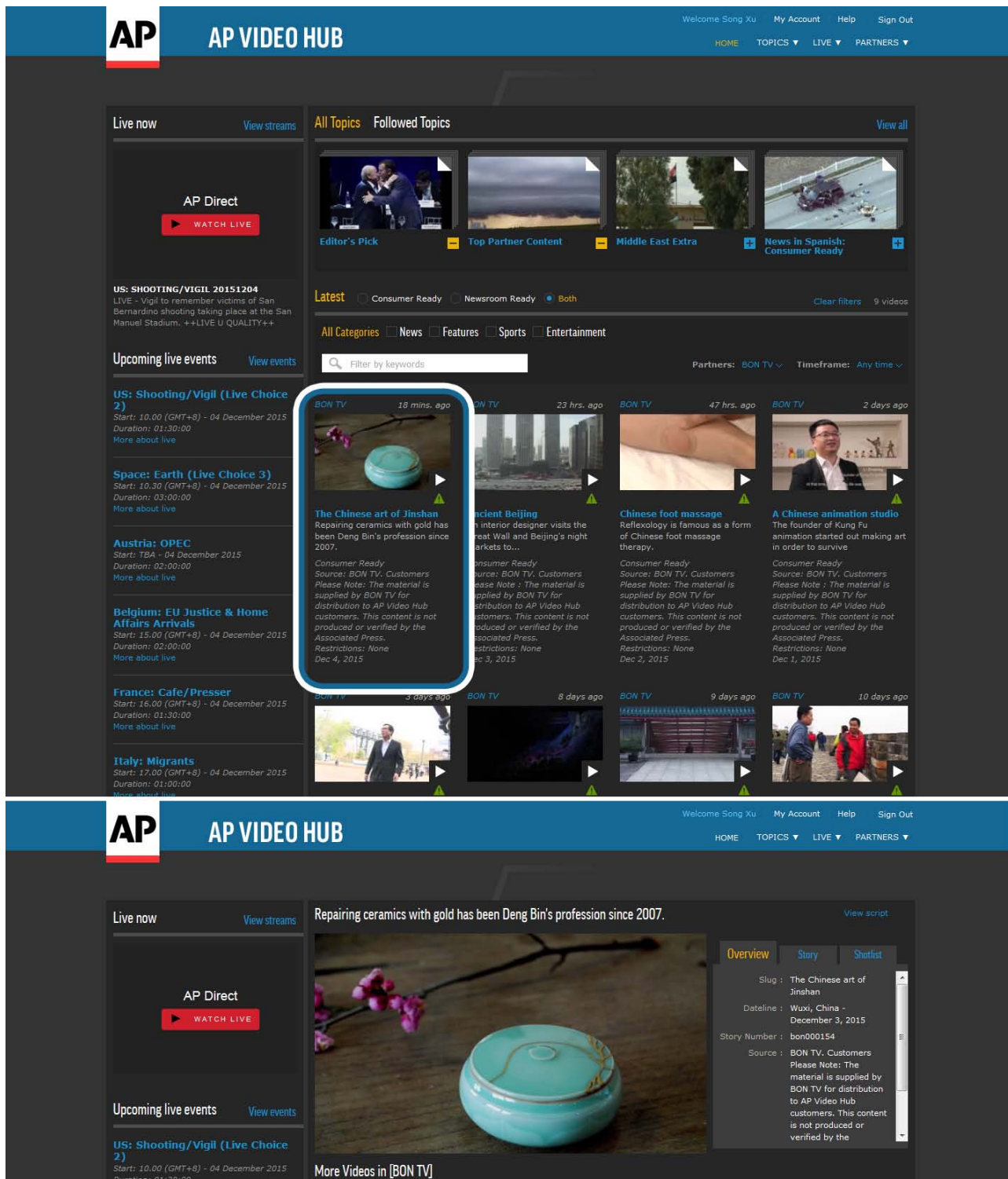
无锡刺绣是无锡手工艺品的代表之一，优雅的针脚、精细的图案、精湛的工艺使得无锡刺绣早在中国元代（1271年—1368年）就声名远扬。赵红育是著名的刺绣艺术家，也是无锡刺绣的国家级传承人。



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，每天向其提供包括无锡内容在内的独特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包括无锡在内的中国内容，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City 7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 XPLORER 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			



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，也采用了不少包括无锡在内的中国内容。



A day in the life of a fashion blogger with an eye for China



A detailed look at the day in the life of Chiara, who runs a global blog with an eye on China.

Visit her blog [here](#).

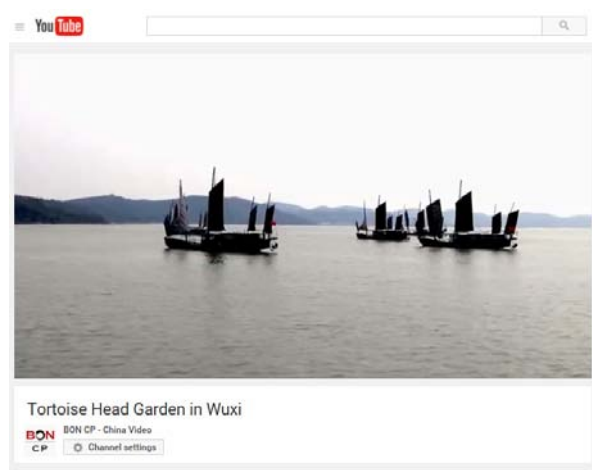
Produced by Jason Gaines. Video courtesy of Associated Press and **BON TV**



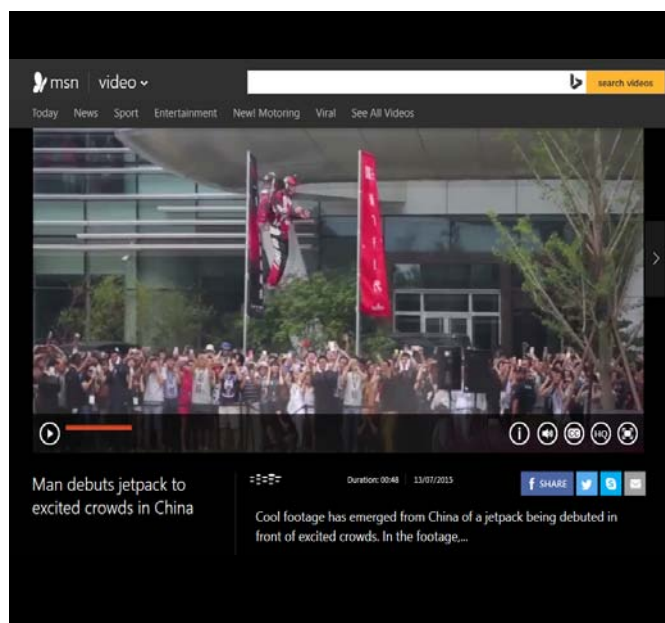
社交媒体平台

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

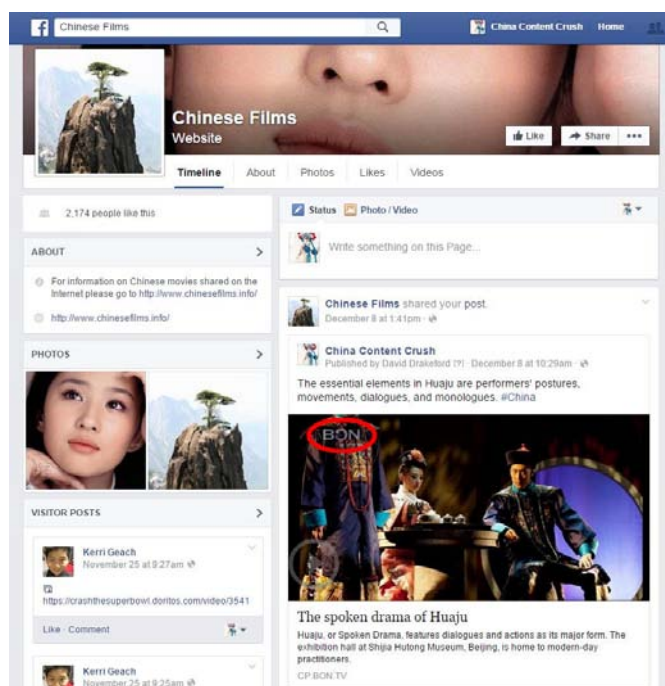
YouTube 发布



MSN 平台采用

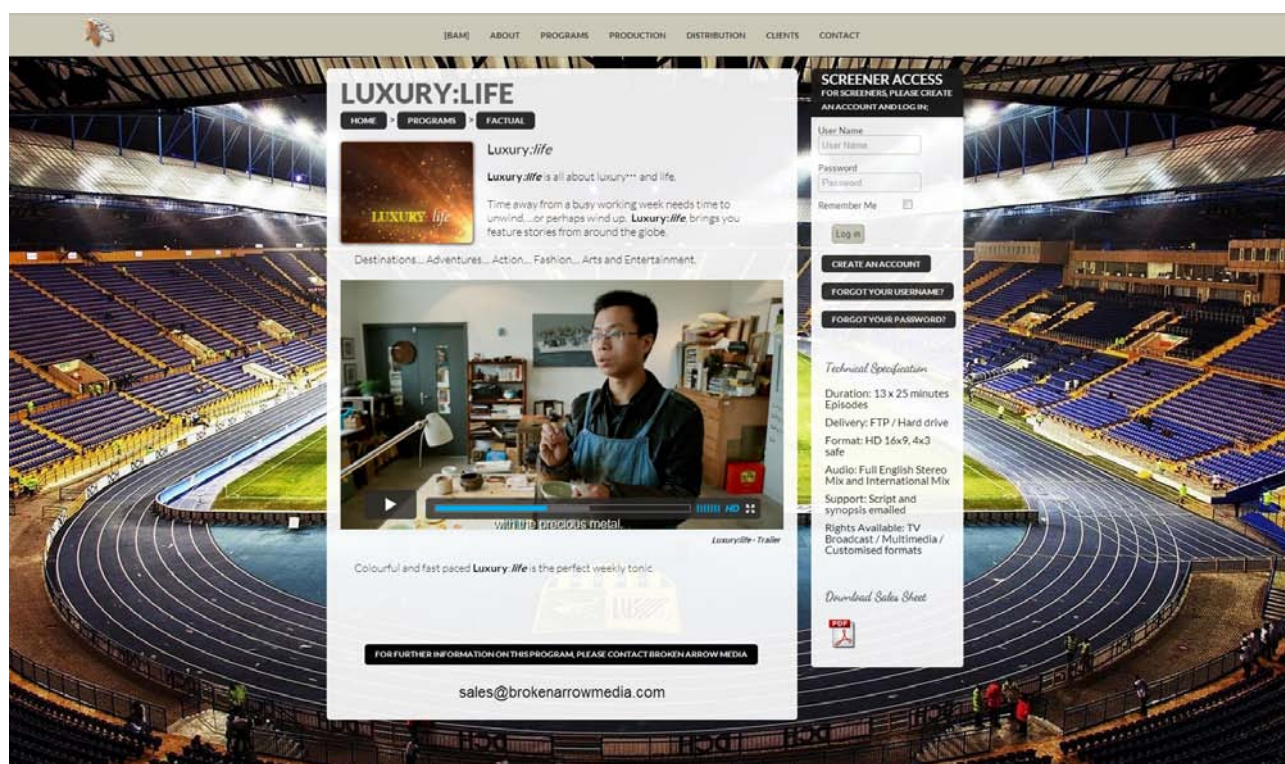


Facebook 转发



媒体制作机构采用示例



澳大利亚媒体制作公司 Astro Media 将蓝海云上传播的内容（含无锡）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（含无锡）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（含无锡）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
	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
	Fox	美国
	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 / 使用过蓝海云无锡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
	Kenya Broadcasting Corporation	肯尼亚
	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
	Wanderlust Entertainment	德国
	Sunrise Media	越南
	Anadolu	土耳其
	FilmGrid	英国
	Crossroad Pictures	英国
	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
	Yellow Goblin Media	澳大利亚 - 悉尼
	Mad River Studios	美国
	EPIC Media Films	埃塞俄比亚
	isreel	以色列
	International Business Times	美国
	Solitary Creatures	美国
	Pantone	美国
	Partners Film	加拿大
	Limelight Communications Ltd	爱尔兰














	Stillmax Media	美国
	MRG TV	澳大利亚
	Ramona Bruland LLC	美国
	ASTRO MEASAT BROADCASTING SDN BHD	马来西亚
	CBN Asia, Inc	菲律宾
	GBS TV	肯尼亚
	Independent	英国
	Delta TV	希腊
	4th Nail Productions	美国
	DAAI TV Indonesia	印度尼西亚
	Humanist Films, LLC	美国
	CBC News Network	加拿大
	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
	Pakistan Television Corporation	巴基斯坦
	Argos	英国
	Radio Television Hong Kong	中国香港
	BC Marketing	英国
	ZoomerMedia / VisionTV	加拿大












	Weston Woods	美国
	Band Box Productions	印度 - 孟买
	Russia Tomorrow	俄罗斯
	Virafilms	罗马尼亚
	Brunokraucher.com	澳大利亚
	Yes Production	美国
	OKâlaKatiget Society	加拿大
	Infolimner Media	印度
	Network 7	美国
	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
	Scotnews	英国
	Caffè L'action Productions	加拿大
	ShootAsia	缅甸
	Farmhouse Film	新西兰
	Crawford Media Services	美国
	D:Fi Media	毛里求斯
	Peacock Alley Entertainment	加拿大
	Blacklite Promotions	美国
	Magic Media	文莱
	Mwananchi Communications	坦桑尼亚
	Mediakraft	德国
	Audio Dynamix	美国
	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
	YouTube View Release	global	Video Portal		31,193,000
	Popscreen View Release	global	Video Portal		1,261,000
	DailyMotion View Release	global	Video Portal		1,112,000
	CNBC View Release	United States	News & Information Service	Media & Information	1,023,219
	Reuters View Release	global	News & Information Service	Financial	753,831
	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

* 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。














	Boston Globe View Release	United States	Newspaper	Media & Information	300,021
	MeFeedia View Release	global	Video Portal		275,000
	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
	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
	VideoBash View Release	global	Video Portal		177,000
	Milwaukee Journal Sentinel View Release	United States	Newspaper	Media & Information	89,728
	KWTU-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
	MyVidster View Release	global	Video Portal		56,000
	KHNL-TV NBC-8 (Honolulu, HI) View Release	United States	Broadcast Media	Media & Information	53,513








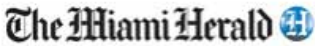






	WWBT NBC-12 (Richmond, VA) View Release	United States	Broadcast Media	Media & Information	50,215
	KSLA CBS-12 (Shreveport, LA) View Release	United States	Broadcast Media	Media & Information	43,750
	WMC NBC-5 (Memphis, TN) View Release	United States	Broadcast Media	Media & Information	42,122
	WISTV NBC-10 (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














	Fliiby View Release	global	Video Portal		5,000
	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
	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

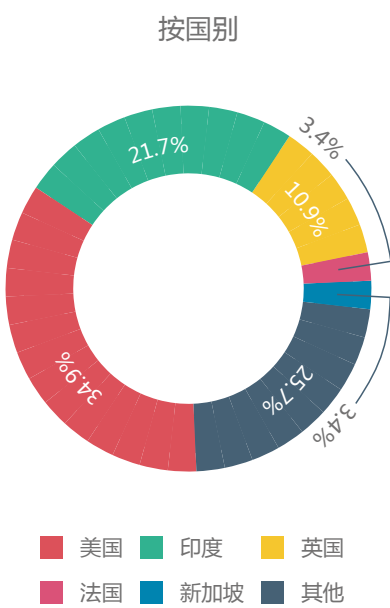
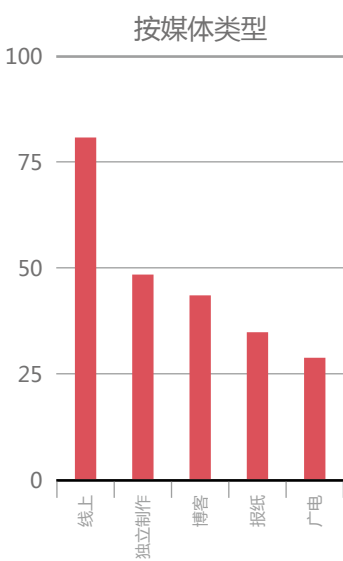
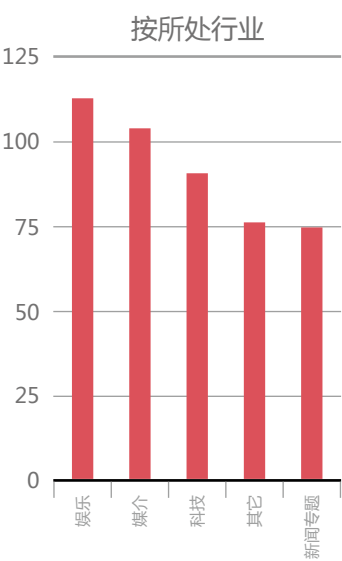
	WDSI-TV FOX-61 (Chattanooga, TN) View Release	United States	Broadcast Media	Media & Information	Not available
	Motherhood Full of Dreams View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	KUAM-TV NBC-8 / CBS-11 (Hagatna, Guam) View Release	United States	Broadcast Media	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

	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
	Everything Then Some View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	Coris Cozy Corner View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	A Thrifty Diva View Release	United States	Blog-Parental Influencers	Retail & Consumer	Not available
	AssignmentEditor.com View Release	global	News & Information Service	Media & Information	Not available

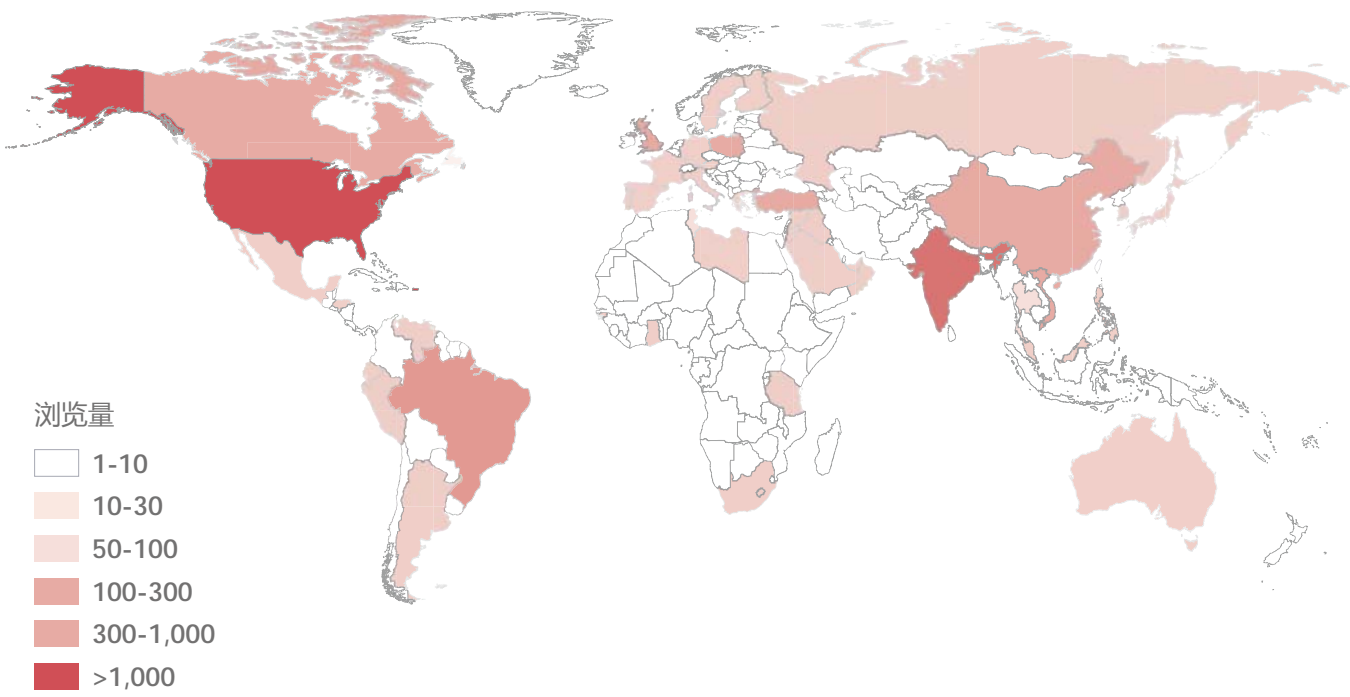
平台访问统计

8.3 万次
总访问量

1773.9 小时
总访问时间



按全球地域分布



最佳采用案例

■ 匠心·金缮：基于残缺的二次创作

212

采用媒体

1.3 亿

抵达受众（人）

31

覆盖国家 / 地区

7.25 亿

覆盖人口

无锡金缮，是修复瓷器传家宝的传统工艺。故事在蓝海云发布之后，被 212 家海外媒体采用和播出，覆盖 31 个国家 7.25 亿受众，其中许多来自于欧洲和东南亚地区。故事引发了行家们对传统手工艺保护和传承的讨论，他们将金缮工艺、欧洲破损水晶修复重组技术、以及欧洲祖传珠宝改造技术相提并论，让无锡金缮工艺走上了世界舞台。



Unique China Story : How One Craftsman Brought the Art of Golden Repair to the Porcelain Kingdom

Deng Bin is one of China's few practitioners of Jin Shan, or Kintsugi in Japanese. It's the art of fixing broken pottery with lacquer resin dusted or mixed with powdered gold, silver, or platinum.

"The demand from a specific customer group is strong," Says Deng. "They used to send the broken wares to Japan for repairing, which is rather time consuming and costly. So they were very happy when they found someone in China can do the job."



People don't want to throw away the broken wares for many reasons. They might feel attached to them after using them for a long time. Another reason could be that the wares carry some special meaning. Something perhaps passed down from the father or the grandmother. They become reminders of the older generation who've passed away.

"Chinese people usually dislike broken things which they regard as useless and of no value," says Deng. "However when it has been properly restored, the once broken object is reborn and its life is prolonged. That is then considered an immense gift."

Jin Shan can be seen as the philosophy of embracing the flawed or imperfect.

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.

媒体 / 受众反馈

媒体用户评价

“ 蓝海云上的无锡故事讲述的很好，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)

“ 我和我的观众都很喜欢蓝海云上的无锡故事，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，了解无锡。 ”

---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。而蓝海云上的无锡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

“ 在我制作的不少作品中我都将蓝海云上获取的无锡内容用做了素材。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

“ 蓝海云上的无锡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

受众 / 观众评价

“ 蓝海云上的无锡故事很有特色，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

“ 无锡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。观赏蓝海云上的无锡故事，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无锡故事，这些内容我从前从未听说过。真想看到更多更好的无锡内容出现在蓝海云平台上。 ”

---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，68 条短小精彩的无锡故事，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 39 个国家和地区超过 1 亿的受众中，传播覆盖全球近 10 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。



点评专家：吕岩梅 博士

国家广电总局发展研究中心

新媒体研究所所长兼产业研究所所长、研究员

www.bon-cloud.com

地 址：北京市朝阳区东八里庄 1 号莱锦创意产业园 CN16 蓝海电视大楼
电 话：+86 (10) 5227 0888
传 真：+86 (10) 5227 0999
邮 箱：ad@bon.tv
网 址：www.bon-cloud.com