

CCBN

April. 22nd-25th.2025
Beijing, China



2025

Hosted by: Academy of Broadcasting Science, National Radio and Television Administration, PRC

Dear Guests,

Warm greetings from the China Content Broadcasting Network show (CCBN) Secretariat.

We extend our sincere invitation to you for the upcoming 31th CCBN show and associated conferences scheduled from April 22nd-25th in Beijing, China.

As the preeminent event in Asia for the content, media, entertainment, and technology industries, CCBN stands as a stalwart observer and active participant in the industry's progression. Our commitment to fostering innovation and empowering individuals remains unwavering.

With the resurgence of China's economic growth, the pivotal role of Chinese enterprises in the global content, media, entertainment, and technology arena has amplified significantly. Simultaneously, the burgeoning and sophisticated Asian market presents foreign enterprises with prodigious business prospects.

Foremost, CCBN serves as your pivotal platform, uniting creative, technological, and commercial communities. It is where partnerships are forged, agreements solidified, and a nexus for the exchange of pioneering ideas—a veritable gateway to the burgeoning Asian market.

We look forward to the pleasure of welcoming you and your distinguished delegation at CCBN2025. For comprehensive information regarding the event schedule, accommodations, registration, and visa application, we encourage you to liaise with the CCBN Secretariat at zhangzhen@ccbn.cn.

Yours Sincerely,



Huafen Shi
General Manager
China Content Broadcasting Network Show

CCBN, Your access to the
Asia marketplace.



ABOUT US

Conference

 **20+**
Conference&events

 **200+**
Speakers

 **8,000+**
Attendees

CCBN
China Content
Broadcasting Network



Exhibition

 **600+**
Exhibitors

 **80,000+**
Professional visitors

 **50,000m²**
Exhibition area



Media

 **300+**
Media

 **1500+**
News reports

 **210,000+**
Social media index peak



EXHIBITION

23rd-25th, April.2025

1 VR/AR
AIGC
Cloud & Big data

2 LED
4K/8K UHD
Live Streaming Products

3 Lights&Sounds
Content Production
Smart Terminals

4 IPTV/OTT
Consumer Electronics
Micro Drama
Smart Terminals

5 Emergency Broadcasting
Network Security
Transmission System

Venue CCBN Conference Center





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KEYNOTE SPEECH

22nd, April.2025

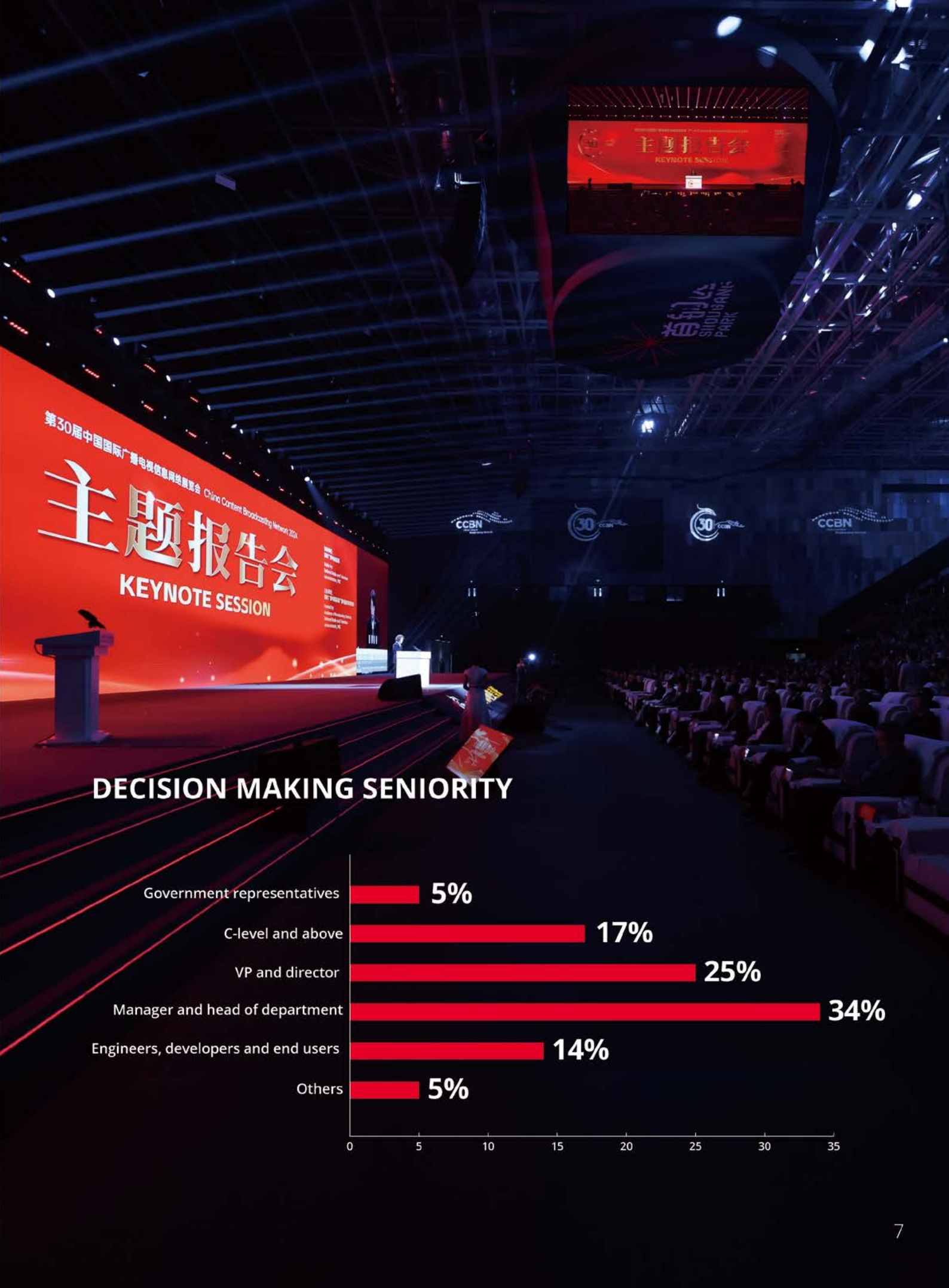
The keynote speech at CCBN, a flagship event, wields substantial influence within the industry. It serves as a pivotal window and a trendsetter for grasping the industry's most cutting-edge developments.

This prominent gathering is set to invite senior government officials, distinguished experts, eminent scholars, and leaders of international enterprises from both domestic and international broadcasting and related industries. These esteemed participants will engage in in-depth discussions about the latest technological trends and innovations, offering valuable insights and perspectives.

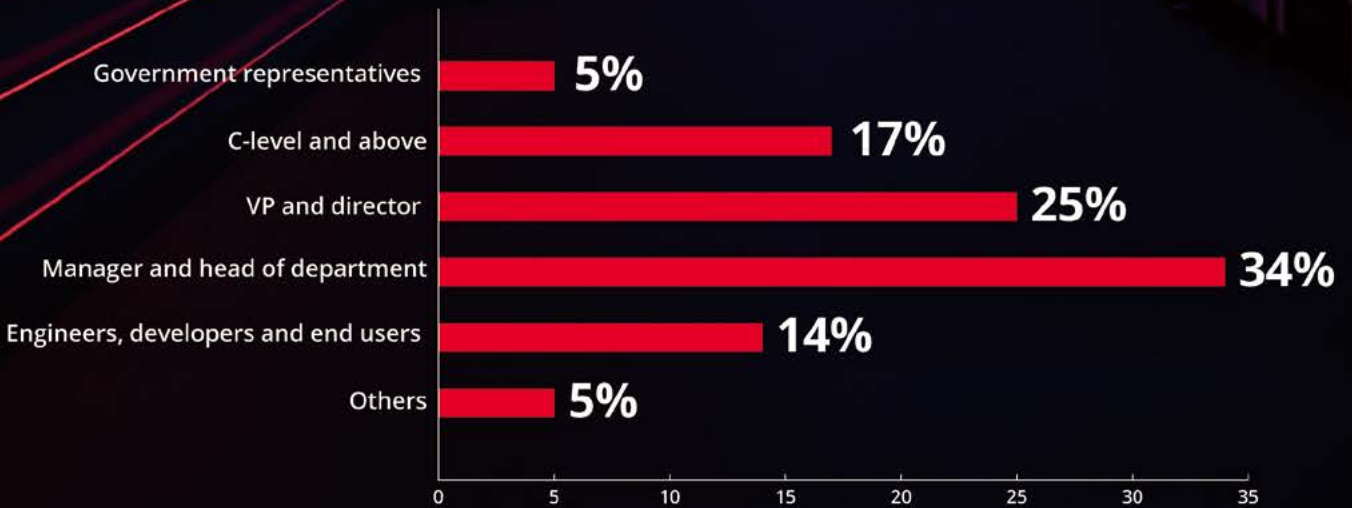
This session not only highlights current advancements but also shapes future directions in the industry.

 **2500+**

Delegates



DECISION MAKING SENIORITY



CONFERENCE

23rd-25th, April.2025

The content, media, entertainment, and technology industry has undergone a profound transformation through the integration of cutting-edge technologies such as 5G, AR/VR/MR, AI, and big data.

CCBN Conference is dedicated to addressing the prevalent themes within the industry, with a primary objective of fostering technological discourse, facilitating industrial collaboration, sharing experiential insights, and promoting international dialogue across the realms of content, media, entertainment, and technology.



20+

Sessions



200+

Speakers



8,000+

Attendees

SHARE





1

Exclusive Access to Decision Makers:

Establish meaningful connections with our elite C-level audience, comprised of influential decision-makers in the industry.

2

Shape Industry's Future:

Actively contribute to discussions on pivotal topics like 5G, AI, VR/AR, Big Data, Cloud, influencing the industry's trajectory.

3

Enhance Brand Alignment:

Strategically align your brand with key industry issues and showcase thought leadership through active participation in the event program.

4

Explore in Tech Advances:

Build professional relationships, acquire knowledge, and engage in dialogues about the latest technological innovations reshaping the industry.

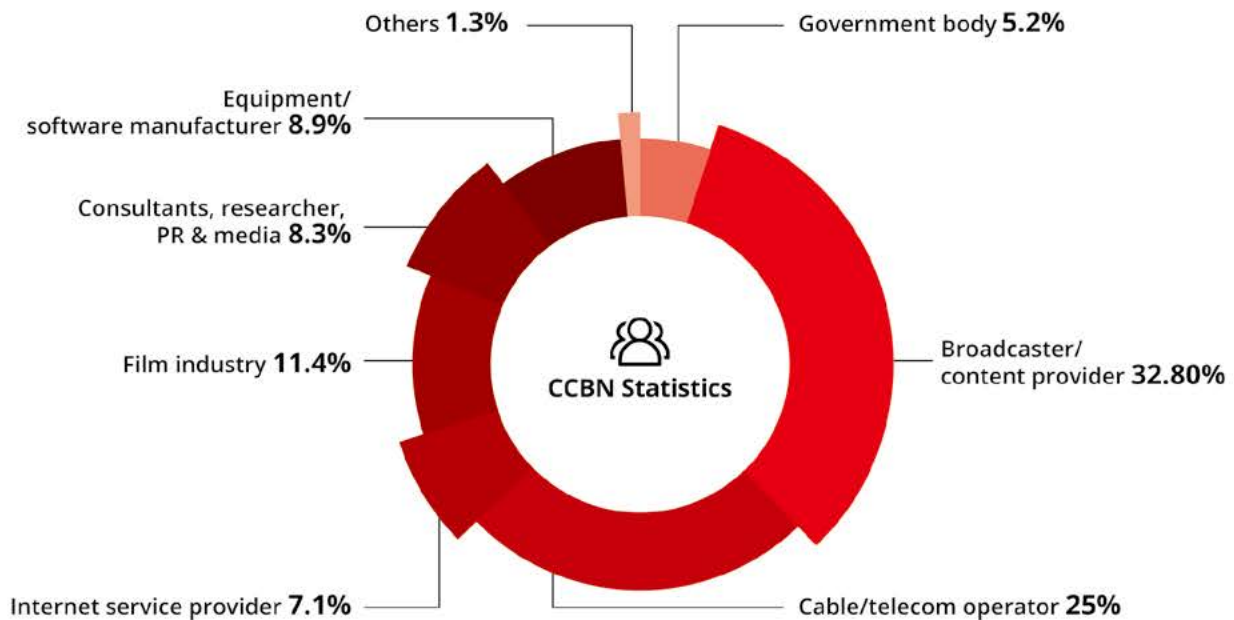
Why

should you consider partnering with our exclusive, Invitation-only Premium Event?

AUDIENCE

With over 50,000 global participants, CCBN brings together a diverse group including radio and TV station delegates, network operators, and professionals from communication, media, and IT sectors.

Highlighting its international impact, CCBN showcases its global reach and industry leadership, reflecting its key role in the international sector.



*Based on CCBN2024 number



North America



Europe



Asia

South America



Africa



Oceania





MEDIA

CCBN integrates both traditional and modern media channels, empowering exhibitors to achieve precise and targeted communication. Beyond conventional television coverage, CCBN strategically engages influencers from platforms like YouTube and TikTok for live streaming.

Additionally, it provides more comprehensive and accurate product information, assisting both buyers and sellers at CCBN in making well-informed decisions.



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