



NEWSLETTER NO.2

SPECIAL: AUTO CHINA 2010 IN BEIJING

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Welcome to the Future of Automotive Market

China's economy just doesn't cease growing – and the same can be said of the Chinese automotive sector.

In recent years, China has grown into one of the most, if not the most, important markets worldwide.

Numerous international carmakers are trying to increase their customer base, and as a result China is on pace to become the largest auto manufacturing and consuming market in the entire world.

Accordingly, the importance of this country's car shows are rapidly growing, too – be it Shanghai, Chengdu, Guangzhou, or Beijing.

The industry's main event this year is the "2010 Beijing International Automotive Exhibition (Auto China 2010)", which was held in the Beijing China International Exhibition Center from April 25 - May 2, 2010.

To allow for easier access and participation by the general public, this year's show will last for 8 instead of 10 days.

"Auto China", which is held once biannually, attracts great attention from the broader industry, media, and the all-important public.

Centered as the perfect stage to demonstrate corporate image, to promote products and brands, to display high-tech innovations, and to exchange information, the event is by far the most important automotive exhibition in all of China.

"Auto China 2010" was a good place for the industry's professionals, domestic or foreign, to communicate and expand co-operations in this, the largest emerging auto market.

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MEDIANEWS CHINA

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Dear Clients & Friends,

Welcome to our second of four quarterly 2010 newsletters. We have been busy since the first installment preparing for our upcoming mega-events. It's an exciting time here at CTVS.

In this current edition of our CTVS newsletter we are, almost exclusively, focusing on the latest projects.

At the end of last month (April) we hit the road for "Auto China 2010" which conveniently took place here in Beijing.

This important car exhibition is arguably the highlight of the automotive industry in the world and all the international players were here.

China, being the world's fastest growing market for automobiles it is no wonder why all the great carmakers count on launching their new toys in Beijing. It is also no surprise that many of them are counting on CTVS to deliver their message to local audiences.

In addition our latest major acquisition is a vehicle as well – and not just any vehicle.

Our brand new, hot off the line, CTVS OBV-1 is a fully digital SD outside broadcast truck on the basis of a 40-ton tractor-trailer.

This pits CTVS in pole position against all the other competitors as an all-purpose service provider for Asia's major events.

You will find more information regarding the new OBV-1, "Auto China", and CTVS in this, the second edition of our newsletter. Enjoy.

Sincerely yours,
Gernot Kuntze



CTVS in Pole Position for Auto China Beijing

By now, it has become common knowledge that CTVS is able to provide its clients with a convincing and impressive array of technical services.

More and more international automotive groups rely on our expertise and experience in presenting their latest models to the ever growing Chinese market.

The “Auto China Beijing” peeled out from the starting line at the end of April, CTVS will be providing its services not to one, but to four international automotive groups.

CTVS offered them technical support, broadcasting services, media coverage, satellite transmissions, and whatever else they need to get their message out to the greater public.

CTVS produced its clients’ live-shows at the exhibition, and provide all technical equipment and crew. Parts of the live-shows will be broadcast to the internet via live streaming.

Thanks to our multilingual, and well-trained team and an extremely well-equipped technical department, CTVS is able, at all times, to do



CTVS will be at the 2010 Shanghai World Expo in full force – clients will be able to book our services, if need be, conveniently on short notice.

exceptional work in the service of its clients.

Even in the lead-up to the “Auto China Beijing”, CTVS has been running full steam ahead in order to produce press materials for its clients from the automotive industry.

For 10 days already two of our camera teams were shooting from sun-up until well after sun-down.

Over night our editing team intricately put the pieces together.

The shots were from all imaginable angles to present our

clients’ cars in the right light – shooting stills and motion pictures to be used for the upcoming “Auto China”.

Just a few more days and the show will finally begin.

CTVS is ready – our engines are already clocking several thousand RPMs.

Trial Operation for the “Shanghai World Expo “

According to the Chinese press, the “Shanghai World Expo” will start a rehearsal operation on April 20, 2010 including the participation of about 70 percent of the pavilions.

In some of the previous sessions of the World Expo, approximately 10 to 20 percent of the pavilions had failed to open on time as scheduled. The organizers of this 2010 Expo said that such a situation would not be tolerated to happen in Shanghai. The “Shanghai World Expo”, running from May 1 to October 31, 2010 is estimated to draw 70 million visitors as forecast by the organizers. For now, a total of 242 countries and international organizations have confirmed their participation in the Expo.

No English Allowed

The Chinese government sent a notice in early April to major broadcasters, “asking them to avoid using certain English abbreviations in Chinese programs” the state-run English Language newspaper “China Daily” reported, citing sources at China Central Television (CCTV) and Beijing Television (BTV). The restriction applies not only to sports news acronyms such as NBA and F1, but also to those used in economic and political news including CPI, and GDP, the daily added.



New CTVS Heavyweight Champ – The CTVS OBV-1

The biggest and heaviest member of the CTVS fleet – the new CTVS OBV-1 fulfills all their clients' wishes. No matter if the request is for a live sporting event, a recorded teleconference of global importance, or a multi-venue entertainment show, CTVS now has the muscle to bring even the most demanding of projects to realization.

GTZ and CTVS - Moving Forward, Side by Side

Late last year in China, CTVS began a new cooperation with a very important client: "Deutsche Gesellschaft für Technische Zusammenarbeit" (German Society for Technical Cooperation, or "GTZ").

Colombia's World Famous and Grammy Award Winning "Bogota Philharmonic Orchestra" Performs in People's Republic.

CTVS Produces Exclusive Documentary of Event in High Definition. 2008 Latin Grammy Winner "Bogota Philharmonic Orchestra" (OFB) sought the talents of CTVS to produce an HD documentary of their first ever tour of China.

The Battle for Supremacy - "2009 Women's World Handball Championship" Broadcast.

Fighting for the "2009 Women's World Handball Championship" (WCH) for the first time ever in China were participants from all corners of the earth.

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CTVS is a complete media and broadcasting solution provider.

Based in China, CTVS prides themselves on their diverse combination of international and local crew, who possess a rich and distinct technical know-how, as well as a comprehensive collection of the very latest in state-of-the-art equipment.



The OBV-1 is a fully digital SD remote broadcast production studio inside a 40-ton truck with an expandable side unit.

