



- 1.
 - 1.1
 - 1.2
 - 2.
 - 2.1
 - 2.2
 - 2.3
 - 2.4
 - 2.5
 - 2.6
 - 3.
 - 3.1
 - 3.2
 - 3.3
 - 3.4
 - 3.5
 - 3.6
 - 3.7
 - 3.8
 - 3.9
 - 3.10
 - 3.11
 - 3.12
 - 4.
 - 4.1
 - 4.2
 - 4.3
-
- 1.
 - 2.
 - 3.
 - 4.

0552

" " " "

2006

2010

2012

2014

103

1.

1.1

" "

1.2

1.21

2

4

2

1.22

2021

43

18

7

5

6

16

4

6

1

2

1-1

2021

	7		5
	6		16
	9		43

1-2

2021

	A 100153		2	36	1	
	A 100154		1	18	1	1
	A 100155		1	18	1	
	A 100104		1	18	1	

	A 100102		1	18	1		
	A 060101	I	2	32	1		
	P000002		1	16	2		
	A 000004		1	16	1		
			7				
	P070126		2	32	1		
	P070131		3	48	2		
			5				
	P070128		2	32	1		
	P070129		2	32	1		
	P070127		2	32	1		
			6				
	P070107		2	32	2		
	P070121		2	32	2		
	A 070123		2	32	2		
	P070109		2	32	2		
	P070120		2	32	2		
	P070122		2	32	2		
	P070119		2	32	2		
	A 070124		2	32	2		
			4				
	P070132		2	32	1		
	P070141		2	32	2		
	P070125		2	32	2		
	P070133		2	32	2		
	P070134		2	32	2		
	P070135		2	32	2		
	P070136		2	32	2		

	P070140		2	32	2	
	P070123		2	32	2	
	P070138		2	32	2	
	P070139		2	32	2	
	+		16			
						3 2
			34			

(1)

(2)

2

9

(1)

6

4

6

4

2

5000

3000

(2) 1 5
1
(3) 2 " "
3 8
8
8

1.23

2

20000

1.24

4 1
1 1
2 1

3

2

4

1

8000

2

21

1

1-4

3-6			
6-12			
			A
12			

1-5

				"
				"
				"
				"

25

1-6

1-6

		/		
1				
2				
3				
4				
5				

6				/
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				

19				
20				
21				
22				
23				
24				
25				

23

2007		172	2021
	141	38	103
	100%	41.67%	2021

24

24.1

1

" "

2

" +"

3

24.2

1

IP

2

<

>

3

4

25

"

" 2019

"

"

20445004.26

2021

"

" "

" 2

2

2021

2

5

1

"

"

2019

1

1

11

1

3

1

7

1-7

		/	/		
	1			60%	8000-10000 /
	2			60%	7000-12000 /
	3			3%-4%	20000 /
	4			20%-30%	1000-5000 / 300-2000 / 10000 /
	5			10%	2000 /
	6			10%	2000 /
	7			50 /	15000-30000 /
	8			100 /	3000 /
	1			100%	7000 /
	2			12%-15%	12000 /
	3			10%	540 / / 600 / /
	4			3%-5%	1000-2000 / /
	5			100%	1000 / /

3.

3.1

3.1.1

2021 6

54

39

3

2

10

1- 7 2021

54	720	13.33	8.75%	100%	10

= /

= /

= + /

1- 8 2021

	13	24.07%
	41	75.93%
	54	100%

75.93%

1- 9 2021

		44	81.48%
		10	18.52%
		54	100%
		0	0
		37	68.52%
		17	31.48%

2021
18.52%

81.48%

68.52%

31.48%

3.1.2

1

2020 7 15

140

2020 9 26

2021

5000

2

2020 9

2021

1- 10 2021

1	
2	2021
3	
4	2021
5	2021

2021

100%

1- 11 2019- 2021

2019	37	252	6.81	21.83%	100%	4
2020	52	565	10.87	25.84%	100%	5
2021	54	720	13.33	8.75%	100%	10

3.2

3.21

"

"

"

"

1

45

"

"

2

2020

3

2020 9

2021

18

2021

5

4

"

"

"

"

"

"

"

"

"

"

3.22

1

100%

" " 3 2020 " "

1-12

1	" "		
2			
3	" "		

2

2021

2021

2

1-13

2021

1		--	
2	—	—	

3

" "

2021 10

" "

4

2021

3

3

5

5 1

"

"

1 1

3

2

2

8

6

4

3.3

3.3.1

2020

3.3.2

1-14 2021

-

1		2	32	1	
2		3	48	2	
3		2	32	1	
4		3	32	1	
5		2	32	1	

3.3.3

1- 15 2021

-

1		2	32	2	
2		2	32	2	
3		2	32	2	
4		2	32	2	
5		2	32	2	
6		2	32	2	
7		2	32	2	
8		2	32	1	
9		2	32	2	
10		2	32	2	
11		2	32	2	
12		2	32	2	
13		2	32	2	
14		2	32	2	
15		2	32	2	
16		2	32	2	
17		2	32	2	
18		2	32	2	

3.3.4

1

+ +

" " "

"

2

2021

11

1-16

1	---			2021 01
2				2021 8
3				2021 4
4	--- ChinaDaily			2021 7
5				2021 4
6	---			2021 2
7	--- 2021			2021 7
8	---			2021 6
9	3.0			2021 4
10	" "			2021 4
11				2021 2

3

4

2021

" " 18 "

1-17

1	-- B " "	
2		
3		
4	-- CGTN	
5		
6		
7		—

1

2020 12

1-19

1	
2	
3	
4	

1-20

1	
2	

1

2021

3

2021

2021 7

2021 7

2022

23

2

"

"

2020

2020

2021

1

"

"

3

3.5

2021

7

2021

9

1

6

3.6

3.6.1

1- 21

1		2021 5 27
2	---	2021 6 24
3		2021 9 16
4		2021 10 13

5		2021 10 18
6	" "	2021 10 20
7		2021 11 29
8		2021 12 1
9		2021 12 13

3.6.2

2021

5

1- 22

1	2021.10.30	2021		
2	2020.12.19			
3	2021.01.24	2021	" " " "	
4	2020.05.15			
5	2020.05.12	2050	" " " "	

3.7

4

) 5000 (3000

()

1- 23

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	
32	
33	
34	

35	
36	
37	
38	
39	
40	
41	
42	()
43	
44	/
45	
46	
47	
48	
49	

3.8

1

2

3 100%

100%

2

2021

1		82.33	86.00
2		79.67	78.67
3	" "	71.50	81.67

4		85.00	81.33
5		83.00	81.33
6	b --	83.00	74.67
7	MOBA	80.33	87.67
8	—	84.33	81.33
9		89.00	79.67
10		84.00	82.33
11	---	84.33	84.00
12	" --- "	82.33	84.33
13	--- "	83.67	83.00
14	" "	86.33	79.67
15	---	83.33	79.00
16	--- 227	83.67	84.33
17	" --- ChinaDaily2018- 2020	87.33	86.33
18		80.33	78.00
19		80.00	81.33
20		85.33	81.00
21	" " ---	82.33	83.00
22		80.67	85.33
23		90.67	79.67

24	— " "	80.67	73.67
25	" "	79.67	78.33
26		83.00	78.00
27		89.33	91.33
28		84.33	83.67
29	— —	82.67	81.67
30		84.00	78.33
31		79.00	76.67
32		85.33	86.67
33		83.67	82.33
34		77.00	76.67
35	— —	87.33	83.00
36		84.33	80.00

2021

3

3

3.9

3.9.1

2021

1

2

3.9.2

1- 25

1	
2	
3	
4	
5	
6	
7	

2021

2021

36

3.10

3.10.1

3.10.2

3.10.3

3.11

1

2

1

3.11.1

3.11.2

11

2021

9

2018

2019

2020

96

1

2

3

4

5

3.12

2021

36

100% 2021

36

11

"

"

14

11

3

2021

4.

4.1

1

13		21BXW019							

2

OOH

4.2

1

"

"

30

5684

2852

U

10 80

2020 3 8 200
H5
14
384 20326
35285 28.6

4.3

2019 - 2021

" " " " " " " " " " " "
" 6
4 350 300
46
" " " " " " 38
" " " " " " " " " "
" " " " " " " " " "
" " " " " " " " " "

