

China to Merge 3 State Media Outlets

The latest sources reveal that Beijing has decided to consolidate China Central Television (CCTV), China National Radio (CNR) and China Radio International (CRI) into a new central station for radio and television. Internationally they will be rebranded as the “Voice of China”, which will be a state entity under the direct supervision of the State Council and the leadership of the Party’s Publicity Department.

According to released plans, the new central TV and radio station will publicize the theories and policies of the Party, organize major journalistic events and the production of radio and television products, strengthen the media’s supervision, and enhance the capability of international communications to tell good China stories.