

央视获奥运会“新媒体转播权” PDF转换可能丢失图片或格式，建议阅读原文

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日前，中央电视台与北京奥组委正式签约，宣布CCTV的新媒体平台CCTV.COM成为北京奥运会官方互联网/手机转播机构。那么，“新媒体转播权”怎么说呢？请看《中国日报》报道：The International Olympic Committee (IOC) said it has awarded the 2008 Games Internet and mobile-phone platform rights in China to the digital arm of State broadcaster CCTV. The committee said that it chose CCTV.com because it will be able to work closely with its television arm and fully exploit the digital broadcast rights on a number of platforms. 国际奥委会近日宣布CCTV的新媒体平台CCTV.com成为北京奥运会官方互联网/手机转播机构。国际奥委会同时表示，之所以选择CCTV是因为其网络平台可以同电视平台更紧密地合作，发挥多平台联动优势。这里，新媒体指互联网和手机媒体平台，因此新媒体转播权表示为“Internet and mobile-phone platform broadcast rights”或简称为“digital broadcast rights”。100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com