Contents

1. Introduction 05
2. Initiative 07
3. Membership Application Guidance 09
4. Chronicles 13
5. Goal 17
6. Introduction to Related Projects 19
7. Statute 23
8. Appendix: Membership Application Form 34
The Belt and Road Media Cooperation Union (B&R MCU) is set up under the initiative of the Silk Road Economic Belt and the 21st Century Maritime Silk Road. B&R MCU is a cooperation organization that incorporates international media, cultural agencies and organizations according to the principle of “enjoying common prosperity through communication and cooperation”. It will integrate media resources along the Silk Road for more potential cooperation in terms of program production, dissemination and marketing operations to build a new industrial ecosystem. It will serve as a community for cooperation and exchange between international media agencies who will jointly present authentic, accurate, inspiring and intriguing stories of the Belt and Road.

More specifically, B&R MCU will play an important role in deepening the connection between countries in terms of pooling resources for potential stories along the Silk Road, exploring innovative ways of producing and generating contents, running trials of new photography skills and modes of dissemination, as well as forging closer cooperation between media agencies.

B&R MCU launched by China Intercontinental Communication Center (CICC) has set up its Executive Committee and Secretariat responsible for project management and daily operation. The Executive Committee is composed of representatives of B&R MCU members. The Secretariat, as a permanent committee, deals with details in daily operation and project management.
Initiative
Proposal for the “Belt & Road” Media Cooperation Union

For 2000 years, the ancient Silk Road and the maritime Silk Road have connected people on the Euro-Asian and African continents and promoted the common prosperity of the civilizations along the routes. The “Silk Road Economic Belt” and “21st Century Maritime Silk Road” initiatives (“One Belt & One Road” Initiative) not only continue the idea of peaceful development and win-win cooperation on the Silk Road, but invigorate the ancient Silk Road, bringing the countries in Europe, Asia and Africa closer than ever. Media organizations along the “Belt & Road” are dedicated to cultural richness, and to communication between civilizations, along with both official and civil activities. We would like to establish the “Belt & Road” Media Cooperation Union through the joint efforts of which we will cooperate, communicate and share new opportunities, promoting cultural exchange and mutual understanding.

So we hereby propose:

1. We work together to encourage film and television productions, co-productions and the distribution of finished programs that focus on the stories of the people, trade and dreams all along the “Belt and Road”, providing for our different communities and audiences fantastic productions that enrich all our lives, and promote mutual understanding and cultural communication.

2. We work together to jointly build the “Belt and Road” broadcasting network. By exchanging programs and by licensing deals, we will encourage cooperation between media organizations in different countries and so broaden the recognition of “Belt and Road” culture worldwide.

3. We work together to improve the quality and prosperity of the media industry in all our countries. Abiding by the principle of “discuss, build and share on the basis of common interest” we will expand our areas and levels of cooperation, creating benefits for everyone and carrying forward the culture and spirit of the Silk Road.
Membership Application Guidance

1. Flowchart

Log in to the official website of “Video China” (www.videochina.tv), enter the B&R MCU Member page, download and fill in the application form before submitting it to the Secretariat.

1. Download the application form

2. Fill in the form and submit the form and related materials

3. Conduct preliminary review by the Secretariat

3a. Keep records and inform the applicants

5. Become an official member

Register member information and inform other members

Fail to Pass
Upload member information to the B&R MCU website

Pass

Fail to Pass

Undergo examination and approval by the Executive Committee
## 2. Detailed processes

<table>
<thead>
<tr>
<th>No.</th>
<th>Steps</th>
<th>Performed by</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Download the application form</td>
<td>Applicants</td>
<td>Get the application form from the B&amp;R MCU website or directly from B&amp;R MCU.</td>
</tr>
</tbody>
</table>
| 2   | Fill in the application form and submit the form and related materials | Applicants                                | 1. Fill in the application form and prepare other related materials. The application form shall be stamped with the official seal of the company.  
2. Submit the application form and related materials to the Secretariat (via fax, mail or in person). |
| 3   | Receive preliminary review by the Secretariat        | The Secretariat of B&R MCU               | The Secretariat conducts preliminary review. If passed, submit the materials to the Executive Committee (Move to step 4). If not passed, move to step 3a. |
| 3a  | Keep records and inform the applicants               | The Secretariat of B&R MCU               | If the applicants fail to pass the preliminary review of the Secretariat, it shall keep records and inform them to prepare all the required materials for resubmission or explain to them the reasons for application rejection. |
| 4   | Undergo examination and approval by the Executive Committee | Executive Committee                     | 1. The Executive Committee shall conduct examination and decide the approval and inform the Secretariat of the results.  
2. If passed, move to step 5.  
3. If not passed, move to step 3. |
| 5   | Become an official member                            | Members                                   | New members shall have membership privileges upon admission and meanwhile shall perform related obligations.                                 |
| 6   | Register member information and inform other members | The Secretariat of B&R MCU               | 1. The Secretariat shall register the information of the new members and keep records (in paper and electronic documents).  
2. The Secretariat shall introduce the new members to other members. |
| 7   | Upload member information to the B&R MCU website    | The Secretariat of B&R MCU               | The Secretariat shall upload the logos and related materials of the new members.                                                               |
B&R MCU was established in Beijing, China on April 18, 2016. Under the support of State Council Information Office of China (SCIO), CICC and media representatives, cultural ambassadors and cultural agencies along the Belt and Road jointly set up B&R MCU and launched joint programs, “B&R” TV networks. The B&R MCU Initiative was signed by representatives from 17 media agencies including the U.S. National Geographic Channel, Discovery Channel and History Channel, Channel NewsAsia Singapore and Mongolian National Public Television channel, etc. The Consulates General of Bulgaria, Maldives, Serbia, Macedonia, Greece, Mongolia, Azerbaijan, Cambodia, Vietnam and Myanmar in China attended the event and witnessed the signing of the Initiative.

43 global media and cultural organizations have joined the Union as of March 2017.
In January 2017, China Intercontinental Communication Center, National Television of Cambodia, National Channel of Thailand and Media Prima of Malaysia hosted a series of events for the launch of the documentary block USilk and "Chinese Culture Screening Week at the Spring Festival" in Cambodia, Thailand and Malaysia, marking the official launch of "B&R" TV Networks.

The documentary block USilk has been broadcast in 21 channels globally in 11 languages to some 500 million viewers from more than 40 countries and regions as of April 2017. As the first key project initiated under the framework of the Union, USilk is designed to launch a 30-minute show on a weekly basis that contains 52 episodes.
The participating broadcasters of "B&R" TV Networks include: Quest Arabiya of UAE; National Television of Cambodia; National Broadcasting Services of Thailand; Media Prima of Malaysia; D1 TV of Hungary; National Television Company of Ukraine; Tanzania Broadcasting Corporation; SIBUKA of Tanzania; Fokus TV of Poland; STV Kazakhstan; Teledifsao De Macau; Television Malawi; Dolon TV of Kyrgyzstan; rheinmain.TV, SALVE.TV, center.TV and CityVision.TV of Germany; CCCTV and City TV of Canada; and América 24 of Argentina, etc.
Goal

Development of a well-established international communication network through cooperation

1. Development of "B&R" TV networks through cooperation on joint channels and blocks with local media organizations along the Belt and Road;

2. Development of "B&R New Media Communication Platform" that covers the internet, new media mobile terminals, social media and other platforms;

3. Preparation for the development of B&R Satellite Channel that enables wide and effective coverage of countries along the Belt and Road through satellite broadcasting and local cooperation.
Introduction to Related Projects
"Video China"—A Video Website and Trading Platform (www.videochina.tv)

1 | General Introduction

"VideoChina", established by China Intercontinental Communication Center (CICC), is a brand new website devoted to documentary programming about China, where registered users – whether broadcasters, distributors or producers - can find a range of products and services. VideoChina is an online library where broadcasters and institutional users can find top quality documentary programs for license, streaming or purchase; an archive of footage about China; and a hub where international producers can find funding, and production services, for their China-themed projects.

In 2017, "Video China" will set aside a designated area for the "Belt & Road" Media Cooperation Union to provide registration services and cooperation information for members of the Union, while striving for the development of a well-established international communication network based on new media technologies.

As one of the largest on-line documentary libraries, "VideoChina" is designed to promoting the exchange of Chinese and foreign documentary programs, enhancing the dialogues between documentary agencies in China and abroad, widening the channels for more documentary viewershipand encouraging the application of new media platforms in documentary filed.
Registered institutional users will be able to present, and at the same time presented by, top-quality documentary programs and footage themed on China;

“VideoChina” will provide a convenient and secure platform for licensing high quality archive footage and completed programs;

Licensing system of footage and completed programs

Streaming and showcasing of excellent documentaries

“One-stop service for documentary co-production

Professional information service will allow registered users to seek co-production partners and the latest topics, along with diversified financing resources.

Function highlights
Statutes of the Belt and Road Media Cooperation Union (Draft)

Chapter I General Rules

Article 1. The organization is named the Belt and Road Media Cooperation Union (hereinafter referred to as “B&R MCU”) and is abbreviated to USilk.

Article 2. B&R MCU is a regional non-governmental and non-profit social organization established in line with applicable laws, launched by China Intercontinental Communication Center (CICC), and composed of media and cultural agencies of the Silk Road countries. B&R MCU is a corporation aggregate dedicated to providing cooperation platforms for its members, developing a risk sharing mechanism, and enabling its members to improve media communication. The lawful rights of B&R MCU are protected by applicable laws.

Article 3. B&R MCU shall abide by the constitutions, laws, regulations, national policies and social morality of members’ countries; member agencies shall jointly endeavor to protect their common interests, foster healthy development of the media sector, and promote international cultural exchanges and mutual learning towards mutual understanding, peace and friendship among all peoples, under the premise of adherence to laws.

Article 4. The Secretariat of B&R MCU is located at

3rd Floor, Tower C, Recreo International Center, 8 Wangjing Road (E.), Chaoyang District, Beijing, China.
Contacts: Jane Wang   Ziyi Li
Tel:  +86 (0)10 - 84177839 / 84177182
E-mail: usilkservices@videochina.tv
Chapter II B&R MCU’s Mission

Article 5. | B&R MCU's mission

B&R MCU shall deepen the connection between members in terms of pooling materials of potential stories along the Silk Road, exploring innovative ways of producing and generating contents, running trials of new photography skills and modes of dissemination, as well as forging closer cooperation between media agencies. After the establishment of B&R MCU, it shall promote broadcasting worldwide in new approaches and with top-level designing, during which resource allocation shall be optimized to maximize the efficiency of all stakeholders, so that in the future it will serve as a platform for international and regional cooperation with many contributors, produce more brilliant film and television programs, tell inspiring Silk Road stories and promote the Silk Road culture and spirit.

(1) Pooling together wisdom and jointly improving the film and television production and exchanges
We shall carry out film and television co-production and facilitate copyright cooperation, with a focus on cultural, trade and motivational stories along the Belt and Road, in order to offer high-quality cultural products for audience in this region, nourish their spiritual life, and promote mutual understanding and learning.

(2) Pooling together strength and jointly carry out in-depth cultural communication and interaction
We shall create a Belt and Road network for cultural communication and jointly promote communication and interaction among cross-border media through program exchanges, content exchanges and copyright trading, thus building an influential and international communication platform with unique features of the Belt and Road region.

(3) Pooling together resources and jointly promoting the prosperity and development of the media sector
By following the principle of “enjoying common prosperity through communication and cooperation”, we shall expand and upgrade cooperation and create new cooperation models to achieve mutual benefits, promote the Silk Road culture and the Silk Road spirit.

Chapter III Organization and Operation

Article 6. | Organizational structure of B&R MCU

B&R MCU launched by CICC shall set up its Executive Committee and Secretariat responsible for project management and daily operation. The Executive Committee shall be composed of representatives of B&R MCU members. The Secretariat, as a permanent department, shall deal with details in daily operation and project management.

Contracts shall be signed by B&R MCU members on each cooperation project or financing project, and cooperation agreements shall be signed by them with project-specific information in the form of legal documents that define responsibilities, rights, and interests. Members of B&R MCU shall enjoy most favorable treatment in terms of policy, funding, training and professional advice.

Threshold conditions shall be set for all interested agencies and institutions, and the Secretariat of B&R MCU shall review their qualifications according to the Statute.

On the premise of promoting the common interests of its members, B&R MCU shall coordinate the development of the following operation mechanisms:

(1) Mechanism for accumulating and sharing resources
A B&R media organization and a stereoscopic video transmission system that covers both traditional television media and new media shall be set up. Mainstream media agencies from countries along the Belt and Road shall be involved in building a localized TV platform. Contents on the Silk Road shall be developed and themed channels or television stations shall be established.
(2) Mechanism for project cooperation and commercial operation
Mutual beneficial cooperation between B&R MCU members shall be promoted. In order to realize both social and economic benefits, the Executive Committee shall leverage its advantages to provide policy and market guidance in terms of topic design and program promotion to improve its global presence and influence. Members shall join together and discuss issues including commercial operations.

(3) Mechanism for communication and exchange
All-round communication and cooperation between B&R MCU members shall be advanced. Members shall delegate one permanent contact person to share information. The Secretariat of B&R MCU shall serve and coordinate members and take care of issues including updating, collecting and releasing information on joint program planning and implementation, promotion and dissemination, financing and investment, benefit sharing, and relevant ideas and proposals. The Secretariat shall seek to facilitate the above-mentioned activities. B&R MCU shall hold annual meetings and media summits for discussions on the transmission of Silk Road films and television programs, so as to facilitate cooperation through communication.

(4) Mechanism for global marketing
The development trend of media and culture markets across the world shall be analyzed. B&R MCU and its TV platform shall be promoted through various means in order to increase the impact of the Belt and Road Initiative in the world. Training sessions for those working in the media industry, scouting activities, and joint overseas screenings shall be held so that B&R MCU will be better recognized and members will have a better sense of community, and countries and their peoples will better relate themselves to the cultural implications of the Belt and Road Initiative.

(5) External communication and cooperation shall also be promoted.
A communication mechanism that bridges B&R MCU with the government, regulatory authorities, news agencies, and other social organizations shall be established, in an effort to enhance B&R MCU's influence in local media affairs.
Article 7. | Duties of B&R MCU

After its establishment, B&R MCU shall make headway in the following three areas:

(1) Developing a multilateral cooperation mechanism based on the principle of “enjoying common prosperity through communication and cooperation”
B&R MCU shall bring together prominent themed programs to enlarge the size of transmission. It shall also formulate new rules of cultural dissemination and information sharing, and further form a set of values unique to countries along the Belt and Road. B&R MCU shall facilitate various bilateral and multilateral cooperation activities between members, including international co-production, program exchanges and trading, cultural exchanges, and human resources exchanges, thus enhancing the relationship and understanding between regional media and achieve win-win results.

(2) Establishing a stereoscopic video transmission system based on cooperation
By integrating program resources, B&R MCU shall establish a cross-border Silk Road TV platform with satellite TV stations, Internet TV stations, and Silk Road cinemas, and host Silk Road themed film and TV festivals, international forums and summits; it shall also establish an international Silk Road stereoscopic communication platform involving both traditional television media and new media to cover all countries along the Belt and Road.

(3) Creating an international brands for Silk Road countries and developing global influence
B&R MCU shall foster itself good image in the global context and build an international media brand. An operating entity shall also be set up under joint operation, bringing economic benefits to be shared with investing and cooperating agencies.
Chapter IV Members

Article 8. | Potentially eligible members of B&R MCU include broadcasting and film production entities, international cultural agencies, and film and television associations along the Belt and Road.

Article 9. | Applicants applying for membership of B&R MCU shall meet the following requirements:
   (1) Advocating the Statute of B&R MCU;
   (2) Having certain influences in the field of media communication;
   (3) Complying with laws and regulations in operation, and abiding by business agreements signed with other B&R MCU members; promising to submit to the Executive Committee and the Secretariat The Report on the Execution of Cooperation Agreements on a yearly basis, and taking full responsibilities for consequences resulted from performing such agreements.

Article 10. | The procedure of member enrollment includes:
   (1) The applicant shall submit an application form for official membership which, after an initial review by the Secretariat, shall be converted into an application report and submitted to the Executive Committee;
   (2) The Executive Committee shall discuss on the approval;
   (3) The Executive Committee officially sends the applicant a letter of confirmation about being a member of B&R MCU.

Article 11. | B&R MCU members shall enjoy the following rights:
   (1) The right to elect, to be elected, and to vote in B&R MCU;
   (2) The access to B&R MCU activities and priority to enjoy opportunities and resources of business cooperation between B&R MCU members;
   (3) Priority to enjoy services provided by B&R MCU;
(4) The right to give criticisms and suggestions on the work of B&R MCU as well as supervise its work;
(5) The right to voluntarily apply for or quit the membership of B&R MCU;
(6) And other rights defined by the Executive Committee.

Article 12. | B&R MCU members shall comply with the following obligations:

(1) Complying with the B&R MCU Statute and relevant regulations and performing all the resolutions of B&R MCU;
(2) Following and supporting all the work of B&R MCU and protecting the legitimate rights and reputation of B&R MCU;
(3) Actively engaging in all B&R MCU activities and fulfilling all the tasks allocated by B&R MCU;
(4) Performing all the requirements stipulated in The Master Agreement of Strategic Cooperation Framework and other agreements for specific business cooperation signed by B&R MCU members;
(5) Reporting to B&R MCU and providing relevant information and materials on a timely manner;
(6) And other obligations defined by the Executive Committee.

Article 13. | B&R MCU shall classify its existing members into different categories according to their nature, specialties, investments and projects. On top of improving its mechanisms, B&R MCU shall establish an executive division, a standing executive division, a consulting division and other divisions which will be granted with power in accordance with their obligations.
Chapter V Organizational Structure

Article 14. The General Assembly or the Representative Assembly is the highest authority, which is responsible for:

(1) Drawing up and amending the Statute;
(2) Electing and dismissing members of the Executive Committee;
(3) Reviewing work and financial reports of the Executive Committee;
(4) Deciding on issues of termination;
(5) Formulating or modifying the contribution standards of B&R MCU;
(6) And deciding on other major issues.

Article 15. The executing organ of the General Assembly or the Representative Assembly is the Executive Committee, under which a Standing Council is set. The Standing Council is responsible for:

(1) Executing resolutions by the General Assembly or the Representative Assembly;
(2) Arranging and convening meetings of the General Assembly or the Representative Assembly;
(3) Examining and approving proposals for B&R MCU and formulating corresponding resolutions;
(4) Reporting work and financial statements to the General Assembly or the Representative Assembly;
(5) Deciding on the admission and expelling of members;
(6) Electing and dismissing Directors, Deputy Directors, and Secretary General of Executive Committee;
(7) Deciding on the establishment of administrative organs, branches, representative offices, and entities;
(8) Deciding on the appointment of Deputy Secretary General(s) and heads of each organ;
(9) Leading the work of all organs of B&R MCU;
(10) Formulating internal administrative rules;
(11) And deciding on other major issues.

Article 16. | In principle, the Executive Committee shall convene at least one meeting a year. Under certain circumstances, the meeting(s) may be held via communication tools.

Article 17. | The Director of B&R MCU shall excise the following powers and functions:
(1) Convening and hosting the meeting(s) of the Executive Committee;
(2) Reviewing the implementation of resolutions of the General Assembly, the Representative Assembly and the Executive Committee;
(3) Signing key documents and attending major events on behalf of B&R MCU.

Article 18. | The Secretary General of B&R MCU shall excise the following powers and functions:
(1) Leading the routine work of administrative organs, and organizing and implementing the annual work plan;
(2) Coordinating the work of all branches, representative offices, and entities;
(3) Nominating Deputy Secretary General(s) and heads of administrative organs, branches, representative offices, and entities, and submitting the name list to the Executive Committee or the Standing Council for approval;
(4) Deciding on the recruitment and appointment of full-time personnel for administrative organs, representative offices, and entities;
(5) And managing other routine affairs.
Chapter VI Amendment Procedure

Article 19. | Any amendment(s) made to the Statute shall be approved by the Executive Committee before submitted to the General Assembly or the Representative Assembly for further review.

Chapter VII Supplementary Rules

Article 20. | The right of interpretation of the Statute shall be vested in the Executive Committee of B&R MCU.

Article 21. | The Belt and Road Media Union Initiative (Version: April 18th, 2016)
Appendix: Membership Application Form
The Belt and Road Media Cooperation Union Membership Application Form

Instructions

1. To realize a more standardized regulation, any company applying for B&R MCU membership shall fill this form.

2. When submitting this form, the applicant shall fill the B&R MCU Member Company List with required details (including the company’s name, and the position, name, home address, postal code, telephone number, fax, and email address of the company’s director).

3. The stamped form shall be kept by the Secretariat of B&R MCU in two copies.

4. Those who fill this form shall comply with the principle of honesty and integrity, give no fake information and hide no necessary detail, and conform to the confidentiality provisions. Anyone who violates such provisions shall be disqualified from gaining B&R MCU membership.
<table>
<thead>
<tr>
<th>Company name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of establishment</td>
<td>Registered capital</td>
</tr>
<tr>
<td>Regulatory authority</td>
<td>Company staff number</td>
</tr>
<tr>
<td>Office address</td>
<td></td>
</tr>
<tr>
<td>Contact number</td>
<td>Postal code</td>
</tr>
<tr>
<td>Email address</td>
<td>Fax</td>
</tr>
<tr>
<td>Director</td>
<td>Name</td>
</tr>
<tr>
<td>Email address</td>
<td>Fax</td>
</tr>
<tr>
<td>Position</td>
<td>ID number</td>
</tr>
<tr>
<td>Scope and basic situation of the company’s business</td>
<td></td>
</tr>
<tr>
<td>Relevant corporate qualifications</td>
<td>Copies of the following documents shall be provided after stamped with the company’s official seal: 1. Business License 2. Certificate of Organization Code 3. Copy of ID card of the company’s director 4. Brief introduction of the company</td>
</tr>
<tr>
<td>Signature and official seal of the company’s legal representative</td>
<td>Legal representative signature: Day Month Year (official seal)</td>
</tr>
<tr>
<td>Secretariat Approval opinion</td>
<td></td>
</tr>
<tr>
<td>Day Month Year (official seal)</td>
<td></td>
</tr>
<tr>
<td>Executive Committee Approval opinion</td>
<td></td>
</tr>
<tr>
<td>Day Month Year (official seal)</td>
<td></td>
</tr>
</tbody>
</table>

Date of filling: Day Month Year (official seal)