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Shell launching new retail fuel pilot programs in U.S.



Inside C2

# Southern DAILY

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## U.S. draws China FX into trade dispute as IMF calls for resolution

NUSA DUA, Indonesia (Reuters) - The United States sought to make currency a central part of any solution to a bruising trade fight with China, keeping the pressure on Beijing to speed up economic reforms at a gathering of world policy makers who pledged to do more to safeguard global growth.  
IMF Managing Director Christine Lagarde (CF), Central Bank governors and finance ministers pose for a group photo at the International Monetary Fund - World Bank Group Annual Meeting 2018 in Nusa Dua, Bali, Indonesia October 13, 2018. REUTERS/Johannes P. Christo  
China's central bank governor Yi Gang on Saturday promised to keep the yuan currency's value "broadly stable" at International Monetary Fund and World Bank annual meetings in Bali where the IMF attempted to prod the world's two largest economies to resolve their disputes.

The People's Bank of China governor's statement to the IMF steering committee echoed Fund members' to avoid competitive currency devaluations.  
"China will continue to let the market play a decisive role in the formation of the RMB exchange rate," Yi said in the statement "We will not engage in competitive devaluation, and will not use the exchange rate as a tool to deal with trade frictions."  
A communique issued by the IMF's member countries on Saturday - which followed fresh tumult in financial markets - also sought to soothe nervous investors with a pledge to step up their dialogue on trade issues.

U.S. Treasury Secretary Steven Mnuchin said on Saturday that Chinese officials told him that further yuan

depreciation was not in China's interests. He told Reuters in an interview on Friday that currency issues needed to be part of U.S.-China trade talks.  
"We want to make sure that (yuan) depreciation is not being used for competitive purposes in trade," Mnuchin told reporters on Saturday.  
The yuan [CNY=CFXS] has fallen more than 8 percent against the dollar since the end of April to about 6.91 on Friday, close to the psychologically important 7.0 level not seen in a decade.  
In the communique from the International Monetary and Financial Committee, the Fund's member countries also agreed to debate ways to improve the World Trade Organization so it can better address trade disputes.  
"We acknowledge that free, fair, and mutually beneficial goods and services trade and investment are key engines for growth and job creation," the IMFC said in the statement.  
"We will refrain from competitive devaluations and will not target our exchange rates for



competitive purposes," it added.  
On Thursday, IMF Managing Director Christine Lagarde urged members to "de-escalate" trade tensions and work on fixing global trade rules. She also warned against adding currency to the trade conflict, saying this would hurt global growth as well as "innocent bystander" nations, including emerging markets that supply commodities to China. She urged.

Some of these countries, including Indonesia, the host of the IMF and World Bank meetings, are already struggling to contain capital outflows prompted by higher U.S. interests rates. Fears that rates could spike sharply higher - and the international trade tensions - touched off a searing sell-off in global stock markets over the past week. European Central Bank Governor Mario Draghi warned on Saturday that a "snap back" in rates and a sharp repricing of asset prices were the biggest risks to the economic outlook.

## Jared Kushner 'likely' paid little or no income taxes for years: NYTimes

WASHINGTON (Reuters) - Jared Kushner, President Donald Trump's son-in-law and a senior White House adviser, likely paid little or no federal income taxes between 2009 and 2016, the New York Times reported on Saturday, citing confidential financial documents.  
White House senior advisor Jared Kushner (C) and Treasury Secretary Steven Mnuchin (L) wait in the Rose Garden prior to President Donald Trump's news conference on the United States-Mexico-Canada Agreement (USMCA) at the White House in Washington, U.S., October 1, 2018. REUTERS/ Leah Millis  
The documents were created with Kushner's cooperation as part of a review of his finances by an institution that was considering lending him money, the Times reported. The Times said that Kushner's tax bills reflected the use of a tax benefit known as depreciation that lets real estate investors deduct part of the cost of their properties from their taxable income.  
The Times report said that nothing in the documents reviewed "suggests Mr. Kushner or his company broke the law."

Peter Mirijanian, a spokesman for Kushner's lawyer Abbe Lowell, told Reuters on Saturday that he would not respond to the newspaper's assumptions, which he said were "taken from incomplete documents obtained in violation of the law and standard business confidentiality agreements."  
He added, "Always following the advice of numerous attorneys and accountants, Mr. Kushner properly filed and paid all taxes due under the law and regulations."  
The records reviewed by The New York Times did not expressly state how much Kushner paid in taxes, but included estimates for how much he owed called "income taxes payable" — and how much Kushner paid in expectation of forecasted taxes known as "prepaid taxes." The paper said that for most of the years covered, both were listed as zero, but in 2013 Kushner reported income taxes payable of \$1.1 million.  
Kushner Cos, the family company for which Kushner previously served as chief executive, has been profitable in recent years, the Times said, citing the analysis. Kushner sold his interests in the company to a family trust last year.



White Advisor Kushner listens as President Trump announces trade deal at the White House in Washington

The White House and Kushner Cos did not immediately comment Saturday.  
The newspaper noted that the 2017 tax rewrite signed by Trump includes provisions that benefit real estate investors. Mirijanian

said that on tax reform efforts, Kushner "followed his approved ethics agreement and has avoided work that would pose any conflict of interest."

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Shell launching new retail fuel pilot programs in U.S.

Royal Dutch Shell is the U.S. leader in retail fuel sales and now Shell is launching new American pilot programs so people can fill up almost anywhere or charge their electric vehicles.

First Shell will pilot its new “Shell TapUp” app-based program in Houston where it will take fueling trucks to its customers to fill their tanks. The program started in the Netherlands and is now coming to the U.S.

Shell will start offering the service to its employees and to other businesses so vehicles are filled up in their company parking lots. Then, Shell aims to eventually expand to all customers so people can get fuel while they’re shopping at the grocery or dining at a restaurant. Shell won’t come to your house; the goal is to service multiple customers at a time in larger parking lot or garage settings.

Even though Shell has more than 14,000 U.S. gas stations in all 50 states, people still like having options and convenience, said Istvan Kapitany, Shell’s executive vice president of global retail.

“We are here to offer choices to our customers,” Kapitany said.

There are other fuel delivery app programs in the U.S. like Filld, Booster and WeFuel, but they are independent companies that are still trying to make names for themselves.

More than 30 percent of Shell’s worldwide fueling stations are in the U.S., and Kapitany contends that Shell has a large loyalty base with its premium V-Power fuels and its popular Fuel Rewards program.

Shell also is tackling the challenge of powering electric vehicles and hydrogen-powered fuel cell vehicles, starting in California where they’re most popular in the U.S. Shell already has two hydrogen stations in California with plans to open seven more in the state. Shell also is about to launch a new electric charging pilot program in California with fast-charging capabilities to power up an EV in about five minutes, Kapitany said.

Shell aspires to keep expanding, but Kapitany said it is taking its time to ensure there’s enough customer demand. Shell already has larger EV-charging programs in much of Europe and even in China.

“You just don’t know what will happen, so we take small steps to learn,” Kapitany said.

Young said the change wasn’t enough — and places children in charge of deciding whether or not a parent is present in the interviews. He added that the new policy does not address the issue of sexually explicit questions.



Customer Claudia Najera of Houston finishes pumping at the Shell Station, 1620 S Loop W. With the Tap Up app coming soon to Houston, customers like Najera can let the fillups come to them.

Murphy Oil to team up with Brazil for Gulf of Mexico oil development

Murphy Oil is teaming up with Brazil’s state-owned oil and gas company to develop oil assets in the Gulf of Mexico.

The joint venture between Murphy Oil of Arkansas and Petrobras is worth at least \$900 million and will add around 41,000 barrels of oil production to Murphy’s Gulf of Mexico operations. That will increase the company’s Gulf of Mexico oil production to around 60,000 barrels a day of production.

The joint venture will involve a pooling of both company’s oil and gas

assets in the Gulf of Mexico, with Murphy Oil owning an 80 percent stake in the joint venture and Petrobras the remainder. According to Murphy Oil’s website the company holds more than 150 leases in the Gulf of Mexico.

Part of the profits generated by the new joint venture will be invested into Murphy Oil’s South Texas operations in the Eagle Ford Shale, where the company holds around 135,000 acres.



Murphy Oil and Brazil's Petrobras have signed a joint venture agreement to develop oil assets in the Gulf of Mexico.

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Editor's Choice



Naomi Campbell arrives ahead of the wedding of Princess Eugenie and Jack Brooksbank at St George's Chapel in Windsor Castle, Britain October 12, 2018. Gareth Fuller/Pool via REUTERS TPX IMAGES OF THE DAY



U.S. President Donald Trump closes his eyes in prayer along with Pastor Andrew Brunson, after his release from two years of Turkish detention, in the Oval Office of the White House, Washington, U.S., October 13, 2018. REUTERS/Mike Theiler TPX IMAGES OF THE DAY



A woman reads a Quran that she found in a house in the area hit by the tsunami on the coastline in Palu



Princess Eugenie and Jack Brooksbank kiss after their wedding at St George's Chapel in Windsor Castle, Windsor



Malaysia's politician Anwar Ibrahim leaves a polling station during the by-election in Port Dickson



IMF Managing Director Christine Lagarde arrives for a group photo with Central Bank governors and finance ministers at the International Monetary Fund - World Bank Group Annual Meeting 2018 in Nusa Dua, Bali



U.S. President Trump greet supporters after arriving in Cincinnati, Ohio



Ghofrane Belkhir of Tunisia celebrates after winning gold medal in the Weightlifting Women's 58kg Group A at the Europa Pavilion, Youth Olympic Park, Buenos Aires, Argentina, October 11, 2018.



The reception at the Henn na Hotel east of Tokyo is eerily quiet until customers approach the robot dinosaurs manning the front desk. Their sensors detect the motion and they bellow “Welcome.” might be about the weirdest check-in experience possible, but that’s exactly the point at the Henn na (whose name means ‘weird’) chain, which bills itself as offering the world’s first hotels staffed by robots.

The front desk staff are a pair of giant dinosaurs that look like cast members of the Jurassic Park movies, except for the tiny bellboy hats perched on their heads. The robo-dinos process check-ins through a tablet system that also allows customers to choose which language—Japanese, English, Chinese or Korean—they want to use to communicate with the multilingual robots.

The effect is bizarre, with the large dinosaurs gesticulating with their long arms and issuing tinny set phrases. Yukio Nagai, manager at the Henn na Hotel Maihama Tokyo Bay, admits some customers find it slightly unnerving.

“We haven’t quite figured out when exactly the guests want to be served by people, and when it’s okay to be served by robots,” he told AFP.

But for other guests the novelty is the charm: each room is staffed with mini-robots that look a bit like spherical Star Wars droid BB-8, and help guests with everything from changing channels to playing music.



Even the fish are robotic with electric lights on their battery-powered bodies.

Even the fish swimming in the lobby run on batteries, with electric lights in their articulated bodies flickering on and off as they work their way around

# Robotel: Japan Hotel Staffed By Robot Dinosaurs – Really!

Compiled And Edited By John T. Robbins, Southern Daily Editor



Dinosaur robots wait to check in customers at the Henn na hotel

giant tanks.

“The dinosaurs looked intriguing, and I thought my son would love it,” said Chigusa Hosoi, who was at the hotel with her three-year-old.

“My son is really happy. There’s an egg-shaped robot inside the room. He was playing with it a lot.”

The first Henn na Hotel opened in Nagasaki in 2015, and was certified the following year by Guinness World Records as the world’s first hotel with robots on its staff.

The travel agency group that operates the chain now runs eight hotels across the country, all with robots on the staff, some of them dinosaurs, but others tak-

ing a more humanoid shape.



The Henn na Hotel in Nagasaki was certified by Guinness World Records as the world’s first hotel with robots on staff

Some humans are also on call to intervene in case of glitches, which customer reviews online suggest are a not infrequent problem at check-in.

But Nagai said relying on robots for everything from front desk duty to cleaning had proved an efficient choice in a country with a shrinking labour market.

“It’s becoming difficult to secure enough labour at hotels. To solve that problem, we have robots serving guests.” (Courtesy <https://phys.org/news>)

In Pictures: Japan’s First Robot-Operated Hotel



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**~Beth Yip, M.D.,** co-managing physician, Pearland Clinic

Dr. Yip is a board-certified pediatrician who completed her medical degree, internship and residency at Baylor College of Medicine. She is a fellow of the American Academy of Pediatrics and member of the American Medical Association, Texas Medical Association, Harris County Medical Society and Texas Pediatric Society.

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First mentioned by Chinese President Xi Jinping during a state visit to Kazakhstan five years ago, the Belt and Road Initiative (or BRI) celebrates its birthday this week. Backers of the biggest infrastructure build-out the world has ever witnessed have worked hard at promoting it, although some of their efforts have missed the mark, including a children’s song that was mocked in the Western media this summer. “Everybody let’s make friends,” the kids beg. “Take my hand, and let’s dance all night.” The problem for policymakers is that plenty of people need more convincing to about the Belt and Road, amid criticism that the plan is poorly conceived. Critics of the policy have asked why it needs such a hard sell if it is really such a boon, while others describe it as a ‘debt trap’ designed to deceive its participants. Cancellation of one of the biggest projects in Malaysia last month proved awkward for the anniversary too. But back in China the mood was more bullish, as Xi defended his signature policy at a gathering of African leaders this week, before doubling down on his promises to partner with nations via BRI investments.

**Has the BRI been a success?**  
Unfortunately there’s no straightforward way for tracking how it is progressing. Chinese officials talk mostly about topline investment in the plan and debtor countries don’t disclose their loans in any detail. Chinese lenders, including the Asia Infrastructure Investment Bank, have showcased some of the key financings but there’s no authoritative breakdown of how all the capital has been allocated or how the projects are performing.



African delegates walk by a screen panel showing a footage of Chinese President Xi Jinping with Ethiopia’s Prime Minister Abiy Ahmed ahead of the Forum on China-Africa Cooperation in Beijing, Monday, Sept. 3, 2018. African leaders will likely press their Chinese hosts at a conference this week to help narrow their trade deficits with Beijing by shifting more manufacturing to their continent, the chief executive of the biggest African bank said. (AP Photo/Andy



China celebrated the fifth anniversary of the Belt and Road Initiative this week.

**Wong) THE ASSOCIATED PRESS**  
Unsurprisingly, the propaganda push from media like China Global Television Network, the international incarnation of state broadcaster CCTV, is that things are going even better than expected. “The Belt and Road Initiative is like welcome rain after a long drought,” it ventured last week, before switching metaphors to describe how friends of the programme have been getting a “free ride on the Chinese fast-train”. Railways are a feature in the anniversary coverage, which has tried to talk about some of the outcomes of the initiative, including the 10,000th journey involving freight trains between China and Europe. Other newspapers also talked about the savings in travel time on Belt and Road journeys, courtesy of freshly dug tunnels through the mountains of Uzbekistan, or newly laid track along the Kenyan coast. In loftier prose, the Chinese media has championed BRI as an opportunity for all, with benefits that more than transcend the train timetables. “The BRI focuses on promoting the connectivity of the land, sea, air and the internet,” China’s state television channel enthused in the kind of celebration that makes critics of Belt and Road cringe. “It

**Other countries have been celebrating too?**  
Repayment questions first came to the fore in Sri Lanka, when the Sirisena government reneged on commitments run up by its predecessor. After protracted negotiations, the Chinese swapped some of their loans for equity in the Hambantota port zone. The status of more than \$60 billion in spending on transport and energy projects in Pakistan also looks a little precarious (the so-called China Pakistan Economic Corridor, or CPEC). The central bank there has reserves of less than \$10 billion, or enough for about two months of imports, which raises questions as to how Islamabad is going to meet its financial commitments after borrowing another \$5 billion from the Chinese in the latest fiscal year alone. On similar lines, Myanmar’s finance minister told the press in July that plans for another new port on the Bay of Bengal would be “slimmed down” because his country’s obligations to the Chinese already amounted to about 40% of its external debt (“not recommendable”, the minister suggested). (Courtesy <https://www.weekinchina.com>)

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is curing the ills of neoliberal globalisation, channelling money into the real economy, eliminating the causes of the global financial crisis, and making globalisation work for the broader community.”



**China’s Xi Pledges \$60 Billion in Financing for Africa**

**Chinese President Xi Jinping has pledged \$60 billion in loans, grants and investment for projects in Africa**

**BEIJING (AP)** — Chinese president Xi Jinping on Monday pledged \$60 billion in financing for projects in Africa in the form of assistance, investment and loans, as China furthers efforts to link the continent’s economic prospects to its own. Speaking to a gathering of African leaders in Beijing, Xi said the figure includes \$15 billion in grants, interest-free loans and concessional loans, \$20 billion in credit lines, \$10 billion for “development financing” and \$5 billion to buy imports from Africa. In addition, he said China will encourage companies to invest at least \$10 billion in Africa over the next three years. China’s outreach to Africa aims to build trade, investment and political ties with a continent often seen as overlooked by the U.S. and other Western nations. That has provided lucrative opportunities for Chinese businesses, while African nations are often happy to accept China’s offers that come without demands for safeguards against corruption, waste and environmental damage. No details were given on specific projects, although Xi said China was planning initiatives in eight areas, including providing \$147 million in emergency food aid, sending 500 agricultural experts to Africa, and providing scholarships, vocational training and trade promotion opportunities. The pledge comes on top of a 2015 promise to provide African countries with \$60 billion in funding that Xi said had either been

delivered or arranged. Also Monday, Xi promoted Beijing’s initiative to build ports and other infrastructure as a tool for “common prosperity” in a world facing challenges from trade protectionism.



Addressing businesspeople prior to the formal opening of the Forum on China-Africa Cooperation, Xi said the “Belt and Road” initiative will expand markets. He tried to mollify concern that Beijing wants to build strategic influence, promising Chinese investment comes with “no political strings attached.” “Unilateralism and protectionism are on the rise. Economic growth lacks robust drive,” Xi said in a speech. “China-Africa cooperation under the BRI is a way to common prosperity that brings benefits to both our peoples.” African and other Asian leaders have welcomed “Belt and Road” but some projects have prompted complaints about debt and other problems. The initiative involves hundreds of projects, most of them built by Chinese contractors and financed by loans from Chinese state-owned banks, across an arc of 65 countries from the South Pacific through Asia to Africa and the Middle East. In a major blow to China’s ambitions, Malaysia recently canceled Chinese-financed projects worth more than \$20 billion, saying they were unnecessary and would create an unsustainable debt burden. Deeply indebted Pakistan is also reportedly reconsidering some projects in the multi-billion dollar China-Pakistan Economic Corridor that is a key link in the BRI. The Beijing forum brings together leaders from China and more than 50 African countries. Dozens of African leaders met with Xi ahead of the conference. Xi made no mention of the political and debt concerns that overshadow some BRI projects. But Chinese officials previously have rejected accusations that projects leave host countries too deeply indebted to Chinese lenders. “China’s investment in Africa comes with no political strings attached,” Xi said. “China does not interfere in Africa’s internal affairs and does not impose its own will on Africa.” (Courtesy <https://www.usnews.com>)

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爲了“向世界講好中國故事，打造出更多受歡迎的中國文化符號”，成立三年的騰訊影業在今年9月17日的生日會上，推出首批以東方故事、次元破壁、青春能量、國際探索、時代旋律、古龍武俠六大文化產品系列以及四十余个影視項目。

從成立之初，就確定“不孤立做影視”的騰訊影業，貫穿其作品始終的邏輯是以IP爲核心，進行影劇綜等各層面的聯動開發，不斷二次創作和成長。以更爲開放的態度、專業的能力攜手優質內容創作者開拓影視行業，真正實現“互聯網+影視”的跨越。

#### 《影》的中國符號與文化野心

“中國史書中記載非常少關於‘替身’，中國古代題材現在都拍爛了，沒有拍過‘替身’。”導演張藝謀在威尼斯專訪上對三聲聊到，“我很多年前就想拍，如果再有三個導演、四個導演拍過同類題材，我可能就不拍了。我們的鄰國日本就有壹個著名的‘影子武士’，我不相信過去在中國漫長的歷史中沒有過‘替身’。”

於是，《三國·荊州》成爲張藝謀最初關於《影》的靈感來源。通過灌輸“替身”的概念，故事最終成爲聚焦在小人物“影子”境州身上的平民視角。“在貴族的遊戲中，壹個平民和孤兒苦苦掙紮和求生，在他的人性上彰顯了這種掙紮和困境，對這個人物的塑造，（我）其實很有興趣。”

從視覺上看，張藝謀摒棄了以往濃墨重彩的風格，美術風格參考中國古畫，整體畫面以近乎黑白的水墨風描繪，壹致采用中國風元素、民族化設計。《國際銀幕》觀《影》後直言：“壹個以其史詩般華麗色彩著稱的導演，導出了壹部單色調作品，結果驚人，依舊充滿美感”。

《影》在視覺、美學創新上達到了壹種極致，它所構建的東方文化世界、傳遞的審美文化價值以影像的形式在大眾層面得到傳播。盡管這種極致藝術難以在產業價值上取得極大成功，但在文化價值的傳播上貢獻了壹份力量。

“它不僅僅只是美術方面的東西，中國水墨畫講的並非“非黑即白”，恰恰是借水的流動和勻染展示出了豐富的中間層次，是水墨畫最獨特的韻味。”張藝謀對三聲說道，“從美學角度對人性也做壹個挖掘，人性也不是“非黑即白”，它中間的部分是

非常複雜的。”

更爲可貴的是，“《影》這個黑白世界都是實拍，不是用電腦做出來的。”張藝謀認爲，今天電腦調色易如反掌，但反而是精益求精的工匠精神，才能更好的傳遞作品的文化價值。“所謂工匠精神就是追求精益求精，踏踏實實拍電影，這可能是未來中國電影主要的方向。”

騰訊集團副總裁、騰訊影業CEO程武回憶曾經參與張藝謀導演的現場拍攝探班，“整個拍攝過程中每壹個環節、每壹個鏡頭，每壹個鏡頭的再次拍攝，他都會走到拍攝現場，跟掌機、跟整個的劇組人員、演員去討論。”

程武覺得，這是中國電影行業裏面匠心的最好的代表。

影視作品的開發周期長，打造精品更是需要耐心。騰訊作爲成立剛滿三年的年輕影視公司，“追求的不是短期的票房和回報，”程武說道，“要真正去結合騰訊所能連接到的文化素材，以年輕人爲代表的受眾群體，互聯網平臺和數據工具，助力張藝謀導演這樣的優秀的創作人，結合中國傳統文化壹起去打造壹些優秀的影視作品。”

張藝謀與騰訊影業促成合作的契機，壹方面基於雙方對品質和匠心的堅守，另壹方面是對中國文化、電影藝術和“美”不約而同的極致追求。張藝謀借助《影》呈現的東方美學，與騰訊的“新文創”戰略和打造中國文化符號的目標在價值觀層面高度契合。

“新文創”是騰訊繼六年前提出的“泛娛樂”戰略的升級。它是壹種以IP構建爲核心的文化生產方式，強調在註重產業價值之外要承載更大的文化價值，最核心的目的是打造出更多具有廣泛影響力的中國文化符號。

《影》正是這樣壹張傳遞中國文化價值、讓世界震撼的文化名片。壹位中國觀眾分享了他在威尼斯觀影時的場景，“坐我旁邊的意大利帥哥看得腰桿直挺張口結舌，被震得壹楞壹楞的太萌了，結束後還使勁鼓掌。”

中華民族的掘起需要匹配相應的文化自信和文化符號，從這層意義上看，和騰訊所提倡的新文創、以及構建中國文化符號壹致。程武認爲：“向世界講好中國故事，打造出更多受歡迎的中國文化符號，不僅是企業的機會，產業的機遇，其實也是國家進壹步提升文化軟實力的關鍵所在。”

爲將《影》這樣的中國式文化精

伴隨著鏡頭的推移，境州頭戴鬥笠手持沛傘，站在傾盆大雨的陰陽圖下，像壹幅瀟灑著霧氣的水墨畫，殺氣撲面而來。蒼翠竹林、層巒山水、屏風燭火、八卦燈影，所有極具中國文化符號的意象在電影《影》中都能找到依托。

自威尼斯國際電影節歸來後，《影》賺足了海外口碑。IMDb上7.2分，影評人聚集的Metascore上則拿到了88分。9月30日國內上映後，時光評分7.7，截止發稿，國慶檔票房達4.78億，單日票房位居第二。有影評人稱：“這可能是迄今爲止張藝謀最美的電影。”在近日第55屆金馬獎上，《影》入圍12個獎項，同時也是對電影的肯定。《影》的出品方之壹騰訊“新文創”的戰略方向不謀而合，即以IP構建爲核心的文化生產方式，在產業價值之外承載更大的文化價值，打造出更多具有廣泛影響力的中國文化符號。與此同時，《影》工匠級的藝術品質也是騰訊影業壹直堅持的高品質追求。

品推向更廣闊市場，讓更多大眾接受這種文化符號的傳遞，騰訊影業做了積極的努力與全鏈條協同。在宣傳層面，背靠騰訊大數據平臺優勢，通過市場環境、用戶、現階段口碑等的精準分析，確立電影定位和營銷策略。此外還發揮“不孤立做影視”的戰略，策劃影遊、影音聯動，進壹步拓寬營銷渠道。

#### 騰訊影業：連接壹切文化符號，傳遞中國文化價值

《影》只是騰訊影業在打造多元中國文化IP、傳遞東方美學及中國文化價值的壹個範例。

在今年騰訊影業成立三周年發布會上，六大文化產品系列、四十余个影視項目壹齊推出，分別是東方故事、次元破壁、青春能量、國際探索、時代旋律、古龍武俠系列以及《面向大海》《八佰》《毒液》《壹人之下》《歡樂英雄》等影視作品。這些作品中既有傳統故事、現代演繹，又有國際視野，類型多元彰顯布局雄心。

而“泛娛樂”戰略升級爲“新文創”，也可以看出是騰訊影業應對時

代環境變化提出的與時俱進的適時之策。

“我們現在也在跟敦煌博物院合作。例如用動漫去連載敦煌很多讓大家感受到好像傳統中離年輕人很遠的東西，通過動漫這種二次元的方式再回到他們的生活中，包括在《王者榮耀》中還會有飛天的皮膚出來。”程武告訴三聲，新文創就是用新形式和科技手段對傳統文化做新的表達和時代的詮釋與傳承。

從今年推出的影視項目中，不難看出，騰訊影視對如今影視環境的思考以及在下壹個階段的發展路徑。其中，《慶余年》是騰訊影業多文本試驗的絕佳範本，先將小說進行劇集轉換，在第二季的電視劇結束後推出壹部大電影，保留大部分的主創班底，同時再輔以動漫、遊戲，發揮出這壹IP的最大價值。基於同壹個IP，在不同內容形式端打造影視內容，符合騰訊影業壹直以來的“不孤立做影視”邏輯，其本身具有更多樣的價值。

對於像《影》這樣藝術屬性鮮明的影片，騰訊在大眾層面的宣發維度發揮了重大助力。而宣發能力，也是騰訊影業所提到的平臺能力建設的重要模塊。

具體來說，全方位聯動發力，借助音樂營銷，內部打通TME平臺制作宣發全渠道，外部聯動市場快手、B站等頭部平臺。《傀》是騰訊影業與騰訊音樂爲《影》打造的中國風主題曲，國民女歌手Ella演繹真身替身命運，覆蓋泛娛樂渠道，引領互動新玩法。

另外壹方面，借助影遊聯動，融合東方動作與現代科技，將《影》與《天龍八部》《天涯明月刀》兩部國風氣質遊戲進行深度聯動跨界聯營，同時與《大家來找茬》輕量級遊戲進行主題向合作，針對不同受眾進行精準營銷。

其中，作爲《影》的影遊聯合合作對象，金庸正版授權的《天龍八部手遊》也在近日上線了首次在遊戲內定制的電影前傳劇情副本“境州之戰”。玩家可在新副本中親臨境州這個影片中集合各方勢力的戰場，與沛國都督子虞壹起並肩作戰。

在發行上，由騰訊影業旗下全資的子公司騰影發行公司負責了23個壹二線重點票倉城市的發行落地工作，其負責的城市票房占全國票房份額近

50%。這是騰影發行公司繼《頭號玩家》後的又壹役。

在空間維護工作中，前期通過與近2000家影院的壹對壹影片推介讓影院負責人充分了解影片內容及宣發市場動作及效果，後期針對性的與近900家重點核心影院結合其不同用戶屬性、特點進行了定制化的發行合作，助力排片空間的提升。

在本地化整合營銷工作中，結合騰訊大數據分析可精準定位影片受眾渠道，分別針對商超場景、校園場景、社區場景等渠道與近80個品牌及商家開展了相應的營銷合作及活動，整體合作及活動曝光已達1.3億人次，助力影片熱度在城市中的提升。

最後在地方媒介合作中，針對不同城市組織觀影團及KOL合作產出衍生原創內容及影評，對影片進行解讀及口碑發酵，此次與230個地方媒體及KOL合作，累計產出及傳播1000余次原創內容及影評，整體觸達近7000萬觀眾，助力影片口碑在城市下沉中的發酵。

更新的嘗試是將永輝旗下品牌“超級物種”（屬騰訊系生態場景）與《影》達成戰略合作，攜手推出沈浸式電影主題體驗店。門店外牆用“如影隨鮮”的巨幅視覺展示了此次合作主題店的IP特性，充滿東方古典韻味的用戶互動區，吊頂以油紙傘進行懸掛點綴，配以水墨畫般的帷幔和極具禪意的古箏、屏風、茶幾、燭臺，各種《影》元素的擺件古典味十足。

這次的IP營銷定制，通過將電影中極具特色的東方美學視覺盛宴與零售場景進行跨界融合，打造以水墨風格爲視覺基調，充滿禪意精神的消費場景體驗，此次合作不僅給用戶帶來全新的內容體驗，也爲零售業跨界電影IP帶來全新思路。

如果說數年前還有“影視行業要給BAT打工”的恐慌，那麼現在騰訊影業正在以其對內容的布局、創新探索機制連接起各類資源爲影視行業帶來更多可能。

程武表示：“美國有超級英雄，我們也有孫悟空，以及金庸先生和古龍先生筆下的眾多武俠人物。但真正具備全球文化影響力的還很少，中國不需要直接復刻好萊塢的模式，但我們也迫切需要壹個現代化的文化生產體系，打造出屬於中國的文化符號。”

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# 精彩 節目介紹

## 《美南新聞聯播》

美南新聞聯播是一檔美南國際電視台  
今年最新推出的晚間直播新聞類節目。



### 節目介紹：

由特約主播高白，向觀眾朋友們介紹全球，美國，加拿大，中國，以及臺灣地區最新發生的新聞。不僅如此，美南新聞聯播還會在節目中連線加州以及加拿大華人電視臺，給您帶來北美最全面的新聞資訊。

### 播出時間：

節目播出時間為周一至周五每天晚間6:30，次日早間重播。  
敬請關注。



▲主播高白

美南廣播電視台 看電視聽廣播

美南國際電視STV15.3為方便觀眾收看，  
「電視廣播合為一體」

不需任何付費，  
觀眾可24小時直接收看及收聽該頻道，  
行車間也可方便收聽，輕鬆獲取美南電視節目  
以及各類國際、社區重大資訊。

操作指南如下，讓觀眾24小時收看收聽：

### 1. 掃二維碼(QR code)：

觀眾只要掃描報上的二維碼，  
就可連結到美南國際電視，  
直接在手機上觀看STV15.3。



### 2. Google搜尋：

觀眾只要在Google網站搜尋  
「Southern TV - STV15.3 Houston」

STV15.3 Houston

或輸入該平台網址

「<http://media.maqtv.com/?1497381&proc=1>」

就可直接連結美南國際電視直播平台。

<http://media.maqtv.com/?1497381&proc=1>

### 3. 下載Apps收看：

可在蘋果商店搜尋

「Today America」，  
下載Apps，除了  
可用手機讀報  
更方便，也可以在Apps裡  
收看STV15.3 電視直播。



如需開車時收聽廣播，請鏈接到車載音響設備（數據線/藍牙設備），效果更佳。



## 美南國際電視15.3頻道

- 免費高清頻道
- 免費數位頻道
- 免費中英文頻道



早安休斯敦



因為愛情有奇跡



小兒難養

## 美南電視本周節目單

| Southern Television 15.3 2018年10月份 電視頻道節目表 |                                      |                                      |             |             |             |                         | 10/15/2018 - 10/21/2018 |
|--|--------------------------------------|--------------------------------------|-------------|-------------|-------------|-------------------------|-------------------------|
| 星期時間                                       | MON                                  | TUE                                  | WED         | THU         | FRI         | SAT                     | SUN                     |
|  | 15                                   | 16                                   | 17          | 18          | 19          | 20                      | 21                      |
| 00:00-00:30                                | 中國文藝 (重播)                            | 美南新聞 / 台灣新聞 / 國際新聞 / 大陸新聞            |             |             |             |                         | 地理·中國 (重播)              |
| 00:30-01:00                                |                                      |                                      |             |             |             |                         | 明星加油站 (重播)              |
| 01:00-01:30                                | 生活魔法師 (首播)                           |                                      |             |             |             | 出彩中國人 (重播)              | 味道 (重播)                 |
| 01:30-02:00                                | 經典電影 (重播)                            | 動物傳奇 (重播) (English)                  | 走進萬物 (重播)   | 絲行天下 (重播)   | 中國大舞臺 (重播)  |                         |                         |
| 02:00-02:30                                |                                      | 中國文化 (首播)                            |             |             |             | 經典電影 (重播)               |                         |
| 02:30-03:00                                |                                      | 今日關注 (重播)                            |             |             |             |                         |                         |
| 03:00-03:30                                |                                      | 地理·中國 (重播)                           | 中國文化 (重播)   |             |             |                         |                         |
| 03:30-04:00                                | Fun Way to Learn Chinese (首播)        |                                      |             |             |             | 司馬白話 (首播)               |                         |
| 04:00-04:30                                | 等著我 (重播)                             | 電視劇《因為愛情有奇緣》(重播) (English Subtitles) |             |             |             |                         | 武林風 (重播)                |
| 04:30-05:00                                | 曉說 (重播)                              | 電視劇《小兒難養》(重播) (English Subtitles)    |             |             |             |                         |                         |
| 05:00-05:30                                | 走進萬物 (重播)                            |                                      |             |             |             |                         | 中國大舞臺 (重播)              |
| 05:30-06:00                                | 開門大吉 (重播)                            | 檔案 (重播)                              | 司馬白話 (重播)   | 地理·中國 (重播)  | 易經 (重播)     | 國際新聞 / 大陸新聞 / 台灣新聞      | 國際新聞 / 大陸新聞 / 台灣新聞      |
| 06:00-06:30                                |                                      |                                      |             |             |             |                         | 先鋒人物 (重播)               |
| 06:30-07:00                                | 早安·休斯頓 (直播)                          |                                      |             |             |             |                         |                         |
| 07:00-07:30                                |                                      |                                      |             |             |             |                         |                         |
| 07:30-08:00                                | 絲行天下 (重播)                            |                                      |             |             |             |                         | 海峽兩岸 (重播)               |
| 08:00-08:30                                | 中國輿論場 (重播)                           | 今日關注 (首播)                            |             |             | 出彩中國人 (首播)  | 檔案 (首播)                 | 游在中國 (重播)               |
| 08:30-09:00                                |                                      | 美南電視自製訪談《美南風雲人物》                     |             |             |             |                         |                         |
| 09:00-09:30                                | 文明之旅 (重播)                            | 走進萬物 (首播)                            | 快樂童年 (重播)   | 中國大舞臺 (首播)  | 地理·中國 (首播)  | 經典電影 (首播)               |                         |
| 09:30-10:00                                |                                      | 粵語天地 (重播)                            | 明星加油站 (首播)  | 洋言洋語 (重播)   | 曉說 (首播)     |                         | 游在中國 (首播)               |
| 10:00-10:30                                | 五味草堂 (重播)                            |                                      |             |             |             |                         |                         |
| 10:30-11:00                                | 早安休斯頓 (重播)                           | 國際新聞 / 大陸新聞 / 台灣新聞                   |             |             |             |                         |                         |
| 11:00-11:30                                | 國際新聞 / 大陸新聞 / 台灣新聞                   | 國際新聞 / 大陸新聞 / 台灣新聞                   |             |             |             |                         |                         |
| 11:30-12:00                                | 曉說 (重播)                              | 中國輿論場 (首播)                           |             |             |             |                         |                         |
| 12:00-12:30                                | 台灣心動線 (重播)                           | 美食風味 (重播)                            | 光臨健康園地 (重播) | 城市一對一 (重播)  | 休士頓論壇 (重播)  | Howdy Philippines! (首播) | 動物傳奇 (重播)               |
| 12:30-13:00                                |                                      | 生活 (重播)                              |             |             |             |                         | 等著我 (首播)                |
| 13:00-13:30                                | 電視劇《因為愛情有奇緣》(首播) (English Subtitles) |                                      |             |             |             | 游在美國 (首播)               | 我的留學生活 (首播)             |
| 13:30-14:00                                | 卡通片《中華上下五千年》(首播)                     |                                      |             |             |             | 洋言洋語 (首播)               | 粵語天地 (首播)               |
| 14:00-14:30                                | 等著我 (重播)                             | 易經 (重播)                              | 武林風 (重播)    | 開門大吉 (重播)   | 武林風 (首播)    | 地理·中國 (重播)              | 台北博物館 (首播)              |
| 14:30-15:00                                |                                      |                                      |             |             |             | 開門大吉 (首播)               | 家庭幽默大賽 (首播)             |
| 15:00-15:30                                | 中國文藝 (重播)                            | 台北博物館 (重播)                           | 地理·中國 (重播)  | 幸福來敲門 (首播1) | 幸福來敲門 (首播2) | 司馬白話 (重播)               | 中國輿論場 (重播)              |
| 17:00-17:30                                | 美南新聞 / 台灣新聞 / 國際新聞 / 大陸新聞            |                                      |             |             |             | 國際新聞 / 大陸新聞 / 台灣新聞      | Howdy Philippines! (重播) |
| 17:30-18:00                                | 美食風味                                 | 光臨健康園地 (首播)                          | 城市一對一       | 休士頓論壇 (首播)  | 台灣心動線       | 生活 (首播)                 | 絲行天下 (首播)               |
| 18:00-18:30                                |                                      |                                      |             |             |             | 快樂童年 (首播)               | 易經 (首播)                 |
| 18:30-19:00                                | 電視劇《小兒難養》(重播) (English Subtitles)    |                                      |             |             |             | 中國文藝 (首播)               |                         |
| 19:00-19:30                                | 海峽兩岸 (首播)                            |                                      |             |             |             | 味道 (首播)                 | 中國輿論場 (重播)              |
| 19:30-20:00                                | 健康之路 (首播)                            |                                      |             |             | 家庭幽默大賽 (重播) | 司馬白話 (重播)               |                         |
| 20:00-20:30                                |                                      |                                      |             |             | 明星加油站 (重播)  | 檔案 (重播)                 | 文明之旅 (首播)               |
| 20:30-21:00                                | 美南新聞 / 台灣新聞 / 國際新聞 / 大陸新聞            |                                      |             |             |             | 幸福來敲門 (重播1)             | 幸福來敲門 (重播2)             |
| 21:00-21:30                                |                                      |                                      |             |             |             |                         |                         |
| 21:30-22:00                                |                                      |                                      |             |             |             |                         |                         |
| 22:00-22:30                                |                                      |                                      |             |             |             |                         |                         |
| 22:30-23:00                                |                                      |                                      |             |             |             |                         |                         |
| 23:00-23:30                                |                                      |                                      |             |             |             |                         |                         |
| 23:30-00:00                                |                                      |                                      |             |             |             |                         |                         |
| 電視台保留變更節目權利，以實際播出為準。                       |                                      |                                      |             |             |             |                         | Updated as: 10/11/2018  |



休士頓華人業餘西畫社  
二零一八年秋季畫展

所有参展的西画社学生、老师与出席开幕仪式嘉宾们合影。

本报记者秦鸿钧摄影

# 双十国庆西画展开幕仪式



「台北经文处」陈家彦处长在国庆西画展开幕仪式上致词。



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\*資料來源：Euromonitor International Limited；2016年版之包裝食品調查報告；  
根據蠔油相關定義，搜集2007至2017年間所有零售渠道之零售價銷售數據