在2005年"品牌化"发展战略的基础上，2006年，赵化勇台长提出"绿色收视率"发展理念，引领中央电视台向"民族特色、国家风范、世界影响"的世界级大台迈进。

Follwing the launch of "branded channel" strategy in 2005, in 2006, the President of CCTV, Mr. Zhao Huayong, unveiled the "Green TV Rating" developing a new concept in advertising. This new concept will help CCTV make great strides in becoming a world-class television station that both embodies national and ethnic characteristics and wields global influence.

