

About BON Cloud

BON Cloud is a China content supply platform that features stories covering a whole range of topics including travel, culture, arts, business, technology and much more.

Produced across China by an international team of production professionals, content is made available through BON Cloud to media organisations both as broadcast-ready video and as a package of individual media files. The system brings together media organizations with a need for content, professional producers, and citizen journalists, to create China-focused segments and standalone videos for a wide range of broadcast outlets.

The wide range of content on offer will be suited to any domestic or international media organization requirements, including cable, satellite, local stations, and new media content platforms. China-focused, broadcast-quality video can be accessed and downloaded from BON Cloud's video libraries, and individual media files including video, audio and text, are available for any localisation or reproduction requirements.

The system is a new and innovative way to solve bottlenecks in the content production and broadcasting industry. It goes far beyond a basic global media directory by actually enabling the distribution of media, as well as facilitating media commerce and media creation.

It creates a media platform for traditional and new media broadcasters alike, providing them with a portfolio of international media producers directly and instantly, thereby eliminating international holdups traditionally faced by broadcasting channels.

In short, once a story or event which needs to be broadcasted internationally has been posted to BON Cloud in China, it can be expeditiously processed into broadcast-ready programming or raw broadcast quality media content which can in turn be access by channel broadcasters. BON Cloud is the content

supply chain that allows access to unique video storytelling content, in English-language, bringing you closer to China than ever before.

BON Cloud truly revolutionizes the China-focused media production process through its content production collaboration hub.