

# “Program + Channel” New Exploration of Media for Farmers

Practice and Experience of Hubei Ridge on the Channel New Farmers Association for Agriculture, Farmer and Rural Areas

## “频道+渠道” · 媒体惠农新探索

湖北垄上行新农会深度服务三农的实践与体会

Hubei Ridge on the Channel New Farmers' Association Information Technology Co., Ltd

湖北垄上行新农会信息科技有限公司





## Hubei Radio Station

### Hubei Ridge Media Cooperation

Focusing on building a professional agricultural channel in Hubei province--- Hubei radio and television Ridge on Channel and extended industry

Striving to make Ridge on Channel a large platform and brand to serve agriculture, farmer and rural area in Hubei and China



Started in 2002, serving farmers for over 10 years. Praised by leaders, recognized by the industry and welcomed by farmers  
Extended Ridge on Channel and several service industries for agriculture



# Our positioning



Engaged in new type rural and agricultural ICT services exploration and practice

Integrating agricultural information broadcasting service resources under “ridge on channel”

Fully cooperation with social resources

Serving farmers closely



Innovation information service module for agriculture

Integration of program and channel

Combination of flooding and trickle irrigation

Mutual support of information and business

One stop practical service platform

Information on agriculture: thorough

Channels for agriculture: thorough

Solving problems for farmers: thorough

- Focusing on serving agriculture, farmer and rural areas, covering migrant workers, rural residents, providing services on agricultural technology, methods to get rich, supply and demand, legal rights, group purchase, and healthy life to more than **40 million farmers** in the province
- More than **300,000** members of Ridge on Channel new farmers' association. Daily posting of 2000 pieces of agriculture information with more than **100,000** words. Providing agricultural information services to about **75 million** people each year.



## ICT construction



- Covering all rural and urban areas in Hubei province, 24 hours broadcasting, setting up a Ridge on Channel with various agricultural programs and establishing a complete information communication and sharing system.



- 60 seats, 7\*24 ridge call center with suitable hardware and software, 965333 ridge hotline. Piloting the joint construction with the agricultural department in Jinzhou to establish 12316 technology service hotline and giving assignments, coordination, return visits, publicity and promotion to 500 agricultural technicians in different towns.



- Cooperating with Hubei Mobile, and sending more than 300,000 “ridge on channel” mobile phone newspapers per day in the province with different contents for different agricultural production regions.



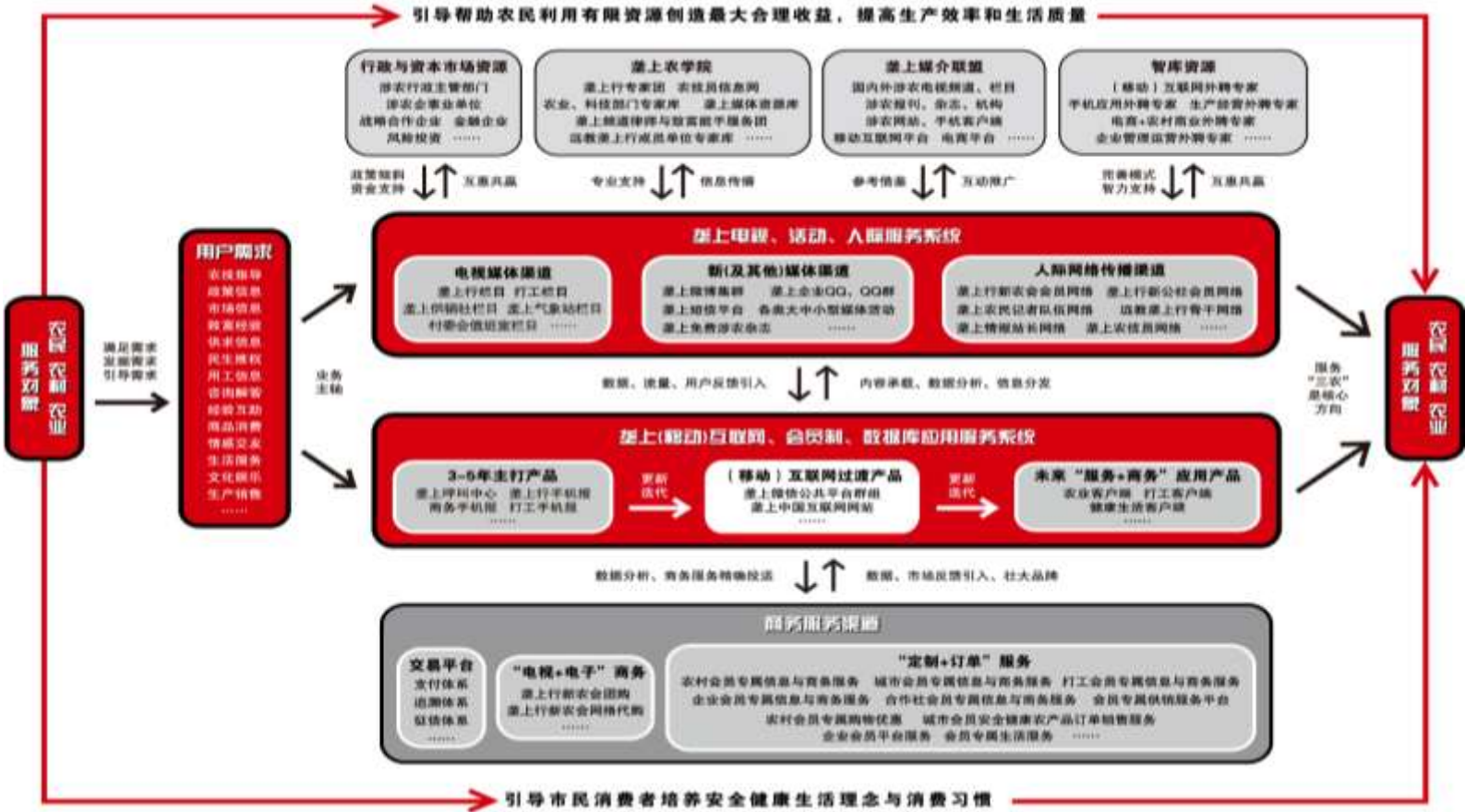
## ICT construction



- Cooperating with the organization department of Hubei provincial party committee, and Hubei Agriculture Department, to initially establish a grassroots service network of town agricultural technician team, Ridge on Channel farmer journalists, Ridge on Channel information center directors, distance Ridge on Channel upward backbone team
- Established 1 agricultural comprehensive information service internet station---“Ridge China”, and opened mobile internet interaction products such as weibo, wechat, enterprise QQ, mobile internet WAP website, and mobile customer terminal software.
- Initially established 1 agricultural comprehensive information service platform basic application database and began to explore the business service “TV+ internet” for agriculture



## Ridge on Channel comprehensive agricultural information service platform operation framework



High ownership and usage rate of “TV + mobile phone” by farmers in rural areas



“Program + channel” “broadcasting + service”  
Prompt and effective delivery of agricultural technological public information services

Using call center, TV programs, mobile phone newspaper, mobile phone user terminals, website, weibo and wechat to build an effective information entrance through various methods such as **multi-channel broadcasting, three-screen interaction, and three-network convergence.**



**Two way interaction** with farmers

Providing **practical and useful** information services to farmers **in an all-round way**, such as agricultural science and technology, policy interpretation, getting rich opportunities, market demand and supply, complaints and legal rights, group purchase, healthy life, contract farming.



# How we do it—Attracting and accumulating users by sound information services



Close and cross-over information channels are provided to solve the “**last mile dilemma**” in the rural information broadcasting environment to **achieve seamless coverage and effective arrival of information**





# How we do it



Ridge on channel  
Have served farmers wholeheartedly for ten years and gained trust from the cadres and the masses in Hubei Province

Case 1 in 2005 live broadcasting of “rice machinery seedling slinging” technology in 2005, which popularized the new technology 3-5 years in advance. This new technology was believed to need many years for wide promotion.

Case 2 in 2006 a once-in-one-hundred year rice plant hopper disaster in Jianghang Plain  
Various programs invited experts to give on site guidance for prevention and treatment, which avoided larger disaster and reducing losses of nearly 100 million RMB.

Case 3 in 2008 Poor sales of orange due to maggot incident in Jinzhou  
Hosts and journalists helped farmers to sell more than 10 million kg oranges through various charity sales.

Case 4 in 2011, once-in-50-year drought  
All the programs acted actively, organized experts to go to countryside for over 30 times and gave aided materials worth of 500,000 RMB.



# How we do it



Ridge on Channel opened various agricultural programs  
The self-produced programs exceeds 200 minutes per day.  
The audience rating of most programs rank on top in the rural market in Hubei province.  
Leading position among the national media of the same category  
Fully satisfying information demands of rural audience.



# How we do it

Live programs +call center to lower the threshold for users to obtain and use information services

The Village Committee Duty Room is about 50 minutes, which is live broadcasted through “ridge on channel” and “Hubei rural radio FM 91.2” from 11:50 am to 12:40 pm at noon every day. It is connected with the background service of the call center, relies on the support from experts and functional departments to provide policy consultancy, support, help, agricultural technology information, emotion mediation, reasoning for disputes, so that troubles and problems of rural cadres and farmers can be responded real-time online.



# How we do it

Ridge on Channel call center provides users with answers according to their needs through one to one communication. It delivers our closest services to users 24 hours. It handles more than 5000 calls per day.



# How we do it

**Mobile phone newspaper** is currently an important carrier for agricultural information in a peer-to-peer transmission way, which established an interconnection and mutual assistance platform for farmers. Ridge on Channel sends more than 300,000 mobile phone newspapers every day.



# How we do it



Website of Ridge on Channel in China

Weibo of Ridge on Channel

Public Wechat of Ridge on Channel



荆州市江陵县普济镇张师傅 133\*\*\*\*9298 中稻现在需不需要晒田?  
高级农艺师吴涛: 中稻从播种开始算起, 约70天左右开始晒田。

仙桃市杨林尾镇张师傅 136\*\*\*\*3977 现在水稻田里能不能打治虫的药?  
高级农艺师吴涛: 7月上旬开始防治钻心虫、稻飞虱和纹枯病。

荆州市松滋市澧市镇杨师傅 139\*\*\*\*9338 水稻和青蛙营养, 旁边种植了黄豆, 黄豆田里用什么杀虫剂, 对青蛙和水稻没有影响?

# How we do it

Mobile phone customer terminal collection



## 《村委会值班室》

播出时间：日播50分钟

拨打电话参与互动：

点击拨打垄上热线965333

短信参与互动：

点击发送短信TV? +姓名内容

垄上行手机报用户：

点击发送短信AA+姓名内容

点击发送短信AA+姓名内容



## 《打工服务社》升级啦！

乡亲们！好消息，好消息！

湖北垄上频道《打工服务社》6月10号全新改版上市咯！每晚9点08分，开门迎客。

咱们《打工服务社》是湖北垄上频道新研发的一档情景式服务类栏目，主要服务全省的农民工朋友，为大家找工作、技能培训、帮忙维权等。

为更好地服务农民工朋友，咱们《打工服务社》将整合社会资源，通过电视栏目、微博、微信、网站、手机报等服务手段，打造一个超级打工信息服务平台，成为你们最信任的朋友和工具。

一个站长三个帮，您有困难尽管说！

维权部：法律支撑、帮您维权。

信息部：为您发布各类消息，求职交友跳槽一网打尽！

培训部：帮您搜罗各类培训学校，学习考证上岗全包办！



# How we do it

183 agricultural technology experts  
160 farmer journalists  
More than 700 new commune store managers  
More than 2800 information station directors  
More than 30000 distance education backbone  
Jointly support the platform.



Information messengers, enthusiastic attends, and agricultural technology promoters for farmers





# How we do it

## Information Processing Interconnection System of Ridge on Channel New Farmers' Association Agricultural Information Service Platform

信息处理互联系统

全心全意为乡亲服务

亲农 暖农 惠农

垄上行新农会

湖北长江垄上传媒集团

湖北垄上频道

965333

12316 建设中



# How we do it——Collecting information through various channels, unified processing and downlinks through different channels.

The platform establishes a basic application database based on the collected information and data on agricultural personnel, agricultural enterprises, and agriculture related problems.



盤架極極極通聯通

## 新闻信息处理平台

2013年08月15日 星期四 欢迎您, 王杰琼!

首页 修改密码 退出平台

### 农副产品供求信息

提示:直接单击检索按钮将得到本栏目下所有信息!

普通 信息类别 采用反馈 责任人 联系人 电话 关键字 来电内容 起始日期 截止日期

省、直辖市 自治州、市 区、县 乡、镇

检索

关键字	区域	联系人	电话	内容	时间	责任人	操作
货车	湖北省 荆州市 沙市区	潘师傅	15272578560	类小型货车。	2013-08-15 15:08	韩珍娟	详情 采用
吊车	湖北省 武汉市 蔡甸区	刘师傅	13871138093	类徐工16吨吊车。	2013-08-15 14:44	谢珍娟	详情 采用
装谷的机器	湖北省 荆门市 沙洋县 曾集镇	李师傅	13385247558	买装谷的机器。	2013-08-15 13:24	谢珍娟	详情 采用
火鸡	湖北省 荆州市 荆州开发区 渔桥镇	冉师傅	15272482711	类35只火鸡。	2013-08-15 10:26	张晓娟	详情 采用

月后就死了, 用什么药治?  
湖北

建议请兽医现场诊断后再采取对应措施。A



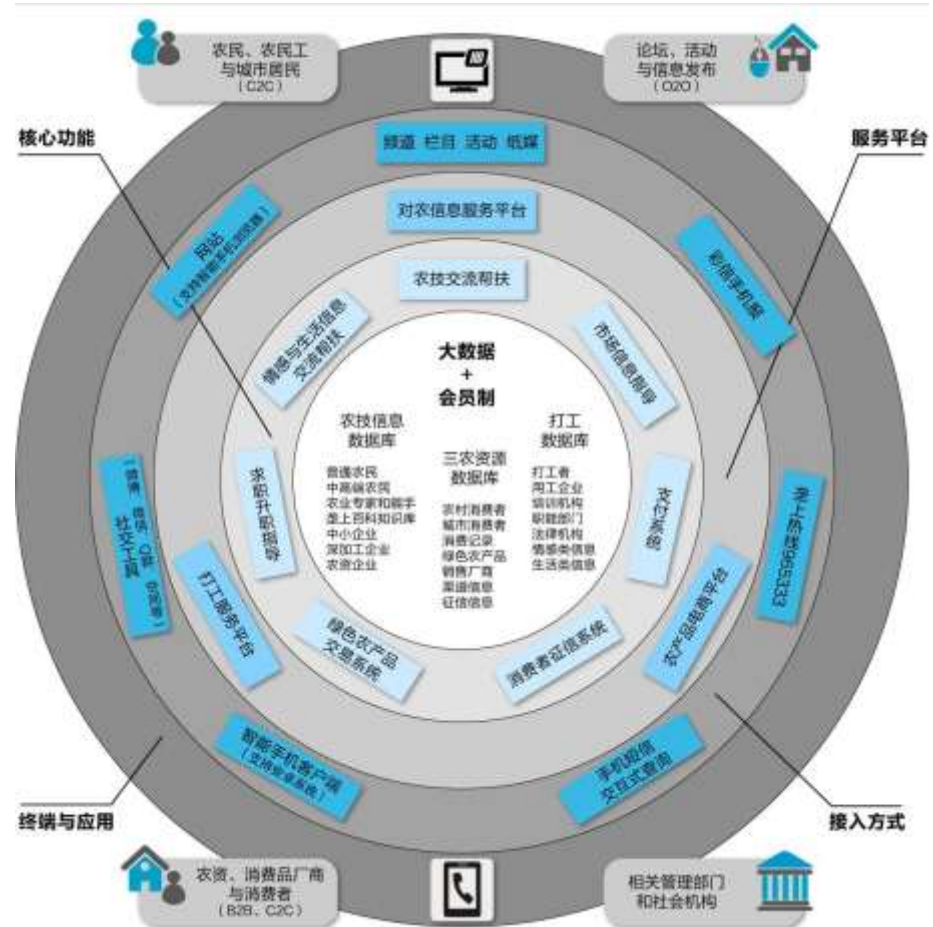
# How we do it——Establishing database to provide precise services for large data analysis

Agricultural technology information database

Resource database on agriculture, farmer and rural area

The platform establishes a basic application database based on the collected information and data on agricultural personnel, agricultural enterprises, and agriculture related problems. It gives consultation and answers through the unified information processing and distribution system based on the platform database and distribute information services through various terminals, channels, and media.

## Functions of Ridge on Channel New Farmers' Association Agricultural Information Service Platform



# Results—Gained farmers' trust through precise and quality services and enhanced user viscosity



Focusing on service targets, using the most convenient method for the majority of farmers so that they can obtain information in a fast, simple, direct and inexpensive way, and help them to acquire and use information actively and enjoy information services.

It satisfies various information demands of famers, and accelerates the application and development of the new media in rural areas.

Mobile phone 15272314742: Thanks for Ridge on Channel New Farmers' Association. You taught me technologies. This year I had a big harvest. You are really a good teacher.

Mobile phone 13687233186: I am from Qiangjiang. I am 43. I sent a few messages in the mobile phone newspaper and found a wife. She is from Gong'an. We are married. Thank you, the mobile phone newspaper of Ridge on Channel.

Mobile phone 13872380984: Thanks for the Ridge on Channel call center platform. All of my selling and buying deals are done. Thanks!

Mobile phone 15090739151: I am a migrant worker in Hainan. Ridge on Channel always accompanies me. I wish Ridge on Channel will be more successfully in the New Year and be closer to people's heart.



# Achievements

10 years thoughtful services  
gained farmers' trust

**Famous  
brand**

Practical, easy and  
engaging

**Very effective**

The best integration, promotion,  
and broadcasting station for  
information services

**advantages**

Largest collection center and  
service hub for farmers'  
demands

**Large  
influence**

Mature information service  
model tested by practice

**Mature model**

The system framework has been  
forged. All the applications in the  
system are in steady construction.

**Framework**



# Results- farmers' trust, pleasant user experience, high user rate and viscosity

More than 100 large, medium and small activities are organized every year. Among them, the annual "Spring/ Autumn Ridge on Channel" is the largest. In the past two years, "Ridge on Channel rallies" were held about 50 times to deliver art, service and happiness to rural areas and have become big festivals for farmers.



# Achievements



The onsite scene of Spring Ridge on Channel of 10 years' success: even rain could not stop enthusiastic farmers to participate.





Spring Ridge on Channel was held on April 2, 10, 15, 2013 in Xihe of Suizhou, Xinzhou of Wuhan, Tongshan of Xianning.



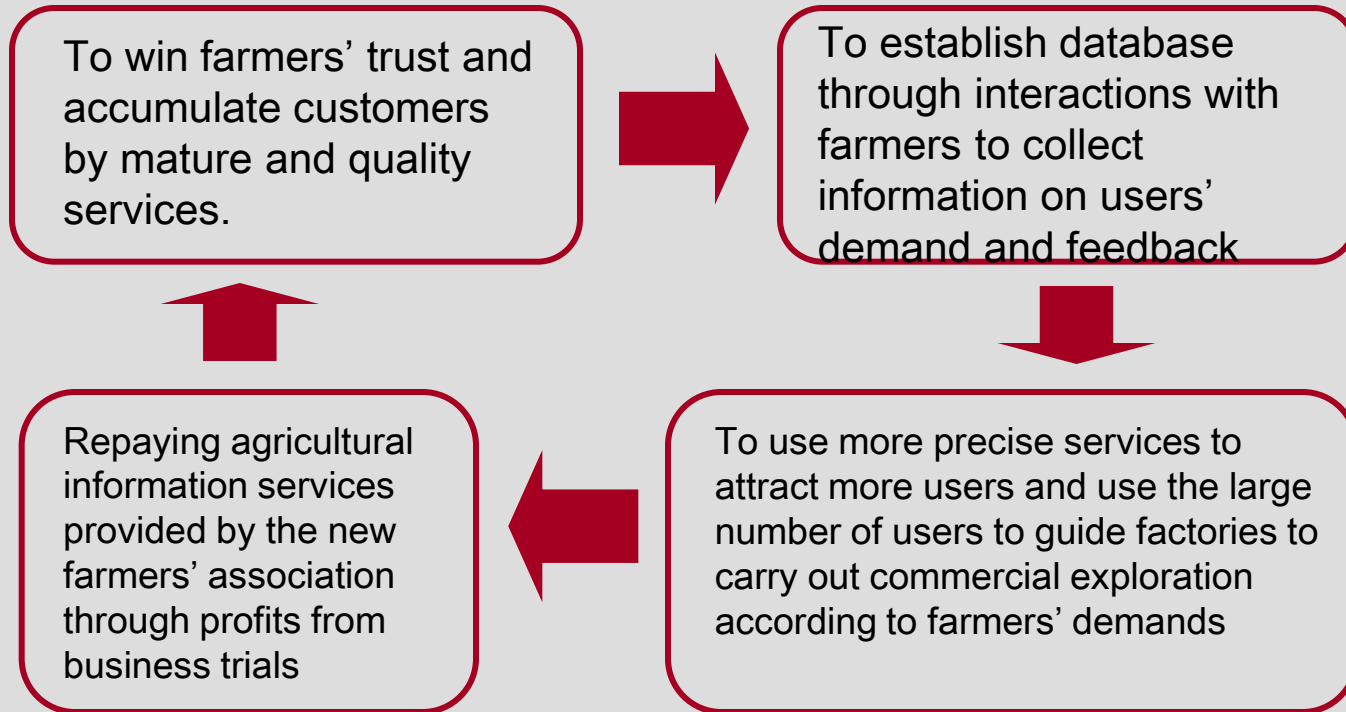


# Achievements

The previous Ridge on Channel New Farmers' Association • Rallies sent arts, services and benefits to rural areas and formed a “ chorus for the benefits of people” participated by various departments and formed rural festival market activities under new situations.

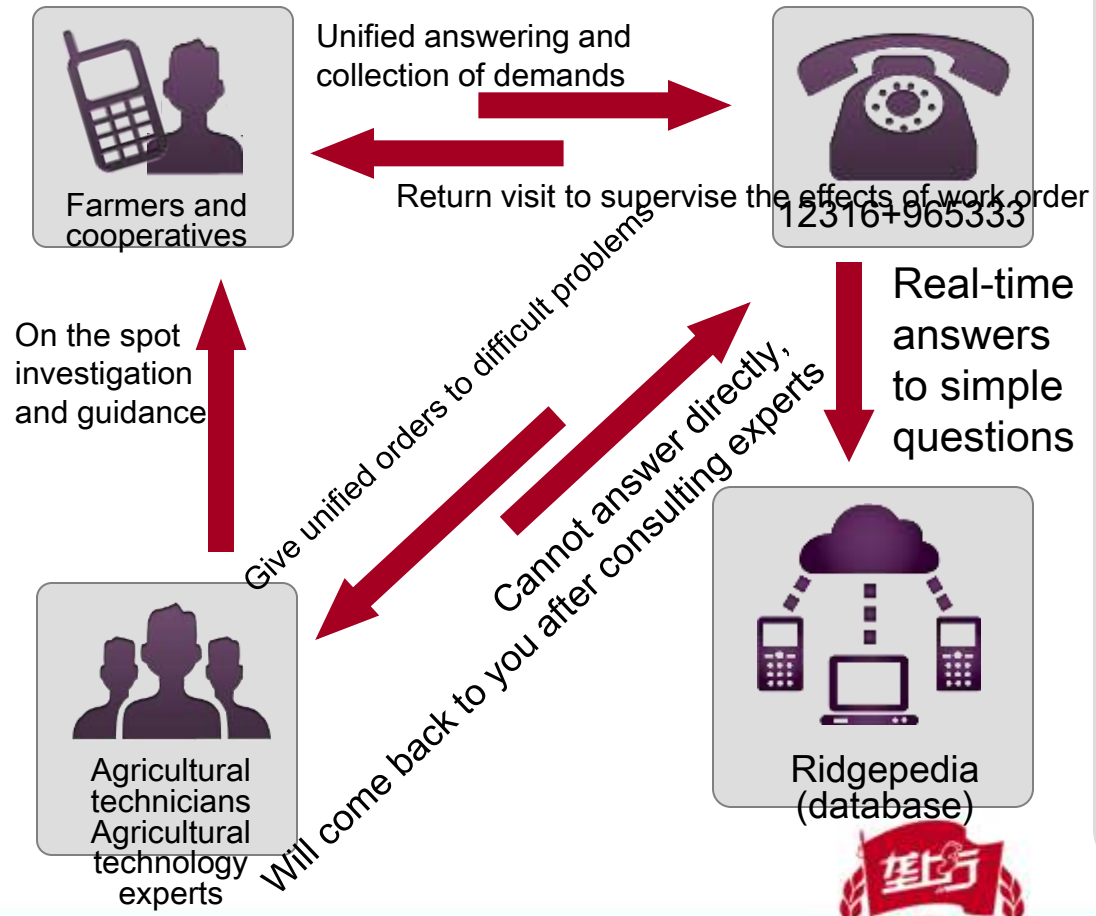


# Our operation and development principle



# Our exploration ①——work order model for agricultural technology services

## 2316 Ridge call center Exploration of “work order module” of agricultural technology experts



We have piloted the joint construction of 12316 agricultural hotline with the agricultural department in Jinzhou. We connect 12316 into ridge call center, and fully bring 12316 into play in the agricultural technology services. Meanwhile, we have piloted the “work order model” agricultural technologies services in Jinzhou and carried out unified arrangements, assignments, return visits and publicity. A phone call from a farmer can have the onsite guidance from a technician and the service will be supervised by return visits.



## Our exploration ②-- Speeding up the popularization of internet in rural areas through offline channels such as grassroots agricultural technology center



In order to better cultivate agricultural e-commerce market and the internet using habits of farmers, we set up grassroots agricultural technological stations in Xingou town, Jianli County, Jinzhou City, Hubei Province and other places, which were equipped with software and hardware equipment such as touch all-one-one PC, free wifi. We use public information services such as illustrations of agricultural technologies, public inquiry services and free internet to attract users to give detailed introductions to our e-commerce products and purchase methods.



# Our exploration



Membership services Large data application  
 “TV+ Internet” commerce  
 To help farmers to buy goods and services  
 with cheap price and good quality  
 And guide farmers to plant and sell green  
 and safe agricultural products.

数据分析、商务服务精确投送    ↓↑    数据、市场反馈引入、壮大品牌

### 商务服务渠道

**交易平台**  
 支付体系  
 追溯体系  
 征信体系  
 .....

**“电视+电子”商务**  
 垄上行新农会团购  
 垄上行新农会网络代购  
 .....

**“定制+订单”服务**  
 农村会员专属信息与商务服务    城市会员专属信息与商务服务    打工会员专属信息与商务服务  
 企业会员专属信息与商务服务    合作社会员专属信息与商务服务    会员专属供销服务平台  
 农村会员专属购物优惠    城市会员安全健康农产品订单销售服务  
 企业会员平台服务    会员专属生活服务    .....



# Our exploration③——Industrial products into village

“Ridge (public) group purchase” activities help farmers to save more than 9 million RMB, though various group purchase including home appliance, daily necessities, agricultural materials, heath care with the trade volume of more than 70,000 RMB.

**星行 3.15 惠农大团购**  
时间：2013年3月9日~16日  
贴心 放心 实惠 省心  
原价 ¥3190 现价 ¥2390

返回首页 活动介绍 活动报道 图片集锦 维权小知识 奖项安排

**活动背景**  
目前，市场上商品质量参差不齐，行业“潜规则”时有发生，在国际消费者权益日——3·15到来之际，星上行新农会联合电动车优质品牌星月神在全省共同发起以“贴心、放心、省心、实惠”为主题的“星上3·15惠农大团购”活动，星上中国网及湖北电视台星上频道、星上行手机报、楚天都市报、荆楚网将全程参与追踪报道。

**团购热线 965333**

- 3 **贴心**：联合各大媒体揭秘消费“陷阱”，教农民朋友如何正确选购商品；同时，星月神全省500多个网点提供免费咨询、检测等服务。
- + **放心**：星上行新农会对整场活动严把质量关，让农民朋友买得放心。
- 1 **实惠**：在保证质量的前提下，运用团购优势让各大知名厂商让利于广大农民朋友，让大家花更少的钱，买到更优质的商品，得到真正的实惠。
- 省心**：预付订金即可参与活动，参与方式简便；产品送货上门，售后服务有保障。



# Our exploration③——industrial products into village



## Calls and messages from users to ask about group purchase

15572096239 I paid more than 3000RMB for a moped two days ago. The same one is only 2390 RMB on the group purchase on Ridge on Channel Group Purchase. I regretted that I bought so early.

13227698762 Ridge on Channel Group Purchase certainly brings benefits to us and we trust it.

15572006285 You need to register for Ridge on Channel Group Purchase, where you can get a big bargain. Everyone like it. The businessmen smile and farmers are happy. We hope it will last.

13545783948 Thanks for the staff of the New Agriculture Association. Green Energy moped I bought in a group purchase has been delivered to me today.

15572573877 Wen Aihua, No.5 group, Gangkou village, Hougang Town, Shayang County, Jinmen City, is asking about account number and account name. In payment.

QQ: Like skirts Feb. 6, 2012 I want to buy an air conditioner in the group purchase. Now is the off-season period for air conditions. One can get a lower price. I want to buy Gree air conditioners in a group purchase.

“Ridge on Channel (public) group purchase” uses multi-channel to publicize such as mobile phone newspaper, TV advertising video, website, weibo, and wechat and gives answers to users’ inquires by call centers or sms.

We also cooperate with the post bank in the urban and rural areas. Farmers can pay a deposit at first and pay the rest upon the arrival of the goods to solve the payment difficulties to some rural users.

Ridge on Channel New Agriculture Association gives an effective trial of industrial products into households by “TV +e-commerce” according to rural ICT facts and achieved considerable results.



# Our exploration③ industrial products into village

## 电视频道,还可以这样办!

### ——荆州电视台垄上频道亲农、惠农、暖农纪实



农民的兄弟 农民的频道

#### 让农民做垄上频道的主人

让农民做垄上频道的主人... 荆州电视台垄上频道自开播以来，始终坚持以农民为中心，为农民服务，为农村发展服务。通过开设多种栏目，如《垄上新闻》、《垄上论坛》等，为农民提供丰富的信息资源。同时，频道还积极开展公益活动，帮助农民解决生活困难，赢得了广大农民的信任和好评。

荆州电视台垄上频道自开播以来，始终坚持以农民为中心，为农民服务，为农村发展服务。通过开设多种栏目，如《垄上新闻》、《垄上论坛》等，为农民提供丰富的信息资源。同时，频道还积极开展公益活动，帮助农民解决生活困难，赢得了广大农民的信任和好评。



#### 农民兄弟 农民的频道

荆州电视台垄上频道自开播以来，始终坚持以农民为中心，为农民服务，为农村发展服务。通过开设多种栏目，如《垄上新闻》、《垄上论坛》等，为农民提供丰富的信息资源。同时，频道还积极开展公益活动，帮助农民解决生活困难，赢得了广大农民的信任和好评。

#### 垄上服务“三农”产业链

荆州电视台垄上频道自开播以来，始终坚持以农民为中心，为农民服务，为农村发展服务。通过开设多种栏目，如《垄上新闻》、《垄上论坛》等，为农民提供丰富的信息资源。同时，频道还积极开展公益活动，帮助农民解决生活困难，赢得了广大农民的信任和好评。

Ridge on Channel New Farmers' Association... provide one to one information services to farmers and help them to obtain extra benefits apart from relevant national subsidies in health care, schooling, production and life materials purchase.

On December 15, Ridge on Channel New Farmers' Association organized a group purchase of washing machine. Apart from the home appliance subsidies for rural areas, farmers can save more than 400 RMB on each washing machine. About 900 orders were received in three days. Even the person in charge of the factory in the local area exclaimed, "We did not expect such a momentum. We can barely handle it."

From TV Channel in This Way, Guangming Daily, December 21, 2011





# Our exploration④——agricultural products into city

## Quality product from Ridge on Channel

Hubei agricultural product brand incubator to explore and build the upward channels for quality agricultural and sideline products



In order to solve the selling problems of agricultural products, we also organized “Quality product from Ridge on Channel” program. Though in-depth cooperation with large plantation and cultivation family farms, specialized cooperatives, and small and medium enterprises, we sell quality green agricultural products to the city. Meanwhile, we actively explores the order agricultural and agricultural e-commerce sectors.





Using media advantages to publicize quality green agricultural products from Hubei province



Establishing B2B, B2C among agricultural related enterprises to promote and sell quality green agricultural products of those enterprises.



Increasing enterprise operation capacity, facilitating brand incubation of local agricultural products of Hubei province to enhance the publicity and reputation agricultural products of Hubei province in China.



# Experience

Ridge-on-Channel Comprehensive Agricultural Information Service Platform

Service as principle  demands as direction  
We do whatever farmers need.

Close and thoughtful services for farmers



Our experience

Cultivating farmers' information consciousness and abilities

Providing purchases channels for rural residents to buy green and safe agricultural products

Helping farmers to learn how to use information → benefits from information → willing to pay for information

are the indispensable basis for the acceleration of rural ICT.





**Thank you and your comment is welcome!**