

U
Channel

用新眼界 講心故事

MEDIA KIT

優視頻道資訊目錄

SEE THE WORLD SEEK THE HEARTS

關於我們 | ABOUT US

優視頻道基金會 (U CHANNEL FOUNDATION)，又名優視頻道(UChannel TV)，2013年成立於美國北加州聖塔克拉拉市(Santa Clara, CA)。是在美國 IRS 501(c)(3) 立案的非牟利、公益服務機構。

全美#1華人公益、全方位生活頻道，灣區唯一全時段免費提供中文節目，進入家庭，走入生活，宣揚正面、積極、善良文化，改善家庭、親子、職場關係及人生價值觀服務社區的電視台。

U CHANNEL FOUNDATION, also known as UChannel TV, was founded in Santa Clara, CA in 2013. It is an IRS registered 501(c)(3) non-profit organization.

UChannel TV is the No.1 Chinese public-serving family channel in the U.S, and the only TV channel that provides free Chinese TV programs 24/7 in the Bay Area.

優視宗旨 | OUR PURPOSE

成為美國華人最關注、欣賞、支持的公益媒體平台！

To be the most appreciated public-serving media platform among Chinese Americans.

優視頻道以服務公共利益為宗旨，提供優質資訊為主要功能，秉持高標準的媒體專業，追求優質公共價值為目標。以提供豐富多元的節目為管道，嚴謹的態度和全方位視野，打造美國華人媒體資訊平台，放眼國際與世界接軌。

Based on the principle of serving public and providing quality information, UChannel upholds high-level media professionalism and aims to fulfill supreme public values. With diversified programs, professional attitude, and well-rounded vision, UChannel is building a platform for the Chinese American community that integrates with the international perspectives.



優視使命 | OUR MISSION

- **文化使命：**
重新創造美好的生活文化
 - **傳媒使命：**
提升正面的心靈影響
 - **福音使命：**
活潑的信仰，得勝的見證
- **Cultural Mission:**
To reconstruct a superior life style
 - **Media Mission:**
To uplift with positive spiritual influence
 - **Gospel Mission:**
Lively faith, triumphant testimonies

優視平台 | OUR PLATFORMS

- 聆聽表達的社區管道
 - 真誠關懷的慈善公益平台
 - 優質創意的生活頻道
- A community medium that listens
 - A charity platform that cares
 - A lifestyle channel with creativity

優視節目 | OUR CONTENT

以優質節目，創造文化，影響世代！
To forge a culture that influences the generation with quality programs.

節目內容

包括優視自製節目及網羅自中港台，舊金山灣區的優良節目

節目涵蓋

公益、慈善；新聞、財經、評論
科技；教育、家庭、親子、保健
娛樂、綜藝、美食、旅遊及其他

Program Content

Including UChannel's self-produced programs, we provide quality programs from China, Hong Kong, Taiwan and the Bay Area.

Program Coverage

Public welfare, charity; news, finance, commentary, technology; education, family, parenting, health care; entertainment, variety, cooking, travel and others.



- **創辦人/理事 Founder/Member of Board of Directors**
劉彤 Tong Liu
- **共同總經理/理事會執行主席 Co-General Manager/Chairman of Board of Directors**
劉效宏 Gerry Liu
- **共同總經理/理事 Co-General Manager/Member of Board of Directors**
程弓 Victor Cheng
- **理事 Member of Board of Directors**
顧中萍 Pauline Tu
黃琲 Grace Hwang

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- **總經理辦公室:** 總經理室秘書 GM Office Assistant
Office of General Management: 財務部 Finance
 - **管理部:** 人事管理 HR Management
Administration: 行政/總務 Administration/General Affairs
 - **管播部:** 播映管理/片庫管理 Broadcast/Library Management
Broadcasting/Purchased Content: 影片審核/合約簽訂 Video Verify/Contract Settling
 - **業務發展部:** 活動連結 Partnership
Business Development: 會員連結 Membership
贊助連結 Sponsorship
 - **創意部:** 創意製作 Creative Project
Creative: 跨部門合作/培訓 Cross-Team Collaboration & Training
 - **設計/技術/支援部:** 美工設計 Graphic Design
Design/IT/Support: 播映設施/網路技術 Broadcasting Infrastructure/General IT
跨部門項目支援 Cross Team Project Support
 - **新聞部:** 每日新聞 Daily News
News: 特別報導 Special Report
活動採訪 Event Coverage
 - **工程部:** 攝影棚管理 Studio Management
Production: 器材管理 Equipment Management
外部活動支援 Outside Event Support
 - **節目部:** 節目製作 Program Production
Self-Produced Program: 後製工程 Post-Production Editing
 - **媒體發展部:** 網路行銷 Digital Marketing
Media Development: 網路社群 Social Media Management
媒體通路 Website & Mobile



媒體通路 | COVERAGE & CHANNEL



Digital Channel - **24x7x365** 24小時全天候即播

San Francisco Area CH#15.5
San Jose Area CH#16.9



Online Streaming - www.UChannelTV.us 24小時全天候即播



Cable Channel - Selected Hours



CH#15



Satellite Channels - Selected Hours



CH#8



CH#8

收看方式 | WAYS TO WATCH

全美 #1 華人公益 全方位生活頻道 No.1 Chinese Public-Serving Family Channel in the U.S

全天候7天24小時精彩節目大放送
Diversified Quality Programs Broadcasting 24/7



掃描優視 精彩無限

下載優視手機APP
24小時收看最精彩的華語節目



iOS



Android

數位電視天線

- 大聖荷西及舊金山區域
- 購買裝置電視天線
- 搜尋 [設定16.9頻道， 15.5頻道]

網路線上收看

- 使用手機、平板、電腦
- 上網UChannelTV.us 或掃描QR Code
- 點擊 [優視直播LIVE!]

應用程式下載

- 使用手機、iPad前往Apple Store
- 下載優視頻道app
- 點擊 [優視直播]

Digital TV Channel

- San Jose and San Francisco Area
- Purchase and setup TV devices
- Search for channel #16.9 or 15.5

Online Streaming

- Smartphone, Tablet, Computer
- Visit UChannelTV.us or Scan QR Code
- Click on "UChannelTV LIVE"

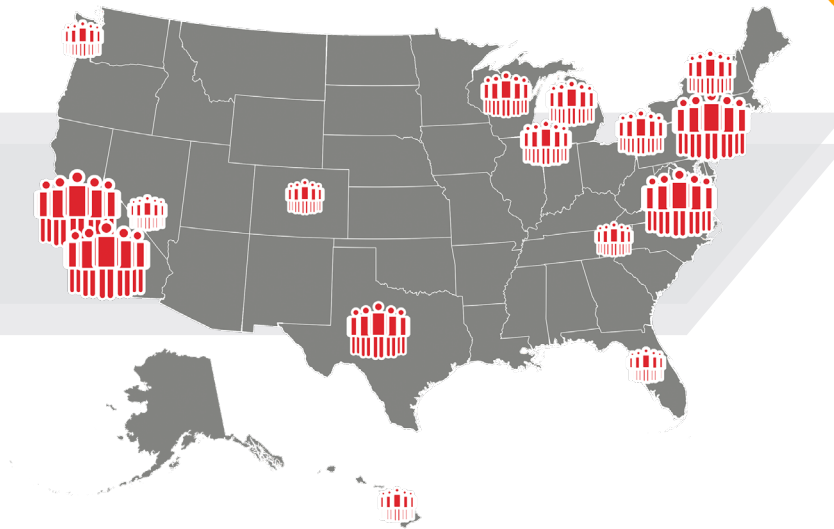
App Download

- Go to Apple Store with smartphone or iPad
- Download UChannel app
- Click on "Live Broadcast"

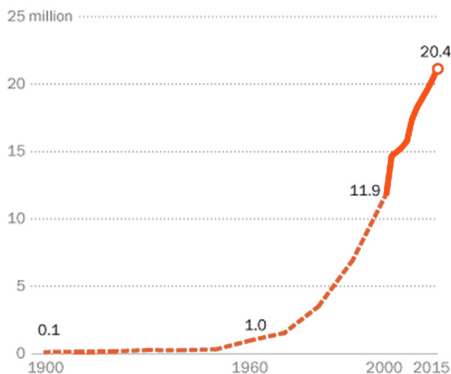
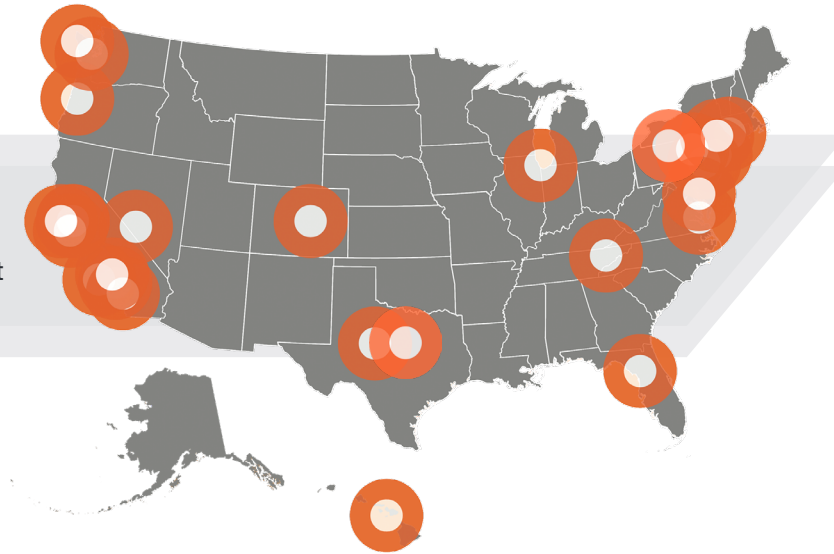
市場分析 | OUR MARKET



華人成長最快區域
Areas with Fast Growing Chinese Communities



優視頻道發展分佈圖
UChannel TV's Development Distribution Map



美國亞裔人口自2000年增長幅度為72%。

The Asian population in the U.S. has grown 72% since 2000.

Source: Pew Research Center analysis of U.S. Census Bureau data.

華人比率 (人口數) % of Chinese (Population)

- 北美洲 North America 0.99% (5.3 million)
- 美國 USA 1.23% (3.8 million)
- 加州 California 3.76% (1.4 million)
- 灣區 Bay Area 7.9% (0.56 million)

Source: U.S. Census Bureau data.

區域涵蓋 | COVERAGE MAP



COVERAGE MAP

優視節目 | SELF-PRODUCED PROGRAMS

新聞資訊 News and Information

《焦點新聞 FOCUS NEWS》

每週五天，報導全球熱門焦點新聞
掌握灣區華人關心話題與時事脈動



Every weekday we select top world-wide news on topics that interest the Chinese community.



《焦點財經 FOCUS FINANCE》

每週三、五，你給我三分鐘，我給你
全球最新財經情勢，財經訊息不漏接

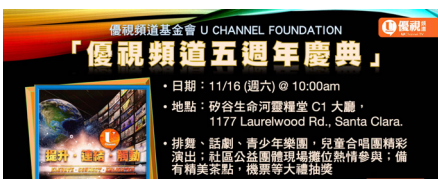
Thorough analysis of current market trend on
Mondays and Wednesdays

《灣區資訊 BAY AREA ACTIVITY HIGHLIGHTS》

現場採訪即時報導，提供灣區最新
政、經、藝、文與社團活動資訊



With live interview and timely reporting, the program
provides the most up-to-date information on politics,
economics, arts and cultural activities in Bay Area.



《社區看板 EVENTS BULLETIN BOARD》

每週刊登灣區藝文休閒，教育文化，
社區服務等活動資訊，促進華人社區
之交流平台

Weekly info about Bay Area's various events in
different fields. This program aims to become the
catalyst of the communications and connections
within the Chinese Community.

《熱門話題 HOT TOPIC》

家事、國事、天下事，事事關心
大事、小事、社區事，事事掌握
最熱門的話題，最即時的新知，
最切身的資訊，就在熱門話題



Family to world, every matter is cared; major or small,
every event is covered. We include the hottest topic,
the most immediate knowledge, and the personal in-
formation you care the most.



《焦點話題 HEADLINE NEWS ANALYSIS》

每週精選太平洋兩岸華人關心的新聞主題，帶您縱觀事件全局，掌握議題重點。主持人以精煉的語言、生動的比喻和深入淺出的歸納分析，為您解讀媒體報導與各界熱議事件的背後意義，幫助您以客觀公正的視角，切入事件的本質，從而理出脈絡，建立自己的思想觀點

Every week, the commentator provides thorough analysis on one news event that raises up the most attention among Chinese communities world-wide.

《開放麥 OPEN MIC》

美國製作最為精良的華人政治脫口秀節目，以華人移民的視角審視評論美國主流政治動態，及其背後的倫理價值、思想觀念、利益博弈，剖析美國民主政治類型的體系和規則。優視頻道大力製作，力求傾聽華裔社區的不同聲音



As one of the most well-produced Chinese talk shows on political topics in America, Open Mic takes its stance in the perspectives of Chinese immigrants in the U.S., providing vision, analysis, and comments on the mainstream political trends in America.



《財經趨勢 FINANCIAL TREND》

全球經濟瞬息萬變，股票市場如坐雲霄飛車，貿易戰烽火連天，到底對每天的生活有什麼影響，了解5G、AI對我們的財富規劃又有什麼幫助？優視財經趨勢團隊精心製作與你切身相關的財經節目，讓你輕輕鬆鬆看懂市場，掌握先機

Financial professionals with decades of experience provide critical analysis to help audiences having a firm grip of the constantly changing stock market and economic trends.

《矽谷龍門陣 TALK SILICON VALLEY》

邀請在矽谷生活、職場、社區服務都有相當閱歷和經驗的嘉賓，用老友聚會聊天的形式，為觀眾剖析時代最前端、最火爆的科技人文話題，融入各自人生智慧和洞見，將每個話題擴展到社會和人性的層面



The hosts are accomplished professionals and recognized business or community leaders in Silicon Valley. Their talk show shares wisdom and insight accumulated over decades, covering stimulating topics including tech megatrends and their social impact, career development, US China trade war and conflicts.



《名人訪談 CELEBRITY TALK SHOW》

不定期專訪政經、藝文、公益等各領域名人，從不同的視角探索名人的內心世界，且看名人卸下心防與你分享他們的故事

We invite honored celebrity guests to share their personal stories and experiences along with inspirational life philosophies.

優視節目 | SELF-PRODUCED PROGRAMS

生活藝文 Life and Arts



《原創紀錄片 ORIGINAL DOCUMENTARY》

藉著鏡頭，以華人的視角，主動的觀察發覺生活周邊社區的人文、公益與生命故事。藉以認識社區、關心支持公益性事務，在個人生命成長中都得益處

Through the lens, actively observe the humanities, public welfare and life stories of the surrounding communities. By knowing the community, caring and supporting public welfare affairs, it will benefit in personal growth.

《你不知道的矽谷 INSIDE SILICON VALLEY》

優視設計的一系列節目，用短紀錄片風格，外景採訪拍攝方式，講述在矽谷生活、工作芸芸眾生的故事，觸摸生命的溫度，拒絕機器的冰冷

Documentary series explores the other side of life beneath the glory and fame, the reality and struggle behind the supreme scenes, the down-to-earth yet heartwarming and enlightening stories hidden under science and technology in Silicon Valley.



《誰來作客 GUEST WHO》

一個以「客」為尊、為主的訪談節目。依據來賓的角色與專長，分享傳遞個人經驗和看法。內容包括家庭教育和生活，藝術和音樂及旅遊等

A talk show, focused on "guests", sharing their personal experiences and opinions. The content includes family education and life, art and music, and tourism.

《轉捩點 TURNING POINT》

特別製作的短視頻節目，邀請資深顧問、學者、醫療保健專家，提供有關家庭婚姻、親子教育、職場工作以及醫療保健各方面的教導與學習

A short video, invites senior consultants, scholars, and healthcare experts, to provide teaching and learning about family marriage, parent-child education, workplace work, and healthcare.





《優美食 U FINE FOOD》

食全食美新食藝，廚藝美食專家親自示範私家拿手料理；現學現做，吃出健康美味新主張。節目包括：甄文達Yan Can Cook，Miggi's Kitchen，及各種中西健康食品烹調。享受美味佳餚，提升生活品味

Watching U Fine Food and Cooking with Chef, discover behind the scene of Yan Can Cook, enhance the taste of life with fine wine and delicacies with Miggi's Kitchen, beyond above, we provide various Chinese and Western health foods cooking programs that will satisfy your discerning taste buds.

《優百科 UFO PEDIA》

行家一出手，就知有沒有。專家上節目，分享各行各業專業知識，曝光從業人員不願公開之內幕消息，提供消費者如何選擇商品及服務的一手資訊

We invite experts from various fields to share their experiences, knowledge, and even those behind-the-scenes stories, providing consumers with first-hand information about how to choose commodities and services.

《優健康 U HEALTH》

優質華人健康管理節目，分為「專家面對面」和「樂活保健室」兩單元，邀請醫護組織和專科醫師，談論華人醫療保健和正確健康管理概念

This healthcare program integrates the wisdom from both eastern and western healthcare principles, combining Chinese and Western medicine treatments.

《優廚房 U KITCHEN》- 星馬泰系列 Southeast Asia Series

主廚Cindy以星馬泰特色辛香料理食材，烹調各種家常美食料理和點心，簡單示範易學易懂，輕鬆上手變主廚。60多種星馬泰食譜，YouTube超過三十萬點閱網紅料理

Chef Cindy shows you how to cook all kinds of popular Southeast Asian dishes and desserts at home. Over 60 recipes, all instructions are easy to follow even if you are new to the kitchen.

《優音樂 U MUSIC》

重溫經典、紀錄時代，點燃熱情、守望夢想，透過音樂為您心靈帶來慰藉與啟發

Sharing the music classics of each generation and bringing comfort to your heart.

《優旅遊 U TRAVEL》

介紹各地美景特色，文化風俗，趣味亮點景觀，提供您全家共享最優質的旅遊好去處

Introducing you to attractive and fun places and ideas for family vacations.

節目夥伴 | CONTENT PROVIDERS

藉著敬拜讚美、聖靈更新、小組教會、全地轉化，來建造神榮耀的教會。透過新媒體平台，將屬神的福份及恩典流傳到世界每個角落



矽谷生命河靈糧堂
River of Life Christian Church

We are building a glorious church through praise & worship, Holy Spirit renewal, cell church and glocal impact. Through our new media platform, may God's blessings and grace be spreaded to every corner of the world.

《跨越的人生》
《生命河主日崇拜實況轉播》



DOUBLE PORTION
MEDIA
倍恩傳媒

藉著空中頻道將福音生活化，帶來社群影響力，與您一起遇見幸福、築夢踏實

《矽谷1+1》、《優健康》
《荷你有約》、《誰來作客》
《你不知道的矽谷》

Double Portion Media aims to bring gospel and positive influence to the community. With you, we encounter happiness and dreams together.

一個改變人生的電視台。透過媒體平台，關懷社會中的個人與家庭，傳播信心、希望與真愛



好消息衛星電視台

A life-changing TV channel bringing attention and care to individuals and families through media, spreading faith, hope, and truthful love.

《真情部落格》、《經典音樂河》
《烤箱讀書會》、《心靈不打烊》
《愛+好醫生》、《健康新煮流》

恩雨之聲

SHOWERS OF BLESSING EVANGELISTIC MINISTRY (SOBEM)

藉大眾傳播媒介，向普世華人傳遞福音真理；透過關顧熱線給予觀眾適切的關懷

《恩雨之聲》

SOBEM delivers the gospel truth to the Chinese community through mass media, and brings care and help to the audience with hotline service.

以敬拜讚美，聖樂製作和媒體影音製作為管道，激勵裝備信徒，活出聖潔得勝的生命



Worship and praise, sacred music production and media production are used as a conduit to inspire and equip believers to live a holy and victorious life.

《天堂敬拜LIVE》



影音使團
tme

以高效優質的影音製作及產品與服務
使社會大眾道德和屬靈素質得以提升

《地球深度行》、《鐵證待判》
《成功之路-大馬士革》等

Provide the audience with high-quality audio-visual production, products and services, aiming to improve the moral and spiritual life of the public.

以內在生活為根基，在愛中與家人同行，用尊榮互相對待

建立充滿主愛與有影響力屬靈的家，為主發光，榮神益人

With spiritual life as foundation, we call for all people to walk together in love and treat one another with respect and honor.

This Godly home is established to glorify Lord and bring fruitful benefits to people.



《灣區教會講台系列-永恆之光》



1960年成立，以多媒體向華人傳福音機構
透過英語教學接觸各年齡層的社會大眾

《大家說英語 Let's Talk in English》
《空中英語教室 Studio Classroom》

Founded in 1960, we serve to evangelize Chinese community through multimedia, reaching people of all ages through English teaching.

打造身心知識、體能發展、生活教育及增進
親子關係的專屬兒童頻道

MOMO is a children's channel that delivers knowledge to audiences on physical development, lifestyle, and parent-child relationship.



《MOMO歡樂谷》、《動物大明星》
《MOMO玩玩樂》、《家事小達人》
《MOMO這一家》、《快樂小廚房》
《禮貌小寶貝》等



湖南卫视芒果TV

以娛樂綜藝為主的頻道，匠心打造中國
最具活力的電視娛樂品牌

《快樂大本營》、《天天向上》、《嚮往的生活》
《誰是歌手》、《中華文明之美》、《戀家有方》
《漢語橋》、《我們都愛笑》、《誰與爭鋒》等

Centered on entertainment programs, Hunan Channel strives to become the most lively and entertaining TV brand of China.

以內容+平台+應用為核心，開創中國高端
時尚雜誌電視化，打造「悦系列」節目集群

With content + platform + application as the core, Glory Star Media creates innovation by bringing Chinese high-end fashion magazines onto TV.



《悅世界》、《悅空間》、《悅美食》
《悅健康》、《悅時尚》、《悅寶貝》

優視信息 | OUR MESSAGE

優視頻道是一個傳遞「基督教價值觀」全方位的生活頻道，進入社區群眾，帶來影響力。當我們往前看應當怎麼做呢？

- **要有偉大的夢想**

不要限制自己，要為神來重新夢想。不要因為事小或是困難，就不開始撒種。今天所播下的種子，有一天在神手中，將成為遠超過我們所求所想的大事情。

- **要有迫切的禱告**

不要因為優視不是所謂的基督教電視台，所做的也不都是基督教的節目，而忽略了禱告的重要，也不要輕看神所託付的使命。優視同工要起來禱告。第一，要抓住神的應許，用神的能力贏得這世代；第二，要尋求神的旨意，跟隨神的策略，才能得著持續事奉的動力，看見事奉的果效。

- **要有長遠的思考**

要能影響世代和永續的經營，需要有長遠的思考。優視要重新看見屬靈的角色，為神要有偉大的夢想，要禱告得著工作的果效，並且要想得長遠。優視頻道才能在神的手中成為影響世代的器皿。

-劉彤牧師勸勉
2018優視頻道年度感恩餐會

UChannel is a comprehensive lifestyle channel that delivers Christian values. We aim to bring effective influence to the community, to transform our influence into inheritance that carries on throughout future generations, what are some actions that we hope to take in the future?

- **Dream Big**

Remove the self limitations and dream big to glorify the Lord. Do not cease to scatter the seeds even if encountering difficulties. Believe that in God's hands, all the seeds we sow today will grow into fruitful trees that carry marvelous wonders.

- **Pray Hard**

Even if UChannel does not entirely focus on productions of Christian programs, do not neglect the importance and power of prayers. We do not look down upon our missions that God has put on our shoulders. All fellow co-workers should be diligent in prayer. Firstly, we should hold onto God's promise firmly to win this generation back with His power. Secondly, we should chase after God's will and follow his guidance. In these ways shall we keep up the motivation to serve continuously and witness God's work among us.

- **Think Far**

An earthshaking impact and long-term operation require far-reaching thinking. UChannel needs to reflect on our roles in the work of the Holy Spirit and keep in heart our great dreams given by God. Lift up our work in prayers and think for our long-term future. These are essential for UChannel to become an impactful vessel that is filled with God's spirit.

-Pastor Tong Liu
2018 UChannel Annual Appreciation Dinner



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*優視頻道基金會，是美國501(c)(3)登記在案之非牟利組織。所有贊助金額，均將發給年度贊助收據。

*U Channel Foundation is a state IRS registered 501(c)(3) non-profit organization. We will issue year-end donation receipt accordingly.



優視頻道

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WWW.UCHANNELTV.US

408.868.2615

408.748.8877

INFO@UCHANNEL.US

1177 LAURELWOOD RD.
SANTA CLARA, CA 95054



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