



CGTN AMERICA: CGTN America releases: Year of the Rabbit Spring Festival Gala

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WASHINGTON ([PRWEB](#)) January 20, 2023 -- CGTN America releases “Year of the Rabbit Spring Festival Gala”

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On January 14, to celebrate the Chinese New Year, CMG officially released its first animated promo for 2023 Spring Festival Gala. This video uses a special form of stop-motion animation to convey a vibrant atmosphere of the Spring Festival.

In real-life, hares – a phylogenetic cousin of rabbits – can reach a top speed of around [72 kilometers per hour](#). So, it is perhaps fitting that China Media Group (CMG) will broadcast this year's Spring Festival Gala in 5G – the fastest wireless transmission speed.

CMG will also transmit the four-and-a-half-hour broadcast in the [highest available resolutions – 4K/8K](#) – and will be powered by AI. When this technological extravaganza airs on January 21 (Chinese New Year's Eve), CMG will beam it outdoors across the country – onto giant, immersive, ultra-HD screens in the public squares of an estimated [500 Chinese cities](#).

This year marks the gala's [40th anniversary](#). Since the [inaugural broadcast in 1983](#), watching the show has become an annual family tradition. That means hundreds of millions of viewers in China alone, enabling the program to set a Guinness World Record for the “[Most-watched national network TV broadcast](#).”

The Lunar New Year is China's most important festival—and a time for family reunions. Each year, the Spring Festival holiday witnesses the world's largest annual human migration. In 2023, the first day of travel, January 7, logged [34.7 million passenger trips](#). The Chinese Ministry of Transport forecasts [2.1 billion trips](#) this year – an increase of nearly 100 percent from 2022.

The “[flower](#)” is the show's main symbol this year. For the Chinese people, flowers express prosperity and vitality. The broadcast, called Chunwan in Mandarin, will feature [Chinese mythical creatures](#) and architectural motifs from the Forbidden City – all created with CGI.

Watching the show is becoming a global event, too. Thanks to technology, it will be available in more than [160 countries and regions](#).



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Contact Information

Zeng Siwei
CGTN America
1 2023931850

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