



The Three-dimensional Communication Network of the National Early Warning Information Release Center, China

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1. Introduction of the National Early Warning Information Release System in China
2. The Three-dimensional Dissemination Network of Early Warning Information
3. Effective of the Three-dimensional Dissemination

1.1 Development history



Listed in "the Plan for the Construction of National Emergency Response System for Public Emergencies during the "Eleventh Five-Year" Period", to establish the Comprehensive release system for early warning information of public emergencies



1.2 The status quo

Vertical:

1 (National-EWRES)

31 (Provincial-EWRES)

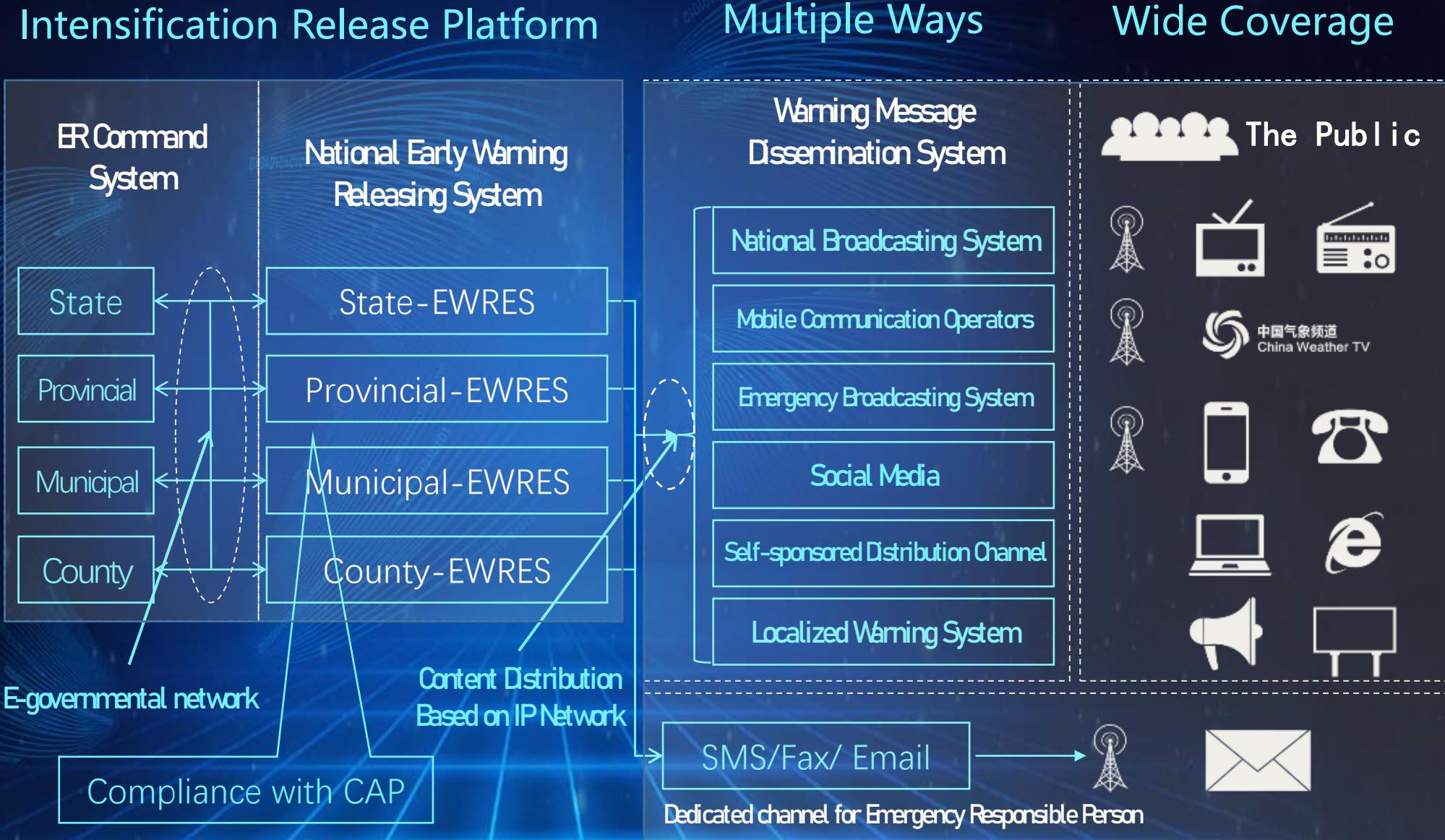
358 (Municipal -EWRES)

2016 (County-FWRES)

Horizontal: Connect with re

Levant government depart

ments at the same level



Achieved to Release 76 Types Early Warning Information from 16 Industries.

Categories	Types
Natural Disasters 37	meteorology, geology, earthquake, water conservancy, ocean, forestry, agriculture
Accident Disaster 20	transportation (road, water area) accidents, environmental pollution belts, ecological environment damage accidents
Public Health 9	sudden acute infectious disease, food safety, drug safety, group vaccination, wild animal epidemic prevention, etc.
Social Security 10	road traffic safety control, economic crime warning reminder, travel reminder, overseas safety warning, major network security threat warning

Covering 1 Billion People

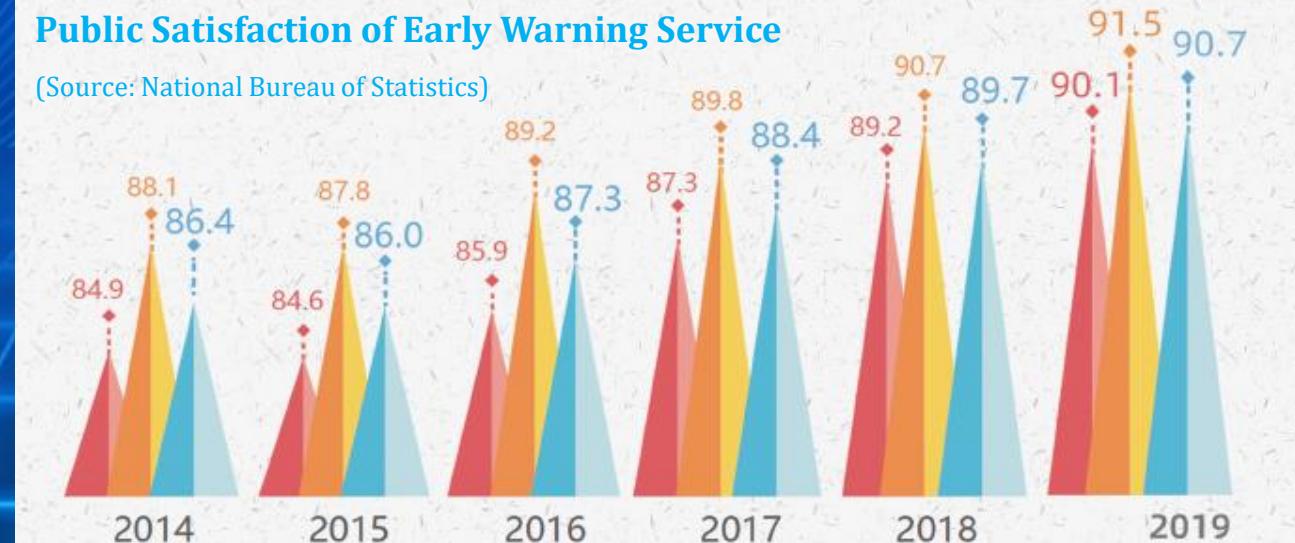
Directly to Public with Mobile Communications	Dedicated line : access to China Mobile, China Unicom and Telecom in 31 provinces Green Channel: full network release nationwide basically	
Directly to Audience through Radio and TV	Establish dedicated line with the Central People's Broadcasting and Television Station Established dedicated lines with local TV and radio stations in 31 provinces	
Directly to Public with Emergency Broadcasting System	Connect with local emergency broadcast in 523 counties, 63 municipals, 10 provinces	
Directly to Public through Social Medias	Baidu: Covers 83% of Internet users Tencent: Covers 600 million WeChat users and 400 million QQ pop-up users Alibaba: Covering 400 million Alipay users Sina: Covering 300 million Weibo users	Tik Tok: 250 million daily active users TopBuzz: 150 million daily active users Xuexi.cn: 120 million key users

● To solve the “last mile”

490,000 Rural Loudspeakers

78,000 Rural Information Stations

8 Marine Meteorological Radio Stations



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The construction of a three-dimensional dissemination network for early warning information was launched in May, 2019



Ms. LIUYaming
Director of CMA

Strengthen the construction
of information dissemination
system for natural disaster
prevention in the multi-
media era.



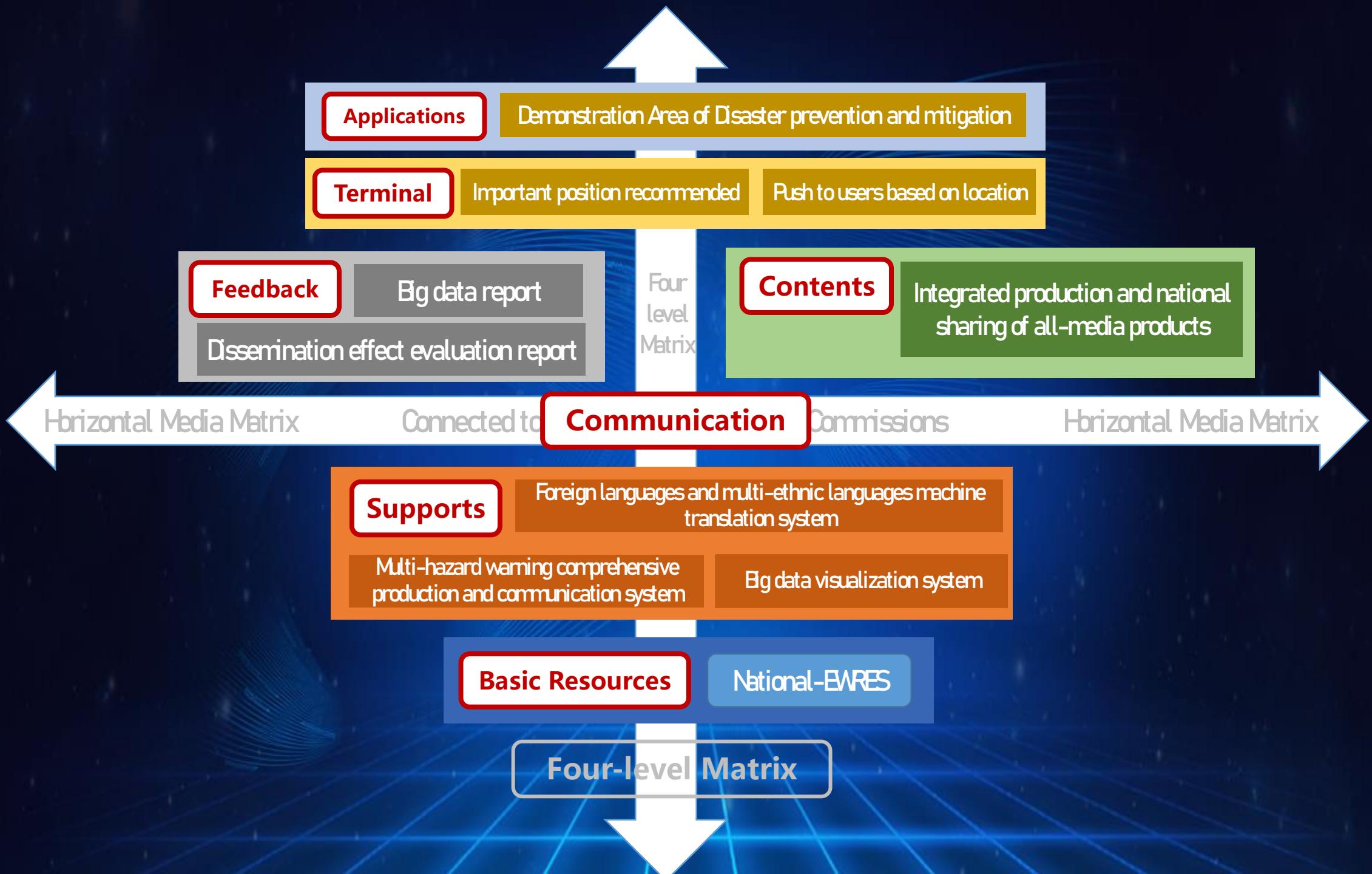
中国气象局副局长
余 勇

Mr. YUYong
Vice-director of CMA

- ✓ Explore new methods to communicate emergency early warning information, and use social media resources to promote coverage of early warning information directly and solve the "last mile" problem
- ✓ Constructed a people-oriented popularization platform focused on people's livelihood and caring for life, to improve the public's ability to respond to emergency and self-rescue and mutual rescue effectively.
- ✓ Establish and improve the re-dissemination mechanism of early warning information society, and create an ecosystem of early warning information release and dissemination involving the whole society, to improve the comprehensive management capabilities of natural disasters.

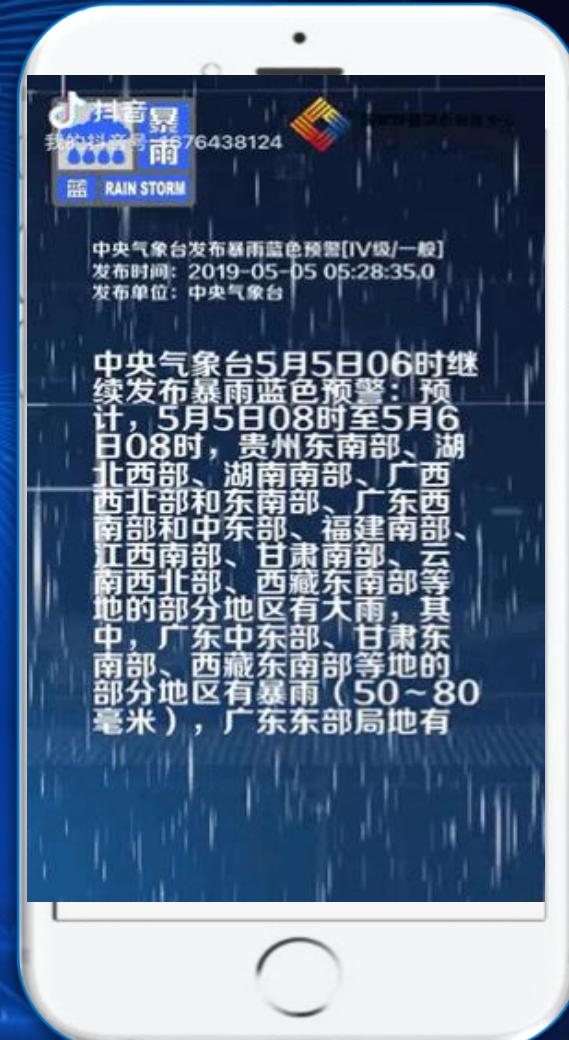
Structure and function

- ✓ Using Internet artificial intelligence, big data, cloud computing, using social network platforms such as Weibo, WeChat, Tik-tok, etc., using information aggregation technology and geographic positioning push technology to promote the accurate and targeted releasing.
- ✓ There has been established with a total of 10,810 Internet release channels, and commonly used mobile phone applications have been basically implemented, and location-based fast and accurate services have been developed
- ✓ United Nations ministries and strengthen cooperation with mass, build demonstration areas and evaluate application effects.



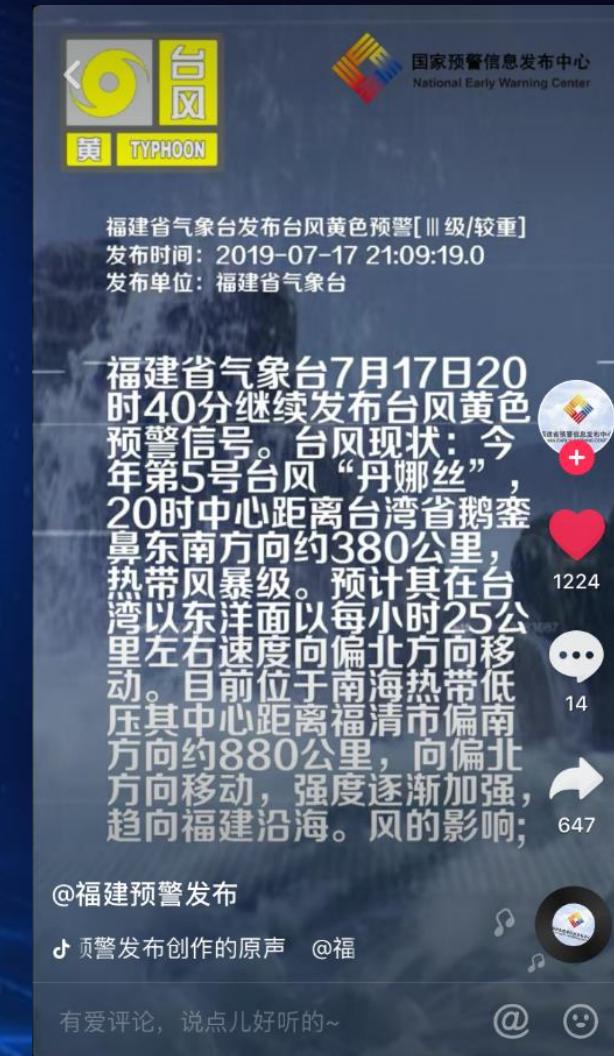
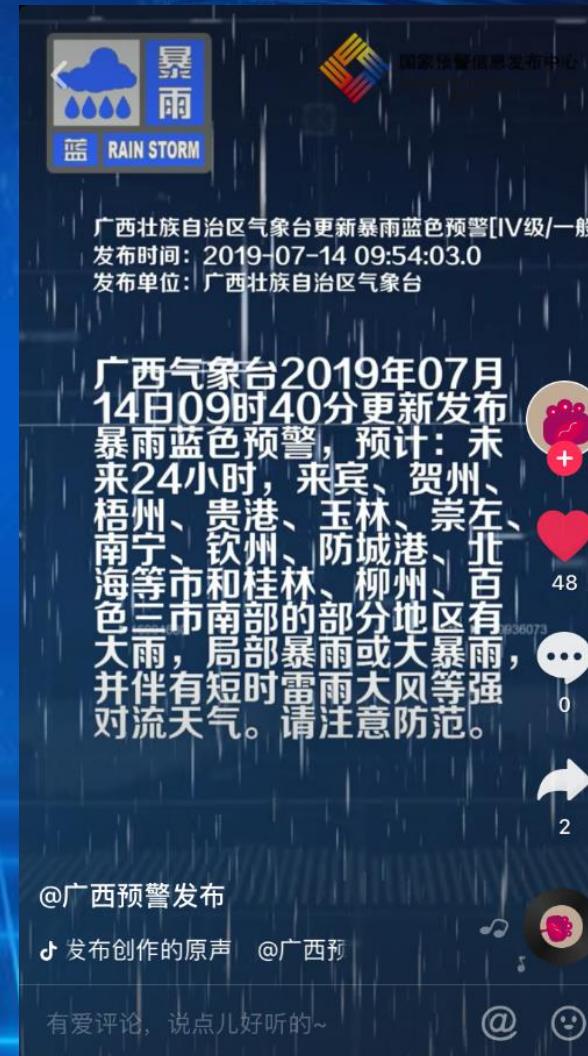
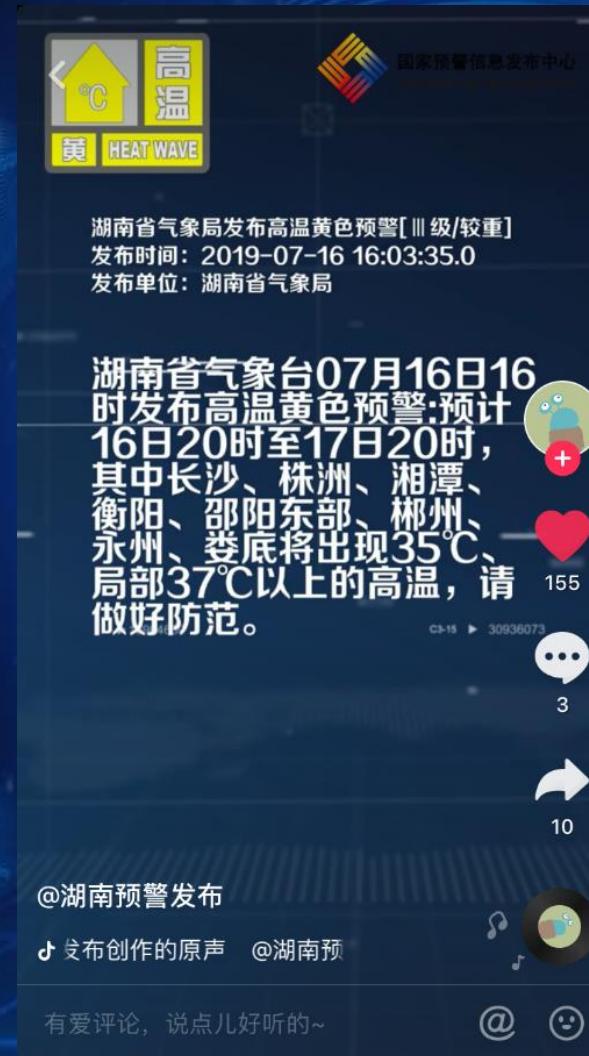
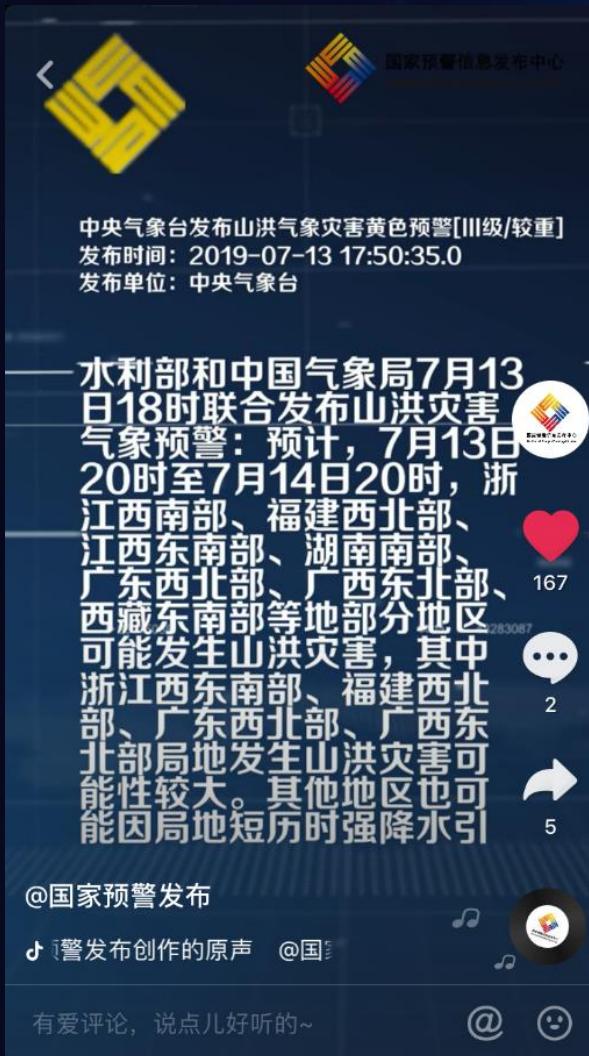
Early warning vlog products

- Jointly launched the early warning short video service with Tik-tok, which automatically converts the graphic warning information into a 15-second vlog and automatically matches the relevant account according to the release area. The whole process is completed within 1 minute.
- At present, there are 1941 early warning Tik-tok accounts, and the maximum view number of single warnings was 14.8 million in 2019.



Early Warning Vlog

|| Early Warnings from different provinces ||

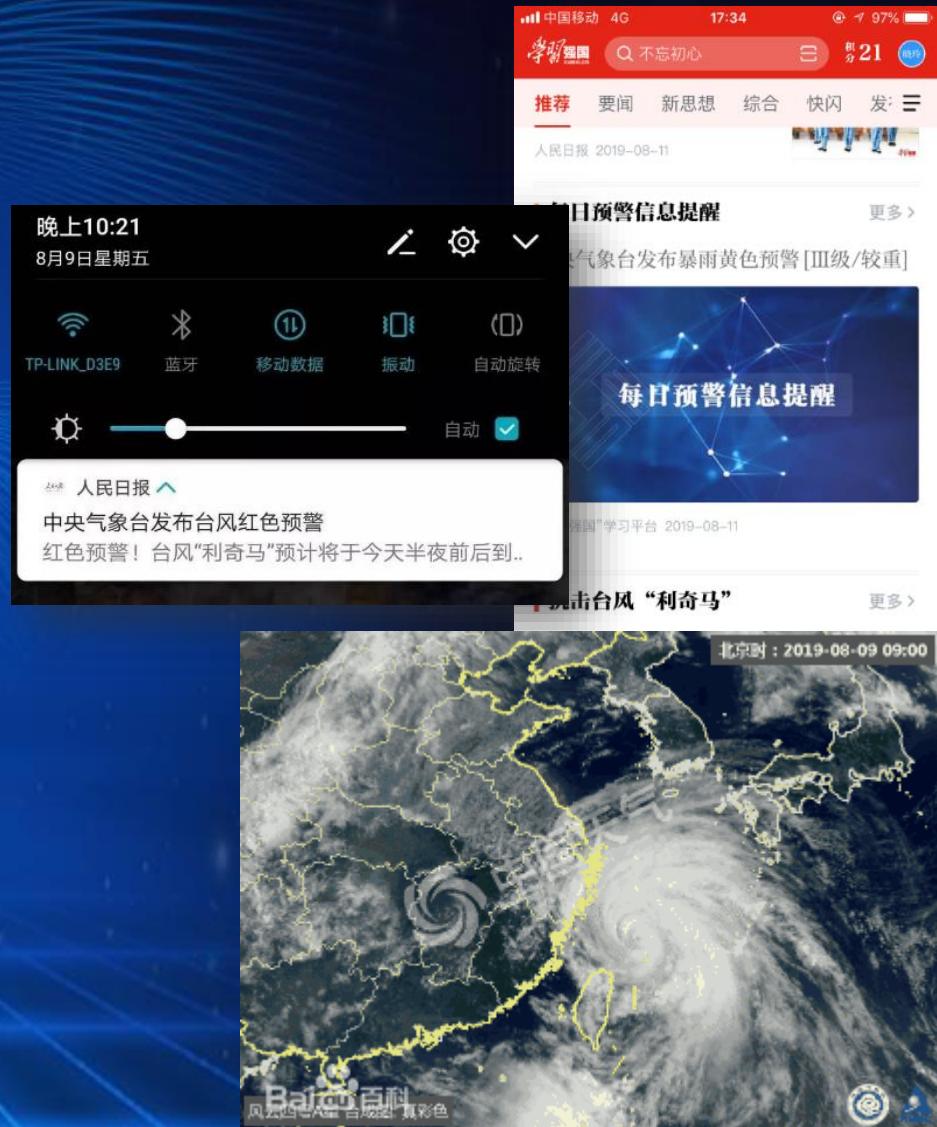


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Super Typhoon Lekima which landed in East China, 2019

- Along with the typhoon path, there were 43 early warning new media accounts in the New Media Matrix which are located in the areas affected by the Lekima, issued 1,171 warnings and covered 300 million person totally.
- The People's Daily client pushed **the Red warning information** of typhoon to 150 million person, pushed geological hazard risk warnings on the pop-up window to 14 million person in Zhejiang.
- The total broadcast population of the "**Shanghai Warning Release**" Tik-tok account was 1.28 million.
- The total reading population of the "**Shandong Early Warning Release**" new media platform was 20.62 million.



Services in epidemic prevention information dissemination, 2020

- Collaboration with the health committee, 414,000 pieces of epidemic prevention information about the coronavirus pandemic were released, served about 3.5 million people through the media matrix platform.
- Cooperated with Baidu to launch a real-time epidemic big data map query service, 31 provincial and municipal warning centers nested applications, and the cumulative number of visitors reached 7.51 billion.



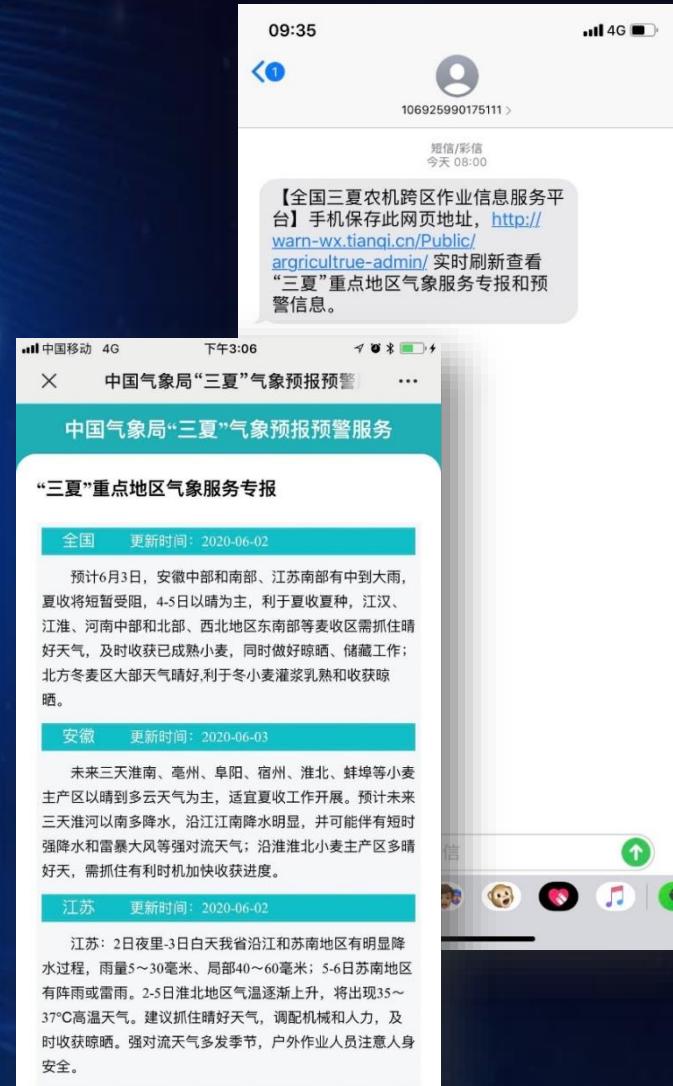
Launched "customized weather warning" service, 2020

- Cooperated with the State Post Bureau, the "Meteorological Warning" service function was launched on the "Epidemic Prevention Express" applet, which accurately released warning information of meteorological disasters **above the yellow level**, and served 1.4 million couriers nationwide.



Agricultural Meteorological Warning Information Service, 2020

- In summer, cooperated with the Ministry of Agriculture and Rural Affairs, the "Three Summers" weather warning service is launched in key areas, provided the latest accurate warnings to the 90,723 licensed agricultural operators across the country with for the cross-regional harvesting operations.



Precisely push early warning information on the taxi, 2020

- Pushing warning information to passengers in taxi APP Didi.
- Establishing pilot projects in 30 cities including Beijing, Shanghai, Guangzhou and Shenzhen, and there are more than 3 million passengers using this service every day.



Improve the ability to accurately release early warning information

- Integrating into the national emergency management work system to ensure that the early warning is accurate and can be received by village and household.
- Improving rapid and accurate publishing capabilities, apply new technologies and new media, and achieve accurate and rapid publishing in designated areas.
- Increasing the coverage, and strengthen the release of satellite communication early warning information for remote rural areas, mountainous areas, pastoral areas and sea areas.



Thank you