

01 WHO WE ARE 我们是谁

UTC+8 is an independent media platform based in Shanghai, created by a small team with backgrounds in technology and media. Through **documentaries, interviews and technical analysis**, we cover technology and innovation in China for an international audience.

UTC+8 是一家总部位于上海的独立科技媒体，由具有科技与媒体背景的小团队创办。我们通过纪录片、访谈和技术分析，为国际观众介绍中国的科技发展与创新。

OUR AUDIENCE 我们的观众

Engineers, technology enthusiasts, entrepreneurs, founders and professionals interested in technology and innovation in China. Our content is produced in French and English for international audiences.

关注中国科技与创新的工程师、科技爱好者、创业者、企业创始人及专业人士。我们的内容以法语和英语制作，面向国际观众。

WHAT WE COVER 我们关注的领域

AI & AIGC 人工智能与生成式内容

Robotics 机器人

Cybersecurity 网络安全

Creative tech 创意科技

Industry & manufacturing 工业与制造

Scientific innovation 科技与科研创新

02 OUR MISSION & VISION 我们的使命与愿景

China is home to some of the world's most active technology ecosystems. Yet for people who don't speak Chinese or have never visited China, getting access to what's actually happening on the ground can be surprisingly difficult.

Much of the international coverage of China focuses on a limited number of subjects, often through political or economic perspectives. Meanwhile, many interesting technologies, companies, and projects receive little attention outside China.

Our goal is to bridge that gap.

中国拥有全球最活跃的科技生态系统之一。然而，对于不会中文或从未到访中国的人来说，要真正了解这里正在发生的事情并不容易。

国际媒体对中国的报道往往集中于有限的几个主题，并且经常从政治或经济角度展开。与此同时，许多值得关注的技术、企业和项目在中国以外鲜有报道。

我们的目标就是缩小这一信息差距。

We explore a wide range of technological developments, from artificial intelligence and robotics to cybersecurity, semiconductor manufacturing, creative technologies, and emerging industrial applications.

Our approach combines interviews, on-site reporting, demonstrations, and technical analysis to produce timely, well-researched content that goes beyond headlines and offers a deeper understanding of each subject.

UTC+8 is an independent French- and English-language media platform covering technology, artificial intelligence, cybersecurity, and scientific innovation in China. We aim to make complex technical subjects accessible to international audiences while highlighting the engineers, researchers, entrepreneurs, and teams behind them.

We aren't just interested in what technology can do. We want to understand how it works, who's building it, and why it matters.

我们关注广泛的科技发展领域，包括人工智能、机器人、网络安全、半导体制造、创意科技以及新兴工业应用。

我们结合人物访谈、实地报道、现场演示和技术分析，制作及时且经过充分研究的内容，不止于新闻标题，而是帮助观众更深入地理解每一个主题。

UTC+8 是一个以法语和英语制作内容的独立媒体平台，关注中国的科技、人工智能、网络安全及科研创新。我们希望让国际观众更容易理解复杂的技术主题，同时介绍背后的工程师、研究人员、创业者和团队。

我们不仅关注技术能够做什么，更希望了解它如何运作、由谁开发，以及它为什么重要。

Why Participate? 为什么参与？

We explore technologies worth sharing with an international audience, working directly with companies, research teams, and innovators to understand their work.

Our content is aimed at technology enthusiasts, engineers, entrepreneurs, founders, and professionals interested in emerging technologies and business opportunities in China.

Participating in an episode offers an opportunity to introduce your work to audiences who may not otherwise discover it, whether they are potential customers, collaborators, partners, or simply people interested in understanding what you do.

Our objective is not to produce advertising, but to tell interesting, technically grounded stories about real technologies and the people behind them.

我们与企业、研究团队及创新者直接交流，深入了解他们的工作，并向国际观众介绍值得关注的技术。

我们的内容面向科技爱好者、工程师、创业者、企业创始人，以及关注中国新兴技术与商业机会的专业人士。

参与节目可以让原本可能接触不到您工作的观众了解您的项目，其中可能包括潜在客户、合作伙伴，或单纯希望了解您工作的人。

我们的目标不是制作广告，而是通过有技术依据的内容，讲述真实的技术及其背后人物的故事。

03 WHAT YOU GAIN 参与节目的价值

INTERNATIONAL EXPOSURE

国际曝光机会

An opportunity to introduce your technology and team to French- and English-speaking audiences interested in China's tech industry.

让对中国科技产业感兴趣的法语和英语观众了解您的技术与团队。

DIRECT ACCESS TO YOUR COMPANY

便于观众进一步联系

We can include your company website, product information or preferred contact details in the video description, as agreed.

经双方同意，我们可以在视频简介中添加您的公司网站、产品信息或指定的联系方式。

CONTENT YOU CAN SHARE

可分享的节目内容

You can share the published episode with your community. We can also discuss providing short excerpts for your website, WeChat, LinkedIn or other channels.

您可以与自己的社群分享已发布的节目。我们也可以商讨提供短视频片段，用于官网、微信、领英或其他渠道。

TIME FOR TECHNICAL DETAILS

充分展示技术细节

Rather than limiting the story to a product announcement, we can discuss how the technology works, its applications, challenges and the decisions behind it.

我们不会只停留在产品介绍，而是可以进一步讨论技术原理、实际应用、面临的挑战以及背后的研发决策。

04 WHY UTC+8 为什么选择 UTC+8

TECH

A TECHNICAL BACKGROUND

技术背景

UTC+8 was founded by people working in technology in China. This background helps us ask more specific questions, understand technical explanations, and prepare interviews beyond general product presentations.

The project grew from a simple observation: much of the technical work taking place in China is difficult to discover or understand from abroad.

UTC+8 由在中国科技行业工作的成员创办。这一背景有助于我们提出更具体的问题，理解技术内容，并开展超越一般产品介绍的深入访谈。

我们创办这个项目，源于一个简单的观察：从中国以外了解这里正在开展的许多技术工作，仍然相当困难。

中 · EN · FR

CHINESE, ENGLISH, FRENCH

中文 · 英文 · 法语

Interviews can be conducted in Chinese or English, with subtitles or dubbing for French- and English-speaking viewers.

访谈可以使用中文或英文进行，并为法语和英语观众制作字幕或配音。

BASED IN SHANGHAI

ON-SITE FILMING

实地拍摄

We film at companies, studios, laboratories and other relevant locations. Filming outside Shanghai can also be arranged.

我们可以前往企业、工作室、实验室及其他相关场所拍摄，也可以根据项目安排前往上海以外的城市。

05 TWO FORMATS 两种拍摄形式



FORMAT A

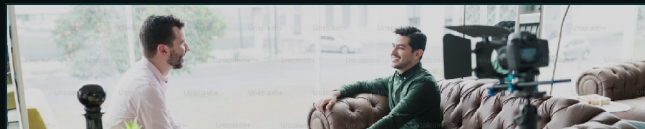
INSIDE THE COMPANY

走进企业 · 纪录片

We visit your workplace, meet members of your team and document how you work. This might include your facilities, equipment, production process, technical demonstrations and ongoing projects.

我们走进您的工作场所，与团队成员交流，记录真实的工作过程。拍摄内容可以包括工作空间、设备、生产流程、技术演示及正在进行的项目。

ON SITE	2–3 hours to one day, as agreed 2–3 小时至一天，视约定而定
PEOPLE	2–4 team members 2–4 位团队成员
RESULT	A documentary or part of a multi-company video 独立纪录片，或多企业专题视频的一部分



FORMAT B

INTERVIEW + DEMONSTRATION

访谈 + 现场演示

A conversation with someone directly involved in the project: a founder, engineer, researcher, director or other team member. We discuss their work and, when possible, film a demonstration of the technology.

与直接参与项目的成员交流，可以是创始人、工程师、研究人员、负责人或其他团队成员。我们讨论他们的工作，并在条件允许时拍摄技术演示。

ON SITE	1–2 hours, as agreed 约 1–2 小时，视约定而定
PEOPLE	1 guest 1 位嘉宾
RESULT	Approximately 12–20 minutes 约 12–20 分钟的节目

WHICH FORMAT SUITS YOU?

您希望哪种形式？

Both formats can be adapted to the subject, the people available and what can be filmed on location. A combination is also possible.

两种形式都可以根据主题、可参与的人员以及现场可拍摄的内容进行调整，也可以结合使用。

06 THE TEAM 团队



ROMAIN

Founder · Host

创始人 · 主持人

Software engineer based in Shanghai, with a background in product development and technical leadership. Research, interviews and narration. 常驻上海的软件工程师，具有产品开发和技術管理背景。负责调研、采访与旁白。

[LinkedIn](#) ↗



PEILIAN HE

Content editor · Research

内容编辑 · 研究

Peking University. Editorial research, scripts and Chinese–English coordination.

北京大学。负责编辑调研、脚本撰写及中英文协调。

[LinkedIn](#) ↗



VIDEO PRODUCTION

Camera · Editing

摄影 · 剪辑

On-location filming, camera operation and post-production.

负责现场拍摄、摄像及后期制作。

07 THE INTERVIEW 访谈如何进行

A prepared conversation about your work. We discuss the subject beforehand, prepare our questions and focus on concrete examples rather than general presentations.

围绕您的工作展开一场有准备的对话。我们会提前沟通主题并准备问题，重点关注具体案例，而非笼统的企业介绍。

LANGUAGE 语言

Chinese or English, depending on the guest. Subtitles or dubbing are prepared for the international versions.

嘉宾可以使用中文或英文。国际版本会根据需要制作字幕或配音。

PREPARATION 拍摄准备

We share the main interview questions in advance and discuss which demonstrations, locations or projects can be filmed.

我们会提前分享主要访谈问题，并讨论可以拍摄的技术演示、场所或项目。

RECORDING 现场录制

A small crew of approximately 2-3 people with portable equipment. Everything is recorded rather than broadcast live, so answers can be repeated when needed.

通常由约 2-3 人组成的小型团队，使用便携设备进行录制。节目不是直播，因此必要时可以重新回答或补拍。

EDITORIAL REVIEW 内容核实

We can share the edited episode before publication to check factual accuracy and discuss sensitive or confidential information.

我们可以在发布前提供剪辑后的节目预览，以便核实事实准确性，并讨论可能涉及的敏感或保密信息。

TYPICAL TOPICS 常见话题

1. Your team and the project
您的团队与项目
2. The problem you are trying to solve
您希望解决的问题
3. How the technology works
技术如何运作
4. A demonstration or practical example
技术演示或实际案例
5. Technical challenges and development decisions
技术挑战与研发决策
6. What comes next
下一步计划

08 HOW IT WORKS 合作流程

01

INITIAL DISCUSSION

初步沟通

We discuss the topic, possible format and availability through WeChat or LinkedIn.

02

PREPARATION

拍摄准备

We confirm the schedule, location, interview questions and filming requirements.

03

FILMING

现场拍摄

We visit your workplace or another agreed location to record the interview and demonstrations.

04

REVIEW

内容核实

We can share the edited video to check factual details and address sensitive information.

05

PUBLICATION

节目发布

The episode is published on our channels. We share the link and any agreed excerpts with you.

09 CONTACT 联系方式



ROMAIN – UTC+8

Founder · 创始人

WECHAT [romain1392](#)
EMAIL contact.utc8@gmail.com
WEBSITE utc8.vercel.app
LINKEDIN linkedin.com/in/romain-rouiller



WECHAT · 微信