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THE 12<sup>TH</sup> ALL CHINA - INTERNATIONAL  
WIRE & CABLE INDUSTRY TRADE FAIR  
第12届中国国际线缆及线材展览会

**2026.9.21-24**

上海新国际博览中心  
Shanghai New International Expo Centre

中国大陆地区品牌参展

China Local Brand



上海电缆研究所有限公司  
Shanghai Electric Cable Research Institute Co., Ltd.

丁璇 女士 Ms. Doris Ding  
电话 Tel: +86 21 6548 3517  
电邮 Email: exhibition@secri.com

合资 / 海外品牌(含港澳台) (亚洲地区) 参展

China Hong Kong, Macau and Taiwan Brand International Brand in Asia



杜塞尔多夫展览(上海)有限公司  
Messe Düsseldorf (Shanghai) Co., Ltd.

顾欣 先生 Mr. Alex Gu / 曹莉芳 女士 Ms. Mary Cao  
电话 Tel: +86 21 6169 8373 / 8369  
电邮 Email: wire@mds.cn

合资/海外品牌(欧美及其他) 参展

International Brand out of Asia



杜塞尔多夫展览集团公司  
Messe Düsseldorf GmbH

Sarah Liehsem 女士 Ms. Sarah Liehsem  
电话 Tel: +49 211 4560 7760  
电邮 Email: LiehsemS@messe-duesseldorf.de

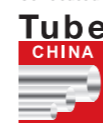


wireChinaExpo



wire & Tube China

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杜塞尔多夫展览集团公司  
Messe Düsseldorf GmbH  
- wire 主办者  
Organiser of wire

国际支持单位  
International  
Supporters



International Wire and Cable Exhibitors Association (IWCEA)  
- China Electrical Equipment Industry Association (CIEA)  
- German Wire and Cable Machinery Manufacturers Association (VDKM)  
- Austrian Wire and Cable Machinery Manufacturers Association (AWCMA-VÖDKM)  
- International Wire and Cable Exhibitors Association-France (IWCEA-France)



International Wire & Machinery  
Association (IWMA)  
- Wire and Cable Industry Suppliers  
Association (WCISA)



Italian Wire Machinery Manufacturers  
Association (ACIMAF)



Asian Wire & Cable Industry Cooperation  
Alliance (AWCCA)

主办单位  
Organisers



上海电缆研究所有限公司  
Shanghai Electric Cable Research Institute Co., Ltd.



杜塞尔多夫展览(上海)有限公司  
Messe Düsseldorf (Shanghai) Co., Ltd.

国内支持单位  
Domestic  
Supporters

- 中国钢铁工业协会  
China Iron & Steel Association (CISA)
- 中国有色金属工业协会  
China Nonferrous Metals Industry  
Association (CNIA)
- 香港电器工程商会  
Hongkong Electrical  
Contractors' Association

- 中国电器工业协会  
China Electrical Equipment Industrial Association
- 中国电器工业协会电线电缆分会  
Wire and Cable Branch of the China Electrical  
Equipment Industrial Association
- 香港螺丝业协会  
Hong Kong Screw & Fastener Council

- 中国钢结构协会线材制品行业协会  
Wire Rod Products Society of CSCS
- 中国国际贸易促进委员会冶金行业分会  
Metallurgical Council of the China Council for  
the Promotion of International Trade
- 中钢集团郑州金属制品研究院  
Sinosteel Zhengzhou Research Institute of  
Steel Wire & Steel Wire Products

- 上海有色金属行业协会  
Shanghai Nonferrous Metals Trade Association
- 上海有色金属学会  
Shanghai Nonferrous Metals Institute

参展邀请

INVITATION

## 商机涌现 共探增长新机遇 UNLOCKING GROWTH OPPORTUNITIES TOGETHER

站在中国“十四五”与“十五五”规划交汇的关键节点,亚洲领先的线缆、线材行业展览会——wire China立足前沿,致力于全面展示线缆行业创新产品技术及解决方案,打造为促进行业信息共享、合作共融,搭建展示交流的优质平台。2026年,wire China诚邀您共探新机遇,共创增长新引擎。

At a critical moment marked by the transition between China's 14th (2021-2025) and 15<sup>th</sup> (2026-2030) Five-Year Plans, wire China stands at the forefront of the wire and cable industry in Asia. The exhibition is committed to presenting innovative products, advanced technologies, and integrated solutions across the sector. Serving as a high-quality platform for information exchange and collaborative development, wire China 2026 invites global participants to explore new opportunities and shape the future of industry growth together.

## 数字化与智能化浪潮奔涌 The Accelerating Wave of Digitalization and Intelligence



**人工智能与算力:**随着人工智能(AI)技术的飞速发展,全球算力需求正以指数级速度增长。AI模型的参数量、训练数据规模及实时推理需求将进一步推动算力基础设施的升级。作为算力网络核心物理载体的高频高速线缆将迎来需求激增与技术突破的双重挑战与机遇。

**人形机器人:**2025年,中国人形机器人市场规模预计达82.39亿元,占全球约50%。人形机器人产业或将成为线缆产业蓝海,人形机器人对线缆的耐弯折性、抗干扰性、散热性、环境适应性及轻量化等性能提出严苛要求,对护套材料有耐磨、抗水解和皂化等特定性能提出要求。

**Artificial Intelligence and Computing Power:** The rapid advancement of artificial intelligence (AI) is driving an exponential increase in global demand for computing power. The growing size of AI model parameters, the surge in training data volumes, and rising requirements for real-time inference are all contributing to continuous upgrades in computing infrastructure. As the physical backbone of computing networks, high-frequency and high-speed cables are now facing both surging demand and the dual pressures of technical innovation and performance enhancement.

**Humanoid Robots:** By 2025, China's humanoid robot market is expected to reach 8.239 billion yuan, accounting for nearly 50 percent of the global total. As a rapidly emerging sector, humanoid robotics is poised to become a new growth frontier for the wire and cable industry. With increasingly complex application scenarios, these robots place stringent demands on cable performance, including bend resistance, EMI shielding, heat dissipation, environmental adaptability, and lightweight design. At the same time, cable sheath materials must meet higher standards for abrasion resistance, hydrolysis resistance, and anti-saponification properties.

## 新兴应用场景与未来产业崛起 Emerging Applications and Future Industry Growth



**低空经济:**据中国民航局预测,2025年中国低空经济规模将达1.5万亿元,2035年有望达到3.5万亿元。导电性能、绝缘性能优异,抗干扰能力、耐高温性能更强,尺寸小轻量化集成度高的线缆和线束将成为该领域优选。

**海洋经济:**2024年我国海洋生产总值首次突破10万亿元大关,海洋经济是中国推动国民经济高质量发展的关键引擎。线缆在海洋能源开发、海洋油气开采、海洋基础设施建设中承担着输送电力、信号控制等重要任务,需求量将上涨。

**Low-Altitude Economy:** According to projections by the Civil Aviation Administration of China, the market size of China's low-altitude economy is expected to reach 1.5 trillion yuan by 2025 and surpass 3.5 trillion yuan by 2035. As the industry continues its rapid expansion, cables and wire harnesses featuring excellent conductivity and insulation, enhanced EMI resistance and heat tolerance, as well as compact, lightweight, and highly integrated designs, are set to become the preferred solutions in this field.

**Marine Economy:** In 2024, China's gross ocean product surpassed 10 trillion yuan for the first time, marking the marine economy as a vital engine for the country's high-quality economic development. In areas such as marine energy development, offshore oil and gas extraction, and marine infrastructure construction, cables play a critical role in power transmission and signal control, with market demand expected to continue rising.

## 能源转型与电力基础设施升级 Energy Transition and Power Infrastructure Upgrades



**电网:**全球新能源装机比例提升及算力等新型用电场景涌现,推动电网扩容升级需求,特高压和配电网改造成为重点,高压及超高压电缆、防火阻燃电缆、智能电缆、铝合金电缆需求及技术迎来需求和技术升级窗口。

**风光储:**截至2025年4月底,国内可再生能源发电装机已突破20亿千瓦,风电、光伏合计装机达到15.3亿千瓦。风电装机量将继续保持高速增长,光伏应用场景从陆地拓展至海洋,具备一定的发展潜力,这将进一步推动耐扭曲风电电缆、光伏电缆等特种产品需求提升;电力系统对新型储能等调节资源需求快速增加,同步推升高电压等级、大截面电缆需求。

**Power Grid:** The rising share of renewable energy installations worldwide, combined with emerging electricity demand from computing power and other new applications, is driving the need for grid expansion and modernization. Upgrades to ultra-high-voltage (UHV) transmission systems and distribution networks have become key priorities. This shift is creating both a demand surge and a technology upgrade window for high-voltage and ultra-high-voltage cables, flame-retardant and fire-resistant cables, smart cables, and aluminum alloy cables.

**Wind, Solar, and Energy Storage:** As of the end of April 2025, China's installed renewable energy capacity exceeded 2 billion kilowatts, with wind and solar power accounting for a combined 1.53 billion kilowatts. Wind power installations are expected to maintain strong growth, while photovoltaic applications are expanding from land to offshore environments, presenting significant development potential. These trends are driving increased demand for specialty products such as torsion-resistant wind power cables and photovoltaic cables. At the same time, the growing reliance on new energy storage systems as grid-balancing resources is accelerating market demand for higher-voltage and large-cross-section cables.

## 传统产业持续升级,技术革新驱动增长 Ongoing Upgrades in Traditional Industries Driven by Technological Innovation



**建筑与基建:**根据行业预测,2025年中国基建投资规模将达到18万亿元,为线材行业创造稳定的市场需求。作为工程建设的关键材料,线材产品广泛应用于高铁、建筑、桥梁及船舶等领域,其中铜线、铝线、不锈钢线材及钢绞线等产品在保障工程安全性和耐久性方面发挥重要作用。随着“一带一路”倡议的持续推进,国内市场对高性能、低碳环保线材的需求将持续增长,不断推动行业向高端化、绿色化方向发展。

**汽车制造业:**随着全球汽车行业的快速变革,电动化和智能化已成为当前发展的主要趋势。线材行业不断研发高强度钢、铝合金及异型线材等新型材料,以满足汽车轻量化、高强度和耐腐蚀等性能要求。技术创新与材料升级将进一步支撑新能源汽车产业的可持续发展,为行业赋能。

**Construction and Infrastructure:** According to industry forecasts, China's infrastructure investment is expected to reach 18 trillion yuan by 2025, providing a stable source of market demand for the wire industry. As a critical material in construction projects, wire products are widely used in high-speed railways, buildings, bridges, and ships. Copper wire, aluminum wire, stainless steel wire, and steel strands play key roles in ensuring structural safety and durability. With the continued advancement of the Belt and Road Initiative, domestic demand for high-performance and environmentally friendly wire products is on the rise, accelerating the industry's shift toward higher-end and greener development.

**Automotive Manufacturing:** As the global automotive industry undergoes rapid transformation, electrification and intelligent technologies have become dominant trends. The wire industry is actively developing new materials such as high-strength steel, aluminum alloys, and shaped wire to meet the growing demand for lightweight, high-strength, and corrosion-resistant components. Technological innovation and material advancement will continue to support the sustainable development of the NEV sector and inject fresh momentum into the industry.

# 聚力而行 智领新未来 ADVANCING TOGETHER WITH STRENGTH, LEADING THE FUTURE WITH INTELLIGENCE

自2004年创办以来，中国国际线缆及线材展览会（wire China）深耕中国市场，辐射全球行业生态，历经二十余载的深厚积淀，已经发展成为行业旗舰大展。2024年，展会凭借卓越的国际化水平与创新成果，荣膺“2024年度上海优秀展览会”称号，进一步巩固其行业标杆地位。

迈入第三十年，wire China展会将持续打造集商贸对接、技术研讨、产业服务于一体的核心平台，共享全球线缆产业智慧，共创价值未来。

Since its inception in 2004, All China-International Wire & Cable Industry Trade Fair (wire China) has been deeply rooted in the Chinese market while influencing the global industry landscape. With over twenty years of solid growth and experience, the exhibition has evolved into a flagship event for the wire and cable sector. In 2024, thanks to its outstanding internationalization and innovative achievements, wire China was honored with the title of "2024 Outstanding Exhibition in Shanghai" further cementing its status as an industry benchmark. As it enters its third decade, wire China will continue to serve as a central platform that integrates business networking, technical exchange, and industrial services-sharing global industry intelligence and co-creating a future of value.

## 大事记 Milestones



## 上届知名展商 Industry Giants Gather Together



\* 部分展商，排名不分先后 / Only part of the exhibitors listed above, ranking in random.

## 上届回顾 Review of wire China 2024



\* 数据来源于wire China 2024 / Data source: wire China 2024

## 展商评语 Exhibitor Testimonial

近五年，合肥神马在线缆装备智能化升级方面做了一些探索，本届wire China，我们也带来了公司研发及生产的最新成果。wire China为合肥神马提供了一个在国际领域提升公司品牌形象、展示产品的优质平台。

Over the past five years, Smarter Technology has explored intelligent upgrades in wire and cable equipment. At this year's wire China, we are proud to showcase our latest R&D and production achievements. wire China provides Smarter Technology with an exceptional platform to enhance our brand image and present our products on the global stage.

合肥神马科技集团有限公司 张宏 总经理  
Zhang Hong, General Manager, Hefei Smarter Technology Co., Ltd.

wire China对我们来说是非常特别的，从1980年Maillefer进入中国开始，只要wire China开展，我们就会参加。我认为我们不会错过任何一场展会，而且我们未来还会参加wire China。对我们来说中国是一个非常巨大且重要的市场。

wire China is very special for us. Maillefer has been in China since 1980, when it comes to wire China, we have been attended this show as long as they have been arranged, and I don't think we have missed one show and we are going to be here, also in the future for all the shows, because China is a very big and important market for us.

芬兰麦拉菲尔公司 Lars Fagerholm 总裁  
Lars Fagerholm, President, Maillefer

\* 反馈来自wire China 2024 / Feedback collected from wire China 2024

wire China对我们来说是全球最重要的线缆行业展会。今年已经是天荣第十次参加wire China展会了，20年来，天荣与wire China一起见证了彼此的成长。在本届展会中我们也结识了很多新朋友，收获了订单。

wire China is the most important exhibition for us in the global wire and cable industry. This year marks the tenth time Tianrong has participated in wire China, and over the past 20 years, we have grown together. At this year's exhibition, we connected with many new friends and secured multiple orders.

沈阳天荣电缆材料有限公司 耿鸣 副总经理  
Geng Ming, Deputy General Manager, Shenyang Tianrong Cable Materials Co., Ltd.

法格斯塔不锈钢作为瑞典企业对中国市场充满信心。看到此次展会组织有序、服务到位，我们非常满意。通过wire China展会平台，不仅能见到老客户，还结识了很多新朋友，同时帮助我们与客户之间加强了沟通。wire China 2026我们还会来参加。

As a leading Swedish company, Fagersta Stainless is extremely confident about the Chinese market. We were very pleased with the organized setup and excellent service at this exhibition. wire China has provided us a great platform for reconnecting with long-term clients and meeting new partners, which has helped us enhance customer relationships. We look forward to returning to wire China 2026.

Fagersta Stainless AB Peter Wu 中国区销售代表  
Peter Wu, China Sales Representative, Fagersta Stainless AB

## 若您提供以下产品/服务, 欢迎您的加入 Companies from Following Industries will Exhibit

- 线缆线材制造及精加工机械
- 线缆辅助加工
- 线缆(光缆)用原辅材料
- 成品线材及电线电缆
- 弹簧制造设备及技术
- 紧固件制造设备及技术
- 测控技术
- 检测工程
- 相关领域等
- Wire and Cable Manufacturing and Processing Machinery
- Auxiliary Cable Processing
- Raw and Auxiliary Materials for Cables (Optical Cables)
- Finished Wire Products and Electrical Cables
- Spring Manufacturing Machinery and Technology
- Fastener Manufacturing Machinery and Technology
- Measuring and Control Technology
- Test Engineering
- Specialist Areas and Others



## 汇集全球专业买家 PROFESSIONAL BUYERS COME IN FLOCKS

**90**  
个国家和地区  
countries and regions

**41,857**  
名专业观众  
professional visitors

**62**  
个高质量买家团  
high-quality buyer delegations

**97%**  
观众表示满意  
visitor satisfaction

\* 数据来源于wire China 2024 / Data source: wire China 2024



### 观众评语 Visitor Testimonials

这次我们来wire China展会，是来寻找一些特定的产品和材料。我们对展会现场的活动也比较感兴趣。

We came to wire China to look for specific products and materials. We were also very impressed by the activities on-site.

江苏上上电缆集团有限公司 李剑 先生  
Li Jian, Jiangsu Shangshang Cable Group Co., Ltd.

几乎每届wire China我都会来，在展会现场，我们能够在产品上与同行切磋交流。今年同期论坛的质量也挺不错。

I attend almost every edition of wire China. Here, we can exchange ideas and learn from peers about products. The quality of this year's industry forums was impressive.

青岛卓越碳素制品有限公司 谢旺 先生  
Xie Wang, Qingdao Excellent Carbon Products Co., Ltd.

这是我第一次来参观wire China，wire China确实是一个非常好的一站式采购线缆上下游产品的平台，我们能在这里找到更是适合我们的产品的解决方案。

This is my first time at wire China, and it's truly an excellent one-stop platform for sourcing upstream and downstream cable products. We've been able to find solutions that are well-suited to our needs.

Jitender 部门经理, V.MARE INDIA LTD.  
Jitender, Department Manager, V.MARE INDIA LTD.

wire China我已经来过三次了，来这里主要是找线缆设备类的企业，展会上能见到不少匹配的供应商。主办方组织的活动也非常好。

This is my third time at wire China. I'm here mainly to connect with cable equipment companies, and I've met several matching suppliers. The activities on-site are also excellent.

J. Golshay 经理, Nikran  
J. Golshay, Manager, Nikran

\* 反馈来自wire China 2024 / Feedback collected from wire China 2024

### 观众所属行业 Visitors are from Following Industries

- 电线电缆、光纤光缆行业
- 线材工业
- 钢铁和有色金属行业
- 化工行业
- 汽车制造业
- 电子行业
- 电机电气行业
- 检测设备和技术
- 紧固件行业
- 能源行业
- 信息及电信产业
- 建筑行业
- 航天航空工程
- 其他应用行业
- Electric / Optical Fiber Cable Industry
- Wire Industry
- Iron Steel / Non-Ferrous Metal Industry
- Chemical Industry
- Automotive Supply Industry
- Electronic Industry
- Electrical Industry
- Instrumentation Testing & Measuring
- Fastener Industry
- Energy / Water Supply Industry
- IT / Telecommunication
- Construction Industry
- Aerospace Engineering
- Others

### 上届优质观众及买家团一览 wire China 2024 Well-known Buyers and Delegations



\* 以上仅为部分买家，排名不分先后 / Only part of the buyers are listed above, ranking in random.

## 同期活动聚焦创新技术和行业热点 CONCURRENT EVENTS FOCUSING ON TECHNOLOGY INNOVATIONS AND INDUSTRY HOT TOPICS

wire China 2026将同期举行多场技术研讨活动，汇聚行业领军人物、知名学者及技术专家，与业内同仁深入交流前沿理念、热门趋势与创新成果，推动思想碰撞，促进行业智慧的交流与融合。

During wire China 2026, a series of technical seminars will be held concurrently, bringing together industry leaders, renowned scholars, and technical experts. These events will facilitate in-depth exchanges on cutting-edge concepts, trending topics, and innovative technologies, fostering intellectual collisions and promoting the integration of industry insights.

- ▶ 2026中国电线电缆行业大会  
2026 China Wire and Cable Industry Conference
- ▶ 线缆技术交流会(线缆论坛)  
Wire and Cable Technical Exchange Meeting (Wire and Cable Forum)
- ▶ “2026年度中国线缆产业最具竞争力企业”授牌仪式  
"Top 100 Most Competitive Enterprises in China's Wire and Cable Industry in 2026" will be Released
- ▶ 主题路线展品巡礼  
Theme Route Tour for Dedicated Products

## 完备的参展方案 SERVICE TO SUPPORT YOUR SUCCESS

### 光地方案 RAW SPACE

追求个性化的设计,充分体现公司形象  
Empty exhibition space provided, fully customized construction design enables you stand out with a good company image

### 升级标摊方案 UPGRADED SHELL SCHEME

兼顾造型及功能,拎包参展也能高大上  
Fully furnished booth takes both image and function into consideration

### 普通标摊方案 STANDARD SHELL SCHEME

经济且标准化的设计,小投入大回报  
Small investment but big return by booking standard booth package

\* 具体展位规格和价格请咨询主办单位。  
Please contact organizers to get the booth specifications and price list.

## 展会重要日期 IMPORTANT DATES

中国大陆地区品牌参展  
China Local Brand

合资/海外品牌(含港澳台)  
China Hong Kong,  
Macau and Taiwan Brand  
International Brand in Asia

2026年6月30日  
30 June 2026

2026年5月31日  
31 May 2026

展位报名截止 Official exhibitor registration deadline

2026年9月18日下午至20日  
18 Afternoon - 20 September 2026

展位搭建 Build-up

2026年9月21至24日  
21 - 24 September 2026

展览期间 Duration of trade show

2026年9月24日15:00后  
After 15:00 on September 24, 2026

撤离展览 Dismantling

\* 具体时间安排以《展商手册》为准。  
Please refer to the final schedule on exhibitor manual.



## 展馆分布图 Hall Layout

wire  
CHINA E1-E7  
wire China  
线缆及线材展

同期举办  
Co-located with

Tube  
CHINA W1-W3  
Tube China  
管材展

Free In-hall Shuttle Bus  
馆内免费班车

Metro Station (Line 7)  
7号线地铁站



## 高效益线上线下推广, 助您获得更多流量 VARIOUS ADVERTISING TOOLS HELP YOU GET MORE EXPOSURE

### 在线商贸配对 Online Match-making



为达到更多的宣传效益, 接触更多的潜在买家, 主办方提供在线商贸配对活动, 为全球买家不断优化寻找供应商及产品的功能, 促成高效的供需对接。

In order to help you achieve better promotion results and reach more potential buyers, the organizers provide online match-making service, and continuously optimize the supply and demand search functions for global buyers.

### 全球媒体合作推广 Global Media Cooperation

与60余家优质的中外线缆行业媒体合作, 高质量的内容投放, 创新宣传。

Cooperate with more than 60 domestic and overseas media from wire and cable industry to deliver high-quality content and promote the event in innovative ways.



### 定制化推广服务 Customized Promotion

按照参展商需要量身定制推广服务(现场广告、特色赞助、同期活动合作、线上推广、印刷媒体等), 提供优质高效的宣传工具, 让参展商随时随地和全球潜在买家联系。

Customized advertising services, high-quality and efficient tools such as on-site advertising, featured sponsorship, collocated event cooperation, online promotion, print media, etc. are provided according to exhibitors' needs, allowing exhibitors to contact potential buyers around the world anytime, anywhere.

### 社交媒体推广 Social Media Promotion

通过微信、视频号、领英、Facebook、Twitter等主流社交媒体平台进行精准内容投放与社群互动, 实现展商品牌及产品的多维度、持续性曝光, 精准触达全球目标买家社群, 并引导流量至展会核心资源。

Accurate content placement and community interaction through mainstream social media platforms such as WeChat, Channels, Linkin, Facebook, Twitter, etc., to realize multi-dimensional and continuous exposure of exhibitors' brands and products, accurately reach the global target buyer community, and guide the traffic flow to the core resources of the show.

### 线下推广活动 Offline Promotion Activities

深入海外市场, 通过资料派发、海报宣传、wire China推介会, 强力触达国际买家, 强化品牌全球认知。

At the wire global shows, through the on-site distribution of materials, poster publicity, wire China conference, strong reach to international buyers, to strengthen the brand's global awareness.

### 搜索引擎推广 Search Engine Promotion

针对展会官网进行搜索引擎优化(SEO)并展开搜索引擎营销投放(SEM), 覆盖百度、Google等国内外主流搜索引擎, 显著提升展会及参展企业在目标买家搜索时的可见度与排名, 直接获取高价值搜索流量与潜在买家询盘。

SEO/SEM will be launched for the official website of the show, covering Baidu, Google and other mainstream search engines at home and abroad, to significantly increase the visibility and ranking of the show and exhibitors in the search of target buyers, and directly obtain high-value search traffic and potential buyers' inquiries.



## 广泛的合作媒体网络 STRONG MEDIA NETWORK

wire China长期与海内外的行业媒体、大众媒体有着紧密的合作, 覆盖了线上及线下的专业媒体, 有效地提升了展会的知名度及口碑。

wire China has a long-run cooperation with industry media and mass media at home and abroad.



\* 以上仅为部分合作媒体, 排名不分先后。  
Only part of the support media are listed above, ranking in random.