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CNN 互动英语



北京明日东方科技有限公司

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ONLINE WORLD CUP VS TV

电视直播击败互联网

Reporter Kristie Lu Stout

Online gambling may be a winner, but in another ways the Internet is being shut out of the action. There were hopes World Cup matches will be simulcast on the web, but as Krisy Vissel reports, traditional TV has scored a victory before the first whistle has even blown.

Reporter

Win Mak is an executive with his priorities in order.

Win Mak, Cyber Soccer Fan

I don't have to rush home to catch a program, you know, I don't really have to wake up in the morning, early morning, to try to catch a game. I can wait for, you know, next morning, get back to the office, and then have a nice cup of coffee, sit back and relax and watch the game over the Internet.

Reporter

Tucked away in his corner office, Win is wired to catch his favorite soccer teams in action, but his modem may not be buzzing when the World Cup kicks into gear.

Soccer governing body and World Cup organizer FIFA calls the World Cup the greatest single sports event of the modern age; yet, none of the action will play live on the Internet. The official World Cup web-site will screen highlights, but not in real time. FIFA has ruled out showing live web casts over fears that it will endanger existing TV contracts.

Chui-inn Lee, Media Consultant

I totally agree with FIFA, because first of

记者 克里斯·卢斯托

网上赌博也许能借世界杯赚钱，但在其他方面，互联网却被排拒在外。本来世界杯有望在互联网上直播，但是正像克里斯·威塞尔报道的，传统电视在世界杯第一声哨响之前便先赢得了一场胜利。

记者

马文是一位做事有轻重缓急的经理。

马文，网上足球迷

我不用赶回家去看电视节目，我真的不用起个大早看球赛。我可以等第二天上午，到办公室，美美地泡一杯咖啡，坐下来轻轻松松在网上看球赛。

记者

坐在他的经理室里，马文准备上网看他钟爱的球队踢球。但是当世界杯开踢的那一刻，他也许根本没在网上。

作为足球管理部门和世界杯组织者，国际足联称，世界杯是现代最伟大的单项竞技赛事，但是没有一场比赛会在互联网上直播。世界杯官方网站将播出精彩镜头，但不是实时的。因担心会危及同电视台的合同，国际足联禁止网上直播。

李翠英，媒体顾问

我完全赞同国际足联，因为最重要

all, it does protect its revenue. Television rights has been existing bread and butter for many years, for example, for year 2002 World Cup, it's getting about, 790 million US dollars from its TV distributor.

Chris Guinness, CEO Frontiers Media Group

As a result of the increasing competition whereby satellite and cable broadcasters can now bid for the rights the value of the television rights is increased enormously. And so, consequently, I think FIFA is very keen to protect the value of those rights and to protect broadcasters in that regard.

Reporter

World Cup rights have been sold to broadcasters all over the world. And industry players fear that selling the rights to a .com, which will have international reach, would reduce that lucrative market of many to a market of one. But these days, that may not be the case.

Chris Guinness, CEO Frontiers Media Group

The technology is there already, not only to offer high quality coverage on the Internet, but also to be able to restrict it territorially which is one of the major issues for a lot of sports federations they're worried that coverage of their sport can be seen worldwide. Well, increasingly there is an opportunity to restrict it territorially.

Reporter

Seeking business from the net may in fact be inevitable when a major ad slump is draining TV's willingness to spend big bucks on sport.

的是它保住了收入。多年以来电视转播权就是一块肥肉，比如，2002年世界杯，国际足联就获得了7.9亿美元的电视转播费。

克里斯·吉尼斯，前线传播集团首席执行官

因为卫星电视和有线电视也能参加世界杯转播的竞标，致使竞争更加激烈，电视转播权也急剧升值，因此，国际足联很注意保护电视转播权的价值，进而也保护了电视台。

记者

由于世界杯转播权是分别卖给全世界各地的电视台，因而足球界人士担心，把转播权卖给一家全世界各个角落的人都可以收看到的网站，会把许多个利润丰厚的市场变成一个单一的利润市场。但今天，情况可能并非如此。

克里斯·吉尼斯，前线传播集团首席执行官

把网上转播控制在某个区域内的技术已经很成熟，它不仅使我们能在互联网上看到高质量的转播，而且能够将转播限定在某个区域内。对许多体育组织来说，这是他们最关心的，因为他们担心通过某个互联网转播的比赛，全世界的人都能看到。将转播限定在某个区域越来越成为可能。

记者

由于广告业的萧条，电视不愿在赛事转播上花费太多钱财，体育组织从互联网寻求商机已不可避免。

Chui-inn Lee

You do see that happening in the US right now. The advertising dollars for TV sports programs are dropping, if it does eventually happens to World Cup, then what could happen is the event organizer may be able to negotiate with the TV stations, of allowing it to sell its internet rights to an internet company. And therefore, recoup some of its lost revenues from television.

Reporter

FIFA isn't quite ready to tap into the net's full potential, and with no live webcasts, cyber soccer fans may have no choice but to tune in the old fashion way.

Win Mak

Basically, I just, you know, subscribed for cable TV just because of the World Cup a few months ago, and this is it, can't miss it, really can you?

李翠英

这种情况正在美国发生。电视台体育节目的广告收入在下降，如果世界杯也发生了这类情况，世界杯组织者也许能够与电视台谈判，允许国际足联把转播权卖给互联网公司，以此弥补电视转播权收入方面的损失。

记者

国际足联现在还不准备挖掘网络的所有潜能，没有网上直播，网上足球迷除了重新回到电视机前，别无选择。

马文

为看世界杯，在几个月前我刚申请了有线电视。就这样，不能错过，你能吗？

2**JAPAN BENEFITS FROM WORLD CUP****世界杯日本经济的兴奋剂****Anchor**

Japan hopes the World Cup will provide a much-needed economic boost. As Rebecca McKinnon reports satellite TV and consumer electronics are among the sectors expected to benefit.

Rebecca Mackinnon

Japanese fans are getting warmed up. With the World Cup just weeks away, this friendly match between Japan and Costa Rica shown at local sports bar had people lined up

主播

日本希望世界杯是日本经济期待已久的强心剂。丽贝卡·玛金诺称，卫星电视和家用电器行业有望从世界杯中受益。

丽贝卡·玛金诺

日本球迷现在正在为世界杯热身。世界杯在即，在一个播放日本和哥斯达黎加之间友谊赛的本地体育酒吧，生意开始好起来，队伍都到排

all the way down the block, and businesses are beginning to see the dollar in Yen signs.

This fan says he'll spend around \$ 400 just on uniforms of famous players. This guy aims to drink more Kirin beer, sponsor of the Japanese team. Manager (Japanese name) expects to make double what his business made last year. Non-Japanese visitors are expected to spend an average of 2 to 3 thousand dollars each during the month of the games on everything from merchandise to hotels, to food and transportation. Other sectors expecting a big boost are consumer electronics, advertising and broadcasting-related companies, especially the relatively new satellite TV Company that bought the broadcast rights for Japan. One economic institute connected to Japan's largest advertising agency predicts a whopping economic boost of almost 25 billion dollars. Others put it at a more conservative 3 billion.

Rebecca Mackinnon, Tokyo Bureau Chief

Aside from pumping a lot of extra money into circulation here, economists are hoping that the high spirits brought about by a successful World Cup will give the economy a badly needed psychological boost as well. Economist (Japanese name) doesn't think the direct economic impact will be as big as some predict. But he says with consumer consumption making up about 60% of Japan's economy, a better mood could help boost longer term spending as well as the stock market. Then perhaps, he says, PM Junichiro Koizumi could even take advantage of that mood to come out with new economic measures.

大街上了。

这个球迷说，他将花 400 美元买著名球员的队服；这个人说他要喝更多的“麒麟”啤酒，这家啤酒公司是日本队的赞助商。酒店经理希望销售额比去年增加一倍。预计外国游客在世界杯期间花在与赛事有关的商品、旅馆、食品和交通上的费用人均约为 2000 至 3000 美元。其他能从中获益的行业包括家用电器、广告和广播公司，尤其是那些为日本购买了播放权的新近成立的卫星电视公司。一个与日本最大的广告公司有关联的经济研究所预测，赛事能为日本带来价值 250 亿美元的巨大经济增长。保守的估计也有 30 亿美元的增长。

丽贝卡·玛金诺，东京站站长

除了为流通领域注入大量的现金外，经济学家期望一次成功的世界杯给人们注入的热情将增强人们对经济的信心——而这种信心也是现在严重缺乏的。经济学家（日本名）称，直接的经济影响不会有预测的那样大，但是他说，由于日常消费占日本经济的 60%，人们良好的心态将不仅有助于股市，对刺激消费也有好处。或许日本首相小泉纯一郎能够趁着这个势头出台新的经济政策。



AFGHANISTAN AIRLINE RECOVERS

阿富汗民航重飞蓝天

Anchor

Afghanistan's national airline once boasted thousands of employees with regular flights to Europe, then decades of violence forced it to ground its planes. But as Chris Weelock reports the carriers once again spread its wings.

Chris Weelock

Afghanistan's national airline has survived more than 50 years. Its once shiny fleet of 20 has been reduced to just two whole planes. The Kabul international airport is littered with the remnants of the glory days of Ariana. But there are big plans for the airline. Already running flights to Dubai, New Delhi and Islamabad, there are hopes to add flights to Tajikistan, Uzbekistan, Iran and a second city in India. Check-in is anything but routine in Kabul as you take in a flavor or reality of a country trying to rebuild. Security screening is all done by hand: electricity is still unreliable. And then there's the ride out to the plane. There are mortar holes and more wreckage, and notice the bullet hole at eye level in the old passenger bus.

Plane passenger

On the normal carrier, that's a regular carrier, that has a good reputation, and not too many people in the world have heard of Ariana, and I'm, sort of looking forward to the flight, but I'm also a bit nervous.

Chris Weelock

Pilots earn only \$150 a month, among the lowest salary for commercial pilots anywhere

主播

阿富汗国家航空公司曾经是一家有数千雇员和定期飞往欧洲的航班的航空公司，但数十年的战乱使得它的飞机停飞。但克里斯·威勒克称，这些航空公司又开始重展双翼。

克里斯·威勒克

阿富汗国航自诞生起已有50年光景。它昔日光彩照人的20架飞机现在只剩下两架是完好的。喀布尔国际机场到处散落着“阿里亚那”往日辉煌的遗迹。但是这家航空公司依然有雄心壮志，他们已经开通了飞往迪拜、新德里和伊斯兰堡的航线，还将增开飞往塔吉克斯坦、乌兹别克斯坦、伊朗和到印度另外一个城市的航班。在这个百废待兴的喀布尔机场，您会感受不同寻常的乘机经历，安全检查是人工进行，电力也不稳定，然后是坐车到停机坪，那儿满是迫击炮弹留下的弹孔和废墟。再看请这儿，请注意这个旧客车上的弹孔。

飞机乘客

与一般航空公司相比，这家航空公司还算正常，声誉良好。当然，世界上没有多少人听说过阿里亚那。我盼望着早点起飞，但同时，心里惶惶不安。

克里斯·威勒克

阿里亚那公司的飞行员月薪150美元，是世界上民航飞行员中工资最

in the world. But Ariana's vice president of operations insists the company adheres to the highest safety standards. And there have been some changes since the Taliban left. The women are back complete with jewelry and perfume. The beards, which made it hard to down oxygen masks are no longer required. And there are plenty of customers. The one-way fair from Islamabad to Kabul will cost you \$200. Ariana says it's meeting its costs without any help from the interim government. And later this month, the first of 3 Airbus planes will be donated to Ariana by India, putting the airline a step closer to realizing its goals.

少的。但是阿里亚那公司负责经营的副总裁强调说，公司坚持最高的安全标准。自从塔利班离开之后有了一些变化。妇女们又重新开始戴珠宝、抹香水，男人们那妨碍戴氧气罩的大胡须也不见了。现在乘客很多。从伊斯兰堡飞到喀布尔的单程票价是200美元。阿里亚那航空公司称，它不需要阿富汗临时政府的资助就能自给。本月月末，3架由印度捐助的“空中客车”中的第一架将抵达，这使得航空公司能够早日实现其目标。



OIL CONCERN AFFECTS US' DECISION ON IRAQ

美国——伊拉克投鼠忌器

DOBBS

The Senate's decision to hold hearings on Iraq is giving the debate over what to do about Saddam Hussein a much higher profile in the public consciousness. It's also raising questions about the human and economic cost of a possible attack.

But the U.S. Energy Department is raising a strategic petroleum reserve. It will rise to 700 million barrels as part of a plan announced last year.

Kitty Pilgrim has the report.

PILGRIM

When it comes to oil, the United States is awash with extra supply, but military strategists like to run doomsday scenarios about oil supplies in the event of a war in the Middle East.

道布斯

美国参议院决定举行伊拉克问题听证会，这使得对萨达姆·侯赛因采取何种行动的讨论成为公众关注的热点。同时，这一决定也引发了对伊拉克打击时的人员和经济问题。

美国能源部正在增加石油战略储备。去年该部公布的计划之一就是石油储备增至7亿桶。

以下是基蒂·比尔格瑞姆的报告。

谈到石油，美国的储备非常丰富。但军事战略家愿意假想在中东地区可能发生战争的情况下出现石油供应末日的一幕。

So here are some of the facts: If all oil imports were cut off to the United States – an inconceivable event – the strategic petroleum reserve would last for more than two months.

If Iraqi supplies alone were cut off, the strategic petroleum reserve would make up the shortfall for two years. And most oil experts say Saudi Arabia would certainly make up the difference right away.

RICHARD N. COOPER, ECONOMICS PROF., HARVARD UNIVERSITY

World demand is weak at the moment, and there's a lot of excess capacity, particularly in Saudi Arabia, but also in other countries. And I think that any shortfall from Iraq would, be made up by production elsewhere.

PILGRIM

Oil prices do tend to spike in time of turmoil in the Middle East, jumping before the 1991 Gulf War, although prices dropped just as the war started.

And oil prices spiked again in 2000 with the start of the current Palestinian uprising.

But the fact is, the spikes are largely psychological, and supply was never in jeopardy.

RAAD ALKADIRI, PETROLEUM FINANCE COMPANY

Prices of 40, 50, \$60 a barrel, the kind of incredible prices that have been thrown around, unsustainable for anything by a very, very short period of time. And the concept that OPEC, if it saw that opportunity, wouldn't pump as much oil as it could into the market to take financial advantage of that, misses the, misses OPEC's strategy altogether.

因此才有了下面是一些事实：如果美国的石油进口被切断，一个难以想象的事件——美国战略石油储备能够维持两个多月。

如果仅仅伊拉克停止石油供应，美国的战略石油储备能填补缺口，足够使用两年。而且多数石油专家称，沙特阿拉伯可能会立刻补足石油的短缺量。

理查德·库伯，哈佛大学经济学教授

目前全球石油市场供大于求，许多国家具备剩余的生产能力，特别是沙特阿拉伯，其他国家也是如此。我认为因伊拉克造成的石油供应短缺，可以通过美国向其他国家下达快速定单而得到补充。

比尔格瑞姆

在中东局势混乱的时候石油价格很可能会飙升，1991年海湾战争前油价就一路攀升，尽管战争一爆发油价就回落了。

2000年油价再度飙升，其时正值巴勒斯坦局势动荡之初。

可事实是，油价的上涨在很大程度上是心理因素造成的，石油供应从未出现过危机。

拉阿德·阿尔卡帝瑞，石油信贷公司

每桶40，50，60美元，这样的石油价格简直难以置信。即便是在非常短的时间内，这一价位也是市场无法承受的。而且，如果欧佩克将美国打击伊拉克视为一次机会，进而不向市场投放其生产能力所及的石油，从中获取经济利益，这一观念本身就与欧佩克的战略背道而驰。

PILGRIM

The White House says the president would only order a release of reserve oil if there was a disruption in supplies, not just to keep the prices low.

Part of the strategy is to keep markets informed and confident in the event of an action against Iraq.

皮尔格瑞姆

白宫称，如果石油供应中断，总统只会下令放开石油储备，而不是控制油价。

此外，在策略上还要确保美国对伊拉克采取行动的情况下市场消息的畅通和人们的信心。



JET BLUE OFFERS BUDGET TRAVEL

飞机场上的较量

Anchor

Thirty months ago, David Neeleman had a very detailed business plan, 130 million dollars and a fair amount of experience starting up low-cost airlines. Today, he's got a 1.9 billion dollar publicly traded company that's shaking up the airline industry and breathing a bit of fresh air into airline travel.

I sat down with him recently at New York's JFK Airport, and began by asking him what he was trying to accomplish, with his young upstart Jet Blue.

David Neeleman

What we are trying to do with Jet Blue is what we call, the old adage is if you build a better mouse trap, people will be packed at your door. And what we try to do is to create the best coach product in the industry. It creates word of mouth, creates people wow it's amazing, I'm gonna, you know, tell everybody about this.

Reporter

From passengers to aviation insiders, to

主播

30个月前，大卫·尼尔曼有这样一周详的商业计划：用1.3亿美元和丰富的经验来创办经济型航空公司。今天，他已经拥有一个价值19亿美元的上市公司，这震惊了航空界，也给空中旅行带来些许新鲜空气。

我们坐在纽约JFK机场开始了采访，最先问的就是他和他年轻的公司想达到什么目标。

大卫·尼尔曼

我们Jet Blue公司所做的就是在实践一句老话，如果你的老鼠夹做得比别人好，上门的人就会络绎不绝。我们努力为航空业创造最好的经济型产品。它树立了口碑，人们为它叫绝，“哇，真令人惊奇，我要告诉所有人。”

记者

从旅客到航空界业内人士，乃至华

Wall Street analysts, Jet Blue is the buzz of the airline industry, offering budgettravel with a twist. The security of brand-new planes, the comfort of leather seats, the entertainment of free satellite televisions at each seat, all for a discounted price, as much as 65% lower than the competition.

CEO David Neeleman insists his cheap but sheik airline has just found smarter ways to please passengers and cut costs. Those seats, leather is easier to clean, and lasts twice as long as fabric. Those planes, they are not just new, but all one model Airbus A-320s, which means lower training and maintenance costs. And the live digital TV, well, Neeleman says it's worth the costs. Passengers love it.

Jet Blue only took to the skies in February of 2000, but it has already outperformed its rivals, turning a profit of nearly 40 million dollars in 2001.

Reporter

So how in your second year of operation, and in one of the toughest years the airline industry has ever seen, were you able to achieve profitability?

David Neeleman

Number one, I think we put together a great business plan and we really did create a better mousetrap in that we created this better product with the lowest cost of the industry and going lower. Because we get better economies, as we get bigger. Our revenues are up, our costs are down. And you know, we made money. But we not only made money, we made money in every single quarter of last year, and we made it without the help of government. We did get the govern-

ment analysts, Jet Blue is the buzz of the airline industry, offering budgettravel with a twist. The security of brand-new planes, the comfort of leather seats, the entertainment of free satellite televisions at each seat, all for a discounted price, as much as 65% lower than the competition.

公司总裁大卫·尼尔曼坚持说，他的价格低廉但却充满魅力的航空公司发现了更精明的办法满足顾客、降低成本。这些真皮座椅更容易清洗，使用寿命是纤维制品的两倍。飞机不仅是崭新的，而且都是“空中客车”A-320型客机，这意味着培训和维修费用降低。尼尔曼说，数字直播电视的钱花得也值，因为顾客喜欢它。

Jet Blue 2000年2月才开始运营，但是它已经超过了对手，2001年的利润约达4000万美元。

记者

在 Jet Blue 运营的第二年，也就是在航空业日子最难过的一年中，你是如何做到赢利的？

大卫·尼尔曼

首先，我认为我们整合了一个漂亮的商务计划，而且真正做出了一个更完善的“老鼠夹”，即产品质量更好，在航空业中的成本最低，而且还会更低。因为随着公司的壮大，经济环境也改善了，收入增加，成本下降。我们去年不仅赚了钱，而且是每个季度都盈利，我们没有政府的帮助就成功了。我们的确得到了政府发的资助，但是如果没有它，我们去年也能盈利。