

Digital Entertainment



Digital Entertainment: Content and Distribution

CONTENT

MOVIE / SHOW /
ANIMATION

MUSIC

SPORTS

DISTRIBUTION

MOVIE TICKETING

ONLINE VIDEO

OTT TV



.....

DIGITAL
ENTERTAINMENT

.....



Multi-screen Distribution

Movie Theater: Alibaba Pictures

OTT & Smart TV : Tmall Magic Box

PC & Mobile : Youku Tudou

- TIME SPEND / MONTHS 509MINS ⁽¹⁾
- # OF APP LAUNCHED / MONTH 53.4 ⁽¹⁾

⁽¹⁾SOURCE: iResearch APRIL 2016



Variety of Content

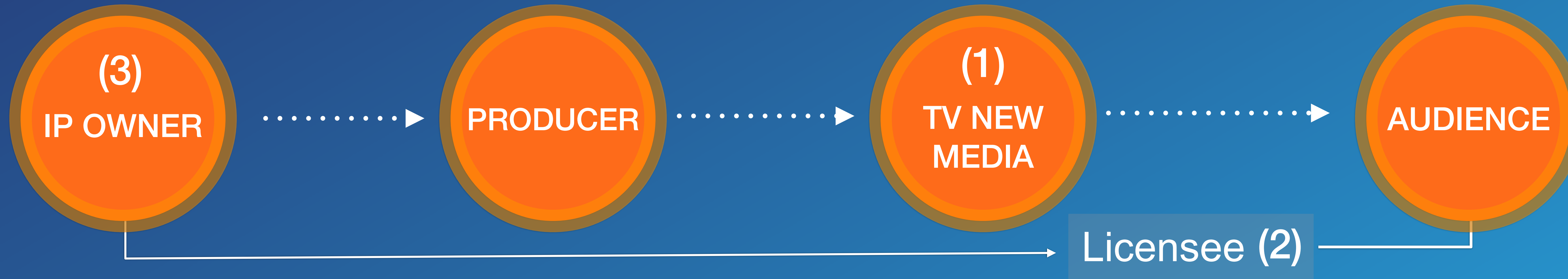


Drama Series

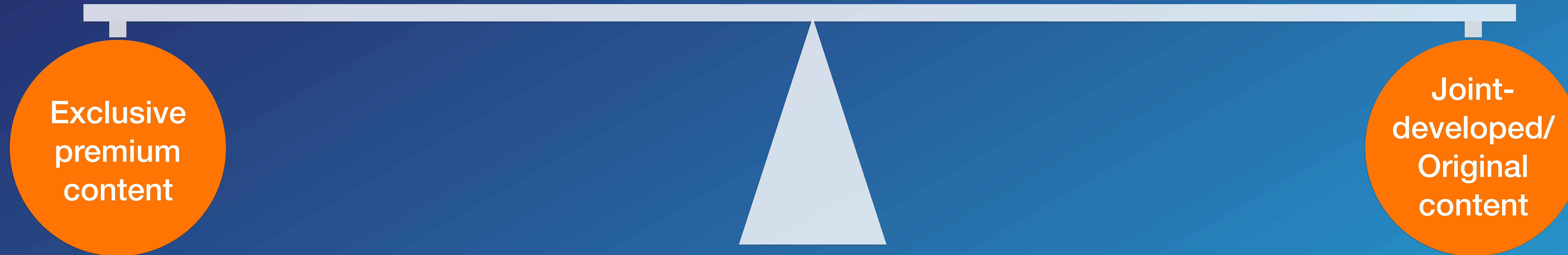
Content

Distribution

- (1) “First licensing” right, pre-release viewing for paying members
- (2) Licensing to gaming, offline events and others
- (3) Purchase premium copyright



Variety Show



Animation



Adult & K-12

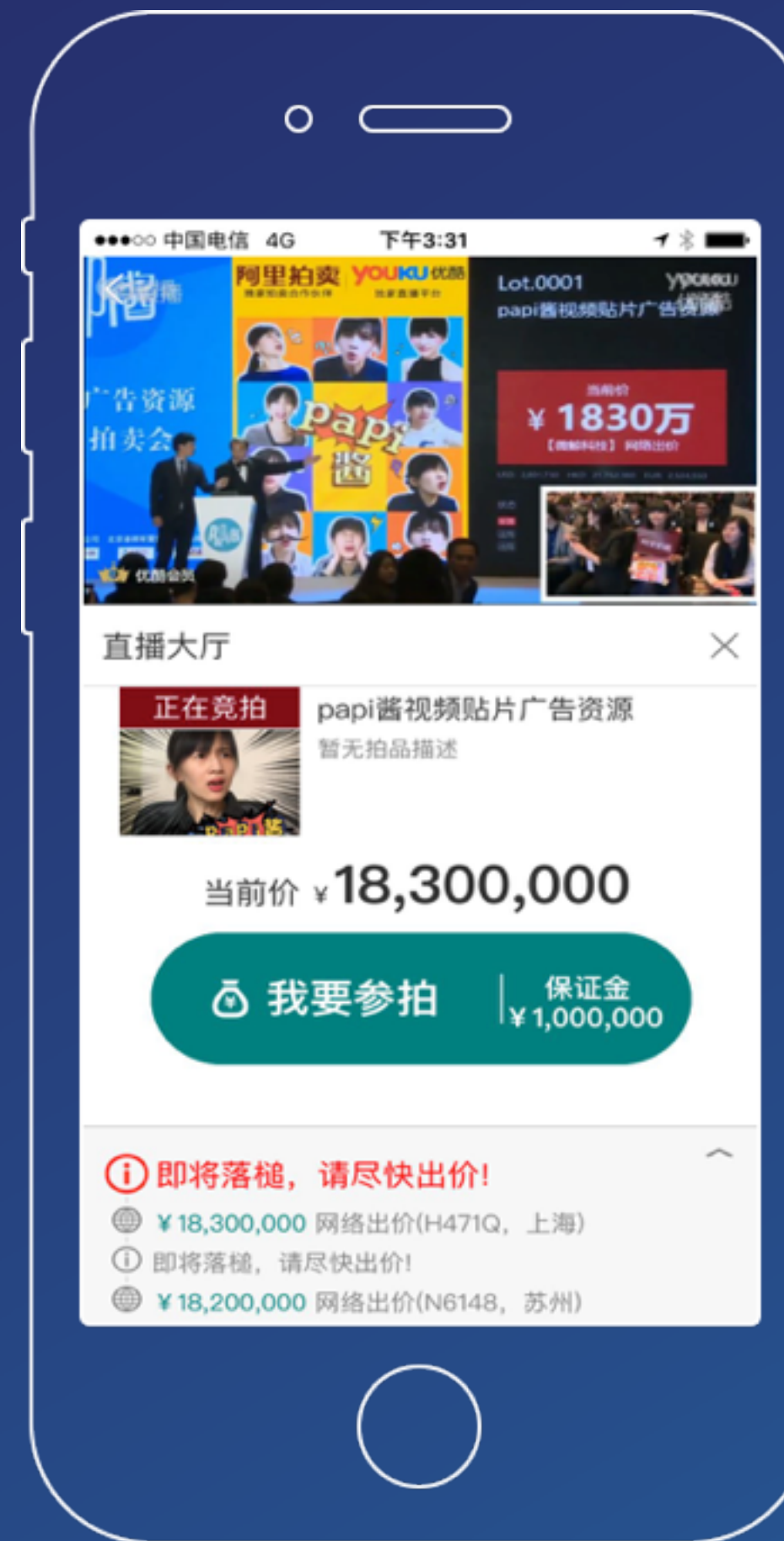
- Leading K12 Animation Platform
- Youku original content
- Subscription services



Pre-K

- Premium overseas content
- Youku Preschool & Elementary App

PGC + UGC



“PAPI SAN” CASE
STUDY AND KEY
INDICATORS OF THE
LAST 30 DAYS:

22MN
+ PGC CHANNELS

10 billion
Video
Views per
Month

“LOGIC THINKING” CASE
STUDY AND KEY
INDICATORS OF THE LAST
30 DAYS:

10K
+ TALENTED
ORIGINAL VIDEO
AUTHORS



Integration of Youku & Alibaba

- Subscription content
- Premium content
- User interest data



- Massive user base
- Brands & merchants
- Consumption data

Integration of Youku & Alibaba

Alibaba Digital Entertainment



- Potential Subscription Revenue
- Potential Marketing Revenue
- Comprehensive User Profile

Thank you!

