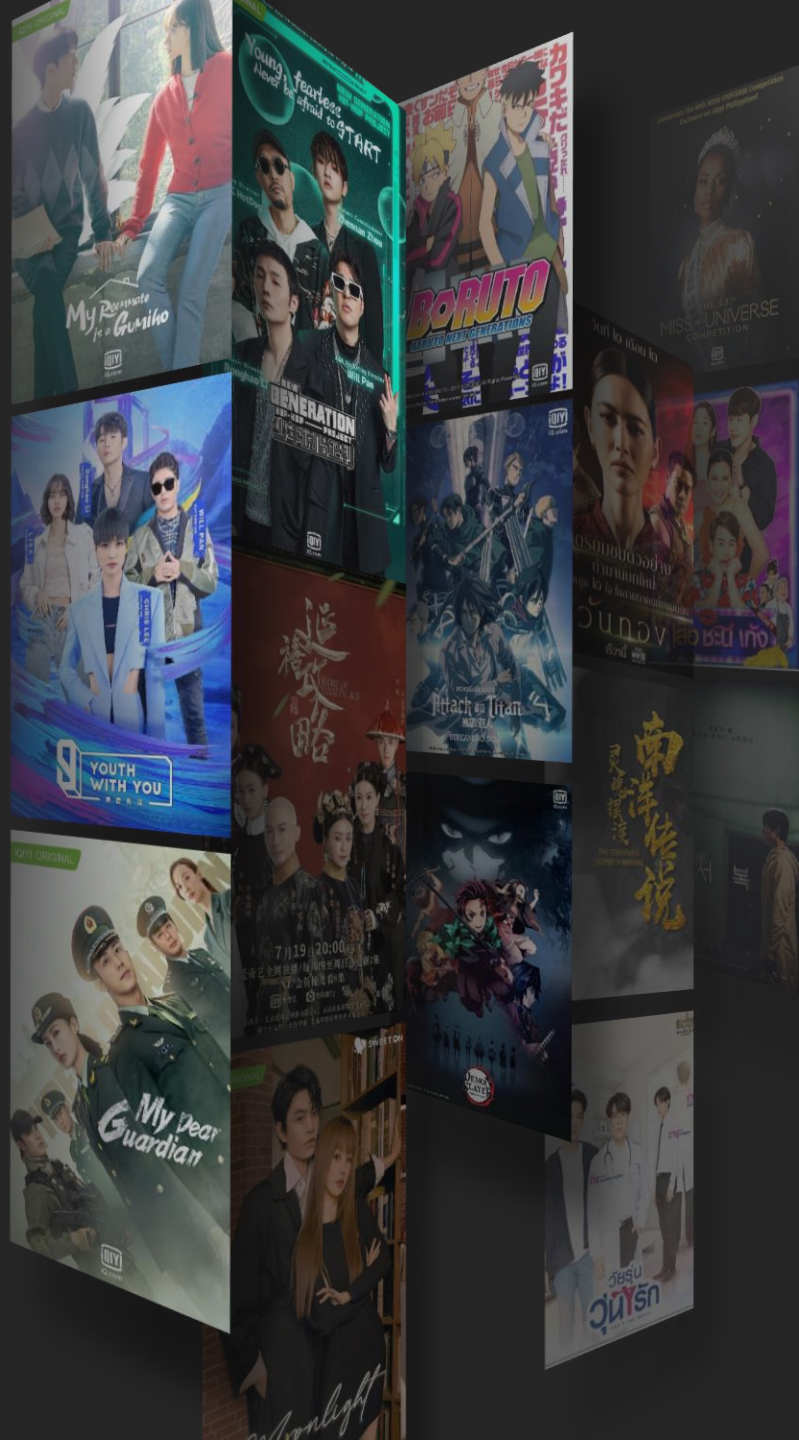


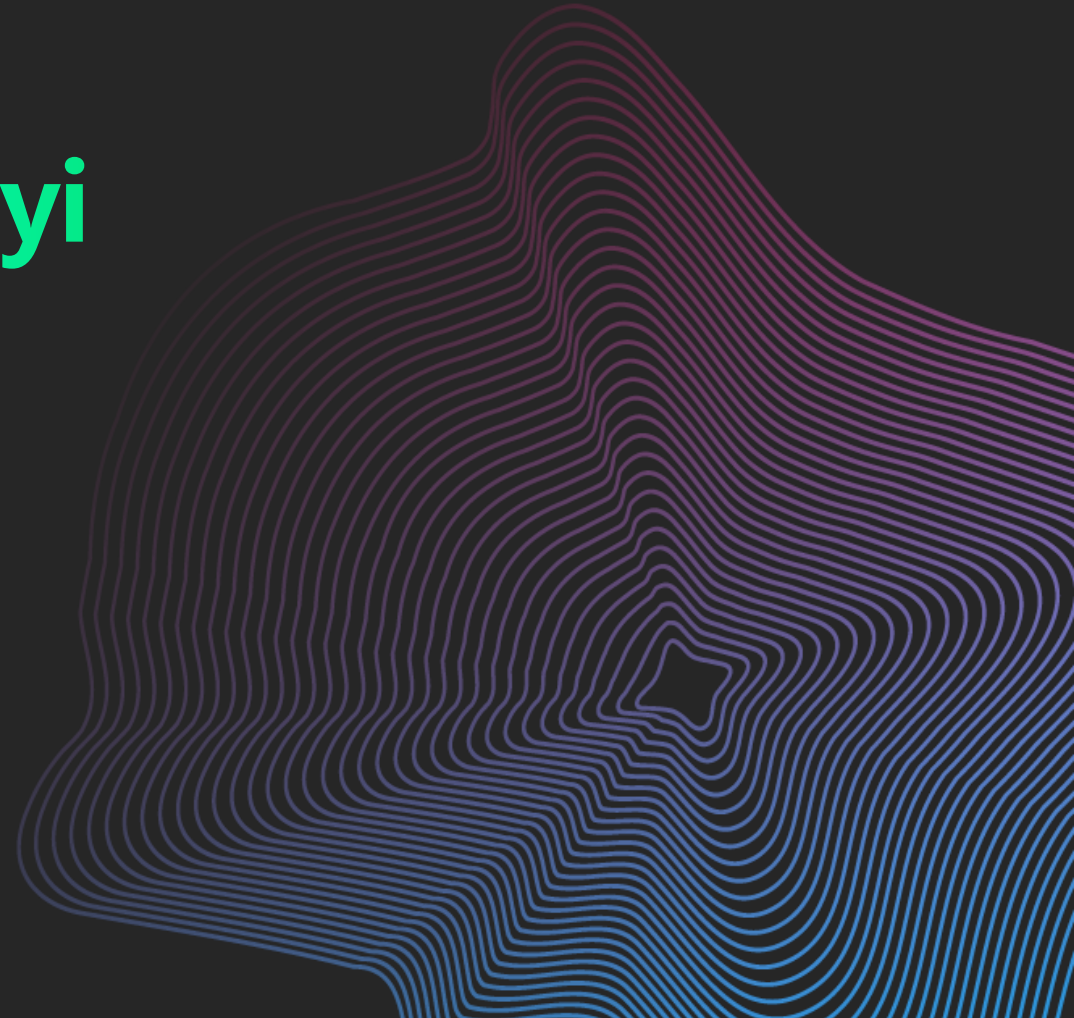
2022

iQiyi

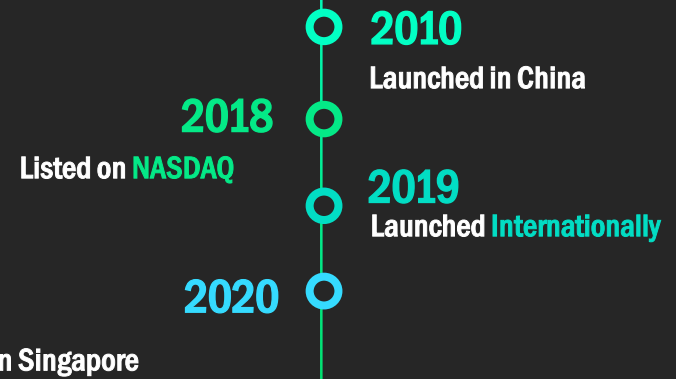


# About iQiyi

1



# iQiyi



**2018: Listed on NASDAQ (Under the ticker “IQ”)**

**2019: iQiyi officially launches its international app to serve users all over the world**

**2020: iQiyi further marks expansion with executive hires for the Southeast Asia region, with two of them being country managers for Thailand and Malaysia**

**2020: iQiyi’s International HQ opens in Singapore**

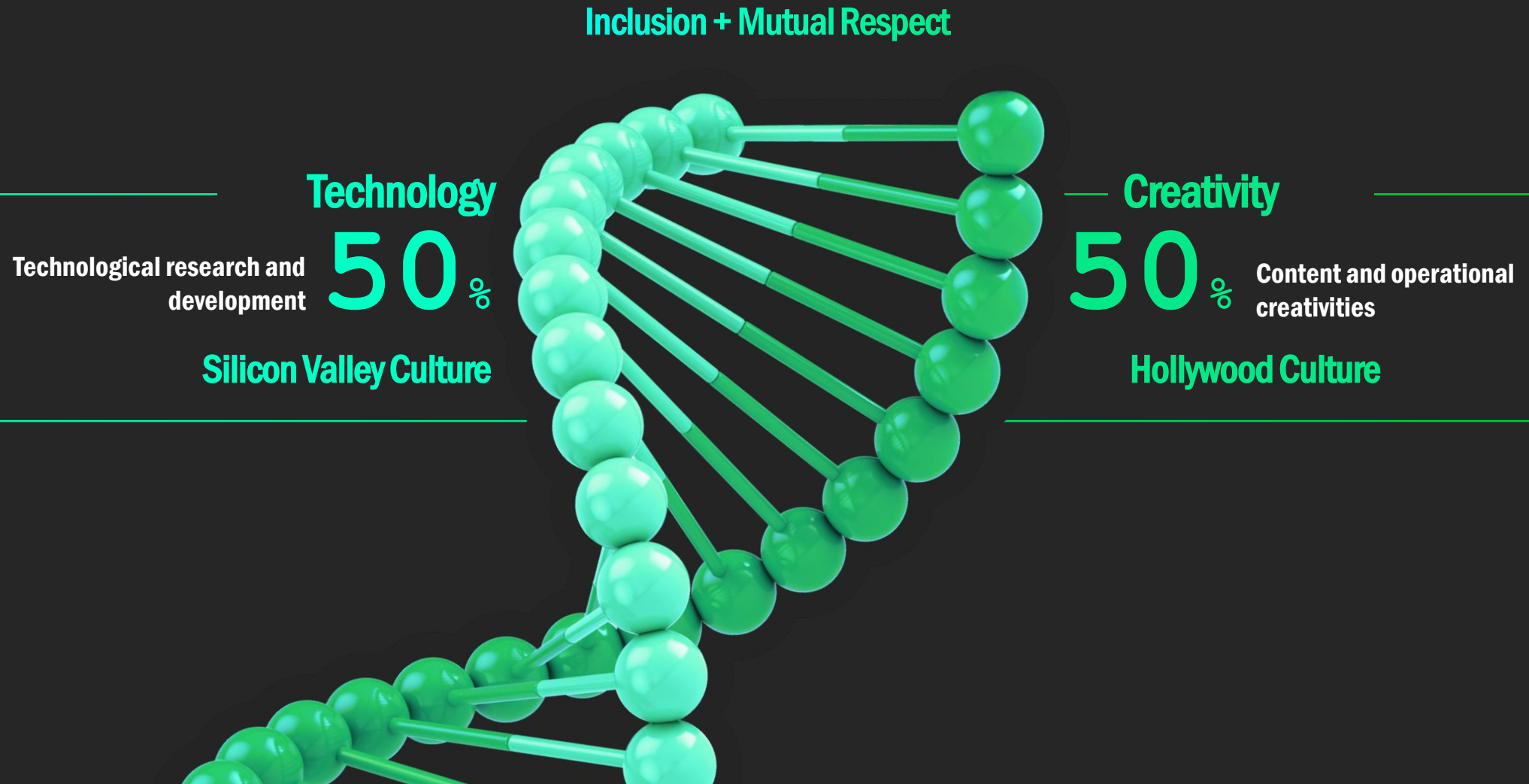
**2021: The iQiyi International app became the most downloaded app in Malaysia and Thailand**





# We Understand Entertainment The Best

The DNA of Our Company Combines Elements of both Silicon Valley and Hollywood





# We Have Global Footprint

iQiyi is available in over 191 territories worldwide

## North America

Local office



## Mainland China

Headquarters



## S. Korea & Japan

Content development

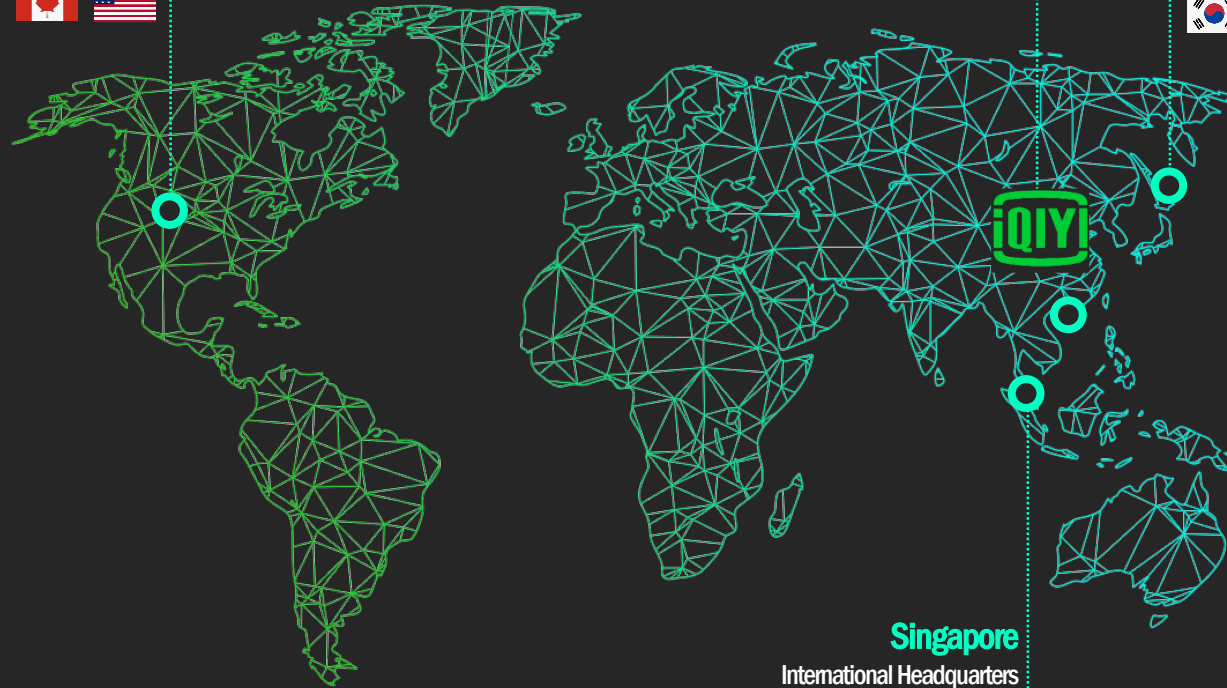


## Singapore

International Headquarters

MY, TH

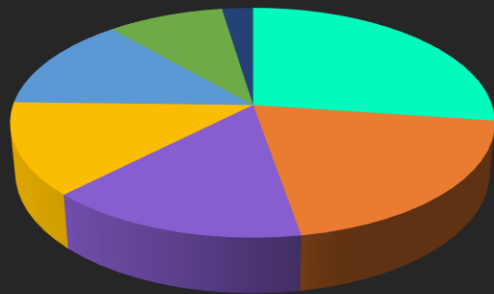
Local office



## International Top Markets

( Share of Users ) \*

- Thailand
- Indonesia
- Malaysia
- Vietnam
- Taiwan
- Philippines
- United States



\*Data Source: iQiyi, December 2021

# About iQiyi International

2



# iQiyi International

## The Home of Beloved Asian Entertainment



- Accessible via App Store or [www.iQ.com](http://www.iQ.com)
- Launched in July 2019
- Freemium Model (SVOD + AVOD)
- Originals + Licensed Top Asian Premium Content
- 4K Video Resolution, Dolby-optimized Audio
- Supports up to 12 UI and subtitled languages
- Accessible Globally over 191 Countries and currently serves over 103.2 million VIP users in 191 countries till date\*.

Data Source: Q1 2021 iQiyi Financial Report





# 2021 International Rapid Growth

	Downloads	Spending
Global	10th	6th
Mainland China	2nd	2nd
Taiwan	2nd	2nd
Singapore	4th	6th
Thailand	1st	4th
Philippines	5th	9th
Vietnam	3rd	3rd
Malaysia	1st	3rd
Indonesia	4th	4th

Source: App Annie Intelligence Note: Combined iOS and Google Play; China is iOS only; Market-level rankings.

Video Streaming Apps custom categorized from the Entertainment, Photo & Video, News, Sports, News & Magazines and Video Editors & Players categories across iOS and Google Play

# International Year In Review 2021

---

## Malaysia

- 2x View time of local content
- 3x View time of Chinese content
- 10 million app downloads

## Singapore

- 2x Increased users
- 2x View time of overseas content
- 3x View time of Chinese content

## Vietnam

- 3x Increased users
- 3x View time of overseas content
- 10 million app downloads

## MENA

- 3x Increased users
- 2x User viewing time in 2021

## Philippines

- 2x Increased users
- 3x View time of Korean content
- 4x View time of Chinese content

## North America

- 2x Increased users
- 2x View time of overseas content
- 2x View time of Chinese content

## Indonesia

- 2x View time of Chinese content
- 10 million app downloads

**#3 and highest download rate in Apple Downloaded App list**

## Thailand

- 2x Increased users
- 6x View time of Korean content
- 11x View time of Chinese content
- 12 million app downloads and **#1 in Apple Downloaded App list**

# Why Users Love iQiyi

## **Diverse Asian Entertainment for the World**

iQiyi is committed to uplift Asian entertainment and making it accessible for international users

## **Driving Innovations with Our members**

iQiyi relentlessly invests in our technological offerings to bring new and state-of-the-art viewing experience for our users

## **Growing Partner Network and Support**

iQiyi works closely with content, advertising and white labelling partners to uplift the OTT ecosystem





# Premium Asian Entertainment

3

# Leading Asian Entertainment Platform

In **2022**









We will offer **400+** new titles,

About **5000** hours of uninterrupted premium entertainment experience.

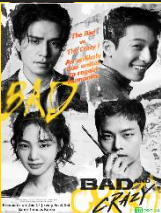










# Home of Beloved Asian Entertainment







## Chinese

<b>Drama</b>	  
<b>Movie</b>	  
<b>Variety</b>	  




## Korean

<b>Drama</b>	  
<b>Movie</b>	  
<b>Variety</b>	  

## SEA

<b>Drama</b>	 
<b>Drama</b>	 
<b>Drama</b>	 

## Japanese

<b>Anime</b>	  
--------------	--



# Luoyang

2021 Top Performing C-Drama

iQIYI Original

Luoyang leads Global C-Drama wave in 2021

**#1** in US, CAN, TH, VN, KR, SG, AUS, NZ, HK, MO, TW

The average penetration rate is **7%** in all regions with KR performing well at **41%**

It received a **9.3** rating on the world's largest Asian drama community MyDramaList, reach **No.1** on Twitter trending list in Thailand on the first day

**In-App video view ranking #1**





# Jirisan

2021 Top Performing K-Drama

Record-breaking TV series starring A-List celebrities

## #1

Written by award-winning scriptwriter **Kim Eun Hee** (Kingdom, Signal) and top director **Lee Eung Bok** (Descendants of the Sun, Goblin)

Led by a star-studded cast of **Jun Ji Hyun** and **Ju Ji Hoon**

Sustained at **#1 top drama** consistently in ID and SG

Broke record with the **highest premiere ratings** of any weekend drama in tvN's history and constantly stayed at #1 as most buzz-worthy drama in KR

Extensive coverage on not only Asian media outlets but even **top global press** like Associated Press, Variety, Forbes

Main theme song was sung by **BTS' Jin** and other top Korean singers like Taeyeon, Paul Kim, Gaho

2021.10.23-12.26

iQIYI Original



# JIRISAN

# Bad and Crazy

2021 Top Performing K-Drama

iQIYI Original

Buzz-worthy drama led by star-studded cast

**#1** Peaked at #1 top performing drama globally

Close to **77.6 million** impressions across social media platforms

**Over 6.7 million** views on Youtube, signifying the huge buzz around the drama

An impressive grading of 8.7/10 on top drama communities like MyDramaList and iMDB

Premiered in Korea as the #1 drama in the timeslot

**Top drama** in TH/MY/ID/US in terms of membership index





Exclusive

# SEA Drama

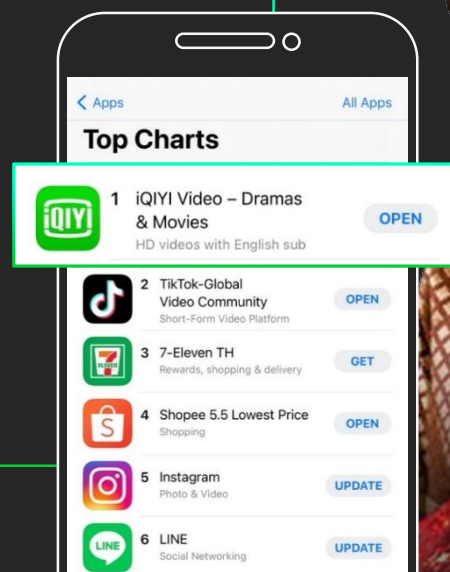
2021 Top Performing TH-Drama

## 'Wanthong'

Top level Thai cast, lauded for their acting performance

During the course of launch, iQiyi Thailand's DAU increased 3.5x

Sustained **#1** position as overall most downloaded app on Apple App Store



# SEA Drama Highlight

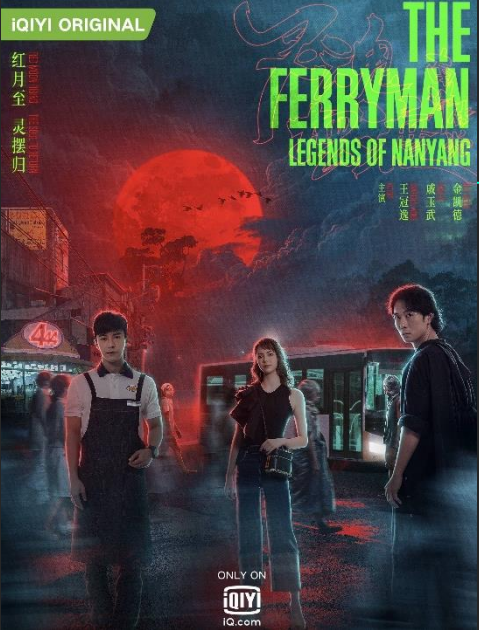
2020-2021 Top Performing SEA Drama

- High-quality and exclusive content provides a localized experience for users in SEA .



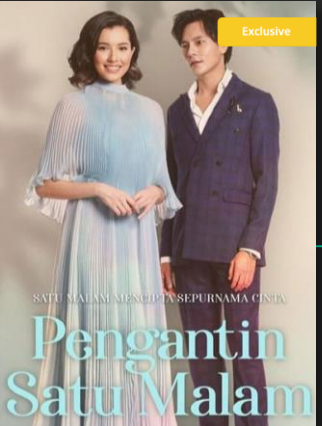
Hello Heart

Famous Filipino Romance Drama



The Ferryman: Legends of Nanyang

iQIYI first overseas self-made C-drama





# SEA Drama Highlight

- High-quality and exclusive content provides a localized experience for users in SEA .



Thai series Daughters won Catholic Media Awards



Daughters nominated in n Nataraja Awards

# Movie Highlight

2021

- iQiyi will continue to bring even more exclusive premium and new theatrical movie releases to our users



Soul Snatcher



Seobok



Detective Chinatown 3



# Anime Highlight

2021

- Continue to bring the hottest and most buzz-worthy Anime to iQiyi
- New anime episodes to be released every single week.



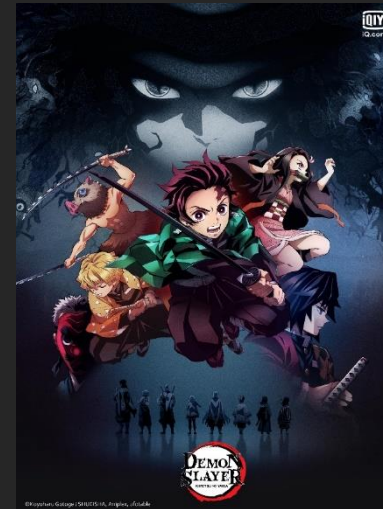
Attack on Titan



ONE PIECE



Jujutsu Kaisen



Demon Slayer



Boruto



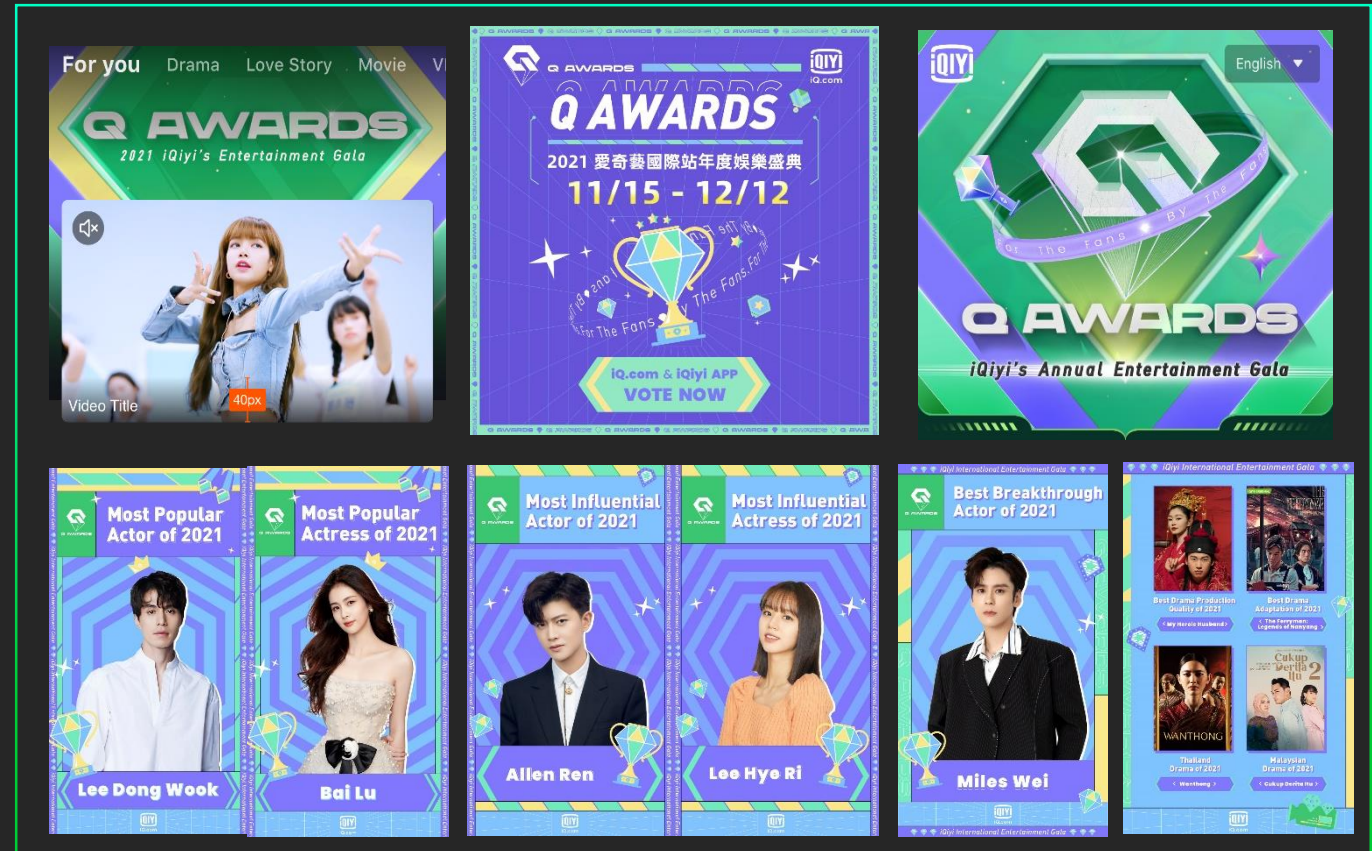
# Get Up Close with your Favourite Stars with iQiyi

## Qi CHAT

Celebrity interactive program for all fans

## Q Awards

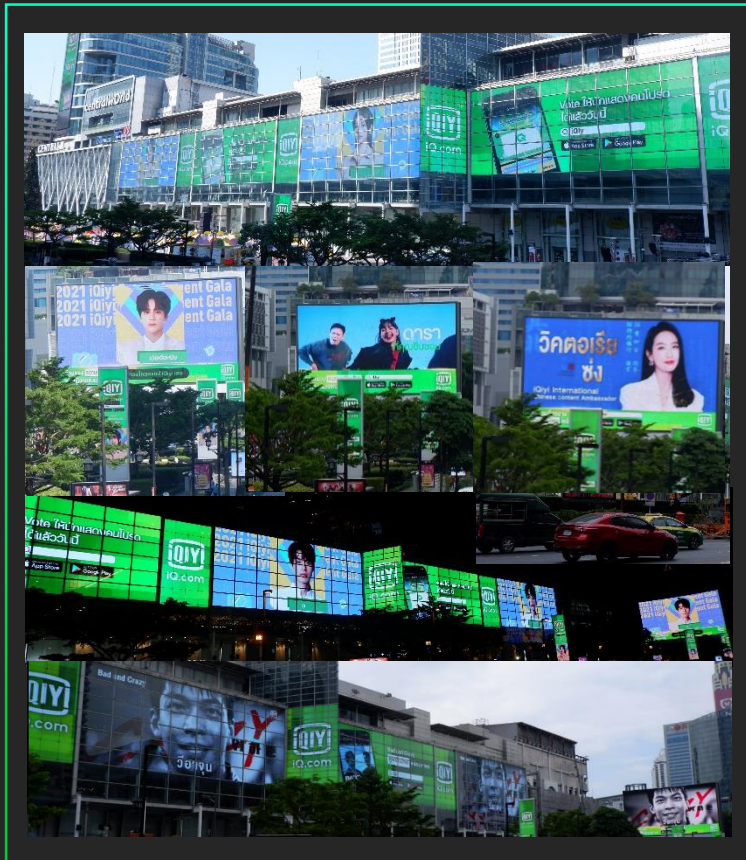
iQiyi's Annual Entertainment Gala



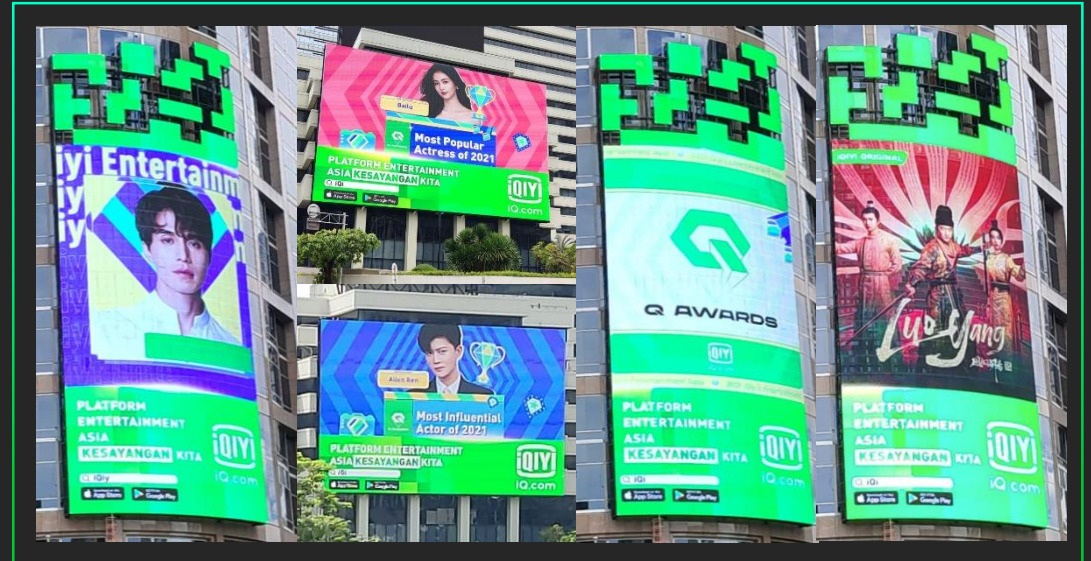


# Powerful OOH Promotion

📍 Bangkok • Thailand



📍 Jakarta • Indonesia



📍 Kuala Lumpur • Malaysia





# International Award-Winning Original Content



**My Heroic Husband**  
Best Comedy Program award  
at the 2021 Asian Academy  
Creative Awards



**Let Life Be Beautiful**  
Best Children's Film  
at the 34<sup>th</sup> Golden Rooster Award



**Tough Out**  
"Sports and Society" Competition  
Nomination Award at the 39<sup>rd</sup>  
Federation Internationale Cinema  
Television Sportifs



**The Bad Kids**  
Best Creative Award and  
Newcomer Actor Award at the  
Busan International Film Festival



**Burning Ice**  
Best Crime Drama Series (Bronze)  
Nominated for Best Original Music  
at the New York Festivals  
International Television & Film  
Awards



**Tientsin Mystic**  
Best Visual Effects (Silver)  
Best Director (Bronze)  
Nominated for Best Series at the 2018  
New York Festivals International  
Television & Film Awards



**The Long Night**  
The 3<sup>rd</sup> "Asian Content Awards"  
Best Streaming Original Series at the  
2021 Asian Academy Creative  
Awards



# Technology & Platform

4

# We offer the **Best User Experience**

L I V E

## iQiyi Offers the Fastest & Highest Quality streaming experience

- Powered by exclusive proprietary Technology, **80%+** of users started video play **< 2 seconds** after clicking play button, the fastest in SEA!
- Powered by AI+5G Tech, successfully streamed the YWY2 Talent Shows finals live and **offer 3 languages real-time translation** with **ultra-low latency**.

0.85''

Video Loading Time

1.03''

App Startup time



# We offer the Best User Experience

## Watch it without Language barriers

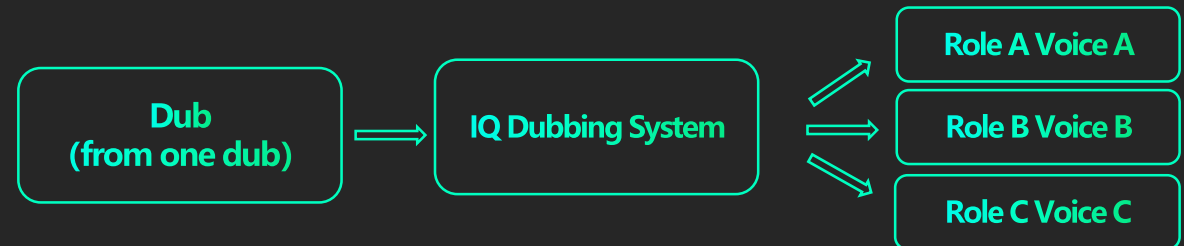
Powered by mature AI Translation & Intelligent Detection technology

- Supports up to 12 user interface and subtitled languages.
- Live-translation provides real-time multilingual subtitles.

## AI Dubbing System

AI speech conversion & synthesis technology

- Instead of multi-person and multi-role dubbing, realized "one person plays multiple roles". Improve dubbing efficiency, which is 1/6 time of the traditional dubbing.
- Support multilingual dubbing, including Chinese, Thai, Vietnamese and so on.
- iQiyi applied for dozens of invention patents in this field



# We offer the Best User Experience

## Watch iQiyi Your Way

You are special, so we offer plenty option to fit your watching preference. Watch the content however you like!

Available in up to 4K resolution, with Dolby Atmos and Dolby Audio sound.

## Enjoy Anywhere, Anytime

You can download all titles on iQiyi app to watch offline later. Available on iOS / Android / iPad / Android TV / Apple TV / PCW&H5 / Web TV / Samsung Tizen / LG WebOS/ Amazon Fire TV



Quality Setting



Subtitles



Playback Speed



Download



Dolby

5

# Business Partnerships



# Strategic Partnership

iQiyi x True: Unlock Happiness. Watch Free. Watch Now!



Fastest growing streaming Video in Thailand  
with strong content and leading technology



Strong local partnership  
Content sampling and marketing promotion



Dr. Tor Boon Puangmaha,  
True Digital Group Co., Ltd  
Managing Director

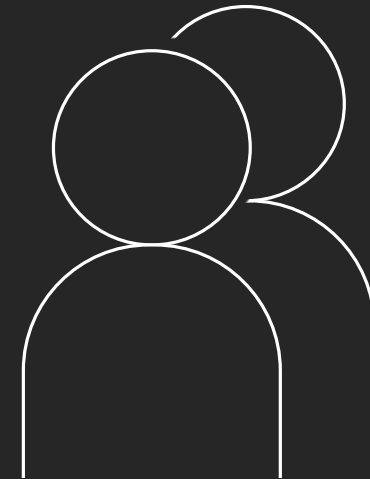


# Carrier Billing Partnership

iQiyi x Multi Payment Partners provide a simpler way to access iQiyi's high-quality content



Global users can now subscribe to iQiyi International by charging the purchases to their mobile phone bill, prepaid SIM card or more.



# Other Partnerships

- Telecom Operators Bundling
- Resource Exchange (Subscription Membership, Advertising etc.)



The background features a series of concentric circles in shades of purple and blue, creating a ripple effect that radiates from the center of the page.

# Advertising Marketing

6



# iQiyi Advertising Solutions

## Standard Advertising

- Opening Splash Ad
- In-stream Video Ads (Pre-roll/Mid-roll)
- Paused Ad
- Interstitial

## Content Advertising

- Title Sponsorship
- Drama Bundling
- Customized Ad Solution

## Joint Business Partner

- Sponsorship Entitlements
- Customized Entitlements
- Advertising Entitlements
- Marketing Benefits

01

02

03



# Standard Advertising

Opening

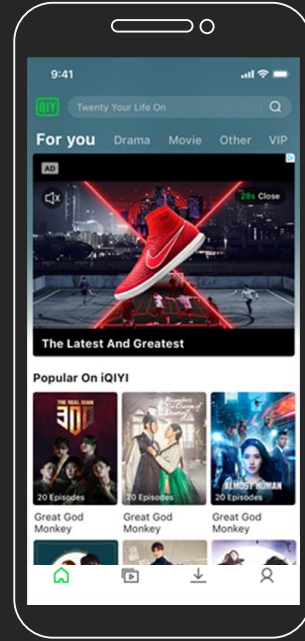
Browsing

Streaming

Leaving



Opening Splash Ads



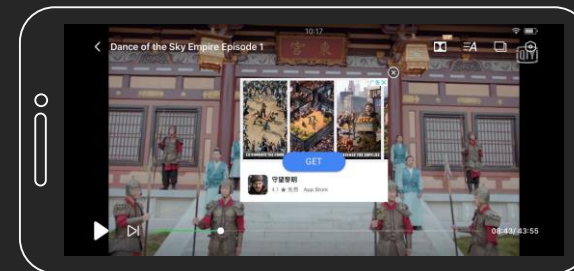
Masthead



In-Feeds Ads



Instream Video Ads  
(Pre-roll/Mid-roll)



Paused Ads



Video Out



Interstitials

\*Part of ad formats are under development

# Content Advertising

## Top Title Sponsorship

**Premium Rights**

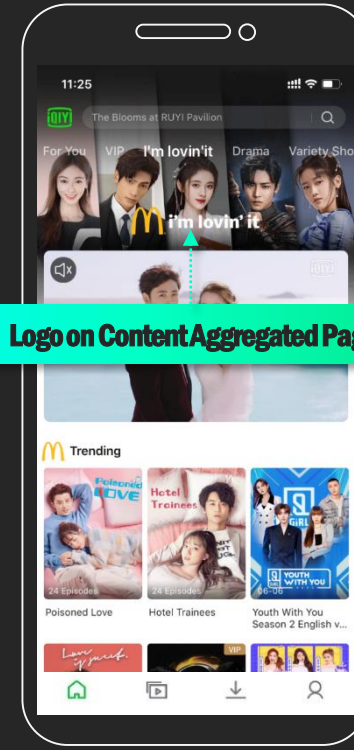
Sponsor Logo Overlay      In-video Ad Overlay      Voting Video + Sponsor Logo End Credits

**Page Rights**

**Marketing Rights**

Mengniu × Youth With You

## Drama Bundling



## Top 10 Programs

- The Blooms At RUYI Pavilion
- Youth With You Season 2
- Love Is Sweet
- We Are Young
- The Spies Who Loved Me
- The Moon Brightens For You
- Hotel Trainees
- Hikaru No Go
- The Song of Glory
- Poisoned Love

OPPO × Top Drama Bundles



**THANK YOU**

