



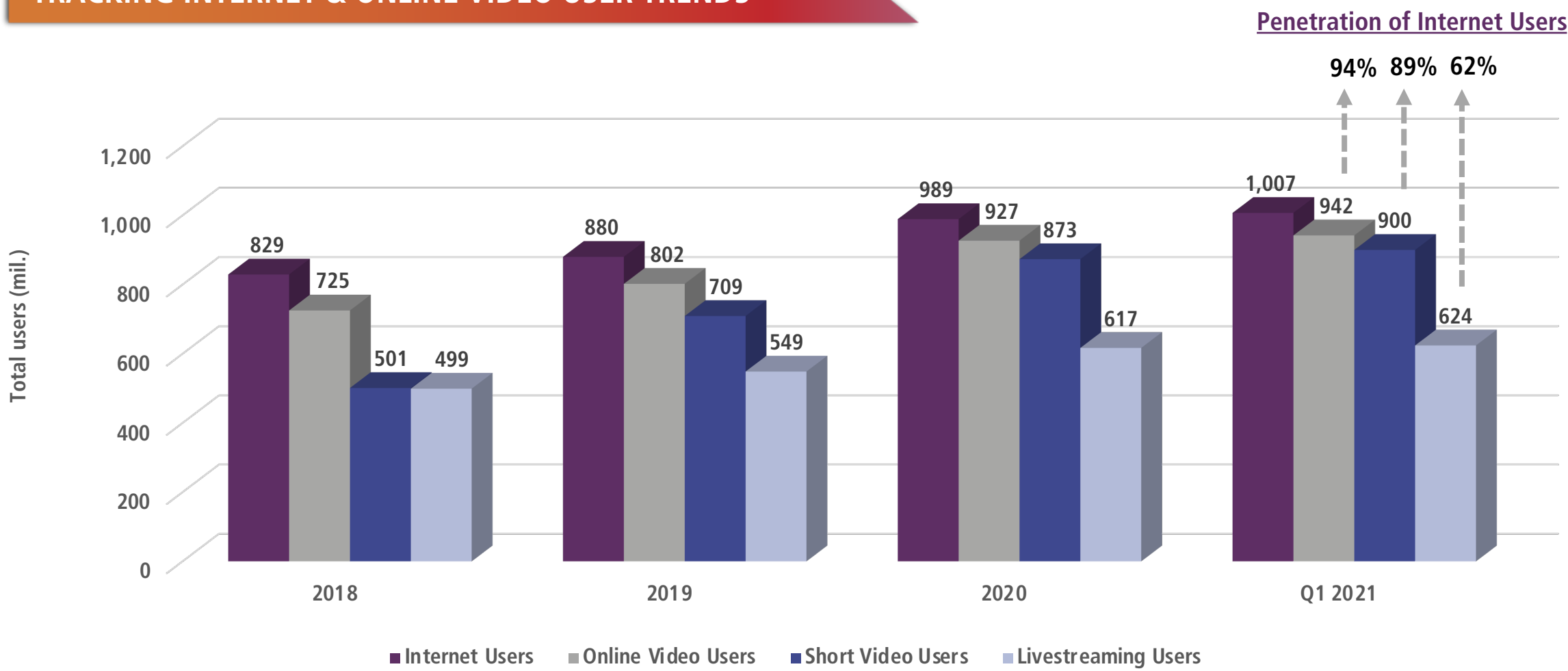
MPA MEDIA PARTNERS ASIA

KEY TRENDS IN CHINA'S ONLINE VIDEO INDUSTRY

April 2021

ONLINE VIDEO PENETRATION APPROACHES 94% OF INTERNET USERS

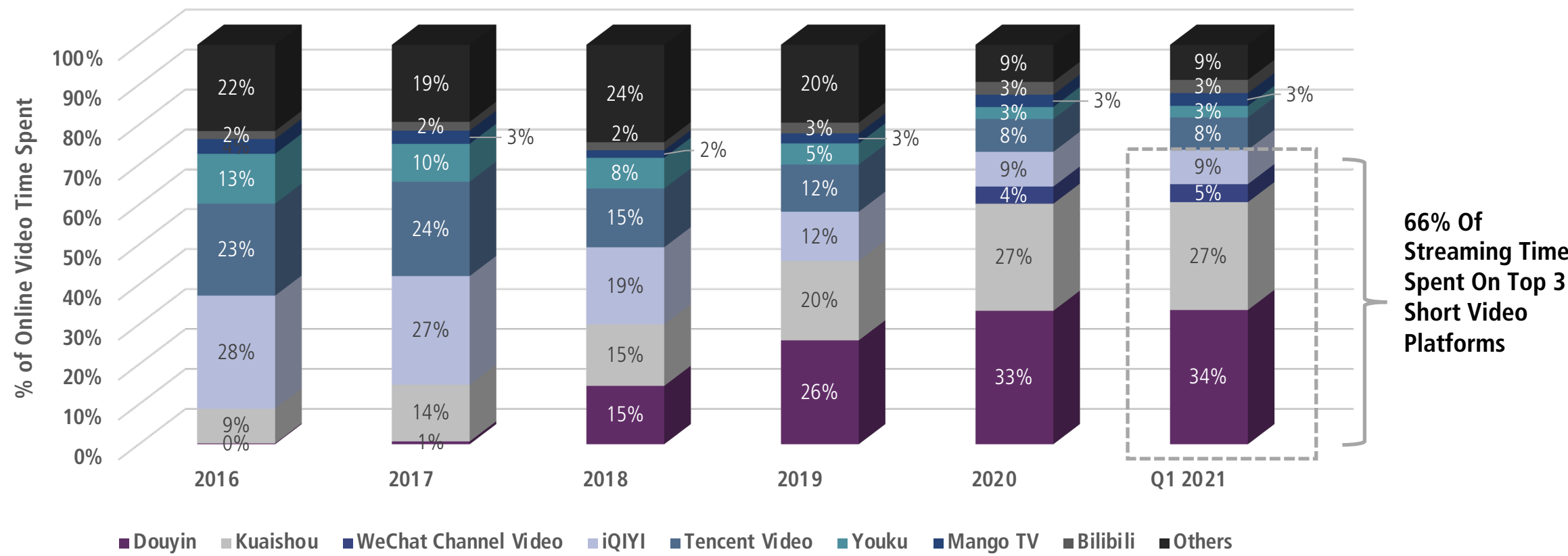
TRACKING INTERNET & ONLINE VIDEO USER TRENDS



Source: Company data, Media Partners Asia

SHORT VIDEO DRIVING CONSUMPTION

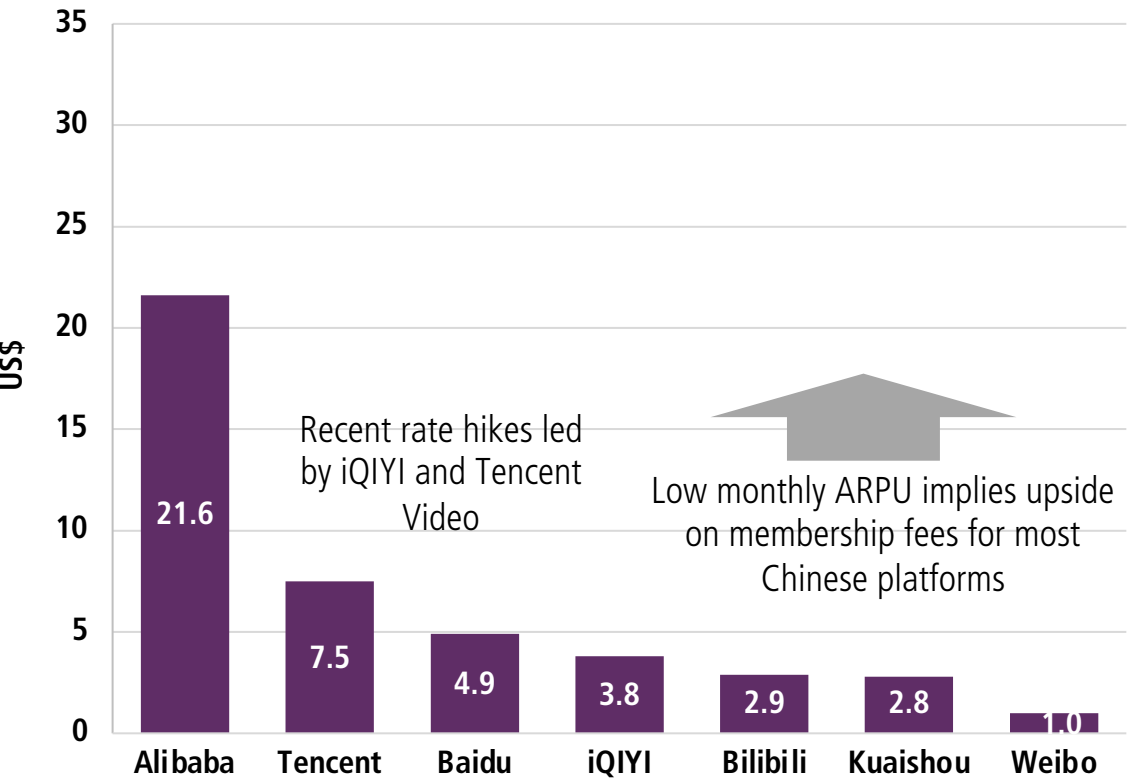
SHARE OF VIDEO USER TIME SPENT



Source: Company data, Media Partners Asia

RATE INCREASES SUPPORT SVOD ARPUS, MORE UPSIDE ON AD ARPUS

MONTHLY ARPU PER DAU (KEY DIGITAL COMPANIES)

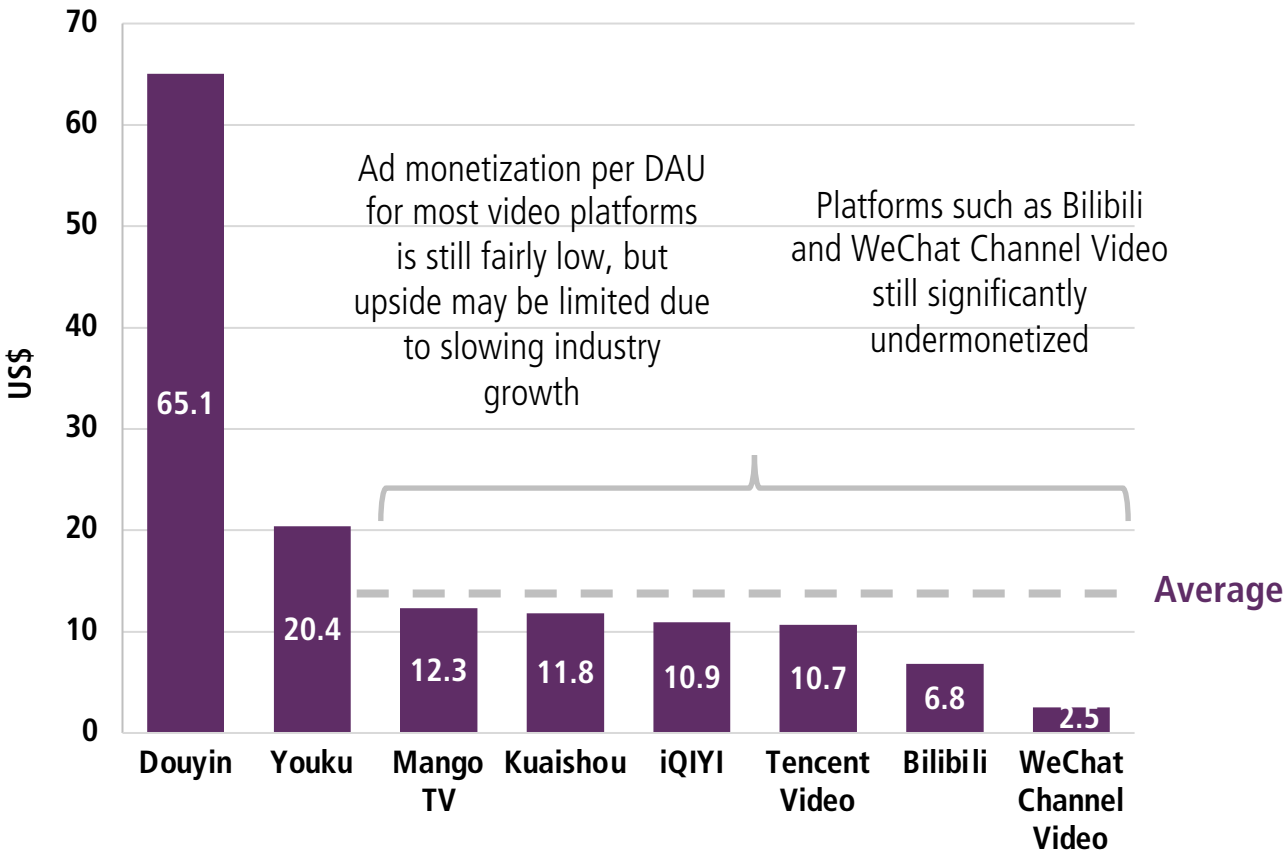


Note:

- 1) Monthly ARPU reflects consumer spend, and excludes advertising.
- 2) ARPU for Alibaba, Tencent, and Baidu reflects total consumer spend across all digital segments.
- 3) ARPU for Bilibili, and Kuaishou includes livestreaming (virtual gifts).

Source: Company data, Media Partners Asia

ADVERTISING REVENUE PER DAU (KEY VIDEO PLATFORMS)



SVOD TO CAPTURE 77% OF INCREMENTAL ONLINE VIDEO INDUSTRY REVENUE

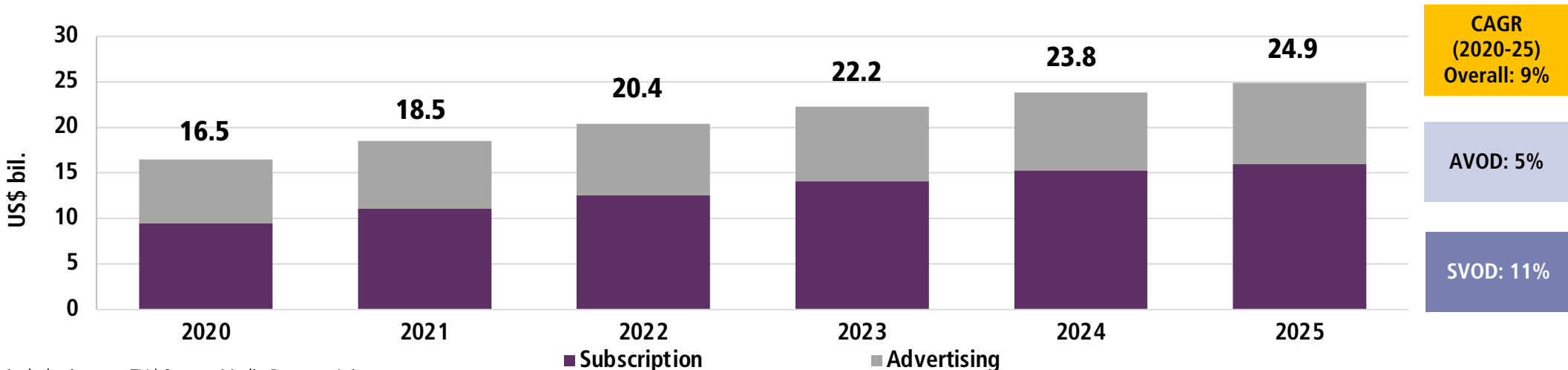
Incremental Online Video
Revenue (2020-25):
US\$8.4 bil.



SVOD (Consumer Spend)
77%

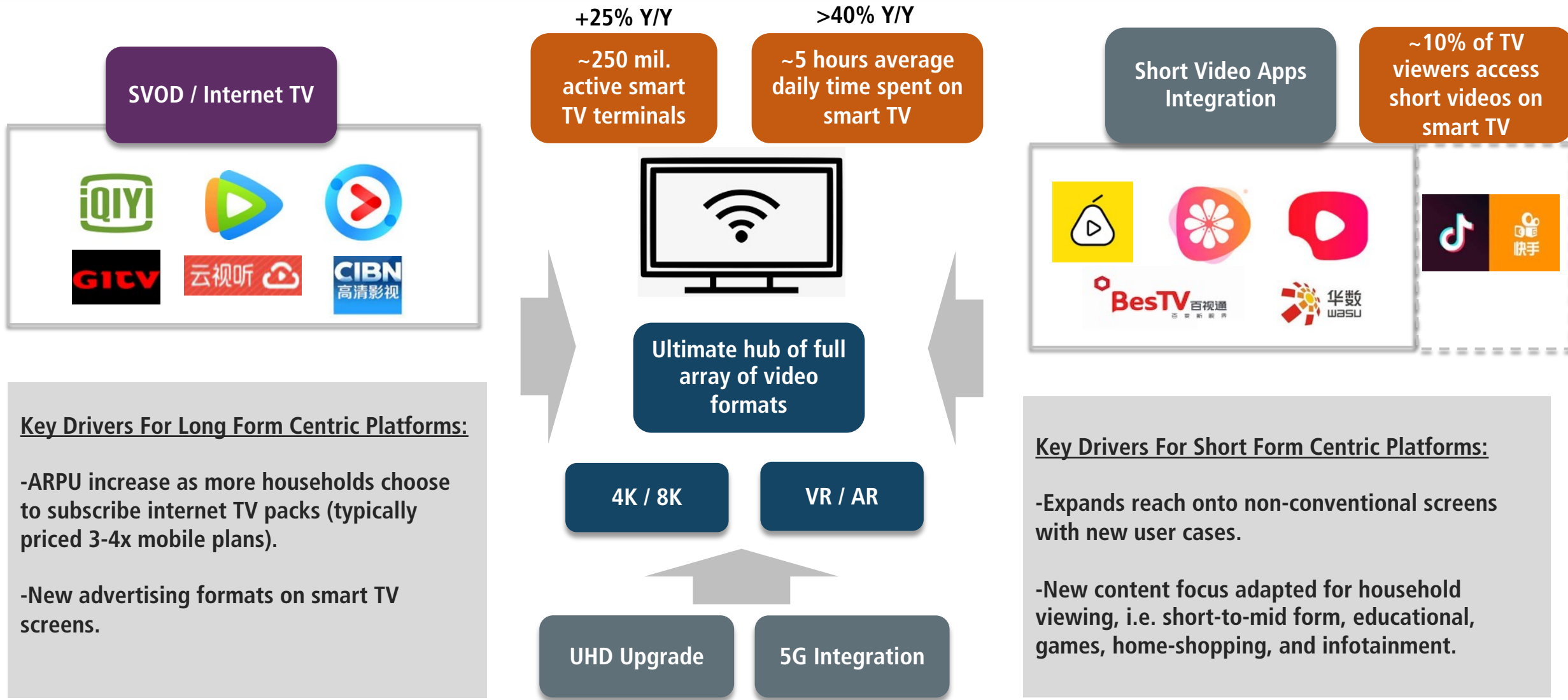
AVOD (Advertising)
23%

ONLINE VIDEO REVENUE TRENDS



* SVOD includes internet TV | Source: Media Partners Asia

RISING BIG SCREEN CONSUMPTION DRIVES INDUSTRY GROWTH



ABOUT US



Established in 2001, Media Partners Asia (MPA) is the leading independent provider of research, advisory and consulting services across the media and telecoms sectors in Asia Pacific.

MPA provides definitive reports with proprietary industry models and forecasts. Our reports are widely used and sourced by local, regional and global companies for business planning, market strategy and capital market transactions.

MPA advisory and consulting services help clients enter new markets and acquire businesses with our team providing commercial due diligence, customized research and strategy recommendations.

We offer customized services to guide strategic planning and business development activities and support the launch of new products and services. We also provide independent consultant (IC) industry analysis and benchmarking for equity and debt offerings, including IPOs for broadcasting, digital media and telecommunications companies in Asia Pacific.

Our offering includes AMPD, a research platform measuring consumer behavior across the digital economy, including online video and gaming. The service provides unparalleled access to data, case studies and strategies for business planning, marketing, and programming.

CONTACT: Adrian Tong, Senior Analyst | adrian@media-partners-asia.com