

COOCAA 酷开

COOCAA OS |

CATALOG

1

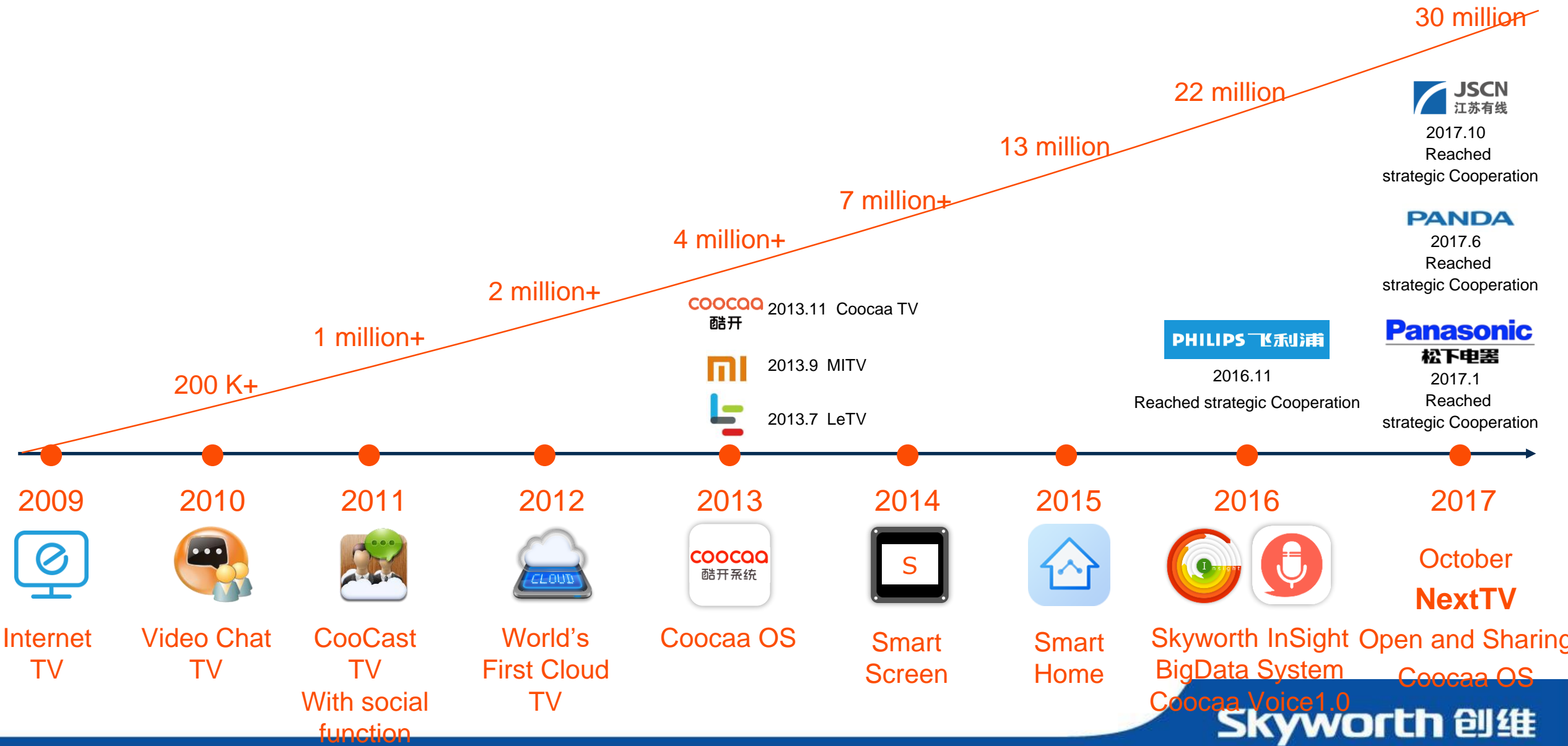
COOCAA User Base

2

How COOCAA Monetize

1. COOCAA User Base

8 Year's Research and Industrialization— Leader of Smart TV



COOCAA User Base

Ratio of **active Smart TV** : 22%
Ratio of **daily active User** : 25%。

3 times of LeTV's Users

25,826,180

Activated Smart TV Users

9,716,007

Daily Active Users

15,180,000

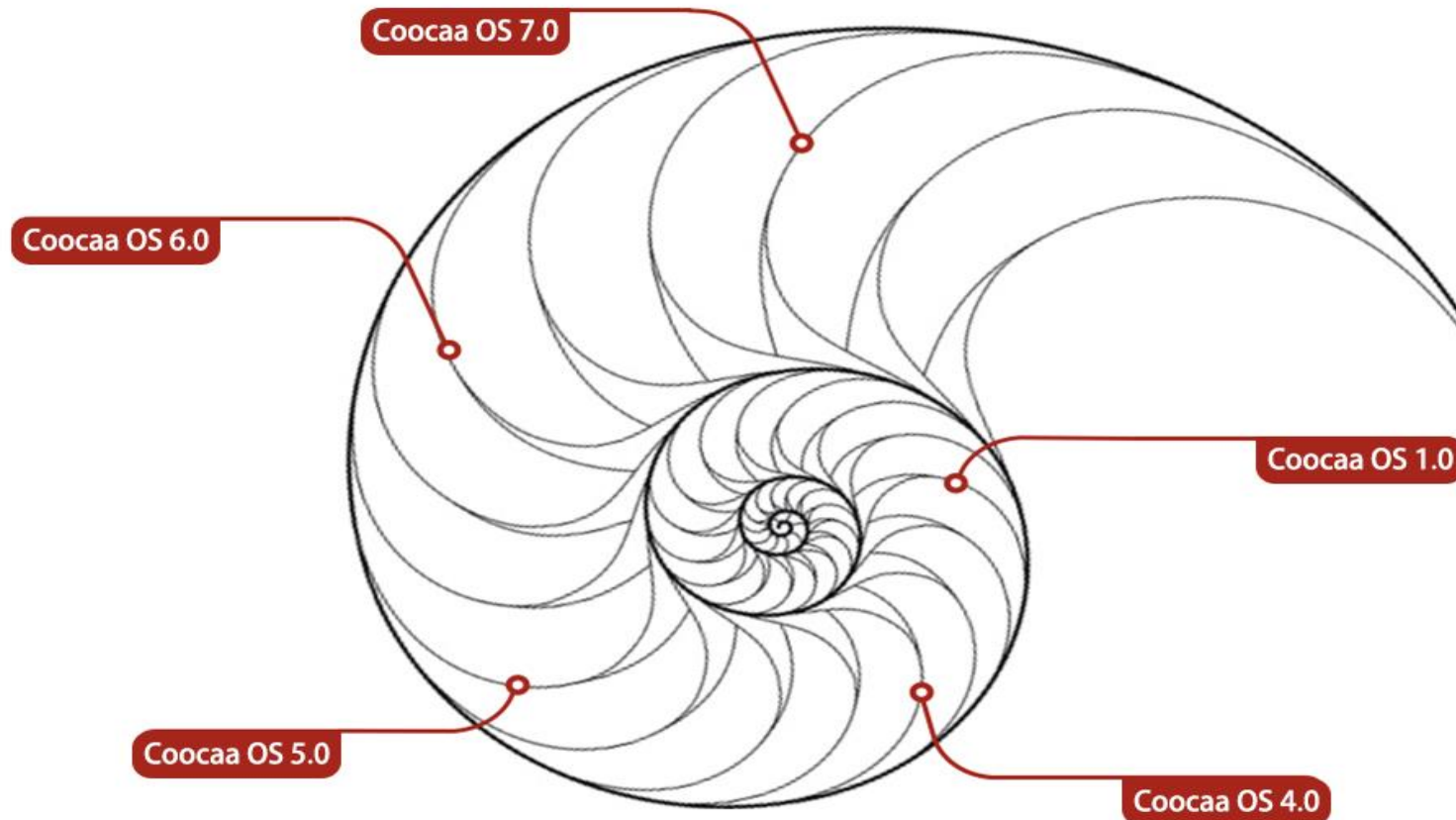
Monthly Active Users

**8 Year's Research, Millions of User's Feedback,
Make Today's COOCAA**

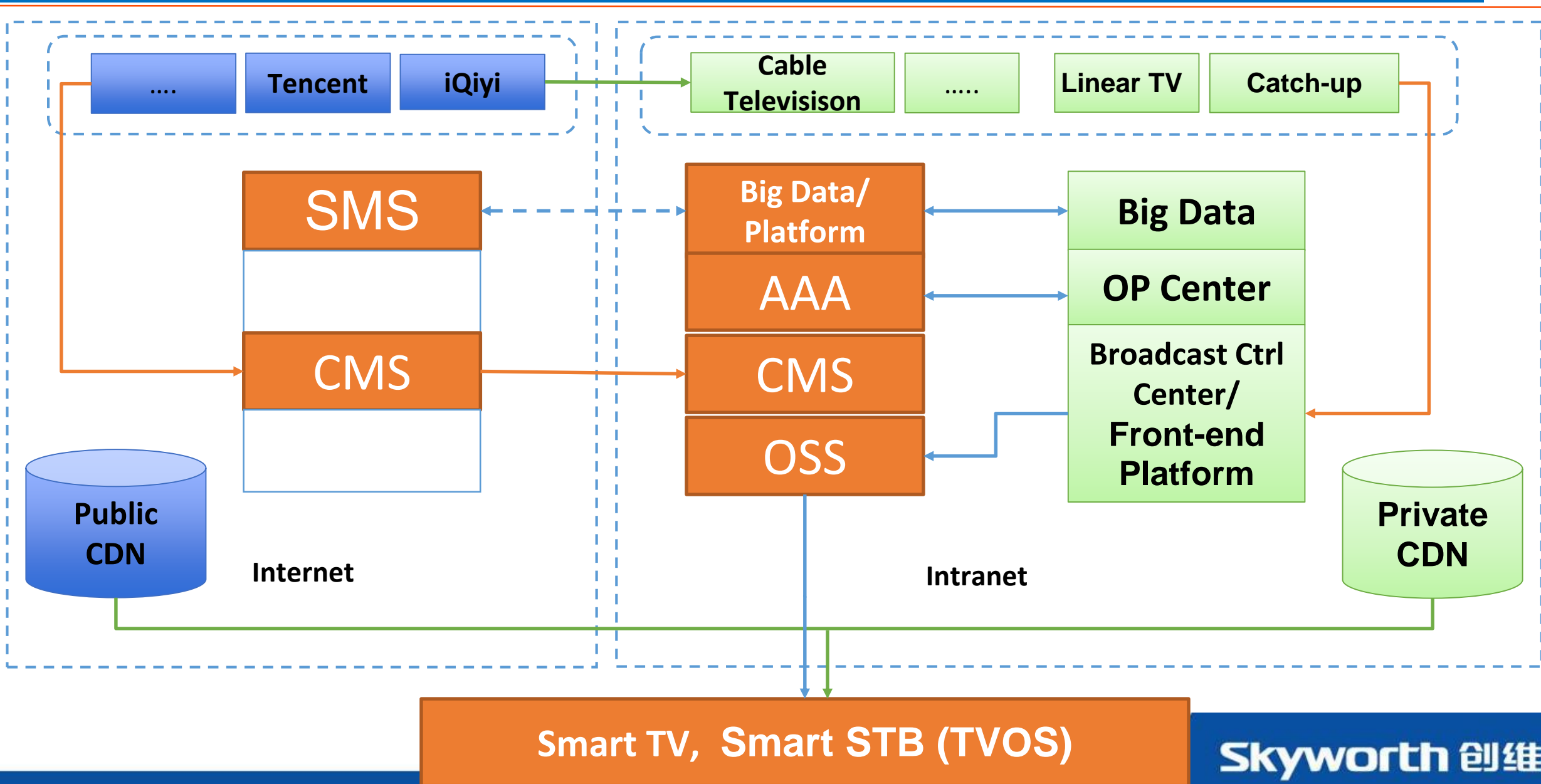
User Centered Design - Ongoing iteration

Coocea OS has gone through 7 iterations,
Each one brings better and up-to-date service to our users.

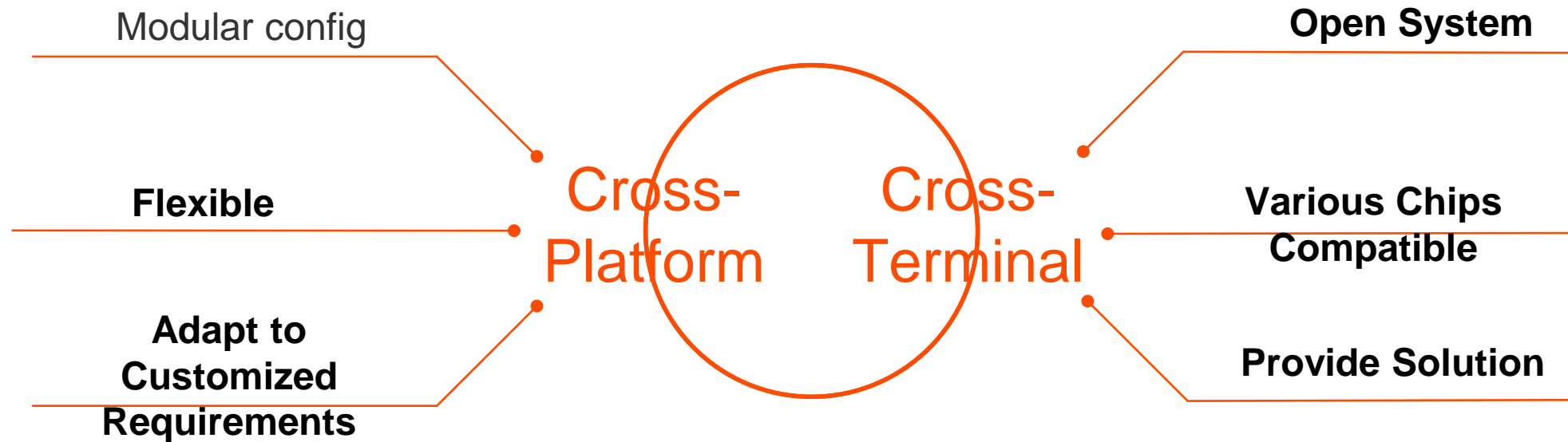
25 million



COOCAA Cloud Platform Structure



Multiple Iterations, Advanced Technique, Excellent Compatibility



Companies who apply COOCAA OS



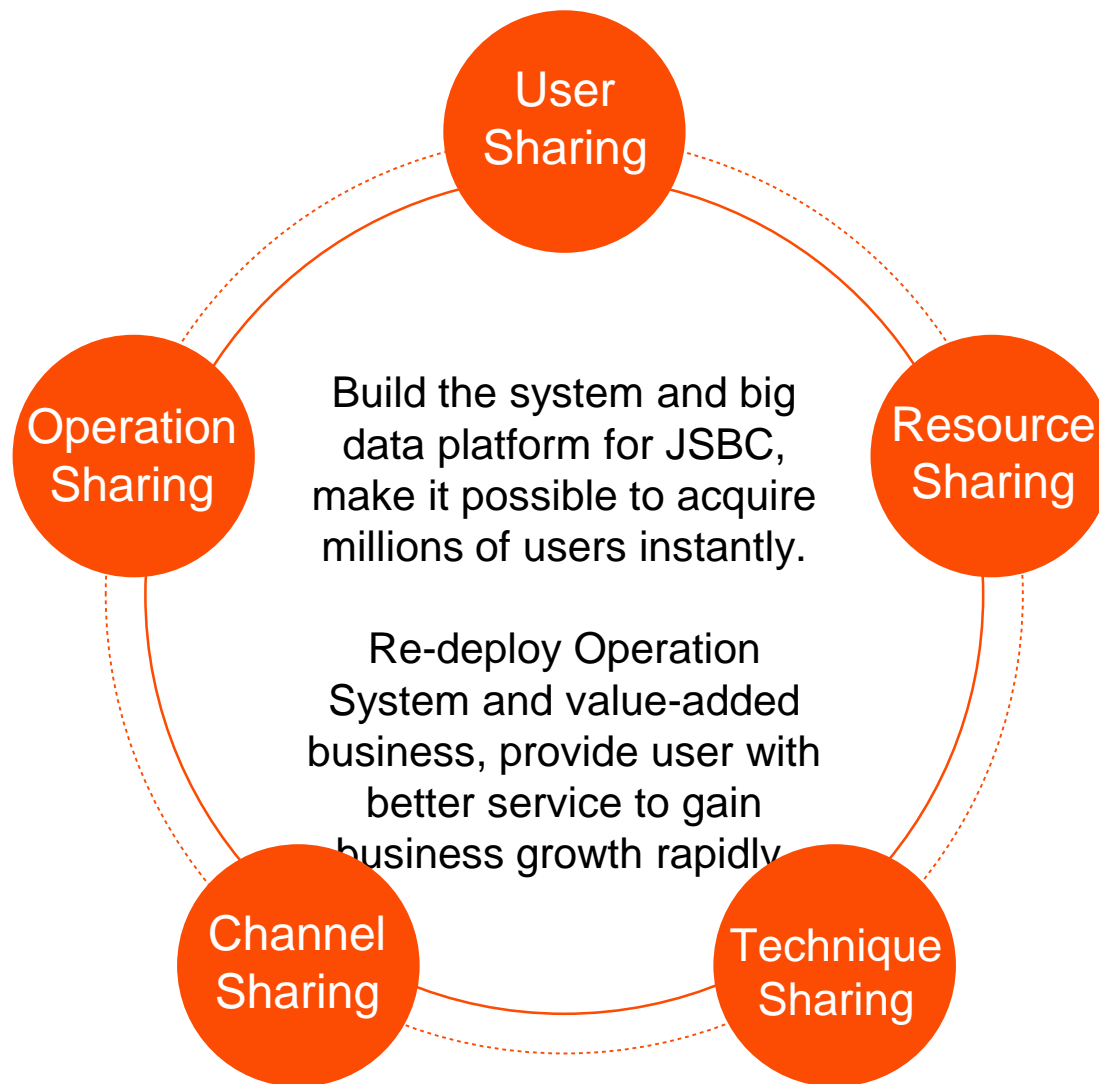
Strategic Partners



Biggest Online
Video and Value-
added Service
Platform with the
Most Users in China



Cooperation Model



CATALOG

1

COOCAA User Base

2

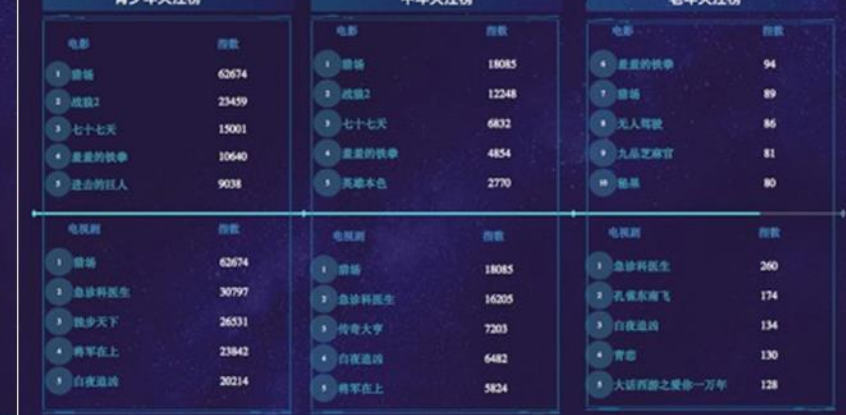
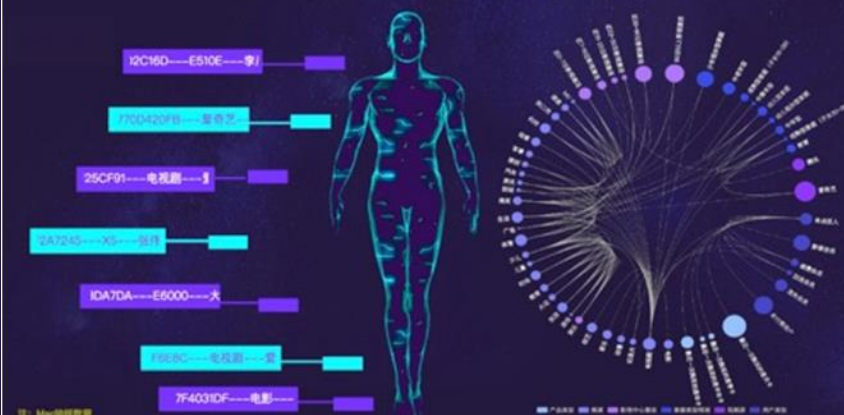
How COOCAA Monetize

2.How COOCAA Monetize

Precision marketing

User analysis

The crowd vane



Portrait of province population



Analysis of revenue



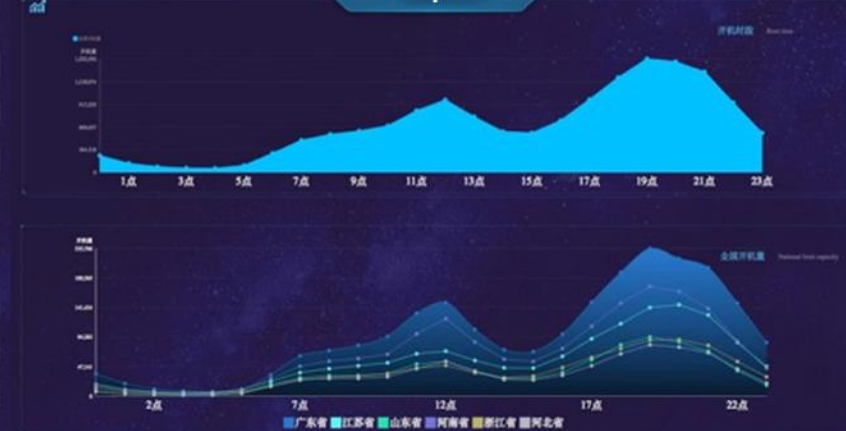
Realtime broadcasting



Profit ranking



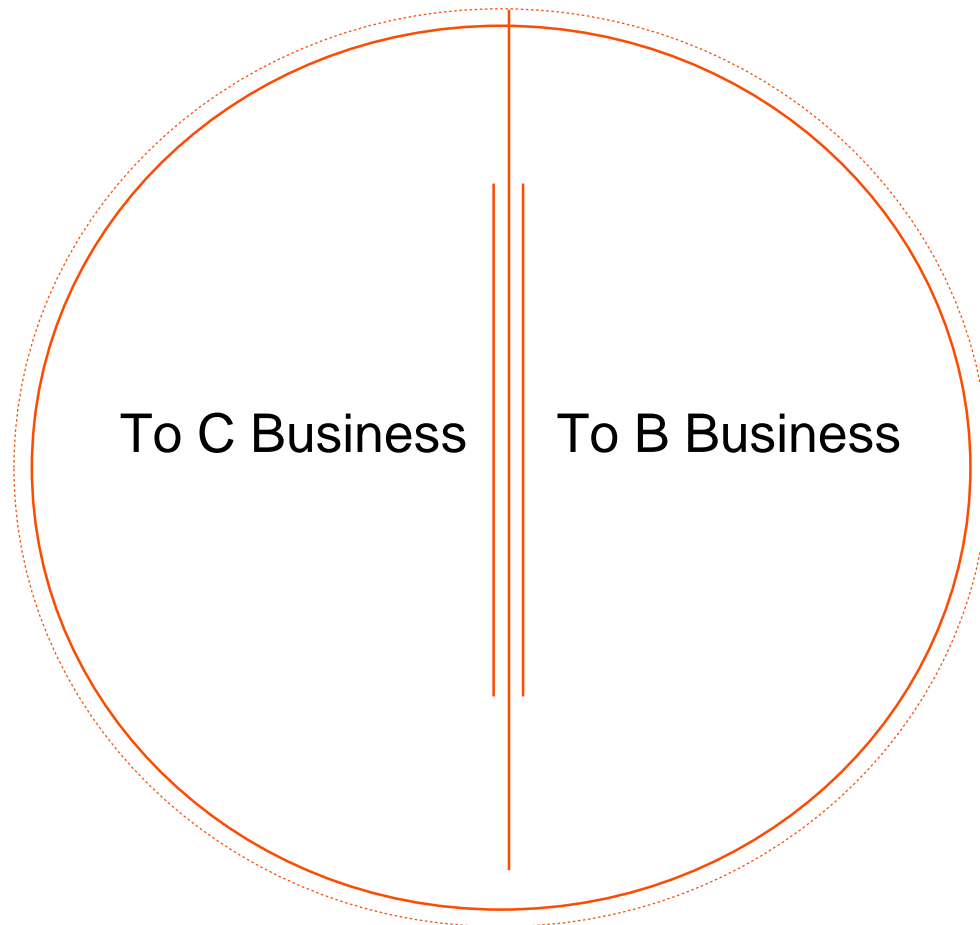
On the preview



Big data

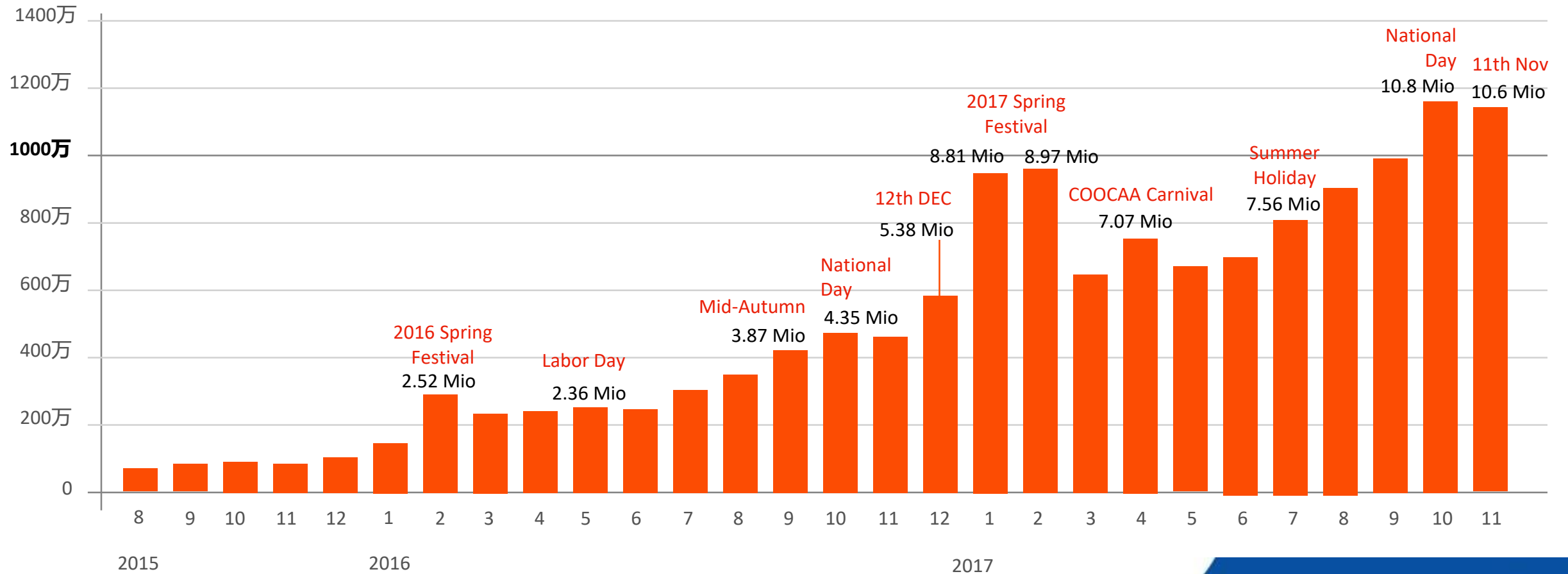


COOCAA Value Realization

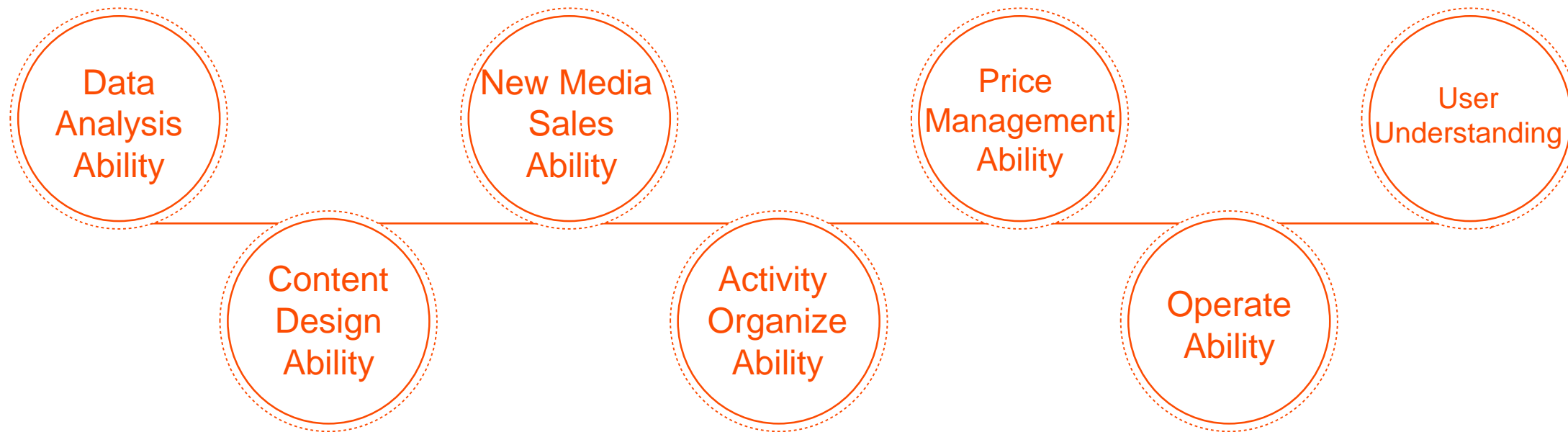


To C - revenue sharing

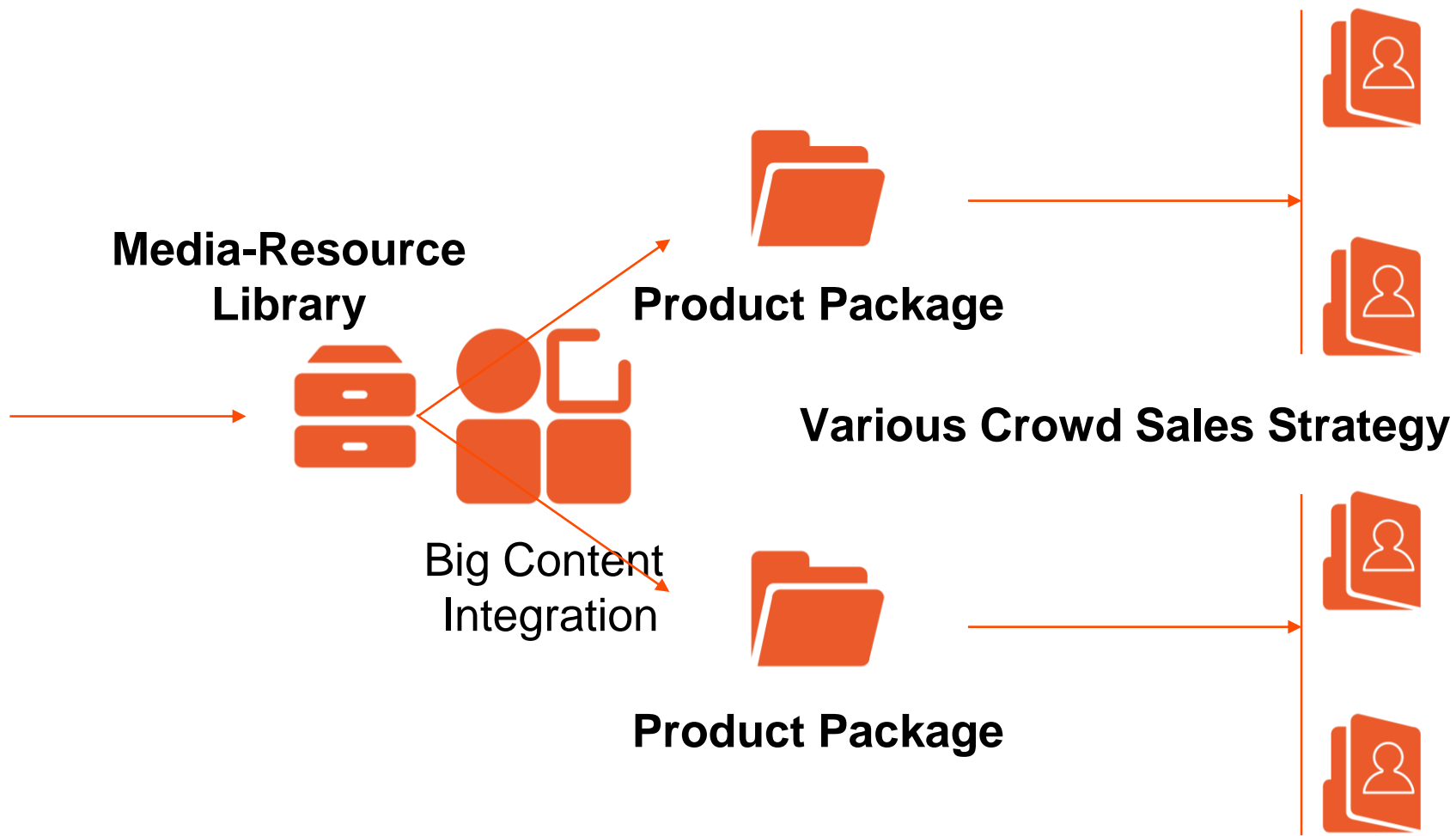
Content revenue share



Operating Ability

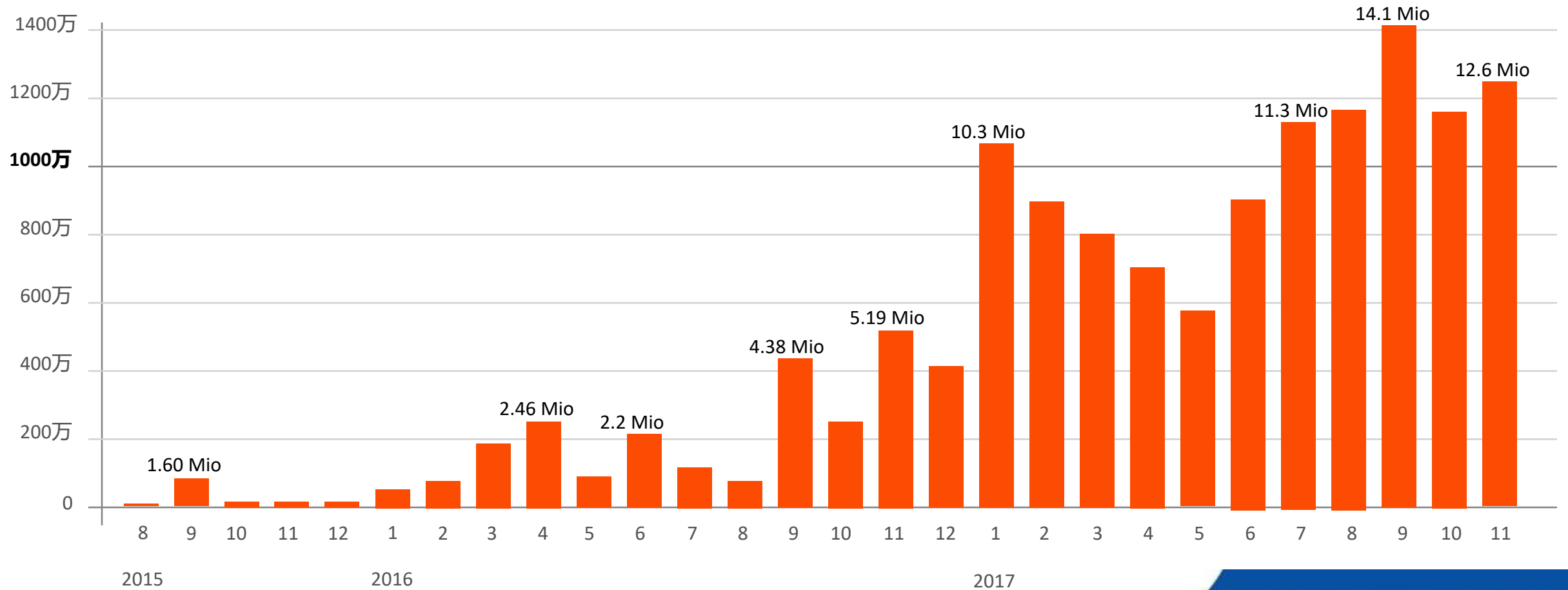


To C Market Strategy



To B - Advertising

Advertisement revenue data



Business Model

**New-
Media
Ad**

**TV
Boot
Ad**

**Comme
-rcial
Ad**

Direct customer sales

First direct ad sales Team in OTT industry. Higher unit price

High-quality agent

Highly increased sell rate of the ad

New-media advertising (e-commerce)

Professional ad planning team, various ad forms to promote customers' product

Dior

vivo



VS
SASSOON



JD. 京东
.COM

Dove
德芙



LINCOLN
AMERICAN LUXURY



TOYOTA



SAMSUNG

CLARINS



天猫 Tmall.COM



Vanward 万和
让家更温暖



Baidu 百度
百度一下，你就知道！

SK-II

PICC
中国人保



北京现代

LEXUS
THE PURSUIT OF PERFECTION

VIP 唯品会
VIPSHOP.COM

THANK YOU