CATALOG

1. COOCAA User Base
2. How COOCAA Monetize
1. COOCAA User Base
8 Year’s Research and Industrialization—Leader of Smart TV

- Coocaa OS
- Video Chat TV
- CooCast TV With social function
- World’s First Cloud TV
- Coocaa TV
- MITV
- LeTV
- Smart Screen
- Smart Home
- Skyworth InSight
- Big Data System
- Coocaa Voice 1.0

Internet TV

- 2009: Internet TV
- 2010: Video Chat TV
- 2011: CooCast TV With social function
- 2012: World’s First Cloud TV
- 2013: Coocaa OS
- 2013.7: LeTV
- 2013.9: MITV
- 2013.11: Coocaa TV
- 2015: Smart Home
- 2016: Skyworth InSight
- 2017: NextTV

- 2009-2017: 8 Years of Research and Industrialization
- 2009: 200 K+
- 2010: 1 million+
- 2011: 2 million+
- 2012: 4 million+
- 2013: 7 million+
- 2014: 13 million
- 2015: 22 million
- 2016: 30 million
## COOCAA User Base

<table>
<thead>
<tr>
<th>Activated Smart TV Users</th>
<th>Daily Active Users</th>
<th>Monthly Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,826,180</td>
<td>9,716,007</td>
<td>15,180,000</td>
</tr>
</tbody>
</table>

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

3 times of LeTV’s Users

8 Year’s Research, Millions of User’s Feedback, Make Today’s COOCAA
Coocaa OS has gone through 7 iterations, Each one brings better and up-to-date service to our users.
COOCAA Cloud Platform Structure

- Tencent
- iQiyi
- SMS
- CMS
- Cable Television
- Linear TV
- Catch-up
- Big Data
  - AAA
  - CMS
  - OSS
  - OP Center
  - Broadcast Ctrl Center/ Front-end Platform
- Private CDN
- Public CDN
- Internet
- Intranet
- Smart TV, Smart STB (TVOS)
Multiple Iterations, Advanced Technique, Excellent Compatibility

- Modular config
- Flexible
- Adapt to Customized Requirements
- Open System
- Various Chips Compatible
- Provide Solution

Cross-Platform

Cross-Terminal

Skyworth
Companies who apply COOCAA OS

Skyworth COOCAA

TPV

Panasonic

PHILIPS

PANDA

CVTE

More
Strategic Partners

Biggest Online Video and Value-added Service Platform with the Most Users in China
Build the system and big data platform for JSBC, make it possible to acquire millions of users instantly.

Re-deploy Operation System and value-added business, provide user with better service to gain business growth rapidly.

Cooperation Model

- User Sharing
- Operation Sharing
- Resource Sharing
- Channel Sharing
- Technique Sharing
CATALOG

1. COOCAA User Base
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To C - revenue sharing

Content revenue share

- 2016 Spring Festival: 2.52 Mio
- Labor Day: 2.36 Mio
- Mid-Autumn: 3.87 Mio
- National Day: 4.35 Mio
- 12th DEC: 5.38 Mio
- 2017 Spring Festival: 8.81 Mio
- 2017 Mid-Autumn: 8.97 Mio
- COOCAA Carnival: 7.07 Mio
- Summer Holiday: 7.56 Mio
- National Day: 10.8 Mio
- 11th Nov: 10.6 Mio

Revenue share over years:
- 2015
- 2016
- 2017

Revenue figures:
- 200万
- 400万
- 600万
- 800万
- 1000万
- 1200万
- 1400万
Operating Ability

- Data Analysis Ability
- New Media Sales Ability
- Price Management Ability
- Activity Organize Ability
- Content Design Ability
- Operate Ability
- User Understanding
To C Market Strategy

Media-Resource Library

Big Content Integration

Various Crowd Sales Strategy

Product Package

Product Package
To B - Advertising

Advertisement revenue data

Year 2015:
- Q4: 1.60 Mio

Year 2016:
- Q1: 2.2 Mio
- Q2: 2.46 Mio
- Q3: 4.38 Mio
- Q4: 5.19 Mio

Year 2017:
- Q1: 10.3 Mio
- Q2: 11.3 Mio
- Q3: 14.1 Mio
- Q4: 12.6 Mio
To B - Advertising

Business Model

New-Media Ad

TV Boot Ad

Commercial 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
THANK YOU