

iQIYI



iQIYI

INTERNATIONAL ADVERTISING

Q1 2024



TOP 5

Largest Global OTT Platform

全球第5大在线视频平台

reporting profitable in 3 consecutive quarters

About iQIYI

2018

2019

2020

2021

2022

- Listed on **NASDAQ**
- Paid subscribers surpasses **100M**
- Officially launches its **international APP**
- International HQ opens in **Toronto** and **Singapore**
- Became the **most downloaded** OTT in SEA
- 100M+** downloads achieved outside of Chinese Mainland
- Ranked **#3** by revenue in data.ai report, **topped** all OTT platform

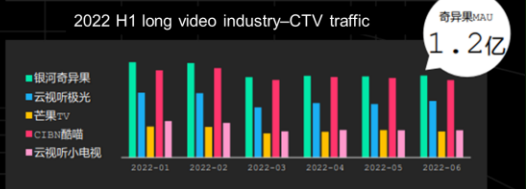
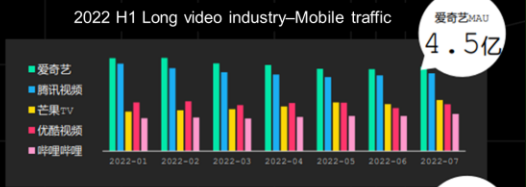
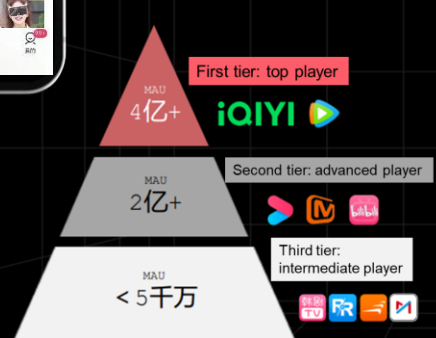


iQIYI Home App

No.1 market share in China

Industry tier: A comprehensive online streaming industry's "top player"

The two core landing pages of iQIYI's mobile application and TV application records top 1 daily activity/monthly activity/time in the industry, building the basic traffic required for brand marketing.



数据来源: IHSMarkit《2022年中国在线视频行业研究报告》; 奥维 (CVI) 2022年1月-6月 iQIYI 移动端 (iOS) 2022年1月-7月



iQIYI International App

Fastest Growing OTT platform in SEA

Fastest growing video platform in Southeast Asia

- 20x growth**
- 100M+ downloads**
- #1 downloaded**

20x increase in user base since 2020

Up to 80 million+ downloads since launch 3 years ago

Maintain NO.1 in downloads from 2021 to April 2022

Data: APPAnnie research report

Ranking	User spending ranking	Change in ranking	Ranking	User spending ranking	Change in ranking
1	TikTok	-	16	YoHo	1 ▲
2	BIGO LIVE	-	17	Trucker Path	4 ▼
3	iQIYI	3 ▲	18	iKShot	-
4	PictureThis	1 ▼	19	VivaVideo	-
5	WePlay	1 ▼	20	YoHo - Group Voice Chat	3 ▲
6	CS CamScanner	1 ▼	21	Hinovel	1 ▲
7	Webnovel	-	22	Daily Yoga	1 ▼
8	BeautyPlus	1 ▲	23	Haochang Party	4 ▲
9	WeTV	1 ▼	24	WeSing	4 ▼
10	Mico	-	25	Kwai	1 ▼
11	AirBrush	-	26	小扳摄像机	1 ▼
12	Moboreader	-	27	Picture Mushroom	15 ▲
13	Tantan	1 ▲	28	LiveMe	2 ▼
14	Remini	2 ▲	29	MeltPic	1 ▼
15	Likee	-	30	Tp-Link Tapp	8 ▲

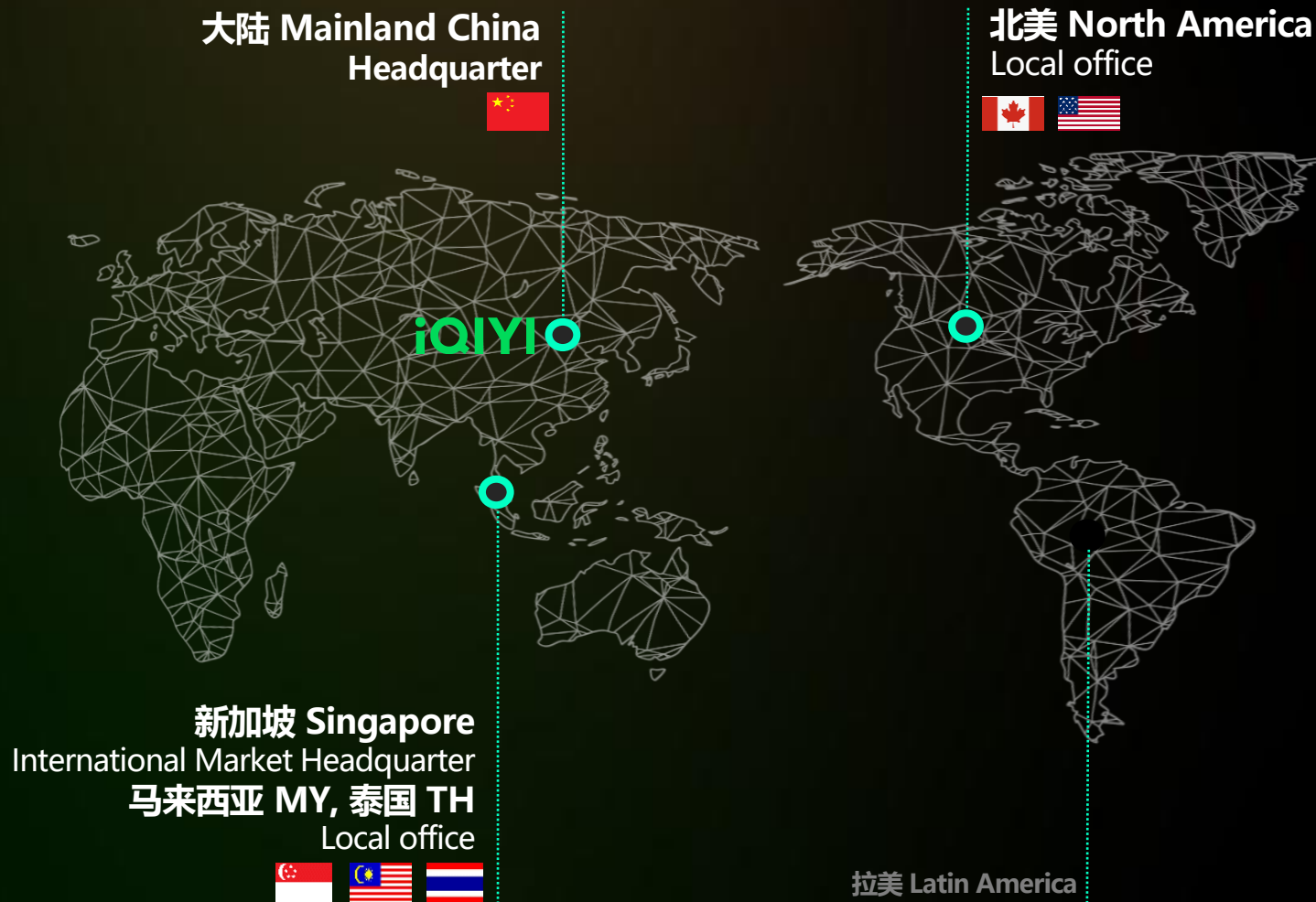
* 指基于 data.ai DNA 的统一聚合应用, 其母发行商公开显示总部为中国大陆。
 ** “出海”指中国大陆以外的市场; “收入”仅包含应用商店内购收入。
 上述数据基于 data.ai 对截至 2022 年 10 月 31 日的所有时间段的当前估算数据。



We Have a Global Footprint

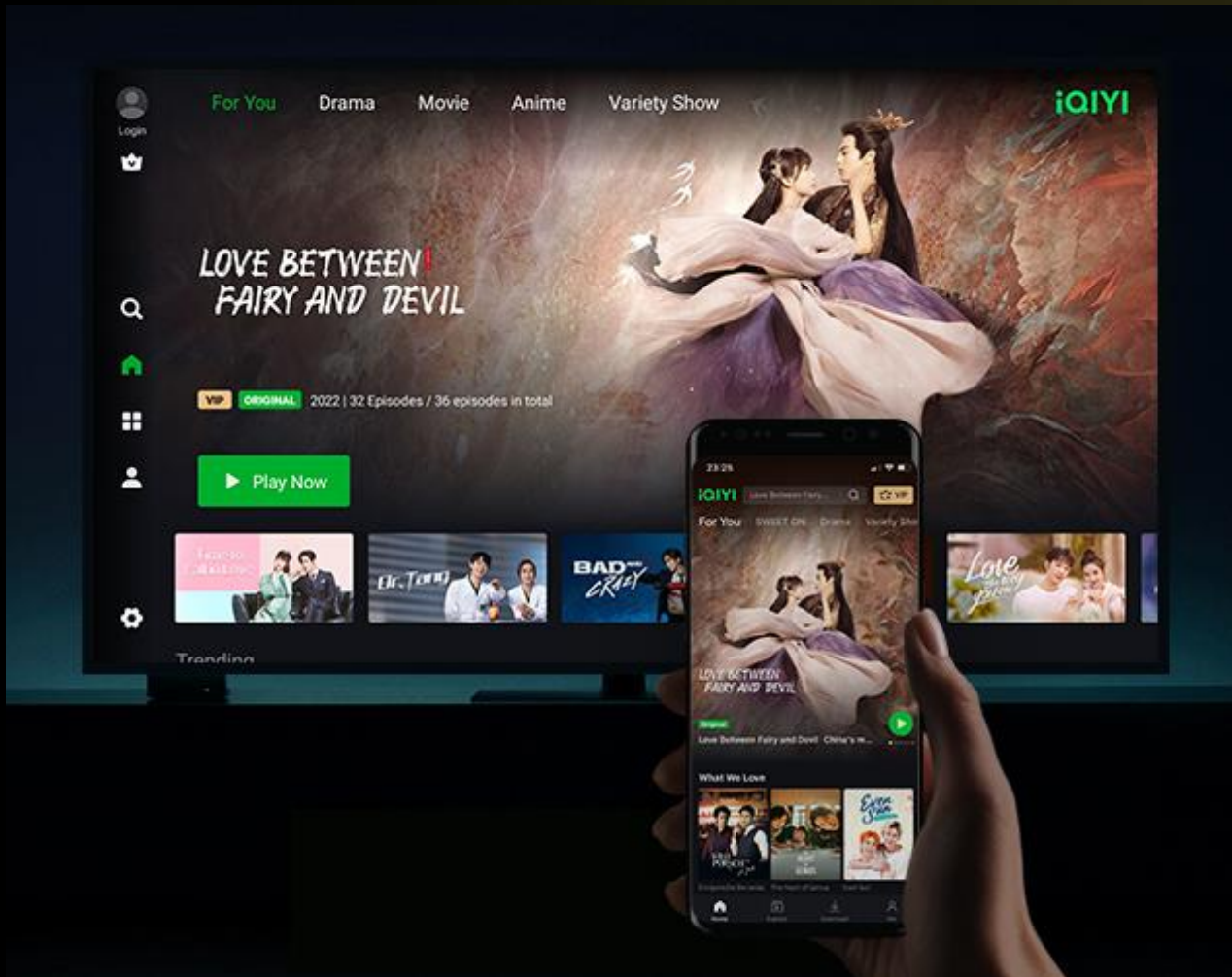
iQIYI

iQIYI is available across
191 territories worldwide



About iQIYI International

iQIYI



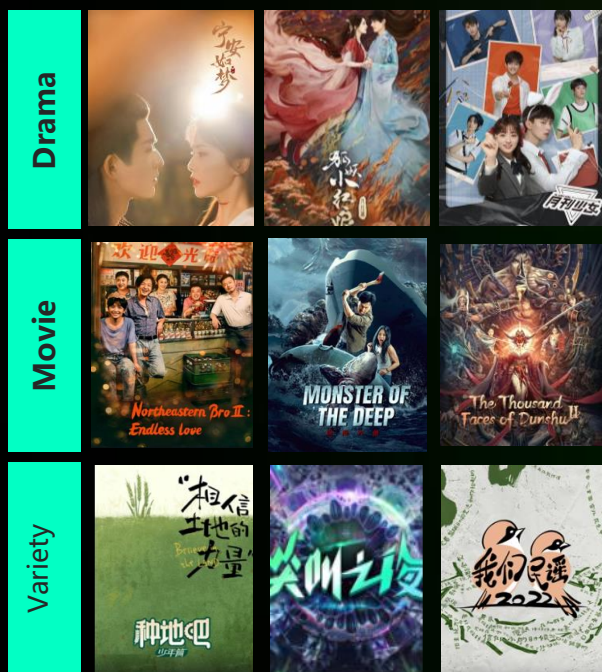
- Accessible via [Apps](#) and www.iQ.com
- Accessible globally across [191 territories](#)
- [Top Original + Licensed](#) Asian Premium Content
- Freemium Model ([SVOD + AVOD](#))
- [4K](#) Video Resolution, [Dolby](#)-optimized Audio
- Supports up to [12 languages](#) in UI, Subtitles, Dubbing

Home for Beloved Asian Content

iQIYI

In 2024, We will offer 240+ New Titles, About 6,000 Hours of Premium Entertainment Experience

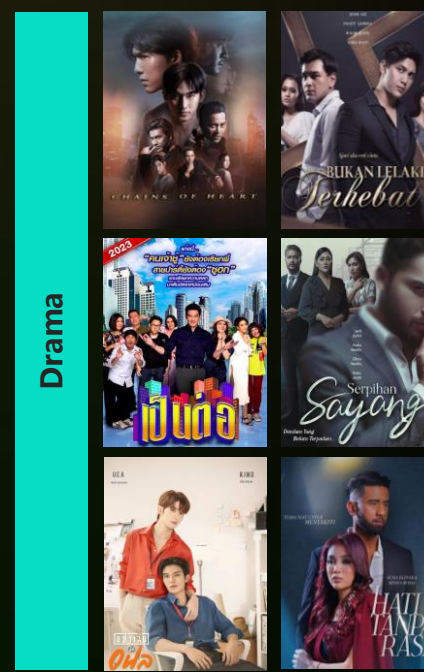
Chinese



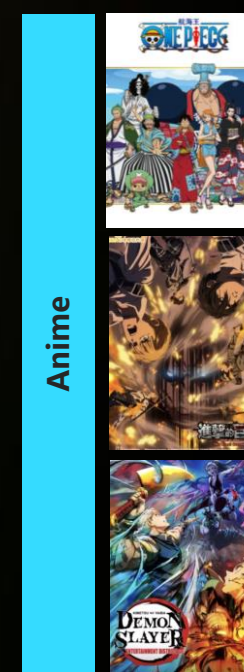
Korean



Southeast Asian



Japanese



User Growth in 2023

WORLDWIDE

100%

Increase of users

120%

Increase of paid subscribers

NORTH AMERICA

120%

Increase of users

160%

Increase of paid subscribers

THAILAND

80% Increase of users

100% Increase of paid subscribers

MALAYSIA

80% Increase of users

100% Increase of paid subscribers

VIETNAM

100% Increase of users

100% Increase of paid subscribers

SINGAPORE

30% Increase of users

100% Increase of paid subscribers

HK,KR,AU,GB,AU

2x Increase of users

3x Increase of paid subscribers

PHILIPPINES

60% Increase of users

80% Increase of paid subscribers



Tremendous Global Social Impact

iQIYI International has surpassed 26 million followers

TikTok	Followers	Facebook	Followers	Instagram	Followers	Twitter	Followers	Youtube	Followers
iQIYI official	2300k	iQIYI Global	1030k	iQIYI Global	270k	iQIYI Global	87k	iQIYI Global	5520k
iQIYI US	648.6k	iQIYI TW	933k	iQIYI TW	162k	iQIYI Thailand	88k	iQIYI TW	602k
iQIYI thailand	1800k	iQIYI Thailand	715k	iQIYI Indonesia	200k	iQIYI official	56k	iQIYI Vietnam	1330k
iQIYI indonesia	321k	iQIYI Philippines	449k	iQIYI Malaysia	78k	iQIYI Malaysia	4.3k	iQIYI Thailand	1140k
iQIYI malaysia	957.2k	iQIYI Vietnam	570k	iQIYI Thailand	122k	iQIYI Indonesia	4.6k	iQIYI Indonesia	539k
iQIYI TW	650.2k	iQIYI US	140k	iQIYI US	41k	iQIYI Korea	5.4k	iQIYI Arabic	583k
iQIYI Korea	824.7k	iQIYI Malaysia	125k	iQIYI Korea	32k	iQIYI Spanish	1.7k	iQIYI Malaysia	332k
11	8399.2k	11	4011.9k	12	935k	11	251.4k	13	11639k

Marketing Highlights

Celebrity Events

- Fan Meet



- iQIYI Gala



- Qi-chat



Content Promotion

- Original Content Press Conference



- OOH



Events

- Q-Awards

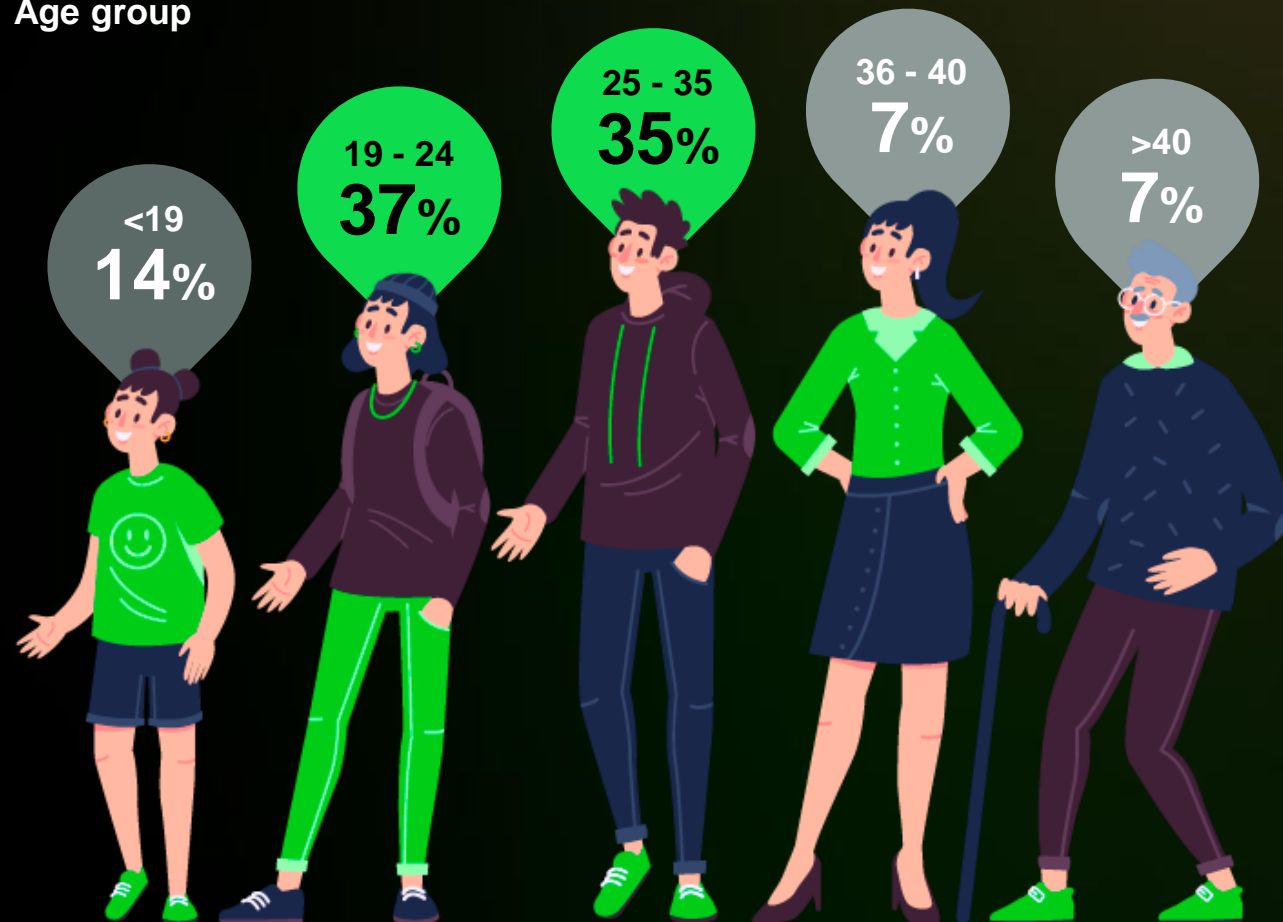


- On-ground Events



Audience Demographic Breakdown

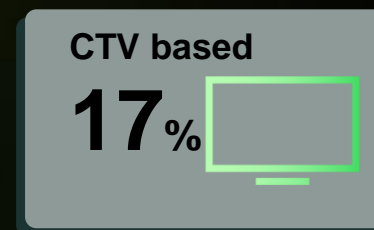
Age group



Gender



Device



Operating system



iQIYI **TOP-tier** Chinese Content Q1-Q2



A Journey to Love



Story of Kunming Palace



Fox Spirit Matchmaker:
Yue Hong



Follow Your Heart



A Moment But Forever



Si Hai Chong Ming
(English title name TBC)



Chinese Paladin 4



Si Fang Guan
(English title name TBC)



Wu Geng Ji



Detective Chinatown 2



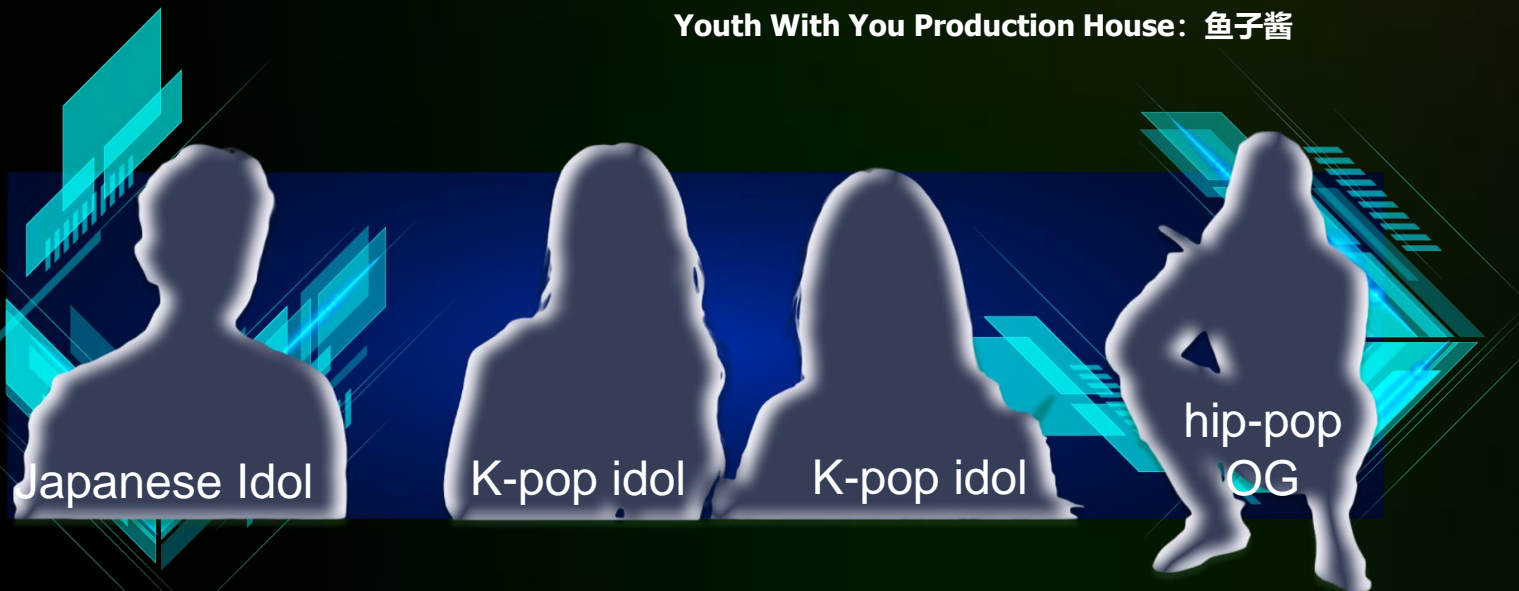
Celebrities Producers
Artists To be invited

Est Broadcasting Time: Q2 2024

Shooting Location: Macau China, Singapore, Thailand

Contestant From: South East Asia, South Korea, Japan

Youth With You Production House: 鱼子酱



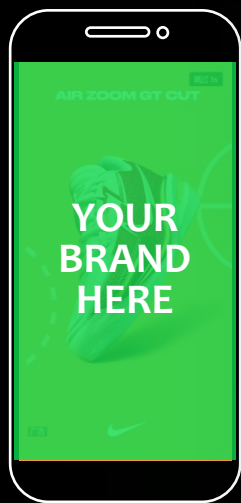
iQIYI International Marketing Solutions



Standard Ad formats

MOBILE

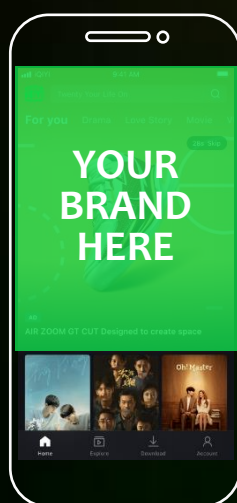
Opening Splash Ad
开屏



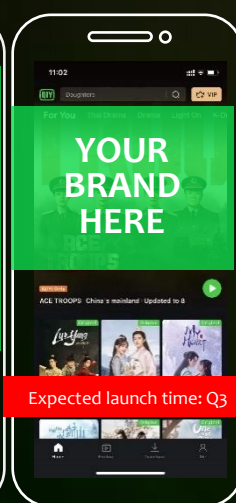
*Showtime
*开场秀



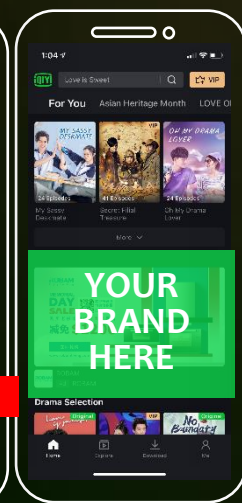
Masthead
巨幕



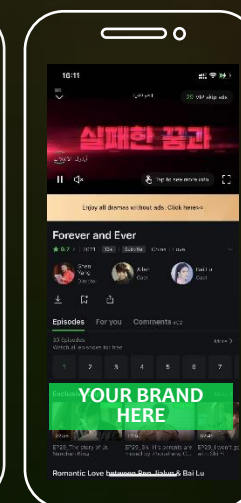
*Carousal Banner
*焦点图



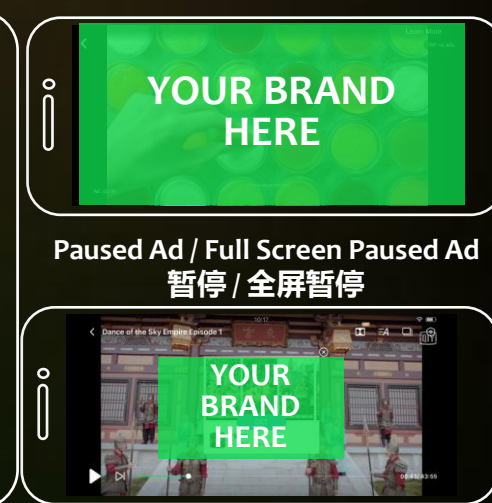
In-feed Ads
信息流



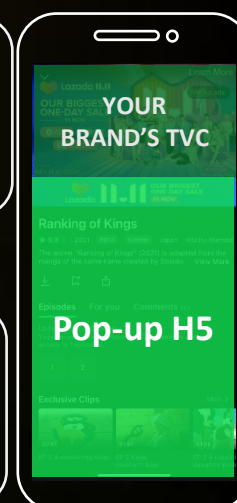
*Play Page Banner
*视频关联位



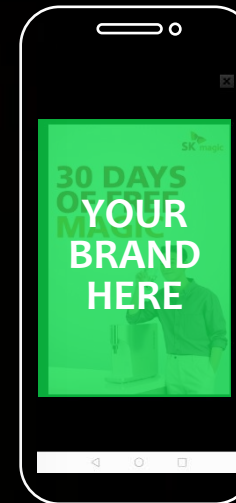
Pre / Mid Roll
贴片



Maxview
高光一刻



Interstitial Ad
半屏退出广告



Launch 启动

Browsing 浏览

Streaming 观看

Exit 退出

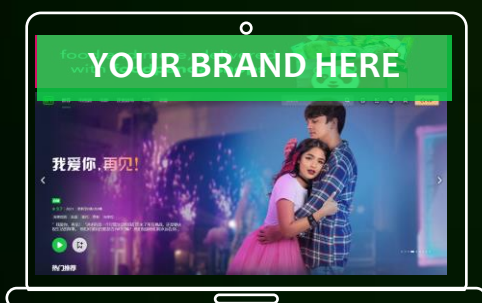
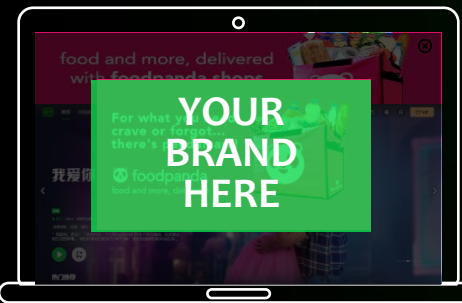
*PC Takeover
*PC开屏

*Top Banner
*顶部通栏

Pre / Mid Roll
贴片

Paused Ad / Full Screen Paused Ad
暂停 / 全屏暂停

PC



What's new

Showtime

开场秀

iQIYI

Quality SHOW

1st eye placement + high quality creative

Creative SHOW

Up to 35s long creative auto-display

All UV SHOW

Reach all users open iQIYI on the day, including paid members



Home App Demo

High Visibility

High CTR

High VCR

*The Priority is only lower than content sponsorship. Need to check availability

What's new

iQIYI

Maxview

高光一刻

Max Attention

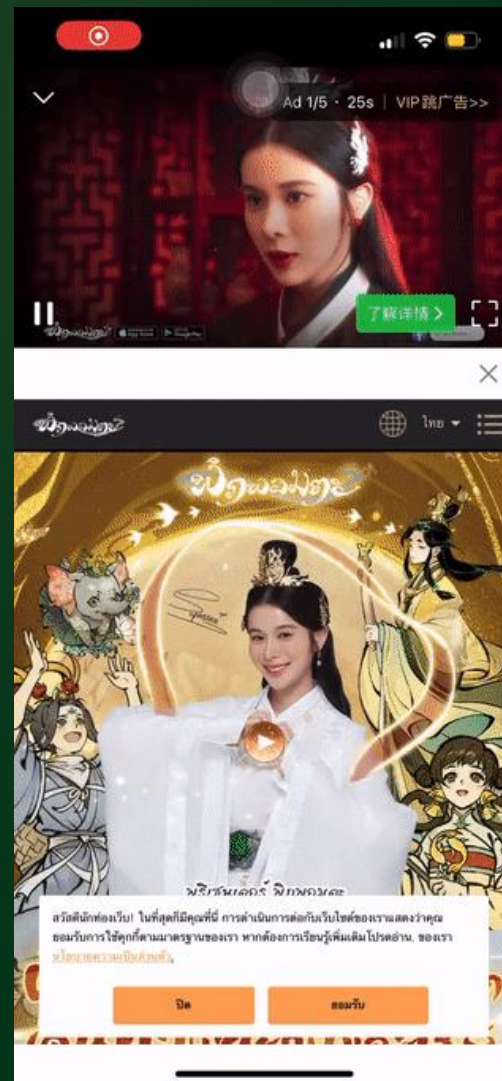
1st Pod Pre-roll

Max Screen Display

Full screen for brand TVC and information

Max Conversion

Direct response for brand's landing page



Brand TVC

Brand H5

High Visibility

High CTR

High VCR

*The Priority is only lower than content sponsorship. Need to check availability

Lexus – RX campaign Combo buy



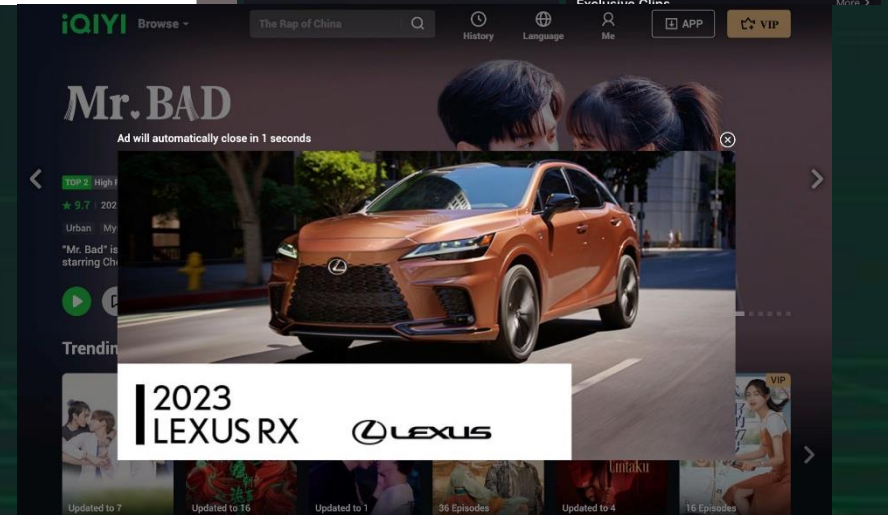
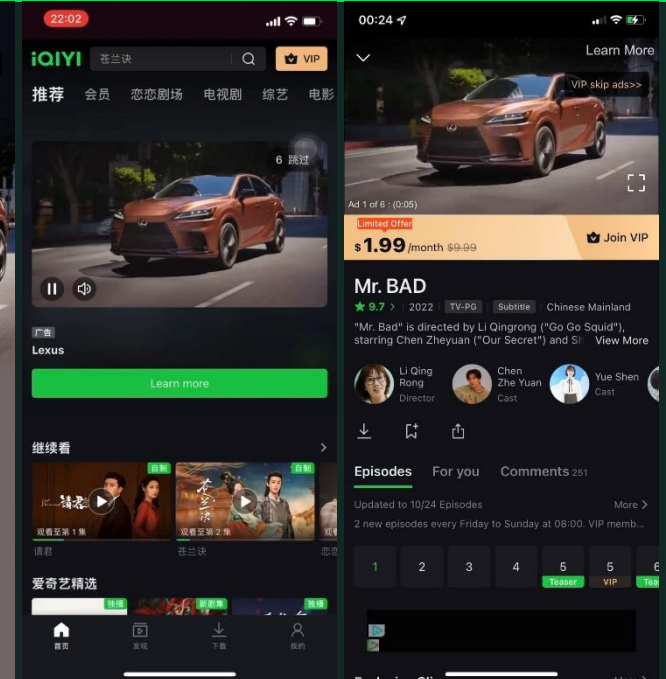
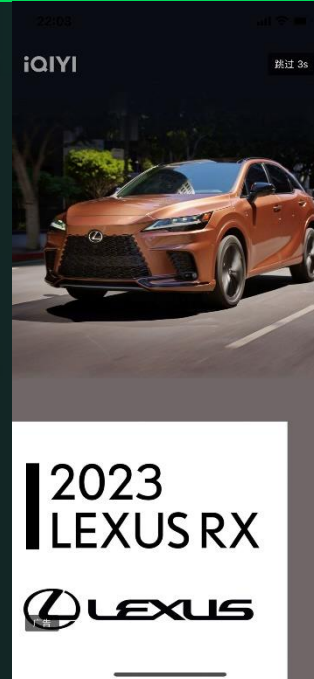
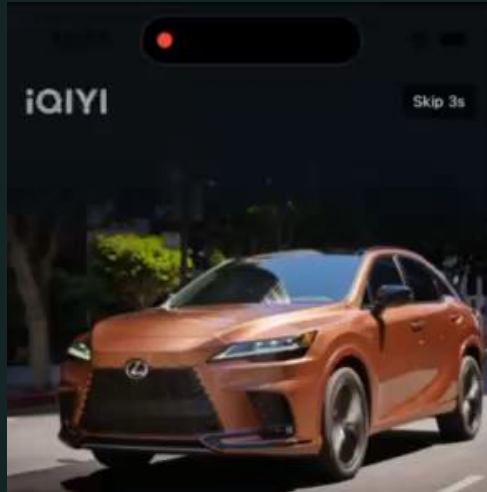
User Journey

Brief: Lexus releasing their new model RX and would like to reaching younger and diverse driver. Driving nameplate awareness and brand desirability.

Proposal: Creative buy with our immersive video experience to attract audiences immediate attention

Assets: Opening Splash ads, Masthead, Preroll, infeed, paused ads and PC takeover

Results: 30s OLV VCR reached 87%, display banner CTR reached 5.36%, advertising creatives delivered to both iQiyi VIP and Non VIP



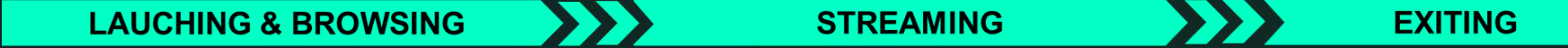
Telus x Roadblock Combo



Brief: Telus wants to build brand awareness by communicate their contribution to communities with different kinds of animal images

Proposal: Use Roadblock Combo to build maximize impression in several big days on weekends.

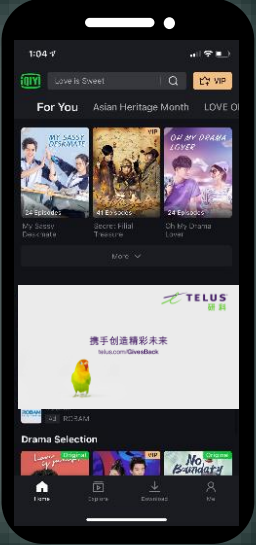
Assets: Exclusive display for Telus on specific days, including Splash Ads, In-feed Ads, Full Screen Pause, Interstitial Banner, PC Top Banner, PC Takeover and 1st Pre Roll



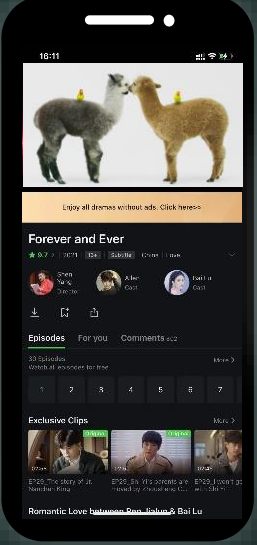
Exclusive Display 1st Pod Exclusive Exclusive Display Exclusive Display



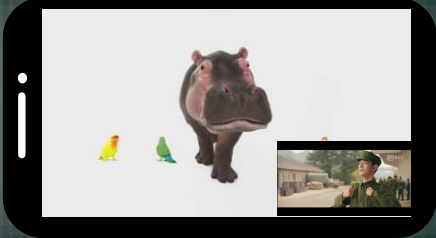
Opening Splash



In-feed Ads



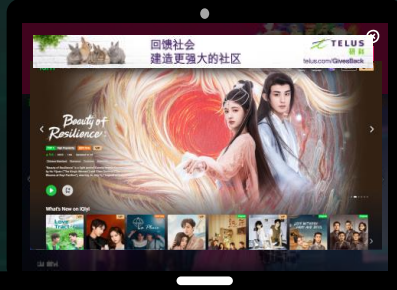
1st Pre Roll



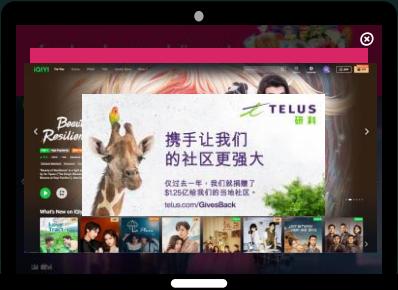
Full Screen Pause



Interstitial Banner



PC Top Banner



PC Takeover

A complete roadblock of all ad placements on iQIYI Candada for 1 day

Ad Targeting



Day & Time 日期和时间

Ads can be delivered only on specific days and times



Device 设备

Ads can be delivered only to specific devices (Mobile / PC)



Frequency 频次

The number of advertisements that the user sees in a specific period can be limited



Area 区域

Ads can only be served to users in specific regions



Language 语言

Ads can only be served to certain language users



Mobile Carrier 通信服务商

Ads can only be served to users of certain carriers

iQIYI International Marketing Solutions



Festival campaign and content bundle

iQIYI

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Asian Cultural Festival
亚洲文化节

农历新年
Lunar New
Year



亚裔文化月
Asian Heritage
Month(May)



端午节
Dragon
Boat
Festival



中秋节
Mid-autumn
Festival



Festival
Cooperation
节日营销

Local Festival
本地节日

妇女历史月
Women's
history month



加拿大国庆
Canada Day
美国独立日
US Independence Day



圣诞新年
Christmas
&
New Year

Iqiyi Anniversary
爱奇艺周年

爱奇艺周年
iQiyi
anniversary
4.22

爱奇艺北美周年
iQiyi NA
anniversary
(Aug)

电商购物季
Black Friday
11.11/12.12

SALE
SALE
SALE
SALE

Content
Bundle
剧场

Young Female
年轻女性

Sweet on 恋恋剧场
Valentine 情人节



母亲节
Mother's Day
content bundle



Young Male
年轻男性

BL 剧场
BL Drama Collection
Pride Month



暑期剧场 Summer Bundle
返校季 Back to School
恋恋剧场 Sweet on
迷雾剧场
Detective Collection



Family
家庭

父亲节
Father's Day
Bundle



CNY X Chinese Content Collections

新春佳节 团圆共赏

iQIYI brings together Chinese's favorite traditional Gala, TOP dramas, suitable for family reunion and viewing during Spring Festival



Story of Kunning Palace
Dec TBC



Rising With the Wind
Dec TBC



The Comic Bang
Dec TBC



Men in Love
Jan 2024 TBC



The Bionic Life
Jan 2024 TBC



Romance on the Farm
Jan 2024 TBC



Tiger and Crane
Jan 2024 TBC



Love is an Accident
Feb 2024 TBC

iQIYI Create the happy atmosphere of Chinese New Year by ad placements on user journey

欢欢喜喜中国年，营造春节气氛感

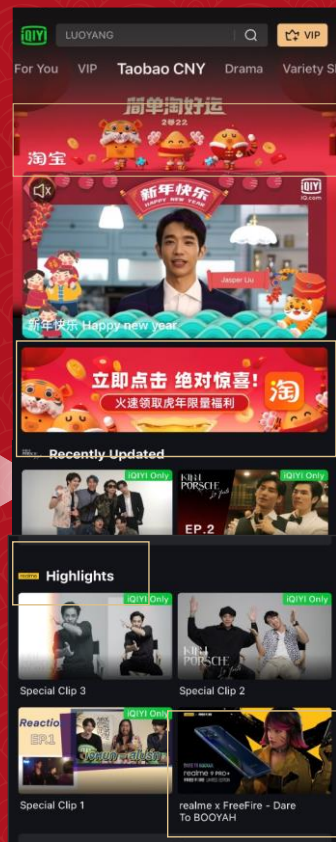
CNY鸿运开场
Show Time



开屏&置顶广告
PC Take over & PC
Top Banner



春节专题页 +
明星祝福
Artists Greetings



正一贴片
First Pod Pre-roll



赞助标版
Sponsorship
Billboard



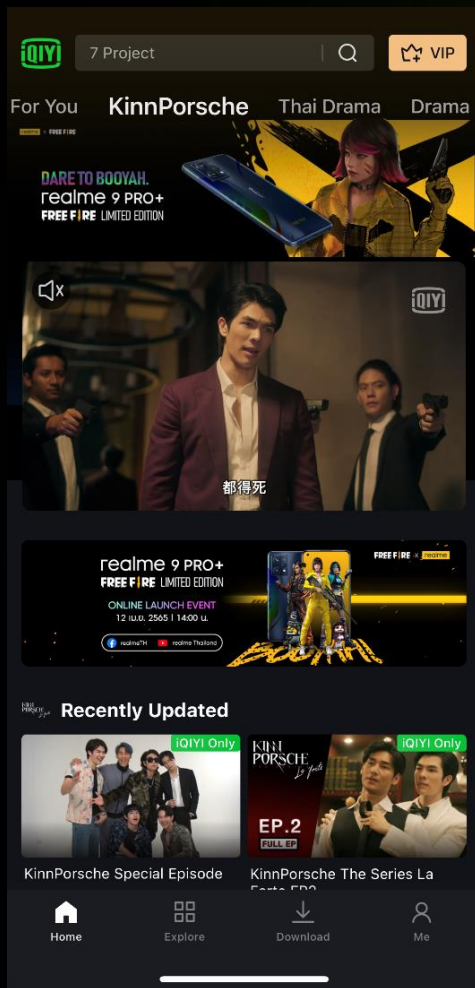
全程角标
All Time corner
Logo



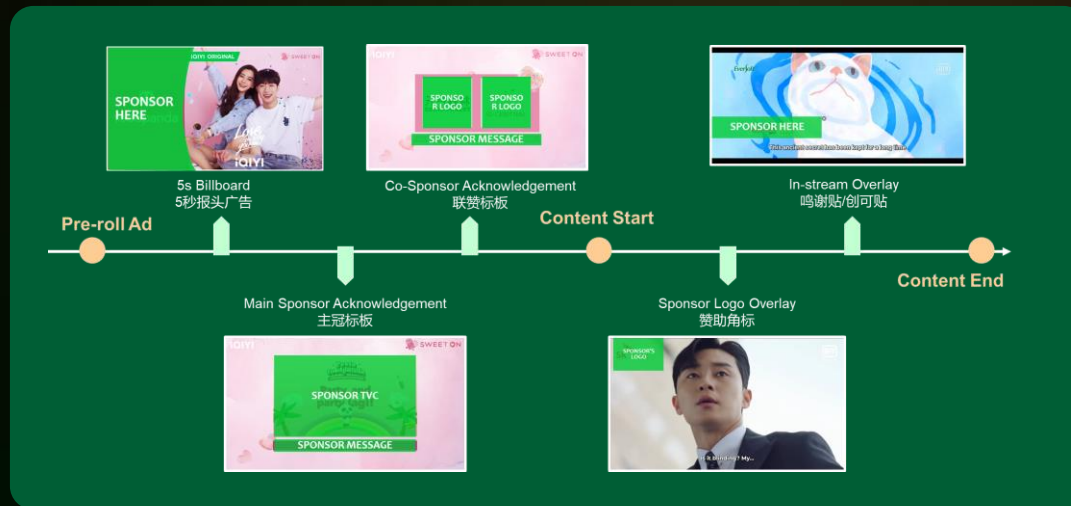
Overlay

Sponsorships with Premium Benefits

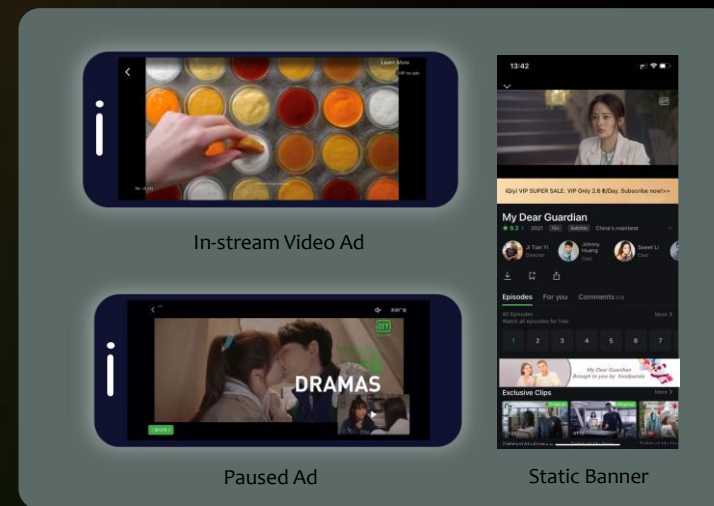
Tab / Playlist Sponsor



In-show Sponsor Entitlements



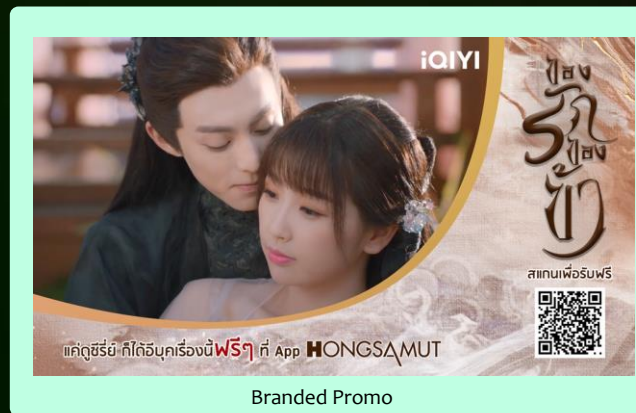
In-show Standard Ads



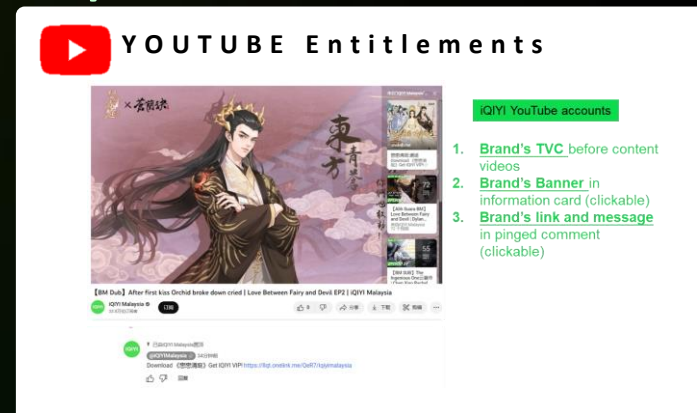
Marketing Extensions



In-app Promo



Optional Add-on



McDonalds – Moon Festival sponsorship

iQIYI | JOY



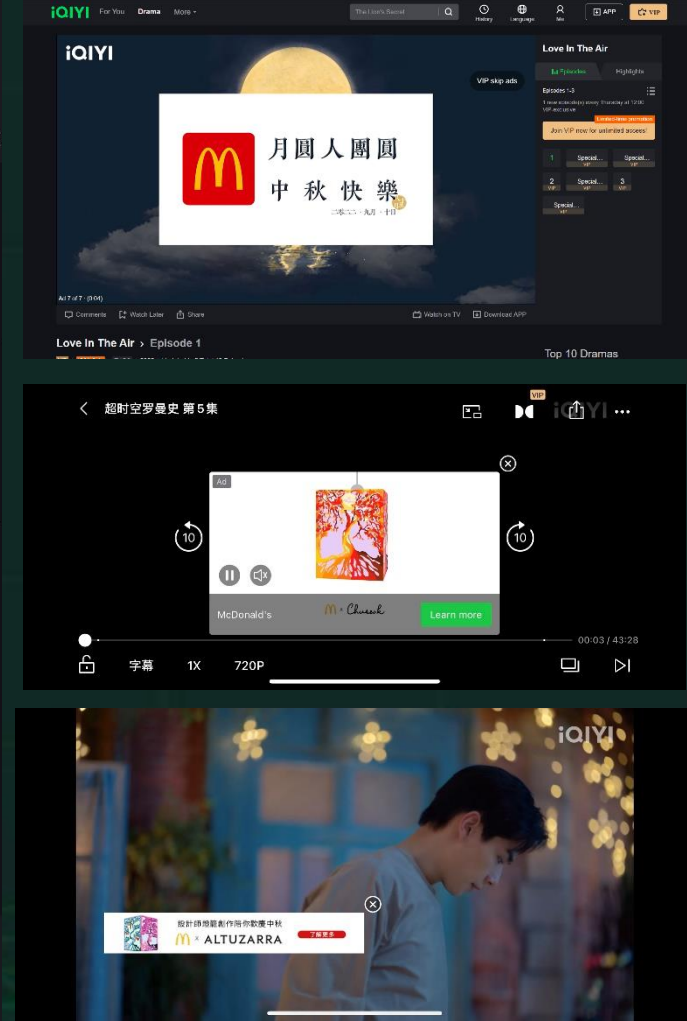
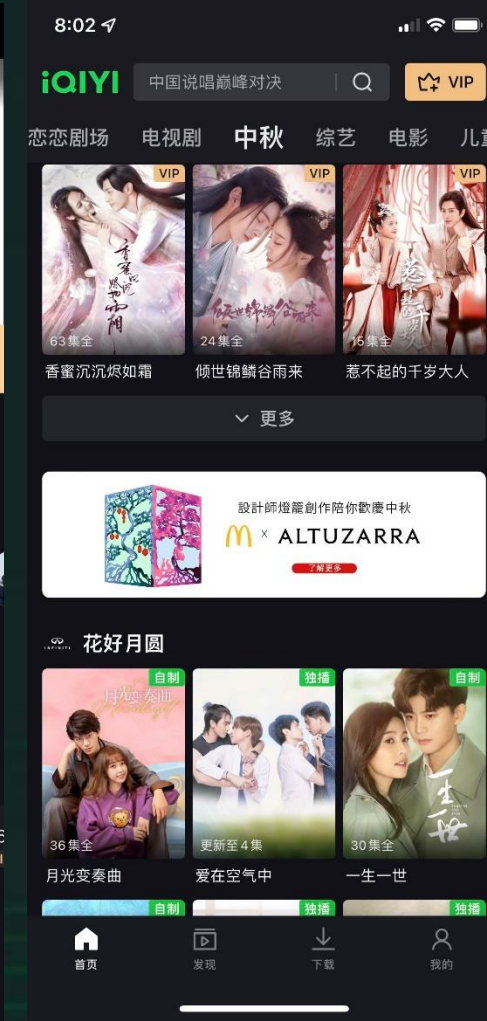
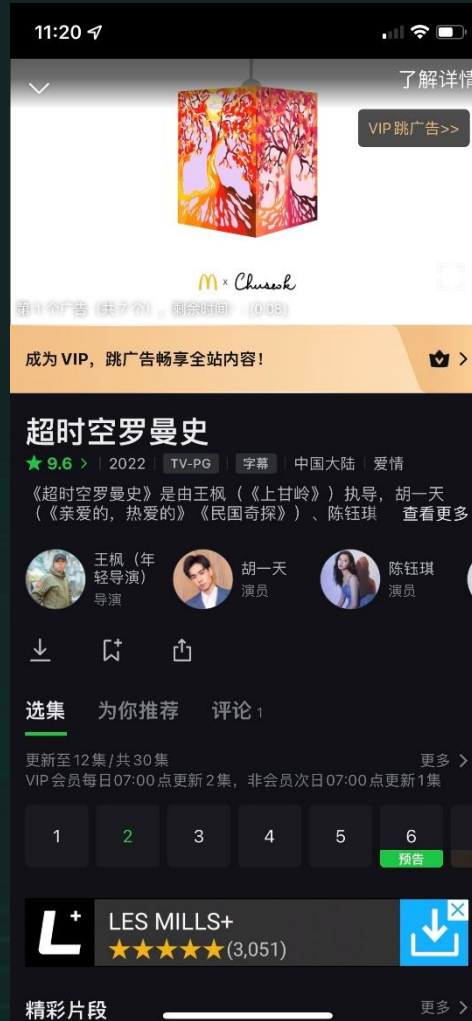
User Journey

Brief: As one of the most important Chinese festival- Moon Festival, iQiyi proudly have McDonalds as our sponsor.

Proposal: implant McDonalds brand into our highly related content shows and deliver McDonalds best wishes to our Chinese audiences

Assets: In page banner, 15s overlay, 5s billboard, video paused ads and preroll

Results: Connected with Asian community in a more emotional way with over 94% VCR



TD Bank Asian American and Pacific Islander Heritage Month



Brief: TD Bank would like to engage with audiences from the Asian background and build a deep linkage with them by showing cultural acknowledgment.

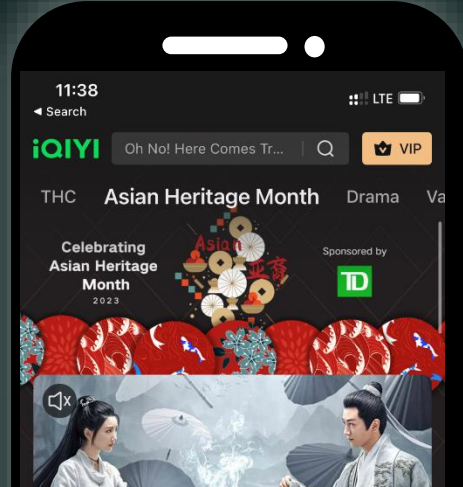
Proposal: Asian American and Pacific Islander Heritage Month Campaign Sponsorship

Assets:

- Festival Tab Page Main Sponsor Logo
- Festival News Letter
- Content Advertising: 5s billboard, Logo overlay, Creative overlay
- Standard Ads: PC top banner, Static banner, Pre Roll, Opening Splash

Results: Enhanced brand image among Asian community with over 90% average VCR for Pre-roll, and the CTR of opening splash reached 5.5%.

Festival Tab Page



iQIYI Celebrates Asian Heritage Month with iQIYI

iQIYI North America celebrates Asian Heritage Month through exciting Asian dramas, movies, variety shows, documentaries and anime. Experience the charm of Asian culture through iQIYI.



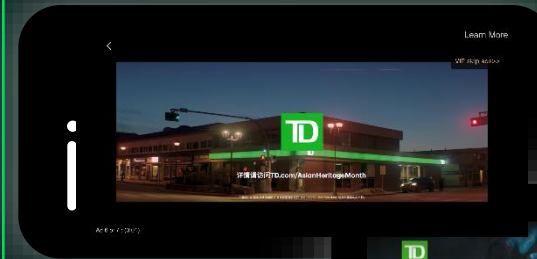
News Letter



Highlighting Asian content and about Asian culture



Content Cooperation



5s billboard

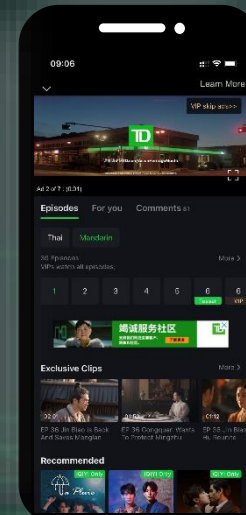


Logo Overlay, Creative Overlay

Standard Ads



Opening Splash



Static Banner



PC top Banner, PC Takeover



INFINITI

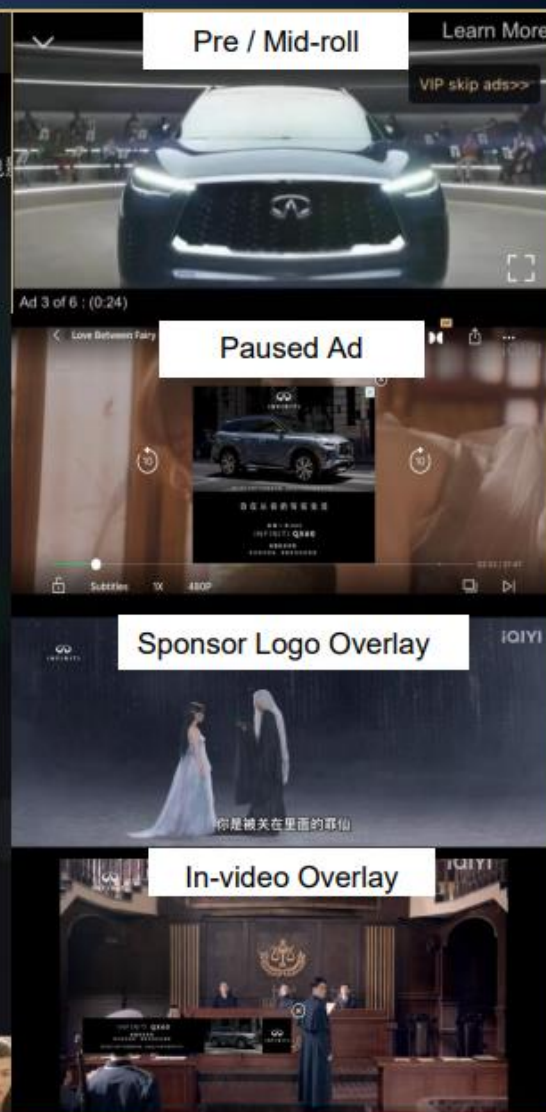
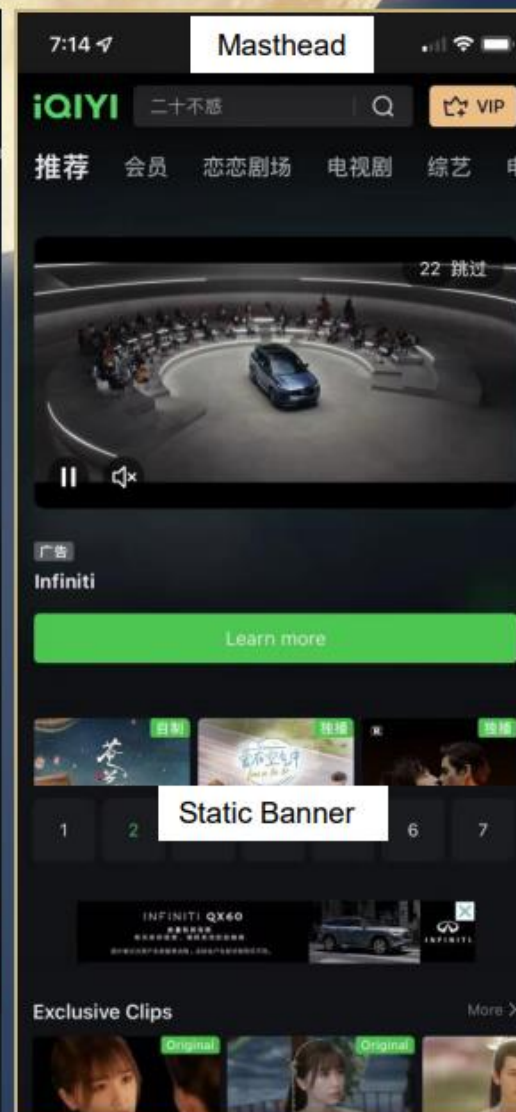
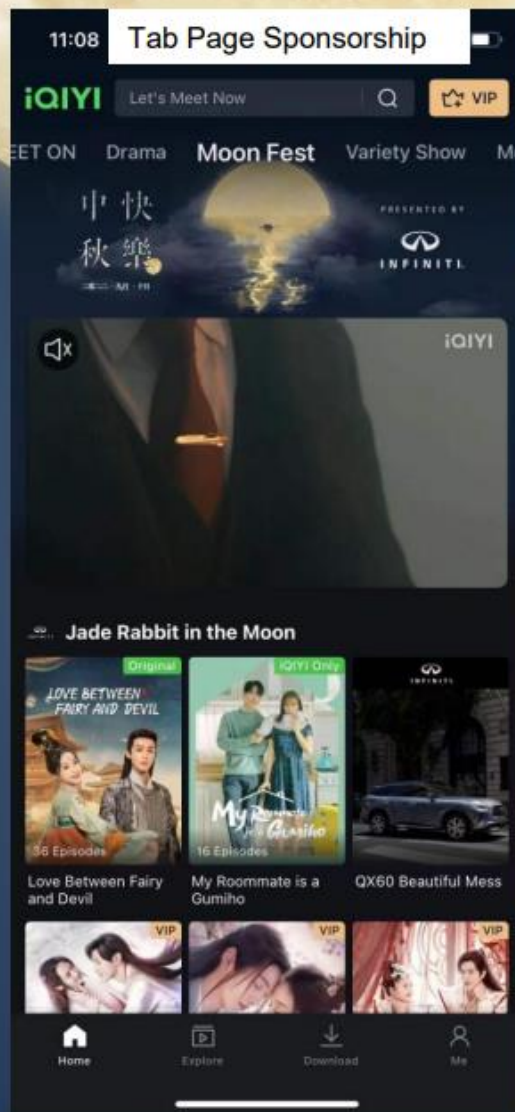
Mid-autumn Festival

Brief: INFINITI wants to promote QX60 during Mid-autumn festival

Proposal: Customized Mid-autumn Tab Page with Sponsor selected contents and Creative ads

Assets: Masthead Ads, Customized Tap Page, Pre-roll, Mid-roll, Paused Ads Static Banner, Premium Sponsor Entitlement

Results: During the Mid-autumn, the campaign achieved 4M impressions with average CTR of 1.6%



Sweet On Romantic Drama Collection

to Target Young Female 恋恋剧场 年轻女性流量王牌



Mysterious Lotus Casebook
Chen Yi, Chen Dulin



Love You Seven Times
Yang Chaoyue, Ding Yuxi



Romance on the Farm
ZengSunXi, TianXiwei



My Journey to You
Esther Yu, Zhang Linghe



Fox Spirit Matchmaker: Yue Hong
Yang Mi, Gong Jun



The Demon Hunter's Romance
Allen Ren, Song Zu Er

TBC, Subject to change

IQIYI ORIGINAL

8500

Beauty of Resilience **Now Streaming**

- 1st week launch performance
 - #1 Top Viewed Drama
 - Topped iQIYI's global Drama ranks within 24 hours
- By market performance
 - #1 Drama in Singapore
 - #1 Drama in Indonesia
 - #1 Drama in Thailand
 - #1 Drama in Malaysia
 - #1 Drama in Philippines
 - #1 Drama in Vietnam
 - #1 Drama in US
 - #1 Drama in Canada

IQIYI

IQIYI ORIGINAL

10000

TOP C-DRAMA NOW STREAMING

DESTINED

1st week launch performance

- #1 Top Viewed Drama
- Topped iQIYI's global Drama ranks within 48 hours
- iQIYI Popular Index reach 10,000
- Received a 8.5 rating on the world's largest Asian drama community MyDramaList

By market performance

- #1 Drama in Singapore
- #1 Drama in Indonesia
- #1 Drama in Thailand
- #1 Drama in Malaysia
- #1 Drama in Philippines
- #1 Drama in Vietnam
- #1 Drama in US
- #1 Drama in Canada

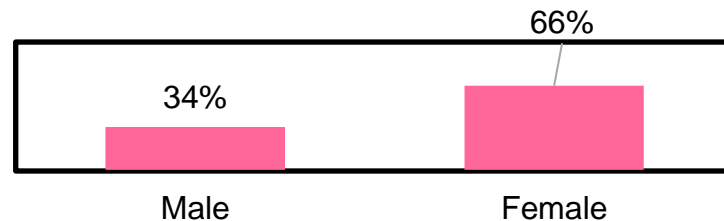
IQIYI

Sweet On User Profile

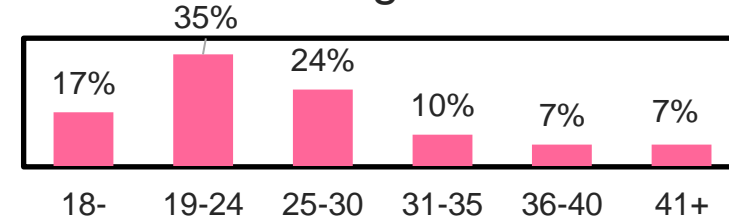
Female **66%**

Age 19-40 **76%**

Gender



Age



Best Chinese Suspense Collections to Target Young Male

悬疑剧场 激活男性市场潜力



The Mutations



Ball Lightning



Purple River



Detective Chinatown 2



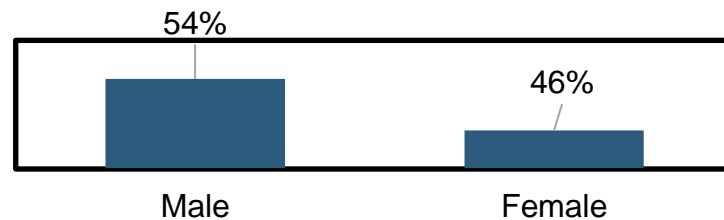
Tiger and Crane

C-Drama User Profile

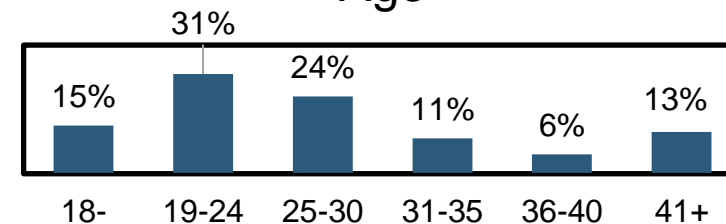
Male **54%**

Age 19-40 **72%**

Gender



Age



Co-Create Core Idea
创意结合共创



哦哦 重新构想梦中的花园

THE HOME OF **BELOVED**
ASIAN ENTERTAINMENT

iQiyi

Download on the
App Store

GET IT ON
Google Play

iQIYI
iQ.com

Insert in Program
节目内插入



Promotion on SNS

By iQIYI official account and celebrities account
Incentive of interaction with special IP gifts

社交平台推广和互动激励

Click here to Play Video

Customized according to clients needs, specific content elements
with brand's information.

Offline: Celebrity Fan Meet and Greet

Entitlements:

1. On-site brand booth
2. Fan game Implant
3. Host oral broadcast & main stage background panel
4. YouTube/Tik Tok/iQIYI Live
5. PR Explore



VIP COOPERATION

Leverage on iQIYI VIP Cooperation to increase brand affinity and drive conversions.

Brand Purpose

Brand Affinity

- ✓ Branding

User Engagement

- ✓ Download APP
- ✓ Register Service
- ✓ Go to offline store
- ✓ Leave sales leads

Purchase

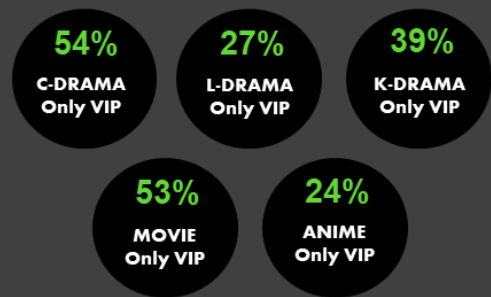
- ✓ Gift With Purchase
- ✓ Gift of Purchase Above...

Activation

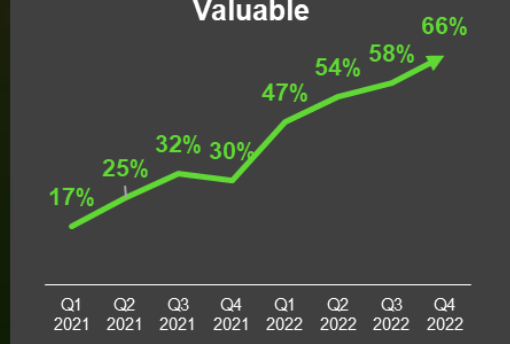
- ✓ Gift Redemption

About iQIYI VIP Membership

Attractive



Valuable

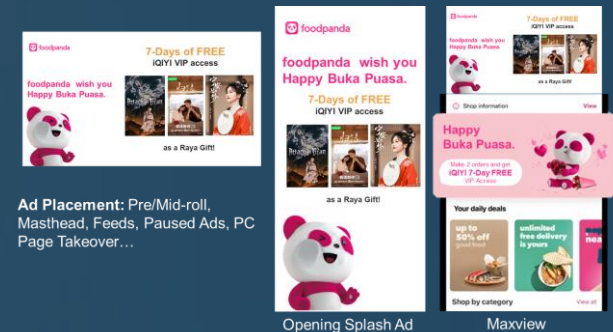


iQIYI membership type and privileges

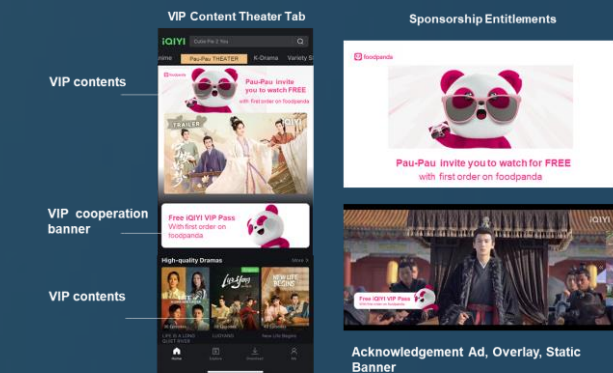
Premium VIP	Standard VIP	Basic VIP
<ul style="list-style-type: none"> Watch on 4 devices Advanced viewing VIP no ads Blockbusters 	<ul style="list-style-type: none"> Watch on 2 devices Advanced viewing VIP skip ads Blockbusters 	<ul style="list-style-type: none"> Advanced viewing Blockbusters Watch anywhere, anytime Dolby Cinema
<ul style="list-style-type: none"> 1080P + 4K VIP content download Watch anywhere, anytime Dolby Cinema 	<ul style="list-style-type: none"> 1080P VIP content download Watch anywhere, anytime Dolby Cinema 	

How to Cooperate

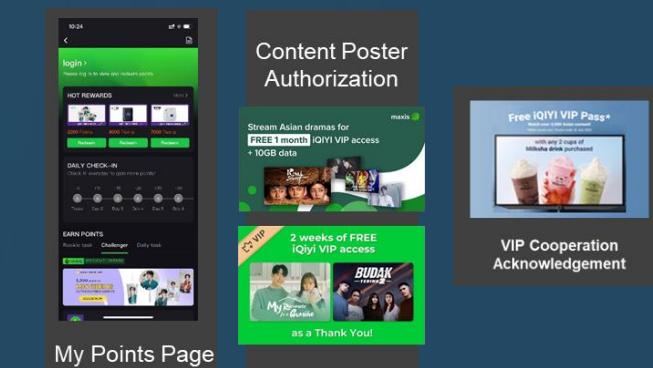
Bundle with Standard Ads



Bundle with Content Sponsorship



VIP Partnership Resources



iQIYI

Thank You

