

**GPU** TECHNOLOGY  
CONFERENCE

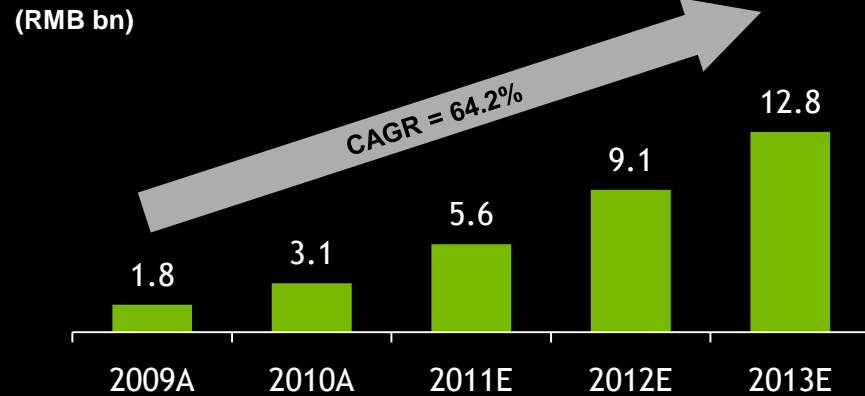
EMERGING  
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**GONG Yu**  
**CEO IQIYI.COM, INC.**

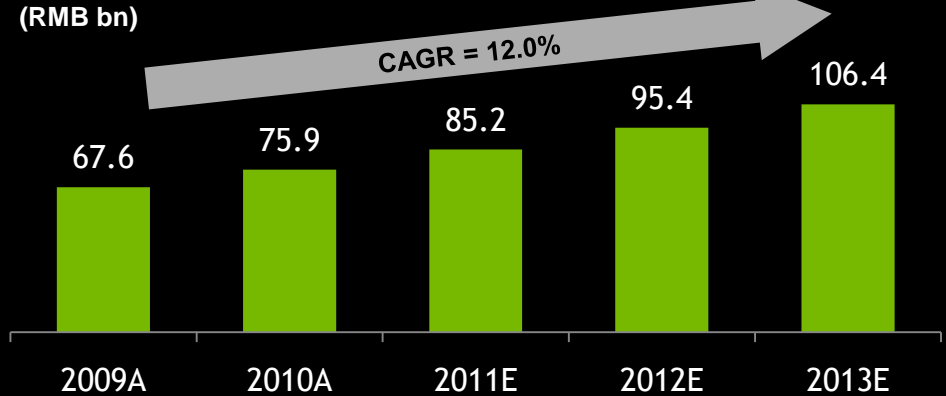
# Online Video Advertising Taking Share from Traditional TV

## Online Video Advertisement Market Size

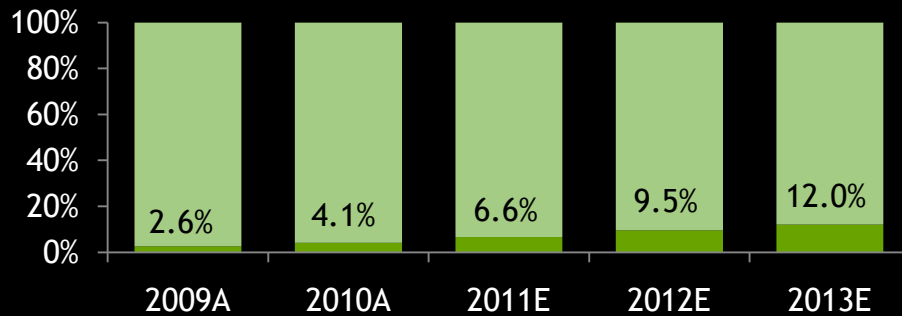


Source: iResearch, June 2011

## TV Ads: Huge Market with Slower Growth



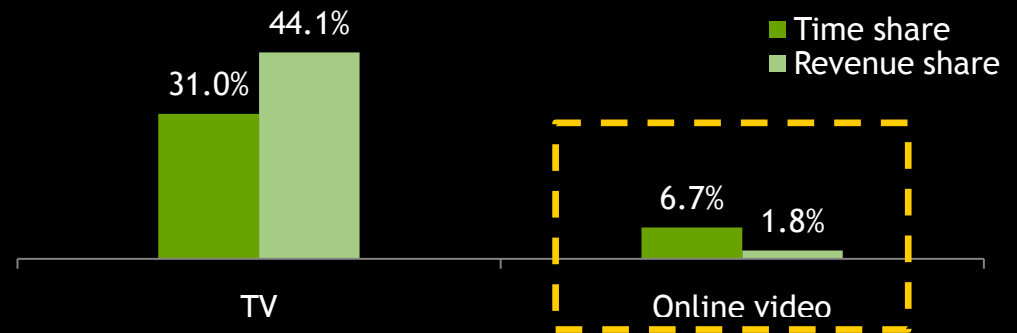
## Online Video Revenue as a % of TV Ad Revenue



Source: iResearch, DCCI

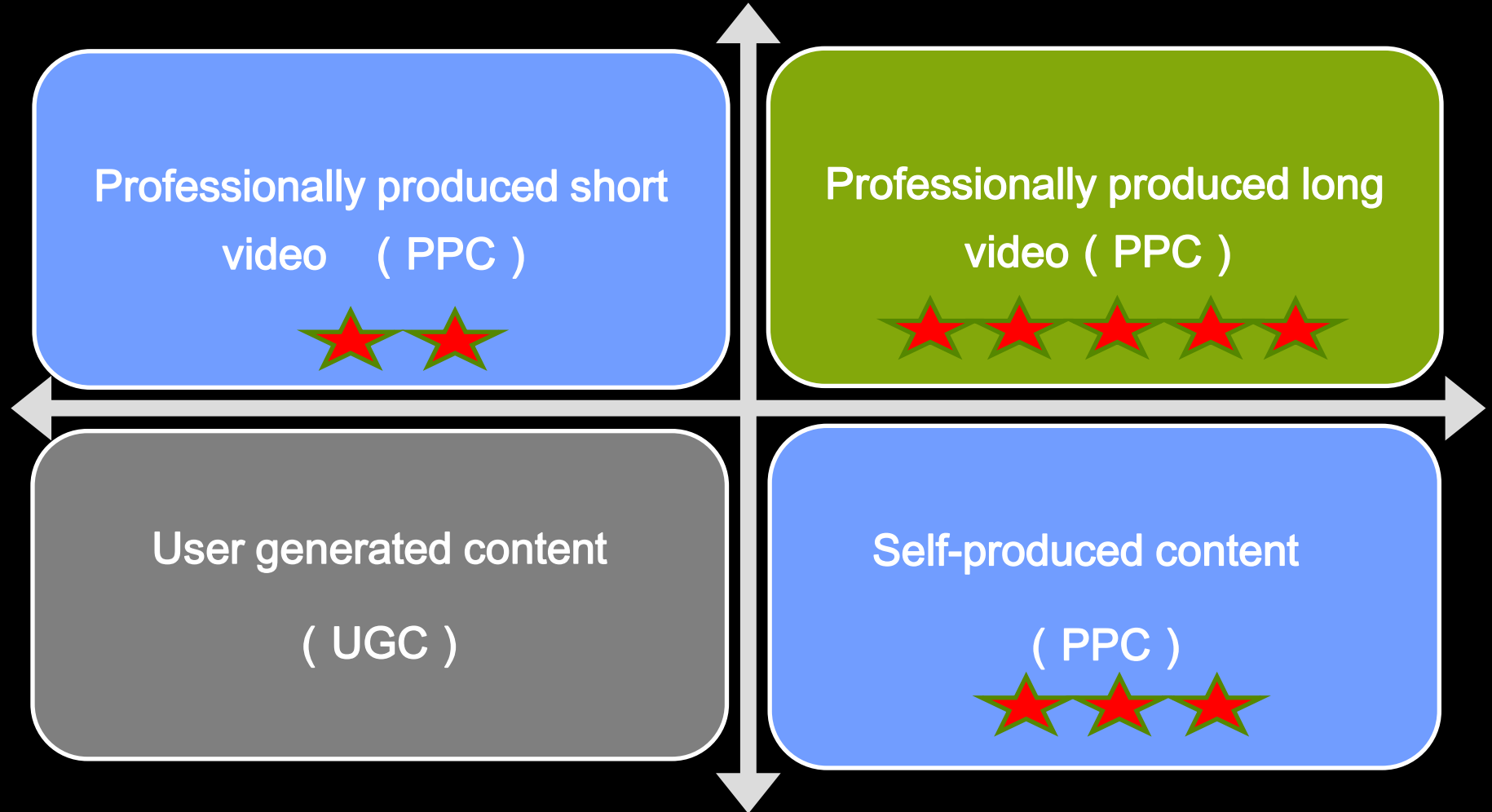
## Online Video Advertising

### % of Time Spent vs. % of Ad Spend in China (2010)



Source: iResearch, DCCI, Zenithoptimedia, Synovate, CNNIC

# Performances of online video contents



# Content strategy : Top online TV/movie portal with latest, most comprehensive and highest-quality content



## Movie channel

Over 2000 movie titles , covering 98% of new releases in theatres



## TV drama channel

Over 30,000 episodes, simultaneous airing with TV for new dramas



## Documentaries channel

High-quality documentaries globally



## Music channel

10,000 licensed MVs from major labels



## Entertainment channel

Self-produced high-quality entertainment News



## Animation channel

Covers over 90% of domestic animation. Top searched titles on Baidu

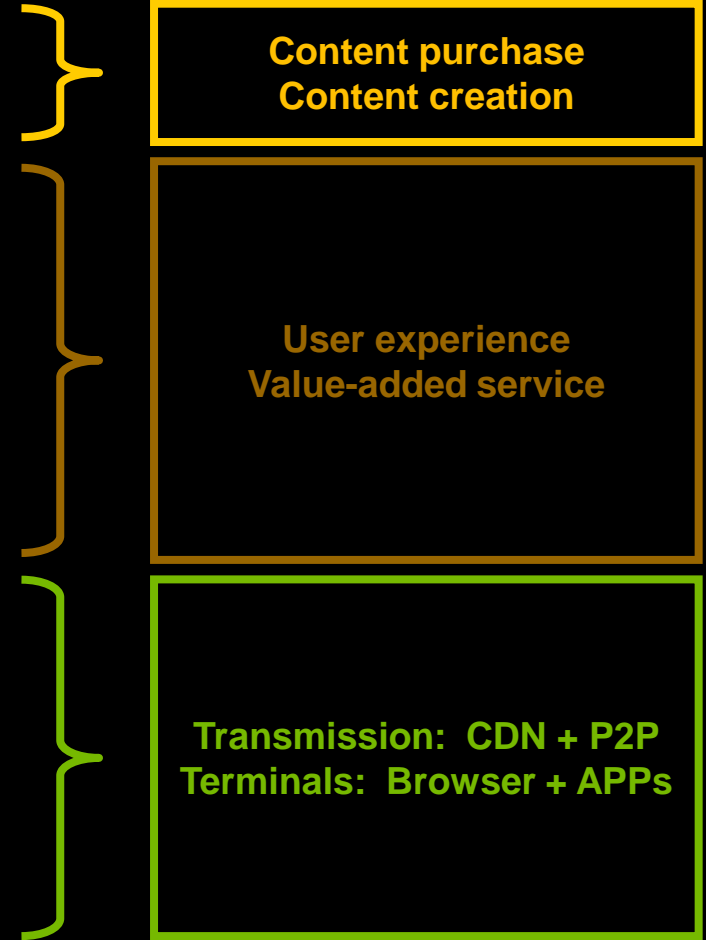
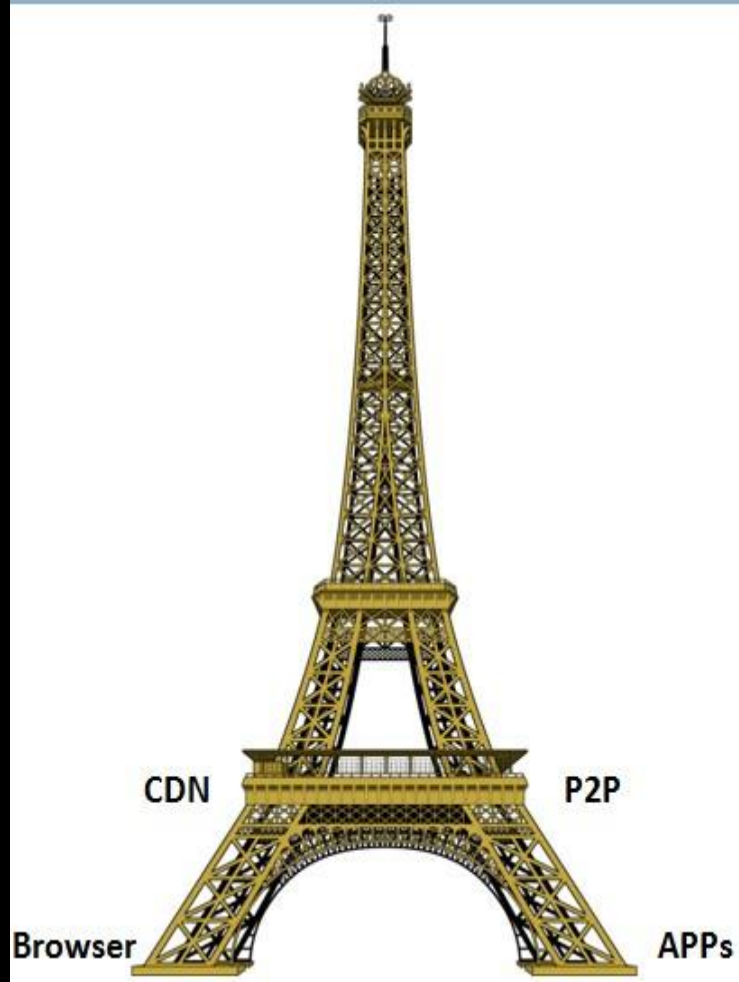
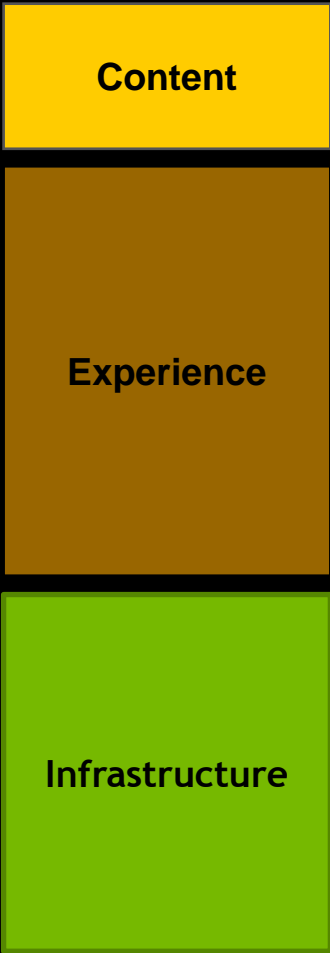


## Variety show channel

Over 20,000 episodes of variety shows, including but not limited to Fei Cheng Wu Rao (You are the one), Happy Boys

# We Are Laying the Foundation for Sustainable Growth

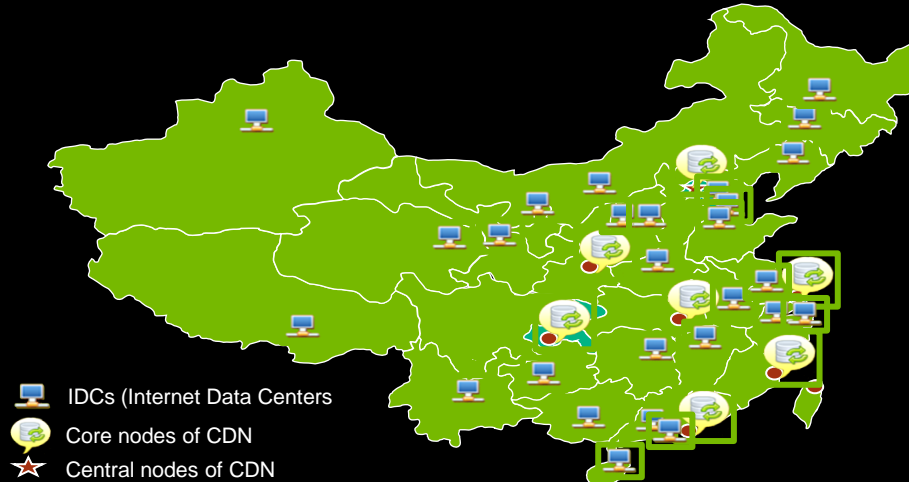
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# Strong Infrastructure and Distribution Platforms

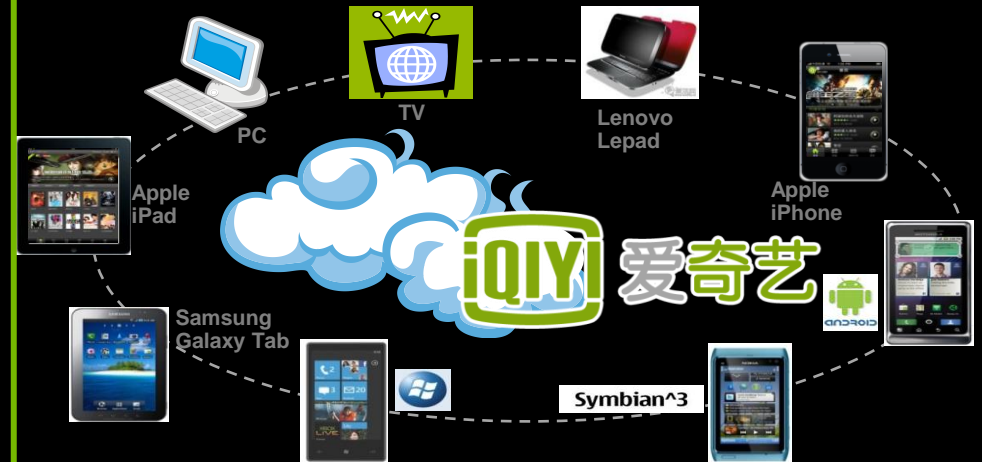
## Strong Infrastructure Foundation

- Covers ~30 operators in 30 provinces with ~120 data centers, utilizing a capacity more than 1,500G (~5% of China's gross internet traffic)
- Also offers P2P technology, reducing bandwidth cost as well as improving a small part of the user experience



## Support for Multiple Platforms

- Supports more than 250 different types of mobile phones and tablets through cooperation with ~50 manufacturers
- Has 10mm installed users with 1mm daily active users on devices (iPad alone has 2mm installed and 200k daily active users)



**IQIYI has rapidly expanded beyond the PC to provide superior user experience across multiple connected media devices and formats**