

Content & Technology

As an internet-based film production company driven by its dual-approach “content plus technology” strategy, Alibaba Pictures delivers numerous high-quality films and drama series to the market. Through its technological prowess, the company not only leads the entire industry toward digital and intelligent transformation but also pioneers innovative scenarios within the entertainment sector.

HISTORY

April 2014

- Alibaba Pictures Group was officially established.

May 2016

- Alibaba Pictures announced the rebranding of its subsidiary, Taobao Films, "Tao Piao Piao".

January 2018

- Alibaba Pictures announced a comprehensive integration with Alibaba Fish to create an end-to-end IP commercialization platform.

April 2018

- All-in-one promotion and distribution platform Beacon was launched.

May 2019

- Cloud Production Management Platform was established.

March 2019

- Alibaba Group increased its stake in Alibaba Pictures, and the latter officially became a subsidiary of Alibaba Group.

February 2019

- Jointly produced picture "Green Book" won 3 academy awards
 - Best picture of the 91th Oscar
 - Best supporting actor
 - Best original screenplay

January 2018

- Launched "Jin Cheng Co-Production Plan" to co-produce 20 high-quality films in 5 years so as to empower the film industry.

August 2019

- Launched "City of Art Lovers", an artistic film lovers' community, which hit a-million-user milestone in May 2022.

November 2020

- Alibaba Pictures launched its in-house film studio label "CANNO (Surprise Works)".

July 2021

- Tomai VIP is the industry's first joint membership program for "movies + performances".

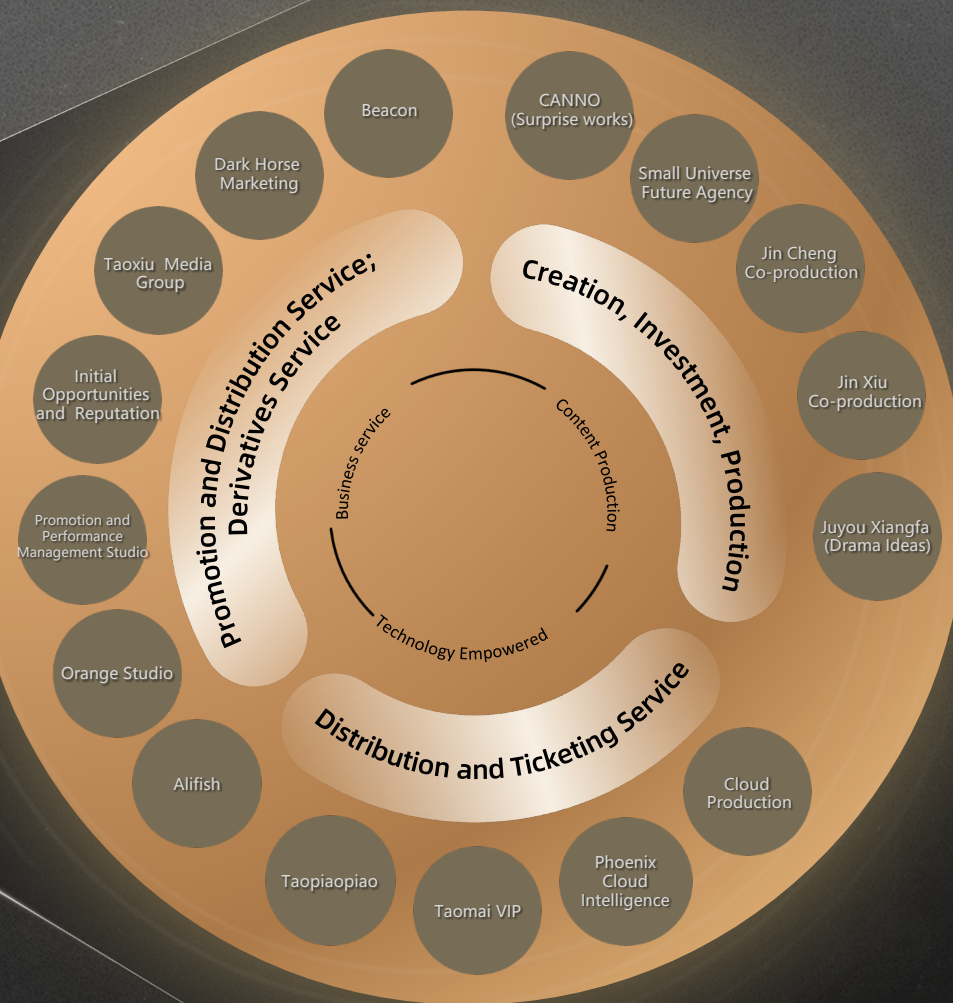
August 2022

- Alibaba Pictures revealed its animated studio label "Small Universe Future Agency".

September 2023

- Alibaba Pictures announces acquisition of all shares of 'Damai'

Film and television industry Full-link layout



Alibaba Pictures has progressively cultivated a development model that centers around high-quality content as its core, encompassing content production, online distribution, monetization of derivatives, and the provision of film and television investment services.

CONTENT PRODUCTION

Jin Cheng Co-production

Collaborate with top team to co-produce quality films

Surprise Works

Alibaba Pictures' own new and creative in-house film studio label

Small Universe Future Agency

Alibaba Pictures' own animation studio label

Jin Xiu Co-production

Collaborate with top team to co-produce network films

Drama Ideas

Alibaba Pictures' own drama studio matrix

TECHNOLOGY EMPOWERED

Taopiaopiao

An online film ticketing platform for more film lovers

Taomai VIP

A membership program of Alibaba Pictures for "production plus performance"

Phoenix Cloud Intelligence

A digital and intelligent cinema business management platform

Cloud Production

A collaborative and IT-based management platform for the whole process of films and TV drama production

BUSINESS SERVICES

Beacon

A data-driven one-stop promotion & distribution Platform for cultural entertainment

Dark Horse Marketing

Delivers quality case planning service for theater films

Taoxiu Media Group

A marketing firm for Influencing cultural and recreational content

Initial opportunity and reputation

Dedicates to theatre films, and cultivates good reputation

PAIMIANG Studio promotion and performance management studio

Integrates land resources across China, filmgoers groups, street shows, artist management, and provides marketing services

Orange Studio

Visual creativity studio for case planning

Alifish

IP-related trading and innovation platform of Alibaba Pictures

Content Production



Production invested by Alibaba Pictures

In 2023, **Alibaba Pictures** produced and co-produced films that garnered box office earnings totaling

27.9 billion yuan

Alibaba Pictures was the producer of eight out of the top 10 highest-grossing films in China.

8 films

The battle at lake Changjin

5.77 billion yuan

Wolf Warrior II

5.7 billion yuan

Hi, Mom

5.41 billion yuan

Ne Zha

5.04 billion yuan

Wandering earth

4.69 billion yuan

Full river red

4.544 billion yuan

Detective Chinatown III

4.52 billion yuan

The battle at lake Changjin II

4.067 billion yuan

Wandering earth II

4.028 billion yuan

No more debts

3.85 billion yuan



锦橙合制

Jin Cheng Co-production Plan

Collaborate with top-tier teams to co-produce impactful films, focusing on major Chinese festivals like the Spring Festival, May 1st Festival, National Day, summer vacation, as well as smaller occasions such as Valentine's Day, Decoration Day, and Qixi Lovers Day.

26 films have been released

26 films

with the box office earnings reaching

17.8 billion yuan

Embrace again



Say Hello



No more debts



Bath Buddy



Shock Wave



Only fools rush in



Assassin in red



Mozart from Space



CANNO可能制造

Alibaba Pictures launched its in-house film studio label "CANNO (Surprise Works)"
New and Interesting CANNO

3-YEAR PLAN

Includes producing 10 films simultaneously

and shooting 3 films each year.

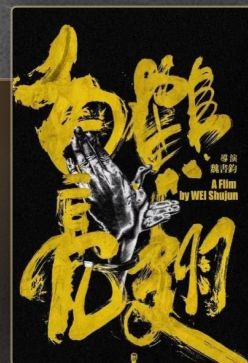
Our Youth

Diverse Life



Treasure Hunt

Drama/Zhang Dapeng
Zhang Yi, Zhou Yiran,
Pan Binglong



Crane is Book

Drama/Wei Shujun
Wang Jingchun



Molly

Drama, Sci-Fi/Zhang Rongji
Chen Sinuo, Jiang Qingin,
Wang Qianyuan



One Week Friends

Drama/Lin Xiaoqian
Zhao Jinmai, Lin Yi, Shen Yue



Just for Meeting You

Youth, Romance/Liu Yulin
Liu Haocun, Song Weilong

**The Exe-File IV:
Break-up list**

Romance/ Xia Yu
Tian Yusheng
(executive producer)

Fall in love days

Romance/ Classic remake
Film editor: Fu Dandi



小宇宙未来事务所

阿里巴巴影业集团旗下

Small Universe Future Agency

A subsidiary of Alibaba Pictures



Light chaser animation



New Gods: Ne Zha Reborn



New Gods: Yang Jian



White Snake II: Green Snake



30,000 Miles from Chang'an



Fall into mortal world



Oriental fantasy



Aofei Entertainment



Pleasant Goat and Big Big Wolf: Dunk the Future



Little Chicks Squad Series



Super Wings Series



Agent Backkom Series



Youth Journey



IP-related adaptation



Jin Xiu Co-production Plan

Cooperate with outstanding partners to jointly promote and distribute films, and co-produce impactful network films.

We produce

18 films

And allocate an accumulated income of nearly 190 million yuan over a span of nearly three years.

190 million yuan



Drama Ideas

Alibaba Pictures'
Self-made studio matrix

We are dedicated to producing
the most influential self-made drama content.



Reborn



Lighter & Princess



Be reborn



Rising ladies



Falling into you



Medical Examiner
Dr. Qin: the Mind Reader



Because of love

Business Services



Promotion and Distribution Service

13 leading films that are promoted and distributed

13 films 4.5 billion yuan

2022



As of July

2023

20 films that are promoted and distributed

Box office

29 films 13.4 billion yuan



Film Marketing Service

It takes **Beacon data** as the basis,
and uses **Dark Horse marketing** to output the case planning,
and **Taoxiu Media Group** as the marketing channel,
adopts an **eco-friendly way for promotion and distribution**
so as to realize online and offline coverage for all social circles.
**Alibaba Pictures has formed a comprehensive promotion
and distribution matrix with full links.**





Data-driven one-stop promotion and distribution platform for cultural and recreational content.



Beacon database | comprehensive drama broadcasting index | the main board of performance sector

900

We have delivered services to over 900 films, accounting for 70% of the film industry.

800 +

Over 800 producers registered, accounting for 99% of the overall producers within the film industry.

20%

Save 20% budget of promotion and distribution for customers, the repurchase rate of paid customers reached 100%.

105 billion yuan

The box office earnings of co-produced films have reached 105 billion yuan, accounting for 66% of the overall earnings of the box office market.

1.8 million

We have covered over 1.8 million various channels and resources, becoming the widest coverage scope.

10,000+

The real-time cinema data has reached over 10,000, offering the most precise prediction within the industry.



Dark horse has more experience in case planning marketing and a strong marketing capability for content with different types.



5.694 billion yuan



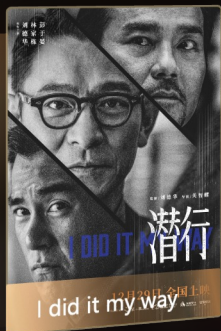
2.213 billion yuan



1.012 billion yuan



851 million yuan



36.40 million yuan



850 million yuan



The box office earnings of 53 films has reached 42 billion yuan.

42 billion yuan



749 million yuan



4.525 billion yuan



1.181 billion yuan



1.593 billion yuan



3.103 billion yuan



1.314 billion yuan

Cultural and recreational influencers

Broadcast

Analysis

Creativity

Mixed edit



Song Jiaer

Drama editor Lei Shen

astrologist

Black hole projector

Gossip girl in entertainment circle

Top content influencers; KOC Matrix

Recreational marketing; Content is king

Films and TV drama promotion and distribution



Theater films



Drama series

Exposures through various ways; Reputation promotion

Theatre

Music

Exhibition



Exhibition marketing



Initial Opportunity Studio

Dedicates to theatre films, and fosters reputation, and applies market segmentation for target consumers.



Four sophisticated tools to promote reputation in a standardized and systematic approach

- Orientation tool
- Navigation tool
- Extensive marketing tool
- Credit tool

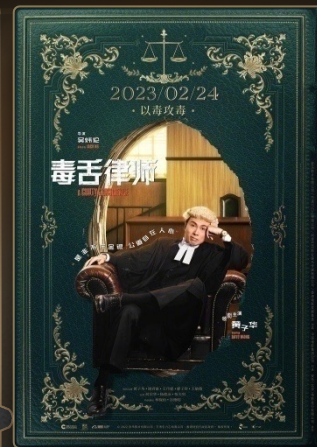


Departure

Box office earnings

66.28 million yuan

Creating the "mortician handshake" event, and **6 hot videos that win a million likes**, triggering out-of-circle likes to the hot topic.



A guilty conscience

Box office earnings

187 million yuan

Jumpstarting with **Douban 8 points**, seizing the industrial attention, and then fostering heat at the Little Red Book, and thus **grabbing the first hottest place** at the platform.



Born to fly

Box office earnings

850 million yuan

Gaining the "the most media attention" honor conferred by CCTV Movie channel, ranking on the single day topic list of TikTok, and leading with a great edge on the double **TOP 1** of official Toktok account.



PAIMIAN Studio (Promotion and Performance Management Studio)

Land Resources across China | Moviegoer Groups | Street Shows | Artist Management and Marketing Service

Land resources

- **Cross-sector cooperation of all categories covers 2000 land resources**
- **Covering 200 landmarks** | transportation | marts | community advertisement across all the areas
- **1832 news outlets** across the network
- Reaching up to **1920 interest social groups**
- **272 universities** | high and primary schools

Moviegoer Groups

- Reception capability of city moviegoer groups from **74 cities** across China
- Customization capability for moviegoer groups from **500 channels** of 100 cities across China

Street shows

- Put on shows at campus | Malls | Theaters | Institutions across China
- Land coordination and management | events | hot topic and hot search planning

Artist management

20 artist management companies
Connection web for **365** artists

橘子 O!STUDIO

Case planning-oriented creative material team



Creativity first

Dedicated planning team provides large quantity of creative support



Content is king

Constantly producing popular content, gaining recognition from both the industry and the market.



Diverse capabilities

End-to-end services from pre-production to post-production, AICG leads the industry in innovative applications.

10 billion yuan

The combined box office earnings of the projects benefiting from our services exceed 8 billion yuan.

一周的朋友

Cinema
天堂电影院
PARADISO

动物王国
有什么?

哪吒重生

All Road
不虚此行。

造梦之家

长安
三万里

超级飞侠
英雄归来

无价之宝
HE MY FAMILY

长空之王
LONG ZHONG WANG

龙马精神

消失的地

烈火
Hero Cup

还是觉得你最好
TABLE FOR SIX

古剑奇谭
古剑奇谭

俑
俑

青蛇
青蛇

图兰朵

断桥

喜羊羊与灰太狼
大闹天宫

宇宙小战争
2021

萌鸡小队
萌鸡小队

日系幻想指南

忠犬帕尔玛

LOVE
AFTER
LOVE
爱一秒钟

我要我们
在一起

情书
Love Letter

入殓师
おくりびと



Alibaba Pictures' IP Trading and Innovation Platform

Bringing together top global IP rights, IP content, and an ecosystem, leveraging the Alibaba ecosystem to create a comprehensive brand marketing barrier.

Deep cultivating IP markets across China for 7 years

7 years

The No. of cooperative copyright parties has reached over 300

300+

The No. of cooperative brands/channels and businesses has reached over 10,000.

10,000+

The sales volume of annually authorized commodities have reached over 3 billion yuan.

3+ billion yuan



Self-operated business

造点新货

Make some new goods

Entertainment e-commerce platform

另物KOILAND

Global IP goods store

鲜物

YouWu

Digital asset platform

Technology Empowerment





淘票票

Taopiaopiao

China's largest movie ticket booking platform for users nationwide.

Provides cinemas

12000+

Users covered

750 million

DAU peak number reached

44 million

Peak number of Daily comments reached almost

2 million

Offers online seat selection and ticketing services for over 12,000 theaters across the country, encompassing approximately 99.67% of the national theater box office.

As of now, the user base has grown to 750 million, with a daily peak of over 44 million active users and nearly 2 million daily comments at its peak.



Purchasing film tickets

Decision-making for watching films, shows

Ticketing ratings in real term

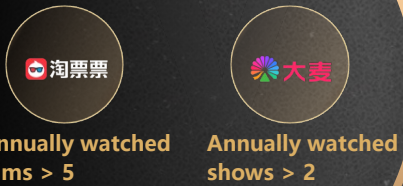
Film and shows information status

淘麦VIP

Taopiaopiao & Damai Joint membership system

"Films+Shows" dual-scenario approach reaches out to 20 million high-net-worth users with a keen appreciation for films and shows.

High consumption power



Select either one

Active young users

between 20-30 years old
account for over 50%

> 50 %

Pursue quality

The proportion of first and second-tier cities accounts for over 50%.

> 50 %

Gender equilibrium

Male to female ratio is 1:1

1:1

A diverse and rich content
consumption types

This strategy aids in driving swift ticket sales during promotional, distribution, and pre-sale periods. It also enhances market penetration in various cities, boosts pre-show publicity efforts, and facilitates instant sell-outs.

Refund and change for free
for black diamond user

Prioritized buying for the
show

Buy one ticket get one free

Exclusive buying for the show

Premium value

Out of expectancy

Customized film ticket

Limited edition physical
commemorative ticket

Electronic commemorative
ticket

Customized co-brands
peripherals

Phoenix Cloud Intelligence

A digital and intelligent open platform for cinema operations and management.

Phoenix Cloud Intelligence and Jiaying serve over 4,500 cinemas.

4500+

Multiple upgraded disaster and accident response protocols.

Multi-site high availability and disaster recovery capabilities.

An open platform that evolves alongside our customers and partners.

With 7 scenarios and over 100 interfaces.

Saving 2 million dollars in hardware costs for a hundred-chain theaters.

2 million

The number of cinemas and filmgoers utilizing the Cloud Intelligence platform accounts for 35% of the entire market, securing two top positions.

35%

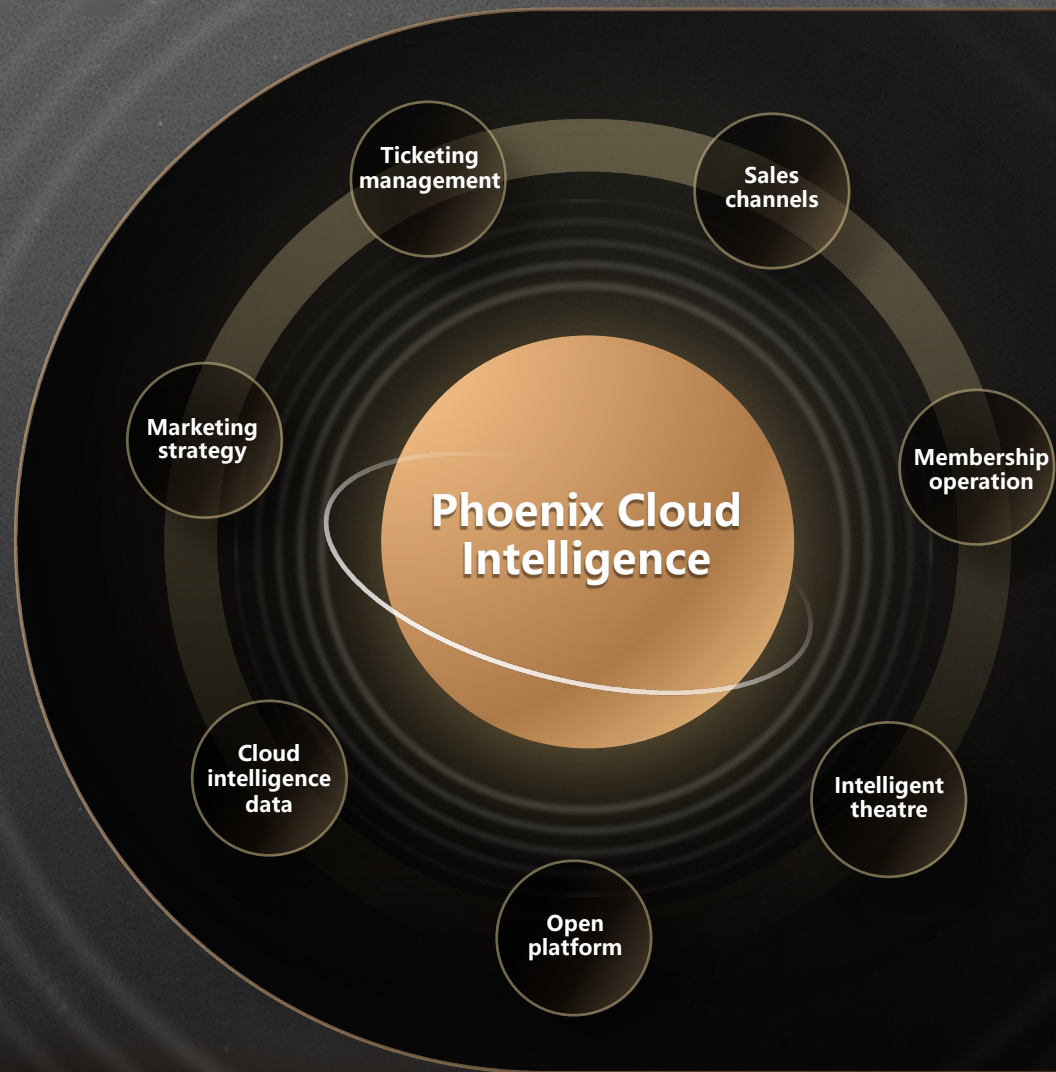
Dual 1st places

Adherence to high-level technical security standards.

Unlimited high-level support.

You can query the annual data statements of 70 stores in

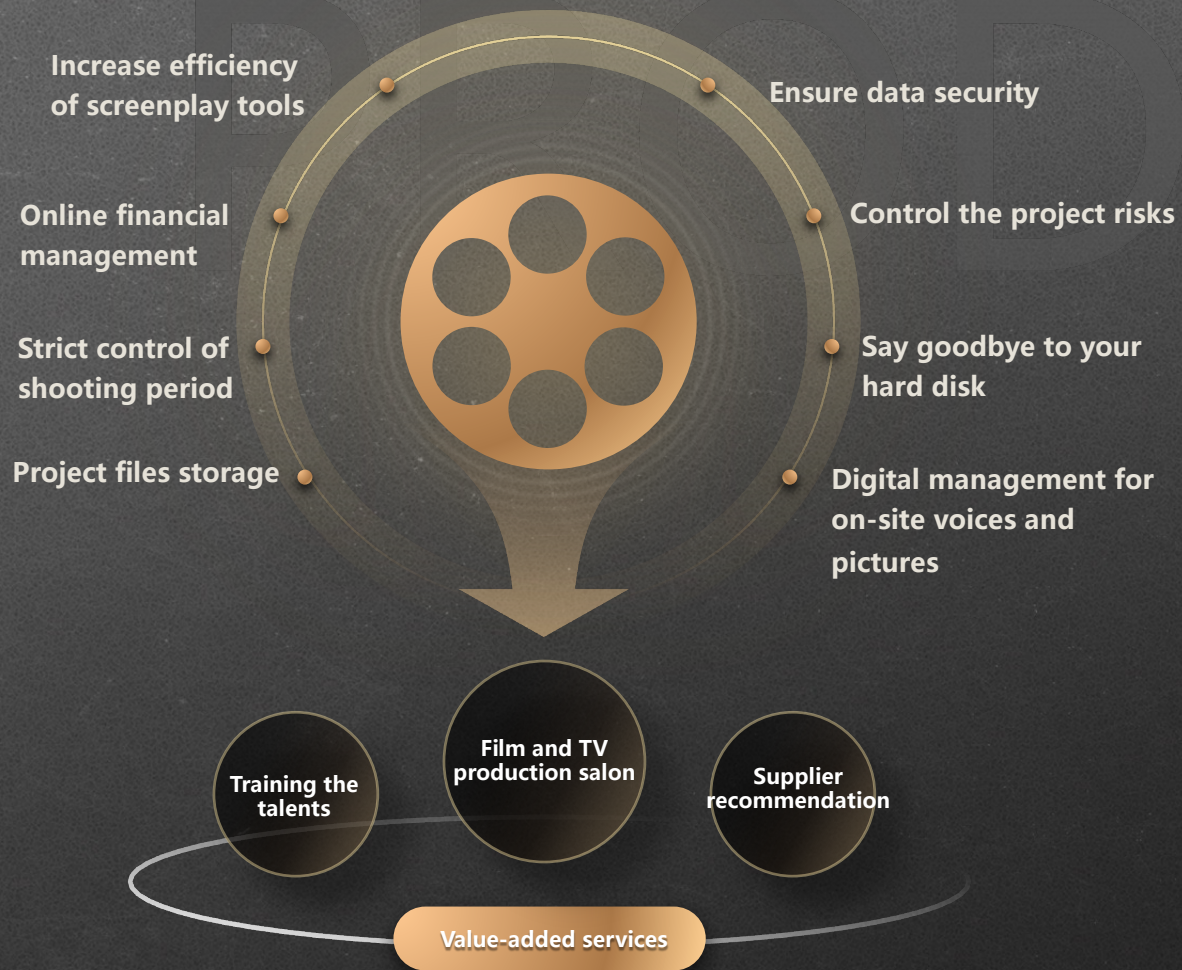
15s





云尚制片
CLOUD PRODUCTION

A collaborative and IT-based management platform for the whole process of films and TV drama production.



Cover over 400 Film and TV firms, including

400+

Linghe, Ciwen, Wanmei, Feibao, Yuekai, Lekaihua and other film and TV companies

Save 5% budget

5%

Save up to 5% of the production crew budget through real-time online management and rapid risk alert and response

Used production crew

1000+

Including 60% TV drama series, 20% network films, and 20% theatre films

Foster over 2000 core talents

2000+

Involving over 1000 industry professionals, including producers, coordinators, and financial experts, as well as over 1000 talents from various universities

High-level Technical standards for security

30%

The entire production process operates online, resulting in at least a 30% increase in efficiency for producers, production directors, and financial personnel

Cover over 70 universities with Film and TV Drama production majors

70+

Cooperate with 5 universities to publish textbooks and help train over 1000 students for the industry

**THANK YOU
FOR YOUR
KIND ATTENTION**