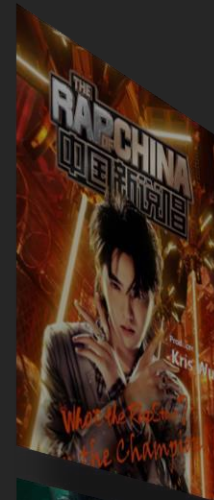


# 2021 iQIYI INTERNATIONAL

## Content Catalogue

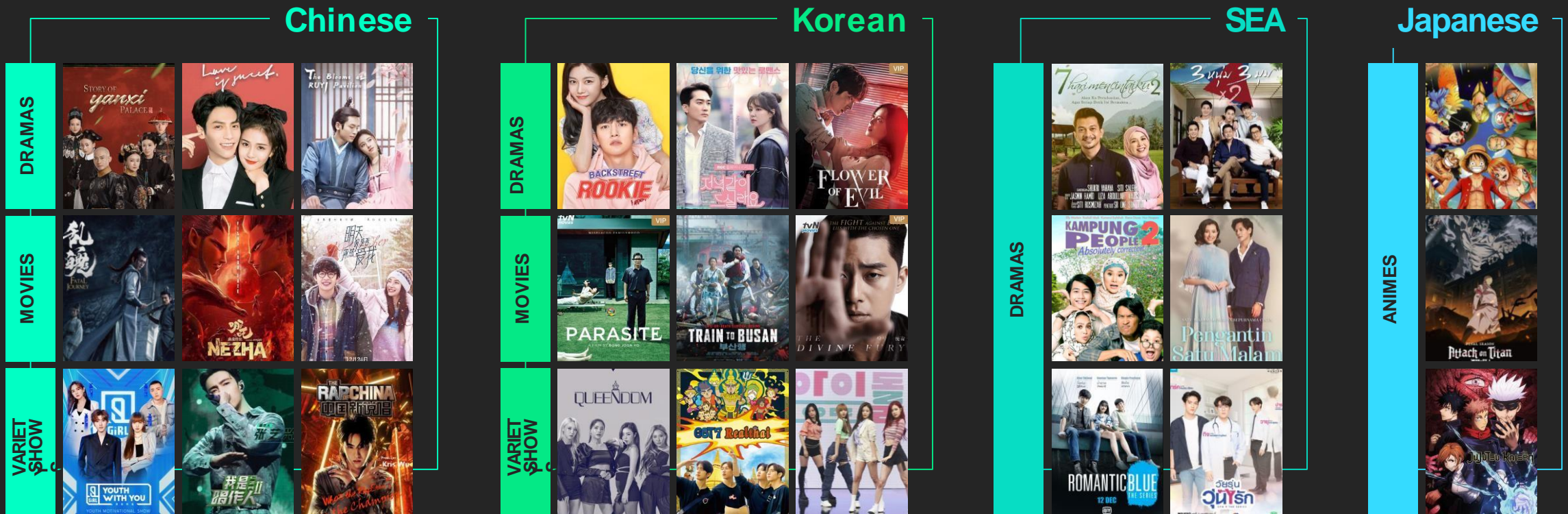


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# Home for Beloved Asian Content

- Content Acquisition: **Originals + Exclusive Licensed + Licensed**
- In 2020, we've offered **500+ Premium Dramas, Movies, Variety Shows** and **Anime** from Asia Pacific



# Creating a Massive Asian IP ecosystem

**500** – iQIYI leading content projects expected in **2021**,  
total content library will exceed **160,000** episodes



# C-Drama Highlight

2018 Top-Performing

## 'Story of Yanxi Palace'

The Story of Yanxi Palace is the **most Googled TV show of 2018 globally**, despite Google being largely blocked in the country.

- Google

The series has been streamed more than **15 billion times** on iQIYI before it reached more than **70 territories across the globe**.

- BBC News

The series hit **Weibo Trends 500 times** (The major Chinese Twitter-like social media) , while total posts using the hashtag **#StoryofYanxiPalace received over 12 billion views**.

- Marketscreener

iQIYI ORIGINAL



# C-Drama Highlight

2020 Top Performing C-Drama

iQIYI ORIGINAL

## ' Love is Sweet '

**#1** in SEA (SG, ID, PH, VN)

During the on-air period, weekly DAU peak rose a lot compared to the week before launch, by up to **96%** in SEA market.

Single Drama Broadcast that accounted for up to **19%** of total VVs in SEA, **5x** above average.

**The performance is comparable to the best K-Drama**



# 2020

## C-Drama Highlight

2020 Top Performing C-Drama

### Period Romance

### 'LIGHT ON' Suspense Thriller



#### Dance of the Sky Empire

Xukai- Starring in 'Story of Yanxi Palace', very popular actor even in SEA.



#### The Blooms at RUYI Pavilion

Jingyi Ju-Super famous by gorgeous-looking. Kiki from THE9-brings lots of attention from massive worldwide fans



#### Bad Kids

Best Creative Award at Busan's Asia Contents Awards. Acquired by multi regions' TV and Media.



#### The Long Night

Received high reputation and purchased by Japan NHK, Singapore, HongKong and Macao Enterprises

# 2021

## C-Drama Highlight

### 2021 Future Plan

- Mainly focusing on sweet love genres for young women/girl
- With the best C-drama production ability, iQIYI has developed and will launch several Original “Made in SEA” C-drama



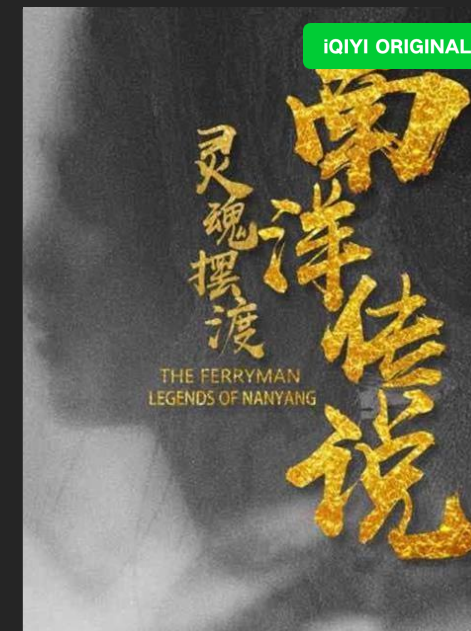
#### The YuZhao Command

Darren Chen—Starring in SEA famous C-drama 'Meteor Garden 2018'. Male Lead in best performing 'MY UNICORN GIRL'



#### Moonlight

Esther Yu—The most popular in THE9 with massive worldwide fans. Ryan Ding—Male lead in big hit series 'The Romance of Tiger and Rose'



#### The Ferryman legends of Nanyang

iQIYI Original fantasy drama created for the SEA market, featuring international cast. Adapted from famous Chinese IP.

# K-Drama Highlight

2020 Top-Performing

## ' Backstreet Rookie '

iQIYI ORIGINAL

**#1** in SEA (SG, MY, ID, TH, PH, VN)

During the on-air period, weekly DAU peak rose a lot compared to the week before launch, by up to **244%** in SEA market.

Single Drama Broadcast that accounted for up to **22%** of total VVs, **7x** above average.





# 2020

## K-Drama Highlight

2020 Top-Performing



### 18 Again

Adapted from a popular US movie '17 Again'. Starring Kim Ha-neul, Yoon Sang-hyun and Lee Do-hyun.



### Dinner Mate

iQIYI first original K-Drama, starring Song Seung Heon and Seo Ji Hye (Crash Landing On You)



### Hush

Girls' Generation YoonA's acting performance has made waves on the internet.

# 2021

## K-Drama Highlight

### 2021 Future Plan

- Have more iQIYI Original & Exclusive K-Drama than 2020
- Acquire more titles from well-known studios (CJ, JTBC, MBC etc.,) than other platforms



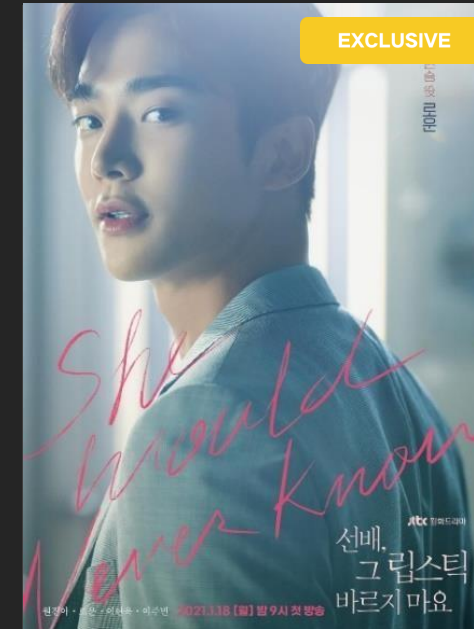
#### My Roommate is a Gumiho

Adapted from a popular comic on NAVER score of 9.97. Starring Lee Hye-ri (Reply 1988), Jang Ki Yong



#### Mount Jri

Starring Jun Ji-hyun (My Love from the Star) + Ju Ji-hoon (Kingdom).  
Screenwriter of Signal, Kingdom & Director of Goblin



#### Sunbae, Don't Put On That Lipstick

Adapted from a popular online novel. Starring ROWOON (Extraordinary You), Won Jn A

# SEA Drama Highlight

2020 Top-Performing

EXCLUSIVE

## '7 Hari Mencintaiku 2'

The average weekly DAU in Malaysia grew by 7.5x during the season.

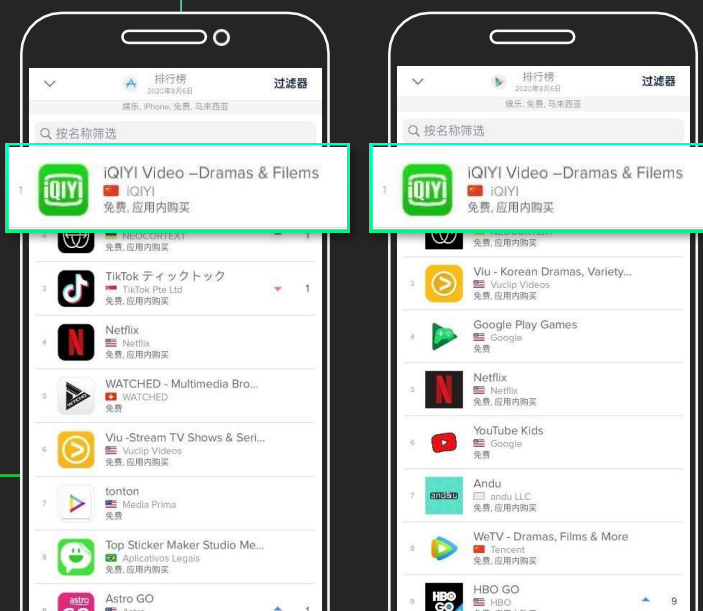
Average View Time per user of 45 minutes even stronger than the Top K-Drama.

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Consistently the  
Top 3 Free Overall Apps on  
both App & Play Store

– ranking even higher than TikTok,  
Instagram, Whatsapp and other  
popular Free apps.



GANDANGAN SHUKRI YAHAYA SITI SALEHA  
DIBANTU OLEH JASMIN HAMID LIZA ABDULLAH KAZAR SAISI

# 2020

## SEA Drama Highlight

2020 Top-Performing



### Pengantin Satu Malam

Adapted from the popular Malay novel '1001 Malam'. Broadcast on local TV station during prime-time.



### Gen Y Series

Thai Boys Love TV series popular with young women/girl. Story about Romance, School and Youth



### 3 Brothers: Life After Marriage

Sitcom about 3 brothers lived together again to raise their own new generation.

# 2021

## SEA Drama Highlight

2021 Future Plan

- Mainly focus on **High Quality** and **Exclusive Content**



### Sur Chanee Kaeng

The Sassy Sitcom about best friends about love, life and friendship



### Pentor 2021

Sitcom about casanova gang and family

# 2021

## Movies Highlight

### 2021 Future Plan

- Acquire Premium & New Theatrical Movies: Korean +Chinese +(Local)
- **iQIYI** offers more exclusive Chinese and Korean new movies than other platforms



#### Soul Snatcher

Double Male leads Li Xian & Chen Linong with high popularity. OST produced by Joe Hisaishi.



#### Seobok

Starring Korean Top actors- Kong Liu, Park Bo Gum. Park Bo Gum's last movie before joining the army



#### Detective Chinatown 3

Chinese movies series that also performed well in SEA. Multinational Asian stars supporting in EP3.

# 2021

## Anime Highlight

### 2021 Future Plan

- Mainly focus on the **Best-Premium Anime**
- Release new anime content every week



### Jujutsu Kaisen

The most-watched anime in Oct 2020, aroused heated discussions in the animation circle.



### Attack of Titan

First stream on iQIYI & Offer 4 Full Series. Set off a big wave among SEA anime fans. DAU rose rapidly after streaming.



### One Piece

The very classic anime, update weekly throughout the year with high-quality subtitles in all languages.

**THANK YOU!**



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