

Digital Marketing Asia Media China

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**#1 Chinese Video-
Sharing Website**

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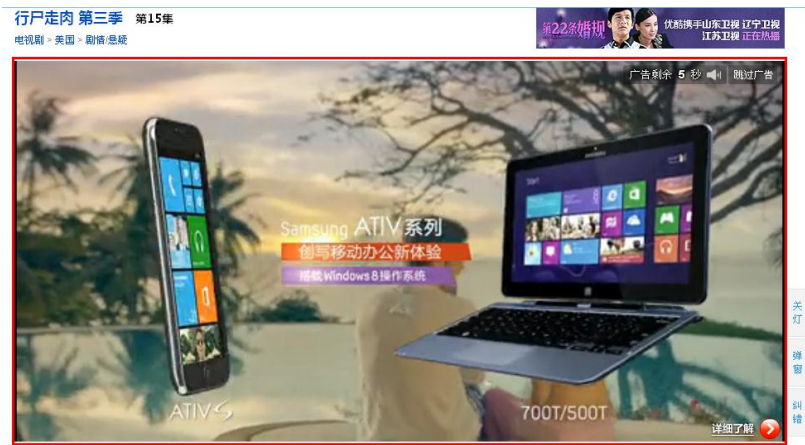
About Youku+TuDou (So called YouTube in China)

- China No.1 video-sharing website, similar to YouTube.
- Approximately 500 million monthly unique visitors from homes and offices in year 2015.
- 36% share of total user time spent viewing online videos among Chinese internet users in year 2015.

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Example: Financial Channel



Video Requirements

1. Format: .flv, avi, mpg, mov, mp4. recommend: mp4
2. Size: 640x480 px, ratio (W:H = 4:3 or 16:9)
3. Video Length: 5/15/30 second
4. Minimum \$ requirement: YES
5. Accept any tracking code including Media Mind/Nelson
6. Subtitle must be Chinese
7. Oral explanation can be English
8. Opening Account Requirement
 - Business License copy
 - Government Registration record

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