ENTERING THE CHINA MARKET AND THE PATH TO SUCCESS



PC XU
HEAD OF ANCILLARY, PEARL STUDIO



INDEX

- CHINA LICENSING MARKET OVERVIEW
 - FAST GROWING LICENSING MARKET IN CHINA
 - CONTENT DISTRIBUTION IN CHINA
 - RETAIL OVERVIEW
 - MOBILE INTERNET

- PATH TO SUCCESS INTEGRATION OF DIFFERENT LICENSING BUSINESS
 - KEY TO SUCCESS
 - CASE STUDY

FAST GROWING LICENSING MARKET IN CHINA

MOVIE LICENSING

Traditional animation licensing



TV/DIGITAL CONTENT LICENSING

CULTURE AND MUSEUM LICENSING











CONTENT DISTRIBUTION IN CHINA

- TV DISTRIBUTION
 - ALL LOCAL TV STATION
 - FOREIGN CONTENT RESTRICTION















- MOVIE DISTRIBUTION
 - FOREIGN MOVIE APPROVAL PROCESS
 - SHORT NOTICE PERIOD: 2-4 WEEKS
- DIGITAL CONTENT DISTRIBUTION
 - FAST GROWING
 - FOREIGN CONTENT RESTRICTION















RETAIL OVERVIEW

- SHRINKING HYPER MARKET
- DYING DEPARTMENT STORE
- EVOLVING SHOPPING MALL
- GROWING E-COMMERCE
- EMERGING NEW RETAIL









MOBILE INTERNET

- MOBILE E-COMMERCE
 - 70%+ PURCHASE THROUGH MOBILE

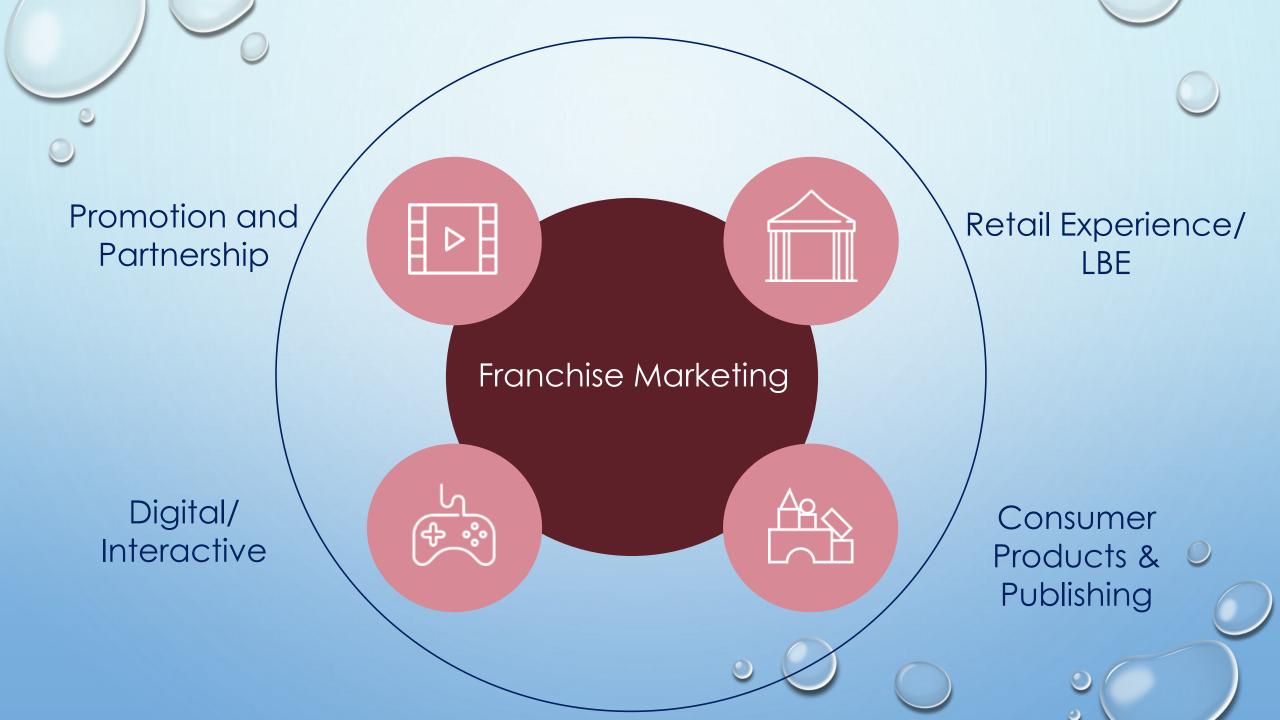
- MOBILE PAYMENT
 - 70%+ PAYMENT VIA MOBILE PAYMENT

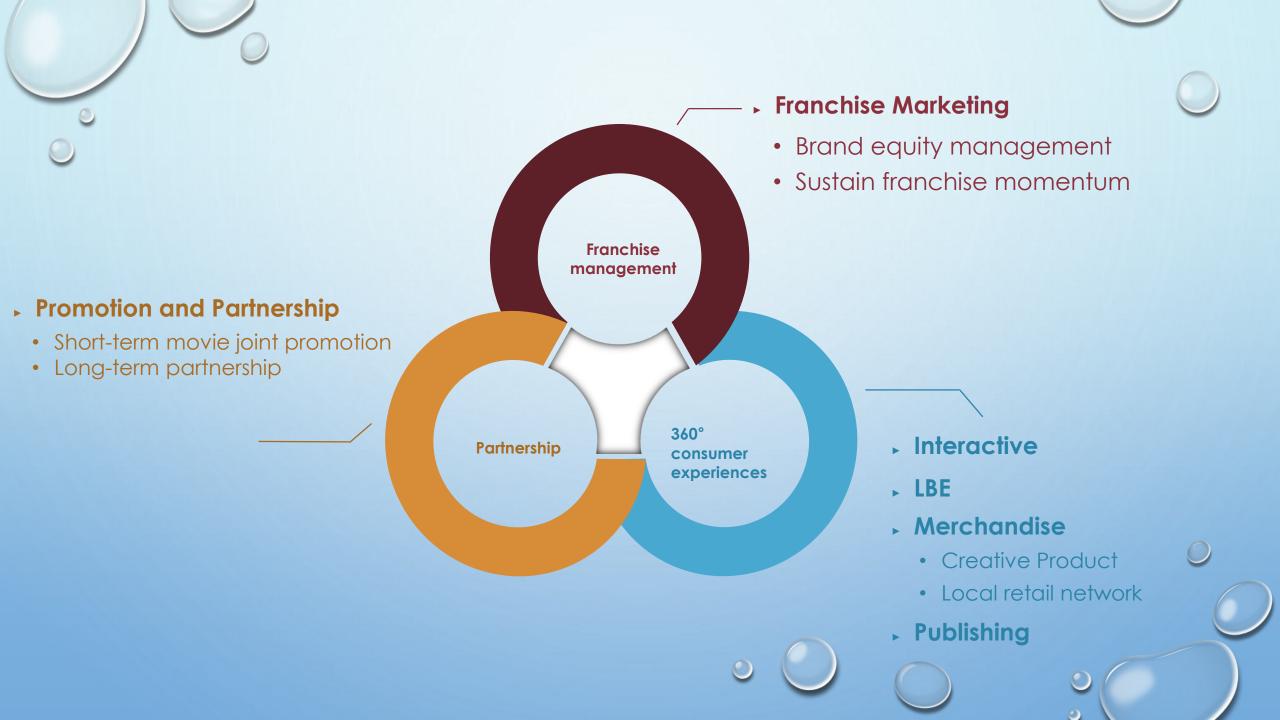




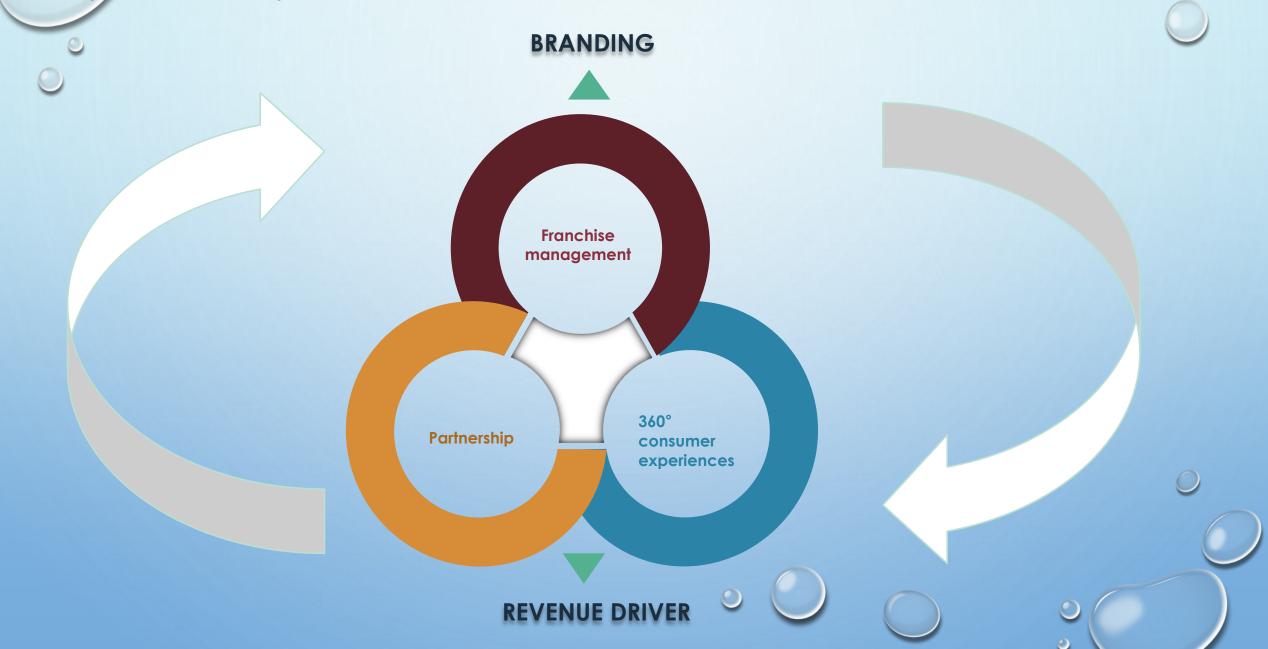
Key to Success

- Focusing on brand building as well as revenue driving
- Ability to convert content to licensing assets from content creative,
 style guide creative to product development
- Integration ability covering different business from brand promotion, digital interactive, location based entertainment and consumer products/publishing
- Strong retail channel integration especially in e-commerce





Unique Ancillary Business Platform Builds Successful Franchises



KFP 3 ANCILLARY BUSINESS TOPLINE RESULTS

Media value from joint marketing campaigns \$240 million+

Merchandise retail sales \$240 million+

15 mall events in 10 locations

of Local Developed Style Guides 10+

of Developed Products 2000+

KFP Mobile Game















KFP3 Shanghai, Beijing, Chengdu, Shenzhen Mall Events

















KA In-Store Decor

功夫熊猫卖场布置元素



功夫熊猫卖场布置元素



功夫熊猫卖场布置元素



Specialty Store In-Store Decor





Cinema Channel





Mtime



China Film Group



Alibaba KFP Project





















Trolls Consumer Products Licensees











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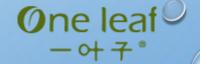






















Trolls Shopping Mall Events







- 13 Locations
- AR Interactive Feature



Oddbods from One Animation







中国国家博物馆 NATIONAL MUSEUM OF CHINA

国 博 法

L'ORÉAL × 国博生活







李清照限量礼盒

王昭君限量礼盒-落雁倾城

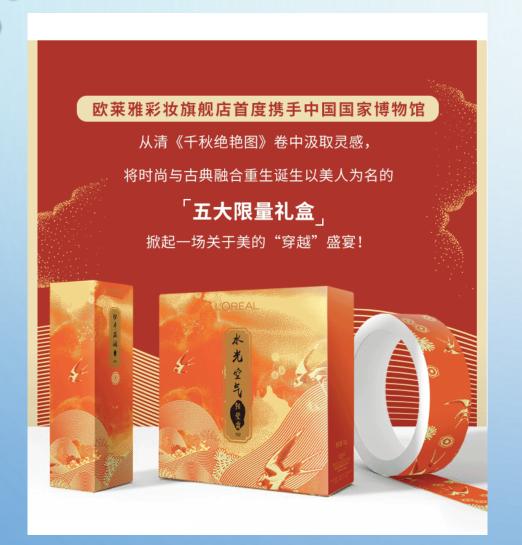








Special Design Premiums







THANKS

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