

Paid For Content Market In Chi

Speaker : Zhao Zizhong

Pay



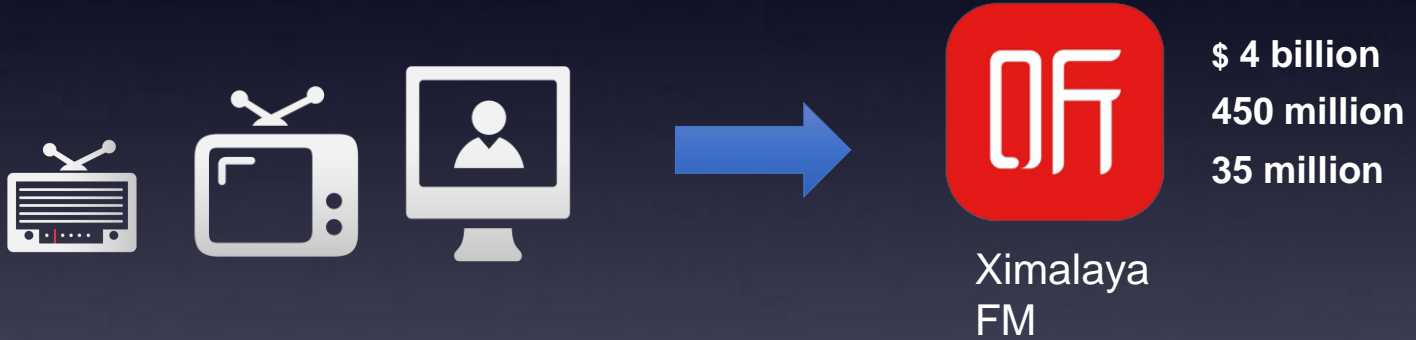
£ 199

Online Pay



£ 1.99

B to P



S to K



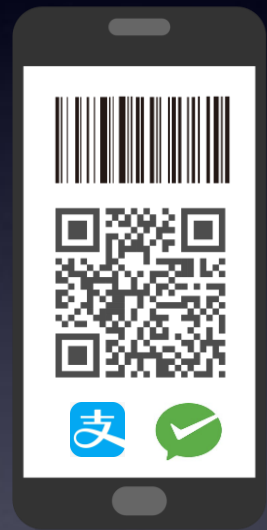
Andy Lau



Luo Zhenyu

15,000
12 million
1.58 million

C to M



A to C



Content Provider

PGC KOL UGC Publishers
Content Production Organizations

Incubators



Xinbang
Eeilin

Id For Content Platform

Community Traffic
Publishers Social Media

Transmission Channel

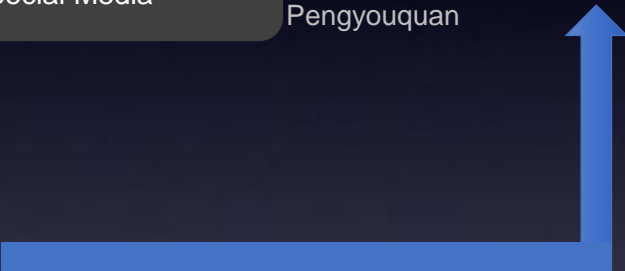


Weibo
Pengyouquan

Consumers

Service Party

Tool Platform Payment Platform



Community Platform



简书
Jianshu.com

Traffic Platform



Social Media Platform



Tool Platform



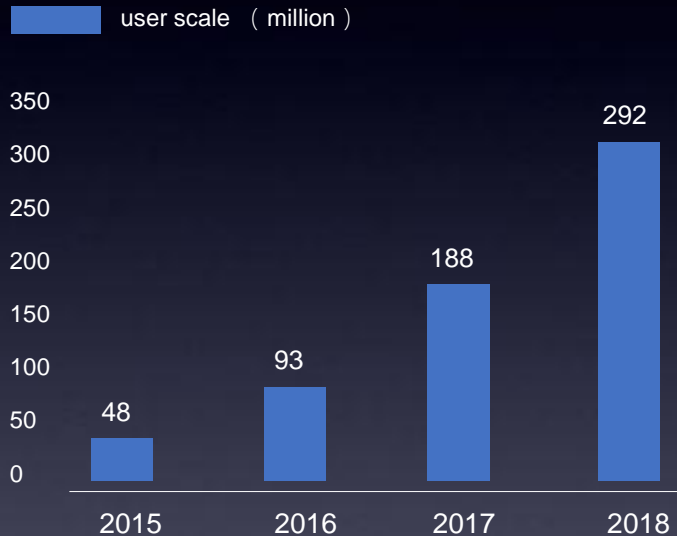
简书



Chance

User Scale

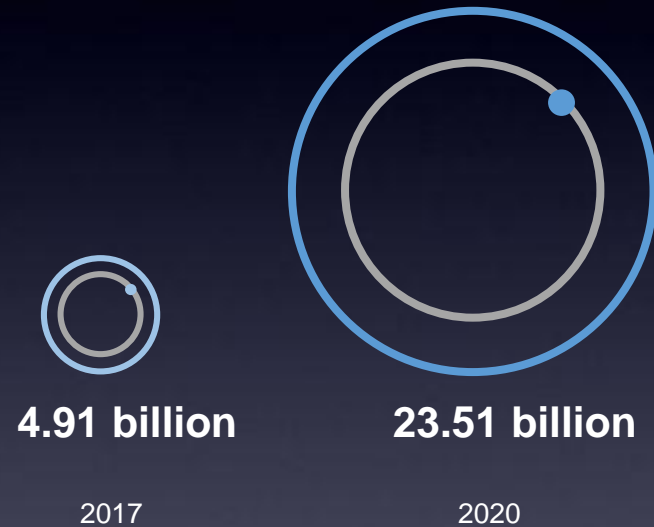
2015-2018 User Scale Of The Paid For Content Market In China



Data from Ai Media Consulting China's Paid For Content Industry Dynamic Monitoring Report For The First Half Of 2018

Market Scale

2017-2020 Market Scale Of The Paid For Content Market In China



China's Paid For Content Market Scale Forecast In 2017-

Capital Investment



Ximalaya FM

A: \$11.5 million

B: \$33 million

E: \$340 million

(Goldman Sachs Group)



papi

\$1.8 million

Ximalaya FM



**Penguin
Random House**

Challenge

**THE PAID FOR CONTENT
MARKET IN CHINA
RESEARCH REPORT**

Please Top Up!

Thanks