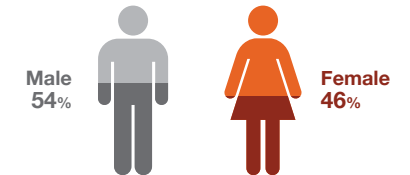




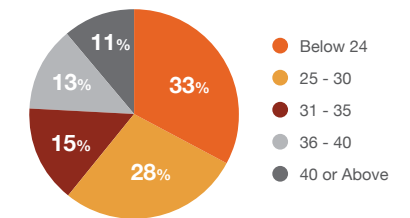
Letv is an online video portal operated by Beijing LeTV Mobile Media & Technology Co. Ltd. It offers online video streaming service for desktop, mobile phone and tablet. Letv is a diversified platform for providing movies, dramas, animations, news and lifestyle information etc.

- iPhone App Launched in Oct 2010
- Android App Launched in Apr 2012
- Top 3 video streaming sites in China (Oct 2014)

Gender



Age



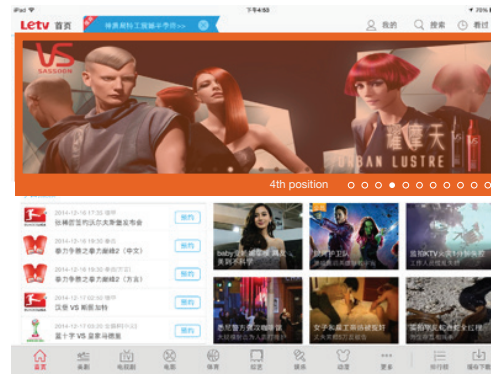
Total Weekly Pop Up Impression: 210,000+
 Total Weekly Runway Crazy Ad Impression: 315,000+
 Total Weekly Pre-roll Video Ad Impression: 560,000+
 Total Weekly Pause Ad Impression: 105,000+
 (Impression is generated under 100% SOV)

Format	Pop Up	Runway Crazy Ad	15s Pre-roll Video Ad	30s Pre-roll Video Ad	Pause Ad
Cost	HK\$ 44,000 / week	HK\$ 35,500 / week	HK\$ 30 / CPM	HK\$ 55 / CPM	HK\$ 21 / CPM
SOV%	50%	100%	-	-	-
Minimum Buy (Nett)	-	-	HK\$ 15,000	HK\$ 15,000	HK\$ 15,000
Dimension	iPhone 4	640px(w) x 316px(h) < 50KB	1280px(w) x 720px(h) > 8MB	1280px(w) x 720px(h) > 16MB	410px(w) x 305px(h) < 25KB
	iPhone 5 or above				
	Android				
Remarks	- Static image only - Count down to close (3-5sec) - No close button - Click to action is not supported	- Ad will be arranged at the 4th position - Runway Crazy Ad will be automatically switched in every 5 seconds	- No close button - Format supported: Flv, Wmv, Avi, Mp4, Mpg & Mov	- Only JPEG is supported - With close button - Selection of specific category is allowed	



LeTV is an online video portal operated by Beijing LeTV Mobile Media & Technology Co. Ltd, It offers online video streaming service for desktop, mobile phone and tablet. LeTV is a diversified platform for providing movies, dramas, animations, news and lifestyle information etc.

- iPad App Launched in Jan 2011
- Top 3 video streaming sites in China (Oct 2014)



Total Weekly Pop Up Impression: 105,000+
 Total Weekly Runway Crazy Ad Impression: 161,000+
 Total Weekly Pre-roll Video Ad Impression: 7,000,000+
 Total Weekly Pause Ad Impression: 70,000+
 (Impression is generated under 100% SOV)

Format	Pop Up	Runway Crazy Ad	15s Pre-roll Video Ad	30s Pre-roll Video Ad	Pause Ad
Cost	HK\$ 44,000 / week	HK\$ 35,500 / week	HK\$ 38 / CPM	HK\$ 76 / CPM	HK\$ 26 / CPM
SOV%	50%	100%	-	-	-
Minimum Buy (Nett)	-	-	HK\$ 15,000	HK\$ 15,000	HK\$ 15,000
Dimension	1024px(w) x 768px(h) < 120KB	1024px(w) x 387px(h) < 120KB	1280px(w) x 720px(h) > 8MB	1280px(w) x 720px(h) > 16MB	410px(w) x 305px(h) < 25KB
Remarks	- Static image only - Count down to close (3-5sec) - No close button - Click to action is not supported	- Ad will be arranged at the 4th position - Runway Crazy Ad will be automatically switched in every 5 seconds	- No close button - Format supported: Flv, Wmv, Avi, Mp4, Mpg & Mov	- Only JPEG is supported - With close button - Selection of specific category is allowed	