
GLOSSARY OF TECHNICAL TERMS

This glossary contains definitions of certain technical terms used in this document in connection with us and our business. These may not correspond to standard industry definitions and may not be comparable to similarly terms adopted by other companies.

“ARPU”	Average Revenue Per User, a key performance metric representing the average revenue generated per user or subscriber over a specific period (typically monthly). Calculated by dividing total revenue from a service or segment by the number of active users or subscribers during that period. Used to assess monetization efficiency and pricing power
“AI”	Artificial Intelligence, computer systems designed to perform tasks that typically require human intelligence, including machine learning, natural language processing, content recommendation algorithms, and automated decision-making. In the digital entertainment industry, AI is used for personalized content recommendations, audience analytics, and content moderation
“AVOD”	Ad-Supported Video-on-Demand, online video services which are supported either fully or partially by advertising, within or around online video streams, or on a website or app
“BNPL”	Buy Now, Pay Later, a short-term financing option that allows consumers to pay for digital subscriptions or purchases in installments. Increasingly used to lower upfront barriers to premium content
“CAGR”	Compound Annual Growth Rate, a method of assessing the average growth of a value over a certain time period
“CCSA”	Compliance and Control Self-Assessment, a self-assessment mechanism to evaluate risk management and internal control effectiveness
“content inventory”	The aggregate library of digital content assets owned and operated by our Company, including drama series, entertainment programs, micro-dramas, animation, films, and other video content, measured in hours of programming
“CTV”	Connected TV, an internet-connected television enabling streaming app access (via smart TVs, set-top boxes)

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“D2C”	Direct-to-Consumer, a business model in which platforms distribute and monetize products or services such as streaming subscriptions, directly to end users through owned digital channels without intermediaries. In the context of video subscribers, D2C refers to customers paying directly to the streaming service
“DMS”	Document Management System, a centralized repository for all internal policies and procedures
“DRM”	Digital Rights Management, a system employing a multi-layered anti-piracy framework to mitigate risks related to copyright infringement, unauthorized distribution, and content piracy
“ESG”	Environmental, Social, and Governance, a framework of non-financial factors used to evaluate a company’s sustainability practices and ethical impact. Environmental criteria assess resource use and emissions; social criteria examine labor practices, diversity, and community engagement; governance criteria evaluate board structure, executive compensation, and shareholder rights
“Fixed broadband”	Covers cable modem (HFC), ethernet LAN, retail ADSL, VDSL and FTTx (fiber-to-the home, fiber-to-the building and fiber-to-the-curb) technologies. Fixed broadband connections are typically defined as having download speeds of 256 Kbps or more
“Freemium”	A business model offering both free and premium tiers within the same service. Free access is typically ad-supported (AVOD), while premium features (e.g., ad-free viewing, HD quality, exclusive content) require a paid subscription
“FTA”	Free-to-Air, broadcast television channels distributed over public airwaves without subscription fees, typically funded by advertising
“FVTOCI”	fair value through other comprehensive income, a classification under IFRS for equity investments where changes in fair value are recognized in other comprehensive income rather than profit or loss
“GDP”	Gross Domestic Product, the total monetary value of all finished goods and services produced within a country’s borders in a given period. A primary indicator of economic size and health
“GDP Per Capita”	GDP divided by a country’s mid-year population. Serves as a proxy for average income and living standards, and is widely used to benchmark consumer spending capacity across markets

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“Household Penetration”	The percentage of total households in a market that subscribe to or use a specific service (e.g., SVOD, CTV, Pay-TV)
“IP”	Intellectual Property, legally protected creative assets — including drama series, formats, characters, music, and talent personas — that can be licensed, adapted, and monetized across multiple platforms and formats
“ISP”	Internet Service Provider, a company that provides customers with access to the internet via fixed broadband, mobile broadband, or other connectivity technologies. ISPs may also offer bundled services including IPTV, VoIP, and digital content subscriptions
“IPTV”	Internet Protocol Television, television content delivered over managed broadband networks using internet protocol technology, typically bundled with fixed broadband subscriptions. Distinct from OTT, as it operates on closed, operator-controlled networks
“linear TV” or “linear channel”	Traditional television broadcasting in which content is transmitted according to a fixed, pre-determined schedule, requiring viewers to watch programs at specific times. Includes FTA and Pay-TV channels. Distinct from on-demand streaming services (such as OTT platforms), where viewers select and watch content at their convenience
“MARS”	Management Awareness Reporting System, a function of our risk management system
“MAUs”	Monthly Active Users, a key performance metric that measures the number of unique users who engaged with the platform or application at any time during a calendar month, and is used to assess the scale of the user base, engagement trends, and platform reach
“Micro-Drama”	Short-form serialized video content (typically 1-3 minutes per episode), designed for mobile-first consumption on social and streaming platforms, often featuring fast-paced, emotionally driven narratives
“MCN”	Multi-Channel Network, an organization that aggregates digital creators, provides production and analytics support, and facilitates brand partnerships and monetization at scale
“Mobile broadband”	Includes data usage on 3G/3.5G/HSDPA, WiMax or its equivalent, 4G and LTE (Long Term Evolution), and 5G, 5G SA, 5G NSA networks

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“on-demand channel”	A distribution platform or service that enables viewers to select and access video content at their convenience, rather than according to a fixed broadcast schedule. Distinct from linear channels, where content is transmitted according to a pre-determined schedule
“OTT”	Over-the-Top, delivery of video content over the internet, bypassing traditional cable/satellite operators
“Pay-TV”	Subscription-based multichannel television services delivered via cable, satellite (direct-to-home), or internet protocol (IPTV), characterized by recurring subscribers who pay fixed periodic fees (monthly/annual) under ongoing contractual relationships
“PLMS”	Policy Learning Management System, an online platform used for training and dissemination of internal policies and procedures to relevant departments
“Premium AVOD”	Ad-supported video services that combine high-quality, professionally produced content with sophisticated ad formats and audience targeting. Unlike basic user-generated content (UGC) platforms, premium AVOD offers curated libraries, original programming, and brand-safe environments for advertisers. Examples include RCTI+ and Vidio’s free tier
“Premium VOD”	A collective term covering all higher-value, professionally managed video-on-demand offerings, including SVOD, transactional VOD (TVOD), and premium tiers of freemium/AVOD services. Characterized by exclusive content, superior user experience, and monetization through subscriptions, rentals, or bundled packages
“QR”	A two-dimensional barcode technology that enables rapid scanning by camera-enabled devices to trigger instant digital actions, such as user authentication, content access, or device-to-device session handoff
“R&D”	Research and Development, activities undertaken to develop new products, services, or technologies, or to improve existing ones. In digital entertainment, R&D investments typically focus on platform technology, streaming infrastructure, content delivery optimization, and user experience enhancements
“ROI”	Return on Investment, a financial metric used to evaluate the efficiency and profitability of an investment, calculated by dividing net profit by the initial cost of investment and expressed as a percentage. Used to assess the performance of content investments, marketing campaigns, and capital expenditures

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“SEZ”	Special Economic Zone, a designated geographic area within a country that operates under different economic regulations than the rest of the country, typically offering tax incentives, reduced customs duties, and streamlined administrative procedures to attract investment
“SVOD”	Subscription Video-on-Demand, a streaming model where users pay a recurring fee (monthly or annually) for unlimited access to a library of content. SVOD services typically offer ad-free viewing, exclusive originals, and enhanced features such as HD/4K and multi-device support
“telco”	Telecommunications Operator, A provider of mobile and fixed-line connectivity that serves as a critical infrastructure and distribution partner for digital media. Major telcos enable mass access to online video through mobile broadband and fiber networks, while also driving SVOD adoption via bundled subscriptions, integrated billing, and data plans
“TV”	Television
“UGC”	User-Generated Content, content created and shared by end users rather than professional producers, often distributed on social platforms like TikTok and YouTube