

---

## GLOSSARY OF TECHNICAL TERMS

---

*This glossary of technical terms contains terms used in this document as they relate to our business. As such, these terms and their meanings may not always correspond to standard industry meaning or usage of these terms.*

“AI”	artificial intelligence
“AI Autopilot”	a self-directed AI-driven generation system that executes end-to-end tasks or processes independently
“AI Copilot”	a content production system that provides AI capabilities to support human-led production
“AI solutions”	ready-to-use and automated analytics AI capabilities that can generate accurate and meaningful insights to meet new business trends and customer demands by deploying hardware, software and cloud computing services
“AIGC”	AI-generated content, representing leveraging AI to automate content production and to generate or synthesize personalized content according to keywords or requirements, or AI-empowered content, representing using AI technologies to provide content
“algorithm”	a procedure or formula for solving a problem, based on conducting a sequence of specific actions, especially by a computer
“Android”	a mobile operating system widely used in smartphones and tablets
“API”	application programming interface, a set of defined rules that enable different applications to communicate with each other
“automatic speech recognition” or “ASR”	a technology that uses machine-learning algorithms to convert spoken language to computer-processable inputs, such as keystrokes, binary codes or character sequences
“CAGR”	compound annual growth rate
“carbon neutrality”	net zero carbon emissions, achieved through a transparent process of measuring emissions, reducing those emissions and offsetting residual emissions
“cloud”	a network of remote servers hosted on the internet/intranet and used to store, manage, and process data in place of local servers or personal computers
“cloud-based”	applications, services or resources made available to users on demand via the internet from a cloud computing provider’s servers with access to shared pools of configurable resources
“computer vision”	a field of AI that enables computers and systems to derive meaningful information from digital images, videos and other visual inputs and to take actions or make recommendations based on that information
“conversational AI”	a type of AI that simulates human conversation. It is made possible by natural language processing

---

## GLOSSARY OF TECHNICAL TERMS

---

“COVID-19”	coronavirus disease 2019, a disease caused by a novel virus designated as severe acute respiratory syndrome coronavirus-2
“deep learning”	a class of machine learning algorithms that constructs artificial neural networks to mimic the structure and function of the human brain, and progressively extract higher-level features from the raw input
“digital human agent(s)”	human-like virtual beings with cognitive, conversational, and content-generation capabilities
“end-to-end”	the process from users beginning to interact with a machine till the machine has completed the generation of outcomes
“ESG”	environmental, social and governance
“fine-tuning”	an approach to transfer learning in which the weights of a pre-trained model are trained on new data
“GDP”	gross domestic product
“GFA”	gross floor area
“GPU”	graphics processing unit, a specialized electronic circuit designed to rapidly manipulate and alter memory to accelerate the creation of images
“IP”	intellectual property
“IT”	information technology
“knowledge base”	centralized repositories of information designed to store complex structured data and capture the knowledge of human experts to support decision-making
“knowledge graphs”	knowledge bases that use graph-structured data models to store and organize information
“KOC(s)”	key opinion consumer
“KOL(s)”	key opinion leaders, people or organizations who have expert product knowledge and influence in a particular field, who are trusted by relevant interest groups and have significant effects on customer behavior
“LLM(s)”	computerized large language models, an artificial neural network with tens of millions of parameters, trained on large quantities of unlabeled text using self-supervised learning or semi-supervised learning
“machine learning”	the scientific study of algorithms and statistical models that computer systems use to effectively perform specific tasks without being explicitly programmed to do so
“MCN”	multi-channel network, an organization that works with video platforms to offer assistance to a channel owner in areas such as product, programming, funding, cross-promotion, partner management, digital rights management, monetization/sales, and/or audience development, in exchange for a percentage of ad revenue from the channel

---

## GLOSSARY OF TECHNICAL TERMS

---

“natural language processing” or “NLP”	a process in which systems continuously learn from data during operation, using deep learning models and related techniques to extract increasingly accurate meaning from large-scale, unstructured, and unlabeled text or speech datasets
“R&D”	research and development
“red ocean”	a mature market space characterized by exceptionally fierce competition
“retrieval-augmented generation”	an advanced artificial intelligence framework designed to enhance the quality, accuracy, and timeliness of content generated by large language models
“SMB(s)”	micro-, small- and medium-sized businesses
“sq.m.”	square meters
“text-to-speech” or “TTS”	a technology that converts written text into natural speech output
“Turing Test”	the renowned method proposed by Turing in 1950 to assess whether a machine possesses human-level intelligence. If a human tester, engaged in text-based conversations with both a machine and another human, cannot consistently distinguish between them, the machine is considered to have passed the Turing Test, demonstrating human-level intelligence
“uncanny valley effect”	a hypothesis concerning human perceptions of non-human entities. When the appearance and movements of robot or computer-generated characters closely resemble those of humans yet fall short of complete realism, it induces in human observers an uncanny, unsettling, or even repulsive emotional response
“virtual reality”	the computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment