
GLOSSARY OF TECHNICAL TERMS

In this document, unless the context otherwise requires, explanations and definitions of certain terms used in this document in connection with our Company and our business shall have the meanings set out below. The terms and their meanings may not always correspond to standard industry meaning or usage of these terms.

“5W2H”	a structured analytical methodology used for problem-solving and project planning, which examines a subject across seven dimensions, namely what, why, where, when, who, how and how much
“advertising inventory”	the total amount of advertising time or space available for sale across media platforms and publishers, including apps, websites and social platforms
“AI”	artificial intelligence
“AI agent” or “agent”	an intelligent system or program capable of autonomously performing specific tasks on behalf of a user to achieve a proposed goal
“AIGC”	artificial intelligence generated content
“CAGR”	compound annual growth rate
“CCC + C”	a proprietary evaluation framework for influencers, which comprises four dimensions, namely community, content, commercial and cooperation
“CID”	click ID, a unique identifier assigned to an individual click on an online advertisement to connect user interactions across content platforms and e-commerce platforms
“CPA”	cost-per-acquisition
“CPC”	cost-per-click
“CPPP-B”	a proprietary evaluation framework for mini dramas, which comprises five dimensions, namely content, producer, platform, performer and business suitability
“CPS”	cost-per-sale, a performance-based pricing model under which brands pay for promotional activities based on sales generated
“customer retention rate”	calculated by dividing the number of customers of both current and previous years/periods by the number of customers of the previous year/period, multiplied by 100%
“FOCUS”	a proprietary evaluation framework for television dramas, which comprises five key dimensions, namely fundamentals, originators, channel reach, uniqueness and brand suitability
“GEM”	generative engine marketing, a marketing approach that monitors brand performance in AI-generated responses and seeks to enhance the accuracy, visibility and recommendation potential of brand-related information in AI search and generative answer ecosystems
“GEO”	generative engine optimization, the practice of optimizing brand-related content so that AI-powered search tools based on large models are better able to understand, cite and recommend such content when generating answers for users
“GMV”	gross merchandise value

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“impressions”	the number of ad views
“KA customer(s)”	key account customer, the customer whose annual revenue contributions reach RMB10.0 million
“KA customer retention rates”	calculated by dividing the number of KA customers of both the current and previous years/periods by the number KA customers of the previous year/period, multiplied by 100%
“KA customer net revenue retention rates”	calculated by dividing the revenue generated from KA customers of both the current and previous years/periods by the revenue generated from KA customers of the previous year/period, multiplied by 100%
“influencer(s)”	key opinion leaders
“KPI”	key performance indicator
“MCN”	multi-channel network
“PAPB”	a proprietary evaluation framework for variety shows, which comprises four key dimensions, namely production, artist, promotion and brand fit
“RAG”	retrieval-augmented generation, a technique which enhances the output of a large language model by retrieving relevant information from specified data sources and incorporating such information into the model’s response generation process
“ROI”	return on investment
“seeding”	creating and distributing content to targeted user groups on social media platforms with the aim of stimulating user engagement and driving conversions
“social media platform”	a group of online platforms and applications that allow users to create, share and exchange content in the form of texts, images, videos and more
“token”	a basic unit of text that AI models use to process and generate language
“token usage”	the number of tokens processed by large language models during use
“TWSSB”	a proprietary evaluation framework for celebrities, which comprises five key dimensions, namely team, work profile, schedule, social influence, and business suitability, which is applied to assess the commercial potential of celebrities for brand endorsements
“Yunhe Data”	an independent third-party data analytics provider, which publishes viewership rankings and audience data for television dramas and other video content