
GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain technical terms used in this document. As such, these terms and their meanings may not correspond to standard industry meanings or usage of these terms.

“Annual viewership rate”	refers to the average viewership rate of each episode of drama series broadcasted on TV channels during its first-run broadcasting and re-run broadcasting in a specific year
“broadcasting right”	refers to (i) the right of broadcasting (廣播權), in terms of drama series broadcast via TV channels; and (ii) the right to network dissemination of information (信息網絡傳播權), in terms of drama series and films broadcast via online video platforms, for the purpose of this document
“CAGR”	compound annual growth rate
“Co-financing”	refers to drama series to which more than one investor make capital contributions
“customized creative advertisements”	refers to the type of innovative advertisements with content and display methods that are flexibly and smoothly incorporated into the video-based content they appear
“drama series”	refers to the content produced for broadcast via satellite and terrestrial TV channels or online video platforms, which is usually released in episodes that follow a narrative, consisting of TV series and web series
“drama series companies”	companies primarily engaged in the business of drama series production
“Effective views”	refer to the number of times that an episode of drama series broadcasted on online video platforms has been watched by a particular audience continuously for more than five minutes
“executive producer(s)”	drama series producers that take lead in the creation of TV series and web series, usually responsible for initiating, managing and overseeing the production of drama series

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“first-run broadcast” or “first-run”	the first-round broadcast of a drama series on the TV channel or online video platform
“IP(s)”	refers to intellectual properties such as existing films, drama series or other literary or artistic works, concepts, stories and expressions that can be used or considered, entirely or partially, to create and/or produce new drama series or films
“IP adaptation rights”	the right of adaptation, that is, the right to modify a work for the purpose of creating a new work of original creation
“IP derivative”	refers to the derivative monetization based on the original IP, including but not limited to drama series IP-related products, marketing services, game adaptation rights and audiobook rights
“IP reserve”	a reserve of IPs for future production of drama series or films
“Viewership rate”	an index measured by the number of audiences of a particular drama series broadcasted on TV channels as a percentage of the total audience during a specific period, indicating the coverage rate of a drama series broadcasted on TV channels during the period
“Web series”	drama series which is broadcast solely on online video platforms and is required to be filed and reviewed by the NRTA
“IPTV”	internet protocol television is the delivery of television content over internet protocol networks
“master tape”	the final copy or tape of a program that is delivered to the media platform for broadcast
“original drama series”	drama series developed and produced based on original IP
“original IP”	IP developed in-house or procured from third parties and adapted/developed in-house

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“OTT”	a means of providing television and film content over the internet at the request and to suit the requirements of the individual consumer
“premium content”	premium content refers to high-quality/top-ranked drama series possessing one or more of the following characteristics: experienced casts, skilled production crew, significant investment on production, sizable broadcasting right licensing fee, and superior viewership/view count performance
“premium content rate/ premium rate”	the number of premium drama series as a percentage of the total drama series broadcast by each company in a year
“premium drama series”	drama series that are in the list of the top 20 TV drama series (measured by viewership) or top 20 web series (measured by view count)
“product placement”	a modern marketing strategy for brands to reach their target audiences to promote their products or services by embedding the goods or services in another form of media, such as a television program or film
“re-run broadcast” or “re-run”	the rebroadcast of a drama series that has previously been broadcast on the TV channel or online video platform, including second-run broadcast and all subsequent broadcasts on any channel
“TV”	television
“TV series”	a series of scripted episodes that needs to obtain a distribution license from the NRTA, which are broadcast on TV channels and/or new media channels such as online video platforms