

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 Group 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.

“Anhui Satellite TV”	Anhui Satellite TV (安徽衛視), a TV network broadcast from Hefei, Anhui Province
“artist’s related entity(ies)”	refers to an entity that is controlled by or otherwise related to a managed artist, which acted as a supplier to our Group during the Track Record Period
“Bilibili”	Bilibili (嗶哩嗶哩), one of the major Chinese video on demand over-the-top streaming platforms, based in Shanghai
“COVID-19”	coronavirus disease 2019, a disease caused by a novel virus designated as severe acute respiratory syndrome coronavirus 2
“debut”	refers to an artist’s first public performance through releasing of musical works, participation in variety programs or other forms of entertainment content
“(digital) album(s)”	refers to (digital) music album comprising two or more songs to be released, sold or downloaded and played
“(digital) single(s)”	refers to (digital) music album comprising only one song to be released, sold or downloaded and played
“Douyin”	Douyin (抖音), a leading social media short-form video app in China for creating and sharing short lip-sync, comedy, and talent videos
“Dragon Satellite TV”	Dragon Satellite TV (東方衛視), a TV network broadcast of Shanghai Media Group (上海廣播電視台及上海文化廣播影視集團有限公司) from Shanghai
“drama series”	refers to the content produced for broadcast via satellite and terrestrial TV channels or media platforms, which is usually released in episodes that follow a narrative, consisting of TV series and web series
“IP(s)”	refers to intellectual properties such as existing musical works, variety programs, movies, 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 musical works, variety programs, drama series or movies

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“iQIYI”	iQIYI (愛奇藝), a leading online video platform based in Beijing
“Jiangsu Satellite TV”	Jiangsu Satellite TV (江蘇衛視), a TV network broadcast from Nanjing, Jiangsu Province
“Kuaishou”	Kuaishou (快手), a short video social platform in China for all users to record and share their lives, headquartered in Beijing
“managed artist(s)”	refer(s) to artists who are under artist management contracts with our Company
“master tape”	the final tape of a program that is delivered to the media platform for broadcast
“media platform”	refers to online video platforms, short video platforms, social media platforms and satellite TV networks
“music video(s)” or “MV(s)”	refers to music videos, which integrate music songs or music albums with imagery that are produced for promotional or musical artistic purposes
“neighboring right”	an intellectual property right distinguished from a moral right belonging to an author or artist as the work’s creator, including but not limited to the right of a performer, a publisher, a broadcaster, and a producer
“NetEase Cloud Music”	NetEase Cloud Music (網易雲音樂), a leading music streaming platform based in Hangzhou, Zhejiang Province
“pan-entertainment”	refers to multi-level creative products developed from intellectual property
“primetime”	refers to the block of time when audience viewership peaks for programming during a defined period of time. For PRC TV networks, primetime usually means the 19:00 to 23:00 time slot
“satellite TV networks”	refers to national free-to-air commercial satellite TV networks in China
“Sina Weibo” or “Weibo”	Sina Weibo (新浪微博), a Chinese microblogging (weibo) website and social media platform
“Tencent Music”	refers to the various music streaming platforms operated by Tencent Music Entertainment Group (騰訊音樂娛樂集團), a company that offers online music and music-centric social entertainment services

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“Tencent Video”	Tencent Video (騰訊視頻), a leading online video platform based in Shenzhen, Guangdong Province
“trainee(s)”	individual(s) who is/are undergoing artistic training and assessments before entering into an artist management agreement with us
“variety program”	a type of interactive audio-visual video content that can incorporate art forms such as musical and dance performance, sketch comedy and storytelling
“virtual artist”	an animated character that sings and dances, much like a real life artist
“Xiaohongshu”	Xiaohongshu (小紅書), a social media and e-commerce platform, where users can post, discover and share life experiences and product reviews
“Youku”	Youku (優酷), a leading online video platform in China based in Beijing