

Digital Marketing Asia Media China

Presented by
Glogou
www.glogou.com



Glogou

YOUKU 优酷

 **土豆网** Tudou.com
每个人都是生活的导演

**#1 Chinese Video-
Sharing Website**

YOUKU 优酷

土豆网 Tudou.com
每个人都是生活的导演

About Youku+TuDou (So called YouTube in China)

- China No.1 video-sharing website, similar to YouTube.
- Approximately 500 million monthly unique visitors from homes and offices in year 2015.
- 36% share of total user time spent viewing online videos among Chinese internet users in year 2015.

YOUKU 优酷

土豆网 Tudou.com
每个人都是生活的导演

Example: Financial Channel



行尸走肉 第三季 第15集
电视剧 > 美国 > 剧情 > 悬疑

优酷携手山东卫视 辽宁卫视 江苏卫视 正在热播



Video Requirements

1. Format: .flv, avi, mpg, mov, mp4. recommend: mp4
2. Size: 640x480 px, ratio (W:H = 4:3 or 16:9)
3. Video Length: 5/15/30 second
4. Minimum \$ requirement: YES
5. Accept any tracking code including Media Mind/Nelson
6. Subtitle must be Chinese
7. Oral explanation can be English
8. Opening Account Requirement
 - Business License copy
 - Government Registration record

help@glogou.com

www.glogou.com

Phone: 508-309-2110

2068 Walsh Ave, Suite C
Santa Clara, CA, 95050

*Bring Global Customers to U!
MA, CA, China*