



Youku and OTT Platforms Selected by Alibaba to Host the Largest Library of Disney Animated Series in China through a Multi-year Disney Deal

Beijing, February 12, 2018 – Alibaba Digital Media and Entertainment Group, the media and entertainment arm of Alibaba Group Holding Ltd., announced that it has signed a multi-year content licensing agreement with Buena Vista International Inc., a subsidiary of The Walt Disney Company (“Disney”). Under the agreement, more than 1,000 episodes of Disney animated series will be released on Youku, China’s leading multi-screen online video sharing and streaming platform, together with OTT platforms selected by Alibaba, making them the destination for the largest Disney animation collection in China.

The agreement will cover multiple distribution channels, being Alibaba's flagship online platform Youku, via PC and mobile, and OTT platforms selected by Alibaba via SmartTV and set-top boxes, offering the best viewing experience for their users in nearly 30 million households. Users will be able to view a variety of Disney animated series, with up to 600 episodes exclusive to Alibaba's distribution channels for the first two years. Classic animated titles including *"DuckTales"* and *"My Friends Tigger & Pooh,"* comprise some of the most anticipated content for a growing number of Disney animation lovers in China, satisfying the growing demand for family entertainment in the country.

In addition, more than 100 live-action and animated Disney movies, including the very popular *"Pirates of the Caribbean,"* and animated classics *"Beauty and the Beast," "Mulan"* and *"Frozen,"* will form part of the licensed content under this multi-year licensing agreement.

Yang Weidong, President of Youku, Alibaba Digital Media and Entertainment Group said, “The addition of Disney content greatly enriches the library of quality international content on Alibaba’s media and entertainment ecosystem, giving us a leading edge in foreign content distribution in China. We look forward to further cooperation with global entertainment companies, which will help increase our penetration in the family entertainment segment and strengthen Youku’s position as a leading multi-screen entertainment and media platform in China.”

Apart from its strategy of bringing international content to Chinese consumers, Youku also achieves breakthrough with its original drama production, which has seen the release of a number of popular drama series. A viewer study conducted by independent research institute Guduo Media revealed that Youku dramas generated a total of 21.7 billion views in the third quarter of 2017, topping the online video market in China.

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About Alibaba Digital Media and Entertainment Group

Alibaba Digital Media and Entertainment Group leverages Alibaba’s commerce data in providing a comprehensive digital media and entertainment ecosystem for users to discover and consume content and engage and interact with each other. Businesses under the Group include Youku, UC, Alibaba Pictures, Alibaba Music, Alibaba Gaming and Alibaba Literature.

About Youku

Youku is a leading multi-screen online video sharing and streaming platform in China and forms a key part of Alibaba Digital Media and Entertainment Group. Youku users can search and share video content quickly and easily, as well as accessing a wide selection of content, both proprietary and licensed, in its library. For more information, visit www.youku.com.

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