



## **Alibaba Group Announces Appointment of Gao Xiaosong as Chairman of Alibaba Entertainment Strategic Committee**

**Hangzhou, China, September 19, 2016** – Alibaba Group today announced that Gao Xiaosong, current Chairman of Alibaba Music, has officially taken up the role of Chairman of Alibaba Entertainment Strategic Committee. Gao will be focusing on the international expansion of the Group’s entertainment sector in his new role. With media and entertainment a strategic growth area for Alibaba, the Committee under Gao is set to drive the Group’s global entertainment development while enhancing the resource coordination between the different businesses in this sector.

As part of the reshuffle, Song Ke, current CEO of Alibaba Music, will replace Gao as Chairman of the unit and lead the division in developing the music and performance business alongside other innovative initiatives. Yang Weidong, President of Youku Tudou Inc. will become acting CEO of Alibaba Music in addition to his current role at Youku. His appointment, with dual responsibility, is expected to bring greater synergies between Alibaba Music and the other entertainment related businesses.

Earlier this year, on June 15, Alibaba Group announced the establishment of the Alibaba entertainment and digital media sector, which consists of Alibaba Picture, Alibaba Music, Alibaba Sports, UC, Youku Tudou, Alibaba Games, Alibaba Literature and digital media. This new sector is significant within the Double H (Health and Happiness) future strategy that the Company has envisioned.

“Mobile media and entertainment business is central to Alibaba Group’s future growth strategy. With music being a crucial pillar of the Group’s digital entertainment strategy, the appointment of Gao Xiaosong will help drive our business development in this sector particularly in exploring international partnerships. This progress will help us towards achieving our vision of becoming central to the everyday lives of our customers,” said Yu Yongfu, head of Alibaba Entertainment and Digital Media business.

Gao Xiaosong has been popular within China’s entertainment sector since 1994. In addition to being a famous songwriter, music producer, film director and talk show host, Gao also previously founded and run several music labels and production houses. He had also held positions with a few major Internet companies before he joined Alibaba Music Group in 2015.

###

### **Media Contact**

Haili Cao  
Alibaba Group  
[haili.chl@alibaba-inc.com](mailto:haili.chl@alibaba-inc.com)