



Publisher Spotlight **YOUKU** 优酷

Youku is China's largest video network, with over 650 million users spending over 26 hours a week on the site, reaching 80% of the internet video users in China. Growing at 60% desktop and 85% mobile video YoY, Youku's audience logs on for our UGC, exclusive content, and internationally-licensed content.

2.7BN

weekly global
impressions

24M

US requests
monthly

\$3-\$5

Average CPM in Arts &
Entertainment

120M

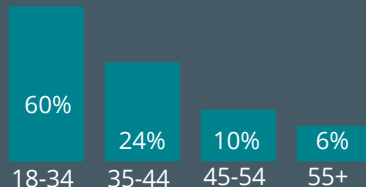
monthly global
requests

Reach & Content



52% 48%

Gender



Age

Open auction | PD/PA |
Always On

Deal Types

26

HRS/WEEK

Average user viewing time

Formats & Ad Sizes

Web

Formats

Sizes

Text 300x50
Image 300x250
Rich Media Other
Video

mWeb

Formats

Sizes

Text 300x50
Image 300x250
Rich Media Other
Video

Mobile Video

Skippable | Non-Skippable | Ad Duration | In-Stream

Due to its popularity amongst Asian diaspora in the United States, Youku is an ideal candidate for Asian holiday campaigns, such as Chinese New Year, Mid-Autumn Festival, Winter/Summer Solstices, as well as Western Holidays

Top International Countries

Country	Avails (Monthly Avg. Impressions)
S. Korea	30.2M
US	23.1M
Japan	18.2M
Hong Kong	11.9M
Taiwan	11.9M
Malaysia	8.1M
Singapore	6.4M
Thailand	2M
New Zealand	1.2M
Vietnam	1.1M

Video Ads

Overview of Offering

Video ads available in:

Skippable

Non-Skippable

In-Stream

Non-Video Ads On-Screen

The screenshot shows a Youku video player interface. The video content is an advertisement for DoubleTree by Hilton, featuring a close-up of a chocolate chip cookie being placed into a brown paper bag with the DoubleTree logo. The text on the bag reads "DOUBLETREE BY HILTON" and "When the little things mean everything™". Below the bag, it lists regions: "AMERICAS · EUROPE · MIDDLE EAST · AFRICA · ASIA · AUSTRALIA". The video player has a red border around the video frame. Above the video, there is a search bar and navigation links. Below the video, there are engagement metrics (38,961 likes, 461.5万播放, 4,387评论) and a "订阅" (Subscribe) button. On the right side of the player, there are two red-bordered overlays: one for "海外充值支付宝" (Overseas Alipay recharge) and another for "海外充值支付宝" (Overseas Alipay recharge).

Mobile Video

Overview of Offering

Video ads available in:

Skippable

Non-Skippable

In-Stream

Non-Video Ads On-Screen

