

# China Internet Pioneer Recognizes Thoughtful Media For Innovation

Sohu Gives Thoughtful Top Award at First Annual Video Creator Festival in Beijing

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## SUMMARY

*Thoughtful Media Group, a global multi-channel network (MCN) with offices in Los Angeles, Shanghai and Bangkok, received top honor at Sohu's first annual Video Creator Festival in Beijing. Award for innovation in the online video space recognizes the value that Thoughtful has created for video creators, platforms and advertisers in China.*

**T**houghtful Media Group's China subsidiary received the top award for innovation at Sohu Video's inaugural Video Creator Festival in Beijing on October 21, 2015.

Over one thousand insiders from China's online video industry convened for the event at Beijing's 798, a hub for creativity in China's capital. Sohu's founder Charles Zhang, Chairman & CEO, personally presented the event's ultimate honor, which was received by Timothy Kwok, Executive VP and General Manager, China at Thoughtful Media Group, a global multi-channel network (MCN).

"Competing for professional content licenses is not enough. To be successful and profitable businesses, online video platforms need innovative business models that go beyond the traditional life-and-death struggle for popular content," Dr. Zhang said.

"As the eminent MCN in China, Thoughtful has gathered many excellent original video creators and so far almost a hundred of them have launched channels on Sohu Video. Thoughtful is an important UGC and PGC content provider and partner to Sohu. Further, Thoughtful has been a critical catalyst for UGC and PGC content in China, incubating many talented creators, helping them to develop their craft and publish their videos," Ma Yi, General Manager of Sohu's Video Technology Center and 56.com General Manager, said separately. "In the future, Sohu will always welcome multi-channel networks. We look forward to increasing our cooperation with Thoughtful, to co-build the UGC and PGC ecosystem, to together embrace the arrival of a new era for such content."

"It was a amazing to receive such an honor from one of the true pioneers of China's Internet in a room filled with so many top people from our industry. The energy in the room was palpable," Mr. Kwok said.

“This is tremendous recognition for the MCN of original video creators we have built, for our terrific team that has built it from the ground up, and for the 1,000+ creators in our TMG Originals network (along with their large and growing audiences) who are pioneers of China’s most influential form of media,” added Scott Pollack, Thoughtful’s Executive VP and Managing Director, China.



IMAGES





## SPOKESPEOPLE



### Scott Pollack

Executive Vice President & Managing Director, China

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## ABOUT THOUGHTFUL

Thoughtful Media Group ([www.thoughtfulmedia.com](http://www.thoughtfulmedia.com)) is a global multichannel network (MCN) operating across Youtube and the top video platforms in China. We create, maintain and aggregate online video channels that have unique, highly engaged and engageable audiences, and helping the world's leading brands and their agencies effectively reach these audiences. Thoughtful has offices in Los Angeles, Shanghai and Bangkok, and is made up of professionals who have significant experience in television, film, digital media, marketing, market research and advertising. Within China, the company's TMG Originals network is that market's first and largest MCN for video creators ([www.tmgoriginals.com](http://www.tmgoriginals.com)).



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