

Thoughtful Tops 100 Million Monthly Views In China With 700+ Creators

China's first Multi Channel Network (MCN) hits significant online video viewer milestone by end of 2014

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SUMMARY

Thoughtful Media Group (TMG), an LA-based entertainment company operating in the U.S. and Asia, broke the 100 million monthly views milestone in China, achieving over 1000% growth in the world's largest video market in the six months since reaching 10 million in June 2014

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TMG Originals, the company's multichannel network in China (www.tmgoriginals.com), now has over 700 creators in China in its stable of up-and-coming stars, such as Xiaojiang, Gina and Queenie. Thoughtful's creators engage large audiences of fans and followers across several categories including fashion & beauty, gaming & sports, music, comedy, lifestyle, and micro-films & web dramas across partner-player platforms such as Youku, Tudou, iQiyi, Sohu and Tencent Video.

"Breaking the 100 million monthly views mark reflects the significant popularity that our creators have with their audiences," said Scott Pollack, Thoughtful's Executive VP & Managing Director, China in Shanghai.

Thoughtful's creators are engaging large audiences of fans and followers across several categories including fashion & beauty, gaming & sports, music, comedy, lifestyle, and micro-films & web dramas. They also have unique access to and influence with the target audiences of the company's brand clients.

Thoughtful is also growing quickly in other Asian markets such as Thailand, Vietnam, and the Philippines.

Creator Examples

Xiaojiang: Once quit producing videos altogether, but with Thoughtful's help, he became a superstar in the comedy category and his video views grew from 30,000,000 to 300,000,000.

Gina: Video views grew from 3 million to 15 million after she joined us and became our most popular star in the beauty category.

Queenie: An office worker turned full-time comedy vlogger, her views reached 100,000,000 within one year and has done multiple brand integrations.

Bingo: After making his first videos with his phone, he worked with Thoughtful to improve video quality and promotion of his education content resulting in over 35,000,000 in the last year.

Dameng: An up-and-coming dance vlogger, she opened her first channel on Tudou with our help and views exceeded 100,000 in the first month.



RELEVANT LINKS

 **Company Website**
<http://www.thoughtfulmedia.com>

QUOTES

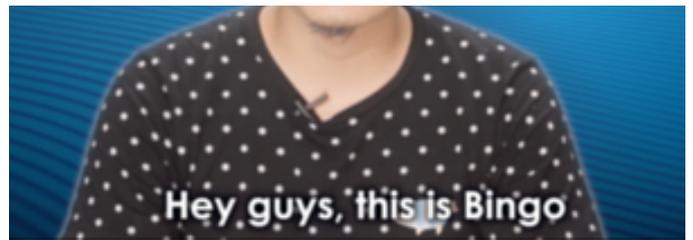
“Breaking the 100 million monthly views mark reflects the significant popularity that our creators have with their audiences”

— Scott Pollack, Thoughtful's Executive VP & Managing Director, China in Shanghai

IMAGES



THOUGHTFUL



SPOKESPERSON



Scott Pollack

Executive Vice President
Managing Director, China



Jak Severson

CEO

ABOUT THOUGHTFUL

Thoughtful Media Group (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 and Shanghai, and is made up of professionals who have significant experience in television, film, digital media, marketing, market research and advertising.

TMG Originals is China's first and largest MCN (multi-channel network) for video creators (www.tmgoriginals.com).



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