

THOUGHTFUL MEDIA GROUP LEADS USER-GENERATED VIDEO CREATION IN WORLD'S BIGGEST DIGITAL MARKET

Company Tops 220 Million Monthly Views With More Than 1,400 Creators in Key Emerging Territories

23 JANUARY 2015, LOS ANGELES, USA

SUMMARY

Thoughtful Media Group (TMG), an LA-based entertainment company operating in the U.S. and Asia, topped 220 million views in December 2014. Views in the U.S. alone grew 19% last month compared to the previous month, with high growth also coming from new markets such as Thailand, Vietnam and the Philippines.

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In China, meanwhile, TMG broke the 100 million views milestone in December, representing significant growth from average monthly views of 10 million in June 2014. TMG Originals, the company's multichannel network in China (www.TMGoriginals.com) now has over 640 creators in China in its stable of up-and-coming stars.

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

Globally, TMG's multichannel network is the exclusive partner of over 1,400 online video content creators, up from about 200 six months ago. TMG'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.

"Major advertisers are fueling a trend in emerging markets that's already proven itself to be valuable, viable and scalable," said Jak Severson, TMG's CEO. "As ad budgets shift to digital video, waves of talented entertainers are rising to participate in a process that's already made a lot of seemingly ordinary kids with cameras extraordinarily wealthy and famous."



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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