



芒果TV互动视频生产模式

Interactive Video Content Production Model of Mango TV

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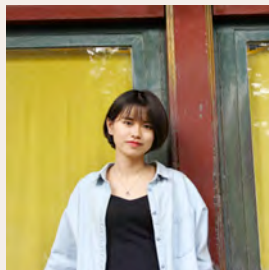
About Us

关于我们



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Mango TV

The only internet television and video platform under Hunan Broadcasting System

“Model of Media Convergence in Radio and Television Industry”, “Benchmark Case for the Industry”

Top 100 internet companies in China for 5 consecutive years (2015-2019), Top 20 internet company in China (2020), NO.1 internet company in Hunan Province for 6 years, “Key Culture Export Enterprise” by China’s Ministry of Commerce for 12 years, “Global Top 500 Media” for 5 years



Participating in Setting Industry Standards

参与行业标准制定

- Participating in the writing of “Specification of Data Format for Interactive Video over the Internet” and “5G High-tech Video—Interactive Video Technology White Paper (2010)”
- Being one of the first platforms that meet the Specification and an active participant in scaling up the size of interactive videos to better commercialize interactive videos and create a new industry.
- Project being rated as excellent in the 2020 China Smart Radio and Television Case Evaluation.



Mango TV Interactive Video System

芒果TV互动视频生产平台

Interactive Video Pioneer

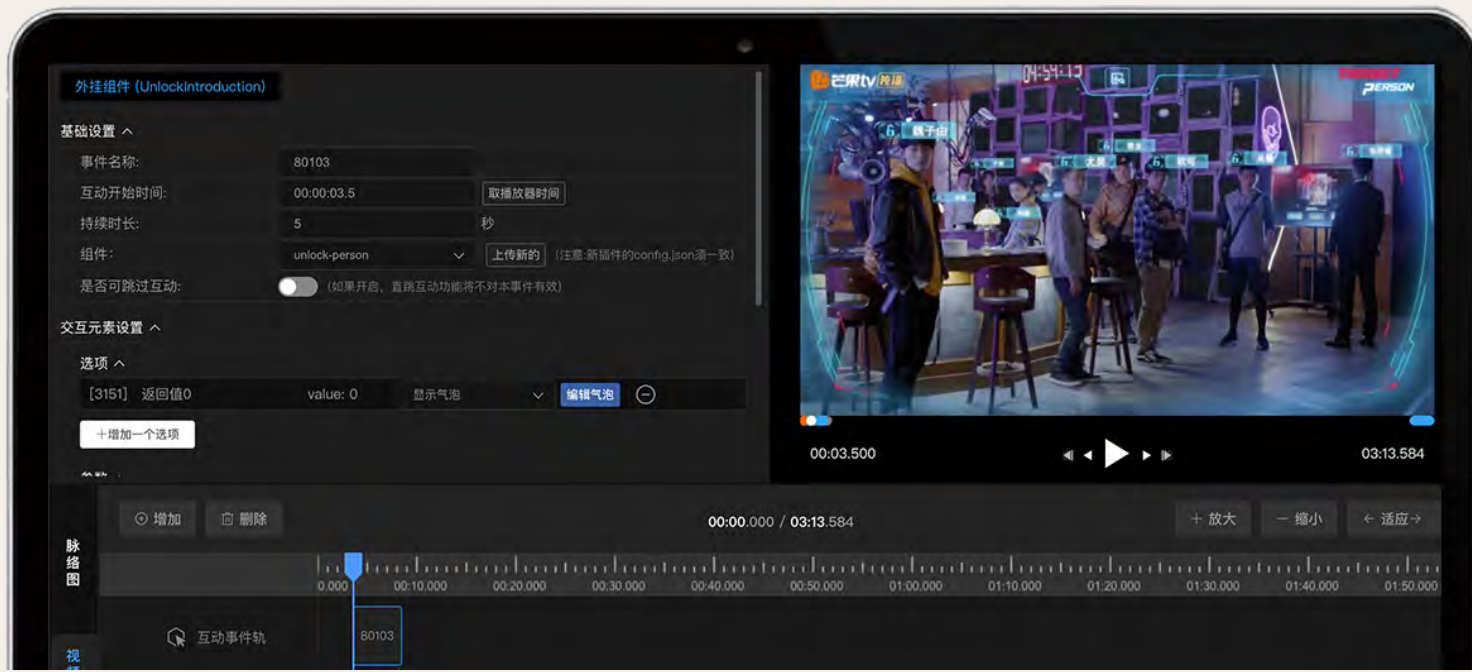
Accessible to our third-party content creators; easy to learn and use; enrich interactive content

Versatile One-stop Service

Script writing and interactive production; templates easy to use; strong customization capabilities

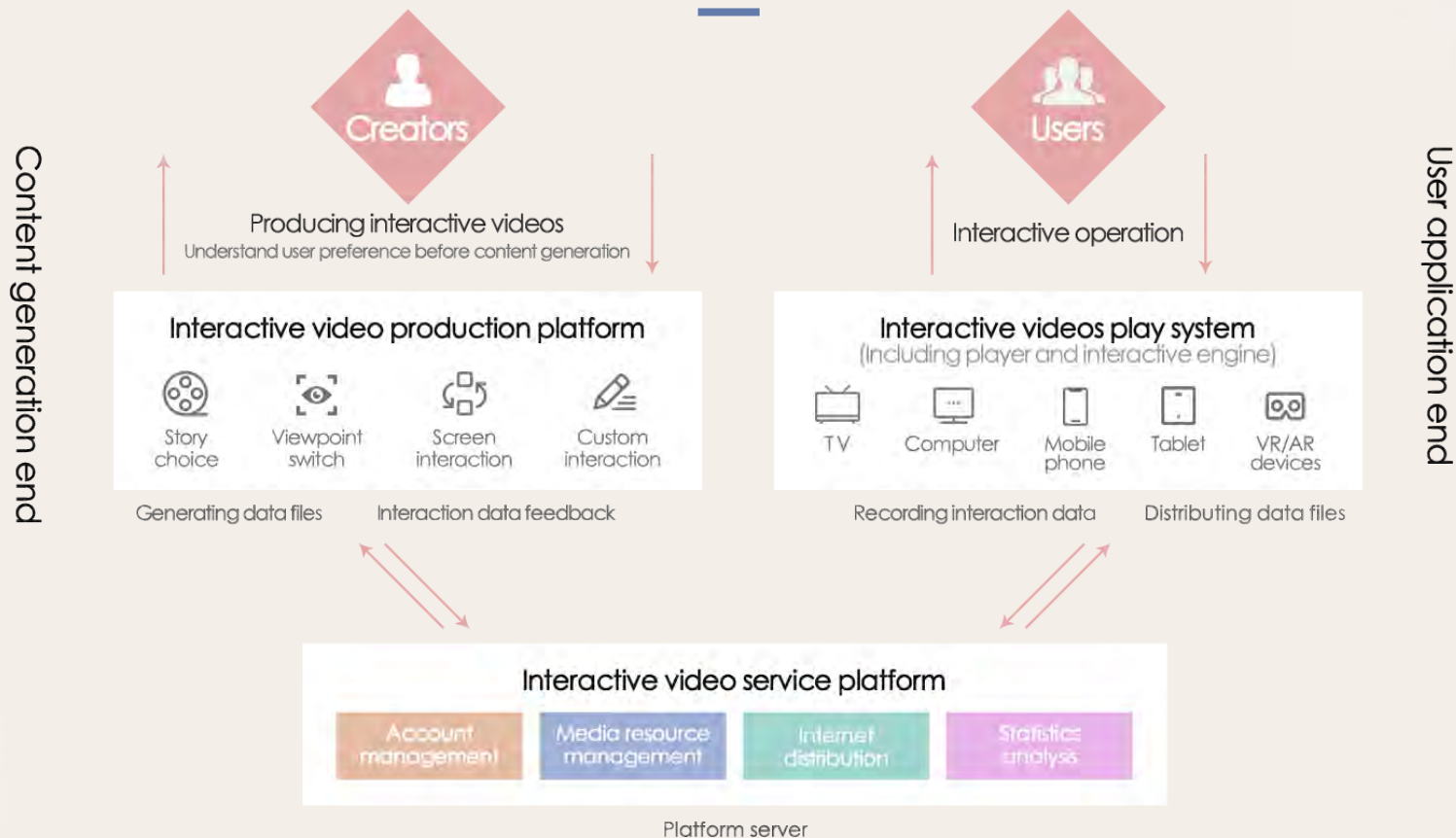
Fast Production

Enabling script writing, editing, acoustics, internal testing, generating fitting interactive videos



System Architecture

互动视频平台系统架构



Interactive Video Workflow

互动视频生产流程



Script Writing

Special toolkits for interactive scripting writing, easy for writing different plot branches and adding interaction points



Media Resource Uploading

Easy-to-use toolkits and system for uploading and managing videos and pictures; all can be done on the platform



Interactive Editing

Supporting interactive operation like writing different plot branches for the same play, making multiple views and enabling custom plug-in components; ready for preview at any time



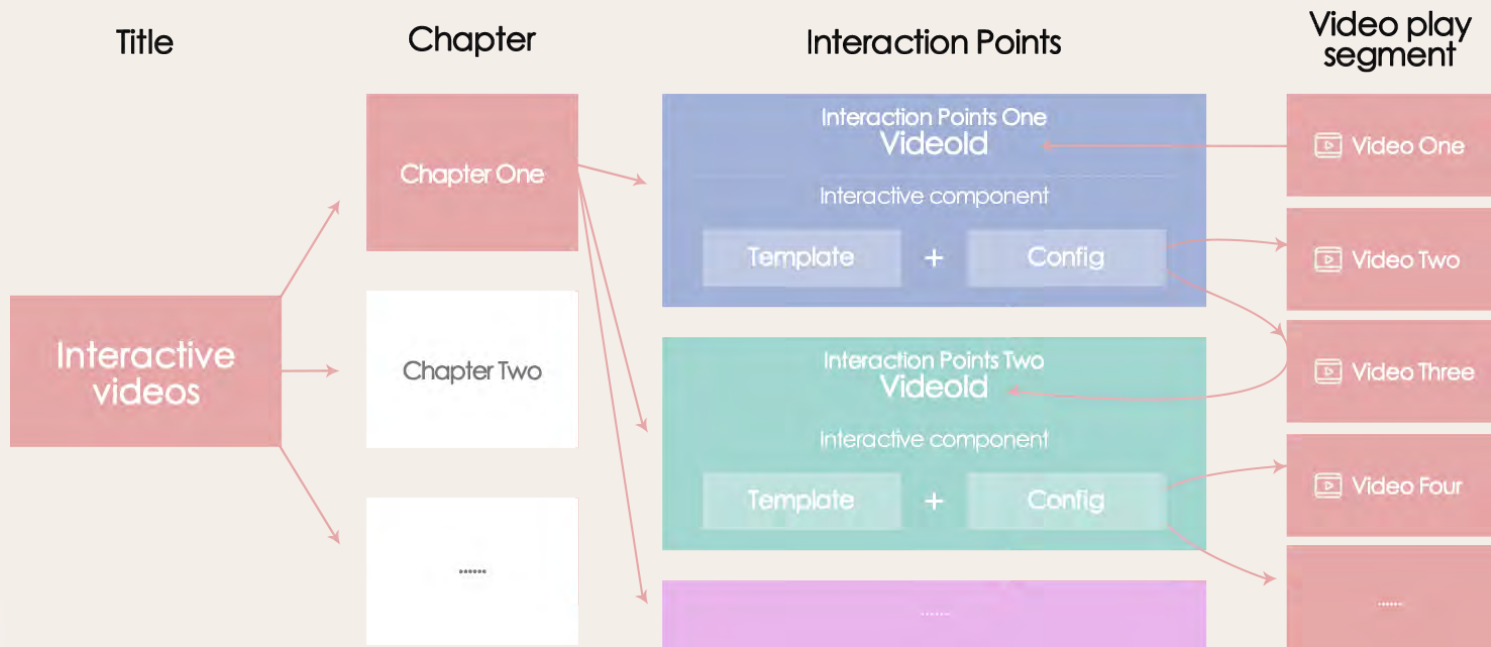
Interactive Broadcasting

Supporting broadcast on multiple ends, enabling interactive videos to cover the majority of users



Interaction Data Structure

互动数据结构



Interactive Video Player

互动播放器



PCWEB Broadcasting



Complex Interaction Enabled
by Plug-in Components



Interactive Video Projects

互动视频案例

Tomorrow Calls

First aired in August 2020, invested by Volkswagen, the first interactive play in China that combines two genres: story and documentary, exclusively produced and aired by Mango TV, 180m monthly views, 30m yuan in ad revenues



Target Person

Broadcasted in Nov. 2020, the second interactive spin-off mini-TV series of Who's The Murderer for immersive watching experiences, narrated from the protagonist's first-person perspective to engage audience and find clues, amassing 120m weekly views



Interactive Videos in the 5G Era

5G 时代的互动视频

Hi-tech Videos

5g ultra-high bandwidth, low latency, 4K/8K/VR/AR, for better immersive experiences, engaging users with the content



Production

5G enables cloud-based and remote content generation, reducing production cost and significantly improving production efficiency



Smart AI

With 5G, smart devices, cloud data and AI are integrated. 5G improves AI capabilities and enables smart production of more extensive interactive content



Creation

As we upgrade our 5G and smart devices, it will be much easier to make videos and the era of video content generation for all is coming.





Thank You