

China is the next frontier in entertainment,  
and as studios look to the East for new revenue  
streams they're turning to Jiaflix to maximize  
their profits and minimize their risks.



We're helping bridge two dynamic  
entertainment cultures—East and West.



# Navigating China's film market.

From regulatory relationships to censorship reviews and antipiracy protection.



## Corporate Overview

Jiaflix is Hollywood's strategic partner for co-productions, assisted productions and digital distribution in China. Founded by Sid Ganis, Kenneth Huang and Marc Ganis in 2011, Jiaflix is rapidly changing the paradigm for studios, independents and other content owners looking to capture a share of the world's fastest growing film market. The company's business is focused on two areas:

### **Assisted Production and Co-Production.**

Jiaflix opens doors for studios to successfully produce, market and distribute films in China. With its extensive local knowledge, government partnerships and cross-cultural approach, Jiaflix helps studios navigate the complexities and nuances of the China market. The company advises studios, secures approvals and locations, casts talent and crew, and executes grassroots marketing strategies that resonate with Chinese audiences. Its real-time, data driven promotions, proprietary box office monitoring and antipiracy programs are proven to dramatically increase box-office receipts.



# Movies for a mobile society.

Multiplatforms to capitalize on the world's fastest-growing market.

## Corporate Overview *(continued)*

### Digital Distribution.

Jiaflix's exclusive, government approved platforms for digital streaming gives Hollywood a point of entry into China beyond theatrical distribution as well as the only legal means for studios to monetize and license their libraries and generate projectable ancillary revenue streams.

Lionsgate, MGM and Paramount are already seeing the benefits of streaming their content through Jiaflix's multiplatform model which branches out to 1905.com, wow1905.com, China Mobile, Alibaba, IPTV, digital TV and national channel CCTV 6. Studios know when their assets are streamed to millions of devices and users across China, they are fully protected by Jiaflix's antipiracy measures, regarded as the most effective and efficient in China.

Sid Ganis has had a distinguished career in Hollywood as an executive at major studios including **Sony Pictures, Lucas Film, Warner Bros.**



### **Sid Ganis, Chairman**

Sid serves as the firm's cultural ambassador and chief door opener, drawing on his deep industry relationships and experience. Besides opening doors for international studios entering China, Sid's motion picture acumen is highly sought after by Wuxi Studios near Shanghai, where he serves as Honorary Chairman. The former president of the Academy of Motion Picture Arts and Sciences, he has a distinguished career as an executive at major studios including Sony Pictures, Lucasfilm, Warner Bros. and Paramount.

Kenneth Huang is a New York-based entrepreneur and investor who is active in a number of important business sectors in China including

**Capital markets, Entertainment, Sports**



**Kenneth Huang, Executive Director**

Through his broad networks and access to capital, Kenneth serves as the firm's primary financing facilitator. Kenny is a China-based entrepreneur and investor who is active in a number of important business sectors in China including capital markets, infrastructure construction, sports and entertainment. Kenny first gained notoriety when he became the first Chinese mainland national to work on the New York Stock Exchange in 1987.

Marc Ganis' extraordinary business acumen and expertise in the economics of the deal include more than two dozen sports facility projects such as the new

**Yankee Stadium, Heinz Field, Verizon Center**



**Marc Ganis, President**

With his extraordinary business acumen and expertise in the economics of the deal, Marc works to secure mutually agreeable terms for Jiaflix clients, and the Chinese government. Marc has vast experience in the capital markets, sports and entertainment sectors and has engineered some of the most visible and valuable sports business transactions in China for more than a decade.



The success of Jiaflix is fueled by its partnership with state-owned China Movie Channel and 1905, both which operate under China's regulatory agency SAPPRFT.



## Our Partners

In China, ventures that combine government control and private enterprise have the greatest opportunity for success. Jiaflix is a private-public partnership that blends the economic power of a private venture with the efficiency of direct government relationships and licensing on the country's only legal distribution platforms.

Jiaflix is a catalyst for creativity, convening key stakeholders from the Chinese government and the film industry to produce groundbreaking original content in China and deliver a growing library of U.S. films to millions of movie lovers wherever they go.

# Bridging Cultures. Breaking Records.

Blockbusters are built on courageous decisions, deep expertise and plain hard work. In China, that means anything but business as usual. Months before the red carpet rolled out on *Transformers: Age of Extinction*, Jiaflix was opening doors, facilitating approvals and advising on production matters for Paramount and director Michael Bay.



The most profitable film in the *Transformers* franchise showcased the power of cultural and creative collaboration on opposite sides of the globe. Serving as the studio's local sherpa, Jiaflix struck an alliance between Paramount and the Chinese government and with its extensive local knowledge assisted in securing locations, cast, crew and regulatory approvals. From the Great Wall to Hong Kong, Jiaflix was a key facilitator in what was the first Western production for China Movie Channel.

A carefully executed marketing and distribution strategy orchestrated by Jiaflix not only drove unprecedented theatrical performance, but the firm's antipiracy program and box office monitoring protected earnings.



A close-up, low-angle shot of Optimus Prime from the movie Transformers: Age of Extinction. He is shown from the chest up, looking directly at the camera with a serious expression. His blue and red armor is highly detailed, and his glowing blue eyes are prominent. The background shows a blurred view of a mountainous landscape under a bright sky.

# *Transformers: Age of Extinction*

## By The Numbers

### Worldwide

- No. 1 film of the year worldwide earning \$1.09 billion
- Worldwide gross receipts 41% higher than No. 2 film, *Guardians of the Galaxy*, at \$772.3 million
- Only 2014 film to pass the billion dollar mark

### China

- China's No. 1 film of the year and top-grossing movie of all time earning \$322 million

- Ranked 38% higher than China's No. 2 top-grossing film
- Outperformed *Interstellar's* box office more than 2.5 times
- Surpassed *Avatar's* \$221.9 million record in 10 days and *Titanic's* attendance record in 13 days
- China represented 30% of its worldwide gross, compared to other billion dollar movies such as *Ironman 3* (10%) and *Avatar* (7%)
- Top earner in the *Transformers* franchise.



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