



## Brief Introduction to HUPU (Shanghai) Media Co., LTD

- HUPU (Shanghai) Media Co., LTD. is founded in 2007, which owns the sports Internet platform under the domain name hupu.com and HUPU APP, and has developed into an industrial leader driven by technology, interlinked by four business sectors, namely media, e-commerce, self-owned sports events and investment. It is also a leading enterprise in China's sports industry.
- HUPU is closely around the two new trends of "the Internet under the trend of new competitive entertainment" and "consumption upgrading the new lifestyle", and with the aid of paying equal attention to cultivation incubation, internal business and investment arrangement, laying out the sports industry in all aspects. HUPU has formed a complete layout of the whole industry chain and the whole ecology, which integrated marketing, E-commerce shopping guide, sports brokerage, the development of overseas resources, self-owned IP breeding and other fields, and built up the "Internet + sports" ecosystem.
- The sports Internet platforms that HUPU owns, as a leader of domestic Internet sports and a new ecosystem builder of interactive entertainment industry, provide all the people who love sports with diversified services, content and applications that completely cover both online and offline, mainly including events information, community interaction, online value-added service, events operation, sports service, goods and services guides, etc.
- The King of Underdogs, which is a grassroots event owned by HUPU, promotes the development of mass sports by its original IP. This event is elaborately built by HUPU. As an 1V1 basketball match, it opens to all basketball enthusiasts worldwide. Other than traditional basketball, The King of Underdogs, with the theme of 1V1 basketball match, breaks through the limitations of space by online live broadcasting and makes online and offline basketball lovers feel the charm of 1V1 basketball match.

# Hoops Comes Home

## INTRODUCTION

Our brand mainly advertise for other people's brand or products, including online and offline advertisement, advertising space rental, and provide an online market for promoters, goods and services' providers; Provide high-quality computer database information systematization; Provide clients with quality business information, market analysis, and business management for athletes; Seek for sponsorship; Provide window display services, consultancy on advertising and promotion and magazine advertisement; We also produce high-quality commercials for clients and promote goods and services through sponsorship of sporting events and so on.

## Match Picture



# Hoops Comes Home

**Hoops Comes Home:** We look abroad to explore the real landscape of folk basketball in all corners of the world, and create a stage of 1V1 for basketball fans. While appreciating the basketball culture in all parts of the world, we spread the rules and ideas of the King of Underdogs, and expect a more extreme individual heroism.

We determine to spread the footprint of the King of Underdogs all over the world and attract different folk basketball players to step on this stage.

We devote to creating unique 1V1 basketball games and concepts with the identity of Chinese, and promote the development of folk basketball in the whole world.

'Naismith invented basketball, but it was the streets of America that really gave basketball its soul.' So we came to the United States, which is the birthplace of basketball, and went to the west coast of Los Angeles, a city with two NBA teams and deep basketball culture.

## Match Picture





# The King of Underdogs 2018

DATA GENERALIZATION

**1 VS 1**

·An exciting competition system designed for online view habits

Brand Empathy

**800million**

·Short video VOD over 800 million continuously 30 days

High frequency Exposure

**1match/day**

·Tense match schedule, covering the prime time all year round

Tense Match Schedule

**30+ cities**

·Cooperate with fixed basketball stadiums of each city

Nationwide coverage

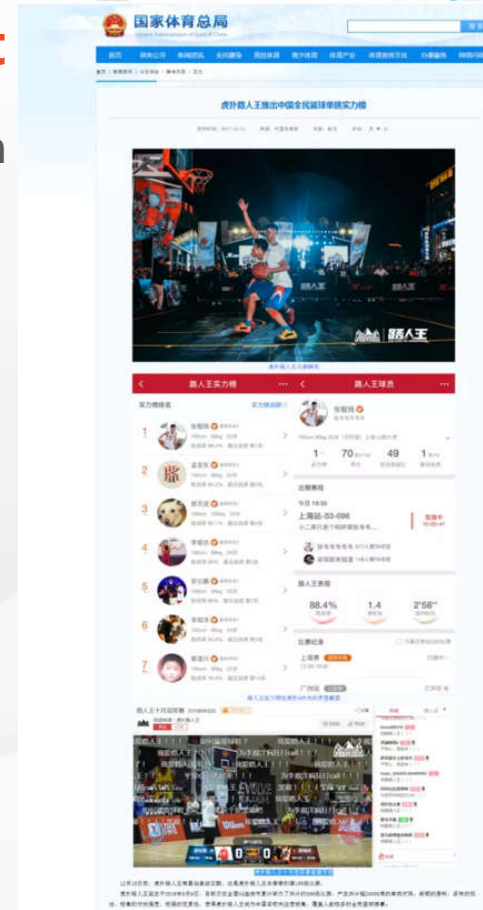


# Amateur basketball 1V1 Ranking List

HUPU professionally built, General Administration of Sports of China certificated

For the over **100 million** core basketball fans, they can check out their own or their idols' 1V1 power rankings in this list to see how their basketball level ranks **nationwide**

- High Attention
- General Topic
- Strong Interaction



GASC official website published "The KU of HUPU released Chinese national basketball 1V1 Ranking List"



Top 100 of Chinese Amateur Basketball 1V1 Ranking



# The King of Underdogs 2019 new global event system

EVENT SYSTEM



Ranking List



# The King of Underdogs 2019 new global event system



## MATCH SYSTEM

February-July

2月-7月

12 city championship  
each month

每月12场城市冠军赛

每月底1场月赛+1场中外对抗赛

1 monthly match at the  
end of each month+1  
Chinese & Foreign  
Competition

August

8月

Midyear finals

路人王年中总决赛

力争全年覆盖全球50座主要城市

Intends to covers 50 major  
cities all year round

September-December (Rules to be determined)

9月-12月 (玩法待定)

12 city championship  
each month

每月12场城市冠军赛

每月底1场月赛+1场中外对抗赛

汇聚全球民间实力球员

Gather folk powerful players  
together

January, 2020

2020年1月

Year-end finals

路人王年终总决赛

1 monthly match at the  
end of each month+1  
Chinese & Foreign  
Competition



# Transmission Matrix

## HUPU Platform+ Social Media+ Third Party Live Broadcasting Media

Attract traffic for the event through hupu.com and hupu app by warm-up posts, live posts of The KU area

HUPU platforms attract traffic  
虎扑平台导流

**HUPU**

Live broadcast on self-owned platform  
自有平台直播



Live broadcasting by HUPU's own live broadcast platform liangle.com

Spreading Highlights of the event through weibo, WeChat official accounts and YouTube, etc., which will trigger the topic of the whole Internet

Social media broadcast  
社媒传播



Third party platform live broadcast  
第三方平台直播

**LIVE**

The KU will simultaneously live broadcast on mainstream third-party platforms such as douyu, huya, live.qq, panda and bilibili, and highlights will also be broadcast on short video platforms such as douyin





# The King of Underdogs 2019 promotion

HUPU+ Social Media+ Short video platforms  
prime resources support

## HUPU

PC



Mobile

- HUPU home page
- HUPU NBA home page
- The KU home page

- NBA Schedule
- The KU area
- NBA information stream
- Home page focus picture
- Personalization PUSH



Short Video

- @“路人王篮球”
- @“路人王教学君”
- @“路人王街坊君”



Official Accounts

- HUPU KU mini program
- HUPU official wechat account
- The KU official account
- “体育生态圈” public account
- “懒熊体育” public account



# The King of Underdogs 2019 global promotion

Expand promotional platform based on the original

## Broadcast media



## Video Media



## News media



# Match Picture





# Match Picture





# Match Picture





# Match Picture



# Match Picture





**THANK YOU**