



BEIJING INTERNATIONAL CULTURAL MEDIA CO.,LTD.  
唯优印象(北京)国际文化传媒股份有限公司

Beijing International Cultural Media Co., Ltd. (hereinafter referred to as: Optimal Media Stock Code: 835488) is a new three-board film and television media company. It covers the three market areas of culture, media and variety shows. It is the whole process of film and television media from upstream investment and development, IP incubation to pre-production and post-production of film and television, and entertainment marketing. Company.

Founded in 2001, Weiyou Team is a state-level high-tech enterprise integrating R&D, production and service. Over the past 20 years, it has participated in the post-production of movies every year for at least 35 in 10 consecutive years, producing more than 600 movies. It has produced at least 500 TV plays every year, completing more than 12,000 episodes and thousands of cartoons. Thousands of advertisements. In 2014, Weiyou Media was approved by the State Science and Technology Commission as the first national high-tech enterprise in the industry. In 2015, Excellent Media carried out joint-stock reform, and in December of the same year, approved by the national small and medium-sized enterprise share transfer system, successfully landed on the new third board. With the help of capital, only the excellent media are driven by two wheels and the combination of production and finance. While the original main business is growing steadily, it gradually expands to film and television content and other related industrial chains, forming a strategic layout of the whole industry.

[Development Strategy]  
Creating a Whole Process Industry Film and Television Media Group

[Three Major Market Areas]  
Cultural field (all business related to film and television)  
Media field (advertising whole process production and entertainment marketing)  
Variety field (R&D and production of variety shows)

[Four Main Businesses]  
Whole process post-production, original script and IP research and development, advertising production and entertainment marketing, content production and project investment

[Twelve Business Modules]  
Planning creativity, original script and IP research and development, pre-shooting, pre-and post-audio services, pre-and post-video services, DIT data management, DI digital middlefilm, visual effects, advertising, production process supervision, publicity materials production, entertainment marketing

唯优印象(北京)国际文化传媒股份有限公司(简称:唯优传媒 股票代码:835488)是新三板影视传媒公司,涵盖文化、传媒、综艺节目三个市场领域,是从上游投资开发、IP孵化到影视前后期制作、娱乐营销的全流程影视传媒公司。

唯优团队成立于2001年,是集研发、制作、服务于一体的国家级高新技术企业,二十年来,每年参与后期制作的电影,连续十年每年不少于35部,累计制作电影600余部;制作电视剧每年至少500集,累计完成12000余集,动画片上千部、广告数千条。2014年,唯优传媒被国家科委批准为业内第一家国家高新技术企业。2015年,唯优传媒进行股份制改革,并于同年12月经全国中小企业股份转让系统批准,成功登陆新三板。在资本助力下,唯优传媒双轮驱动、产融结合,在原有主营业务稳步增长的同时,逐步向影视内容和其它相关产业链拓展,形成全流程全产业战略布局。

【发展战略】  
打造全流程全产业影视传媒集团

【四大主营业务】  
全流程后期制作、剧本原创及IP研发、广告制作  
投放及娱乐营销、内容出品及项目投资

【三大市场领域】  
文化领域(影视相关所有业务)  
传媒领域(广告全流程制作及娱乐营销)  
综艺领域(综艺节目研发与制作)

【十二大业务模块】  
策划创意、剧本原创及IP研发、前期拍摄、前后期音频服务、前后期视频服务、DIT数据管理、DI数字中间片、视觉特效、广告投放、制作流程监管、宣发物料制作、娱乐营销

