

# Livestreaming firms called on to boost governance

## 泛读

East Buy, a subsidiary of private tutoring giant New Oriental that successfully transitioned to a livestreaming e-commerce company, removed Sun Dongxu as its executive director and CEO, and named New Oriental's founder Yu Minhong as its chief executive.

The appointment, which was confirmed by the Hong Kong Stock Exchange late on Sunday, came after a dispute involving the company's most influential livestreamer, Dong Yuhui, intensified last week, leading the Hong Kong-listed company to suffer billion-yuan losses on the stock market within days.

The latest dispute started after the editorial team of East Buy said on Dec 6 that the script used by Dong during livestreaming was written by the team and not by the star alone. It quickly prompted a group of online shoppers and many of Dong's fans to question the company for taking credit for his work and longtime efforts.

On Tuesday, Sun Dongxu, then CEO of East Buy, said in a livestream that neither the editorial team nor Dong had behaved appropriately, adding that Dong is treated well by the company and draws a steep annual salary.

Sun also condemned the "fandom culture", noting that netizens often attack a company because of their idol. He triggered a wave of anger among netizens with his remarks and aggressive approach during the livestream, including hurling his cellphone onto a table.

Many netizens said they felt offended by Sun's behavior. They said they felt like employees being rebuked by their boss, instead of being respected as consumers.

Later, both Sun and Yu, the founder of New Oriental, as well as Dong, apologized for the incident and clarified that the script used for the livestream was written by both the editorial team and Dong.

However, this didn't stop the stock price of the Beijing-based company from plunging to HK\$26.25 (\$3.69) per share on Friday from HK\$32.75 on Dec 6. The number of followers on East Buy's Douyin account was 28 million as of Sunday, a significant drop from over 31 million a week ago.

Zhang Yi, chief analyst at market consultancy iiMedia Research, said, "The incident is basically an internal strife over making a balanced profit distribution between leading livestreamers and companies or MCN (multichannel network) agencies that manage livestreamers."

The East Buy case is not a stray incident, Zhang said, adding that many livestreaming e-commerce companies are star-oriented and rely hugely on a top livestreamer to attract customers and make profits, as can be seen from the emergence of Li Jiaqi, a top beauty and cosmetics livestreamer well-known as "lipstick king".

On Saturday night, Yu and Dong appeared in a livestream in order to prevent the incident's impact from further spilling over. Yu admitted that East Buy had been plunged into "chaos", and removing Sun from his current position was due to a series of mistakes he made while performing his management duties.

"Sun will continue to work in other positions in New Oriental," Yu said, emphasizing that Dong had never been asked to leave.

There were rumors in the market that Dong was being courted by other livestreaming e-commerce companies and some tech giants.

Recalling the past week, Dong said the dispute was "painful" and hoped it would end soon. He added that he was staying with East Buy.

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## 精读

### 东方甄选风波，对直播行业有什么启发？

**Livestreaming firms called on to boost governance**

# 直播企业需加强治理

East Buy, a **subsidiary** of private **tutoring giant** New Oriental that successfully **transitioned** to a livestreaming e-commerce company, **removed** Sun Dongxu as its **executive director** and CEO, and named New Oriental's founder Yu Minhong as its chief executive.

近日，成功转型直播电商的民企教辅巨头新东方旗下子公司东方甄选免去了孙东旭执行董事和CEO职务，由创始人董事长俞敏洪兼任东方甄选CEO。

The **appointment**, which was confirmed by the Hong Kong Stock Exchange late on Sunday, came after a **dispute involving** the company's most influential livestreamer, Dong Yuhui, **intensified** last week, leading the Hong Kong-listed company to suffer billion-yuan losses on the stock market within days.

周日（12月17日）晚，港交所确认了这一任命。此前，东方甄选最有影响力的主播董宇辉卷入了一场争论，事件在上周愈演愈烈，导致这家香港上市公司在几天之内在股市上遭受了数十亿元的损失。

The latest **dispute** started after the editorial team of East Buy said on Dec 6 that the script used by Dong during livestreaming was written by the team and not by the star alone. It quickly **prompted** a group of online shoppers and many of Dong's fans to question the company for taking **credit** for his work and longtime efforts.

12月6日，东方甄选编辑团队表示，董宇辉在直播中使用的稿子是由团队撰写的，并非董宇辉独立创作，这一言论引发了争议，迅速引发了一批网购用户和董宇辉众多粉丝的质疑，认为东方甄选抢走了董宇辉的功劳，否认了他长期以来的努力。

On Tuesday, Sun Dongxu, then CEO of East Buy, said in a livestream that neither the editorial team nor Dong had behaved **appropriately**, adding that Dong is treated well by the company and **draws** a **steep annual** salary.

周二（12月12日），当时还是东方甄选CEO的孙东旭在一次直播中表示，编辑团队和董宇辉都存在不当行为，并称董宇辉在公司的待遇很好，年薪非常高。

Sun also **condemned** the **"fandom culture"**, noting that **netizens** often attack a company because of their idol. He triggered a wave of anger among

netizens with his remarks and **aggressive approach** during the livestream, including **hurling** his cellphone onto a table.

孙东旭还谴责了“饭圈文化”，指出网民经常因为他们的偶像而攻击公司。他在直播中的言论和咄咄逼人的态度，包括将手机扔到桌子上的行为，引发了网民的愤怒。

Many netizens said they felt **offended** by Sun's behavior. They said they felt like employees being **rebuked** by their boss, instead of being respected as consumers.

许多网民认为孙东旭的行为非常冒犯，感觉自己就像被老板训斥的员工，而没有作为消费者那样受到尊重。

Later, both Sun and Yu, the founder of New Oriental, as well as Dong, apologized for the incident and **clarified** that the script used for the livestream was written by both the editorial team and Dong.

随后，孙东旭和新东方创始人俞敏洪以及董宇辉都为此事道歉，并澄清直播所用的稿子是由编辑团队和董宇辉共同撰写的。

However, this didn't stop the stock price of the Beijing-based company from **plunging** to HK\$26.25 (\$3.69) per share on Friday from HK\$32.75 on Dec 6. The number of followers on East Buy's Douyin account was 28 million as of Sunday, a **significant** drop from over 31 million a week ago.

然而，这并没有阻止这家总部位于北京的公司股价从12月6日的每股32.75港元暴跌至周五的每股26.25港元（3.69美元）。截至周日，东方甄选的抖音账号粉丝已经下降到2800万，较一周前的3100多万大幅下降。

Zhang Yi, chief **analyst** at market **consultancy** iiMedia Research, said, "The incident is basically an internal **strife** over making a balanced profit **distribution** between leading livestreamers and companies or MCN (multichannel network) **agencies** that manage livestreamers."

市场咨询公司艾媒咨询的首席分析师张毅说：“此次事件可以解读为‘内讧’，也暴露出头部主播和管理主播的公司或MCN机构之间的利益分配问题。”

The East Buy case is not a **stray** incident, Zhang said, adding that many livestreaming e-commerce companies are **star-oriented** and **rely** hugely on a top livestreamer to attract customers and make profits, as can be seen from

the emergence of Li Jiaqi, a top beauty and **cosmetics** livestreamer well-known as "**lipstick** king".

张毅表示，东方甄选的这一事件并非孤立事件，很多直播电商公司都以明星主播为导向，非常依赖顶流主播来吸引用户和盈利，从被称为“口红一哥”的顶级美妆主播李佳琦就可以看出这一点。

On Saturday night, Yu and Dong appeared in a livestream in order to prevent the incident's impact from further **spilling over**. Yu **admitted** that East Buy had been plunged into "**chaos**", and removing Sun from his current position was due to a series of mistakes he made while performing his management duties.

周六（12月16日）晚，为了防止事件影响进一步扩散，俞敏洪董宇辉现身直播间。俞敏洪承认东方甄选已经陷入了一个混乱的状态，解除孙东旭的职务是由于他在履行管理职责时犯下的一系列错误。

"Sun will continue to work in other positions in New Oriental," Yu said, **emphasizing** that Dong had never been asked to leave.

“孙东旭将继续在新东方担任其他职务。”俞敏洪表示，并强调他们从来没有要赶走董宇辉。

There were **rumors** in the market that Dong was being **courted** by other livestreaming e-commerce companies and some tech **giants**.

市场上有传言称，其他直播电商公司和一些科技巨头一直在向董宇辉抛出橄榄枝。

**Recalling** the past week, Dong said the **dispute** was "painful" and hoped it would end soon. He added that he was staying with East Buy.

回顾过去的一周，董宇辉表示这场纠纷“很痛苦”，希望能尽快结束，同时也表示他将继续留在东方甄选。

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1. called on -> (are) call on 被呼吁
  2. boost
    - v.使增长，推动，增强，提高；
    - n.帮助，激励，增长，提高，向上一推；

3. governance n.统治, 管理, 支配, 统治方式;

4. subsidiary

adj.附带的, 附属的, 次要的, 助的, 帮助的, 补足的;

n.附属事物, 附属机构, 子公司, 附属者, 附属品;

5. tutoring v.当家庭教师( tutor的现在分词 ), 任大学导师, 任课;

6. giant

n.巨人, 巨兽, 大公司, 伟人;

adj.巨大的, 伟大的;

7. removed 文章中为免除

v. 免除 (职务)

【释】 If people remove someone from power or from something such as a committee, they stop them being in power or being a member of the committee.

【例】 The student senate voted to **remove** Fuller **from** office. 学生评议会投票免除了富勒的职位。

8. director n.导演, 主任, 经理, 院长, 指挥;

executive director 执行董事

9. appointment n.任命

10. dispute v.质疑, 辩论, 争论, 争夺;

n.争论, 争端, 纠纷;

11. involving v.表明 (某人参与了罪行等) ( involve的现在分词 ), 使参与, 牵涉, 使专心于;

12. intensified v. (使) 增强, (使) 加剧( intensify的过去式和过去分词 );

13. prompt /prompt/ v. 促使; 推动; 引起

【释】 To prompt someone to do something means to make them decide to do it.

【例】 Japan's recession has prompted consumers to cut back on buying cars. 日本经济的不景气使得消费者在购买车辆上减少了开支。

14. credit /'kredit/ v. 认为是...的功劳; 把...归于

【释】 If people credit someone with an achievement or if it is credited to them, people say or believe that they were responsible for it.

【例1】 The screenplay for '*Gabriel Over the White House*' **is credited to** Carey Wilson. 电影《天使降临白宫》的剧本出自凯里·威尔逊之手。

【例2】 The 74-year-old mayor is credited with helping make Los Angeles the financial capital of the West Coast. 洛杉矶成为西海岸的金融

中心，那位74岁的市长功不可没。

n. 赞扬；称赞；认可

【释】 If you get the credit for something good, people praise you because you are responsible for it, or are thought to be responsible for it.

【例】 It would be wrong for us to **take all the credit**. 如果我们把所有功劳都揽到自己身上，那就不对了。

15. appropriately adv.适当地；

16. draw /drɔ:/ v.1) 领取（薪水等）

【释】 If you draw a salary or a sum of money, you receive a sum of money regularly.

【例】 He is moving ever closer to drawing his pension. 他就要领取养老金了。

2) 提取，支取，领取（存款）

【释】 If you draw money out of a bank, building society, or savings account, you get it from the account so that you can use it.

17. steep adj.陡峭的，突然的，急剧的，过分的；

v.浸泡（食物）；

18. annual adj.每年的，一年一次的，全年的；

n.年报，年刊，一年生植物；

19. condemned

adj.被责难的，被宣告有罪的，被认为不当的，受谴责的，被认为不适用的；

v.condemn的过去式和过去分词)；

20. fandom culture 饭圈文化

21. netizens abbr.网络公民 (Internet citizens) ；

22. aggressive adj.好斗的，挑衅的，积极进取的，声势浩大的；

23. approach v.接近，临近，对付，处理，接洽，要求；

n.方法，方式，接近，来临，接洽，要求，途径，道路，相似的事物；

24. hurl /hɜ:l, hɜ:rl/ v. （通常指愤怒或用力地）抛，扔

【释】 to throw something with a lot of force, usually in an angry or violent way

【例1】 In a fit of temper he hurled the book across the room. 他一怒之下把书本扔到房间的另一边。

【例2】 Youths hurled stones at the soldiers. 年轻人向士兵们投掷石头。

25. offended v.触怒( offend的过去式和过去分词 ), 得罪, 冒犯, 使反感令人不适；

26. rebuke /rɪˈbjuːk/ v. 指责; 非难; 谴责

【释】 If you rebuke someone, you speak severely to them because they have said or done something that you do not approve of.

【例】 I was **rebuked** by my manager **for being** late. 我因为迟到而遭到经理的训斥。

27. clarified v.使清楚, 澄清( clarify的过去式和过去分词 ), (尤指通过加热使黄油) 纯净, 说明, 使 (头脑、神智等) 清醒;

28. plunge /plʌndʒ/ v.1) (尤指向水中) 纵身投入, 一头进入

【释】 If something or someone plunges in a particular direction, especially into water, they fall, rush, or throw themselves in that direction.

2) 骤降; 猛跌

【例】 The bank's profits plunged by 87 per cent. 银行的利润骤降了87%。

3) (使) 突然陷入; (使) 突然遭受

【释】 If a person or thing is plunged into a particular state or situation, or if they plunge into it, they are suddenly in that state or situation.

【例】 The economy is **plunging into** recession. 经济正陷入萧条。

29. significant adj.重要的, 显著的, 意味深长的;

30. analyst n.分析者, 化验员, 心理分析医师;

31. consultancy n.顾问工作, 顾问职位, 咨询公司;

32. strife /straɪf/ n. 严重不和; 冲突; 争斗

【释】 Strife is strong disagreement or fighting.

【例】 Money is a major cause of strife in many marriages. 金钱是造成很多婚姻不和的一个主要原因。

33. distribution n.分配, 分布, 分销;

34. agencies n.代理( agency的名词复数 ), 服务机构, (政府的) 专门机构, 代理 (或经销) 业务 (或关系) ;

35. stray /streɪ/ v. 偏离原路; 越过限定区域

【释】 to travel along a route that was not originally intended, or to move outside a limited area

【例1】 A herd of cattle had **strayed into** the road. 一群牛迷途, 上了公路

【例2】 Sorry, I've **strayed from** the subject. 对不起, 我离题了。

adj. 零星的; 离散的; 散落的



【释】 You use stray to describe something that exists separated from other similar things.

【例】 An 8-year-old boy was killed by a stray bullet. 一名8岁男孩儿被流弹打死。

36. lipstick n.口红, 唇膏;

37. cosmetics n.美容品, 化妆品( cosmetic的名词复数 ), 脂粉;

38. spill over (尤指令人不快地) 波及, 扩散, 影响

【释】 If an activity or situation spills over, it begins to affect another situation or group of people, especially in an unpleasant or unwanted way.

【例】 I try not to let my work spill over into my life outside the office. 我努力不让我的工作影响到办公室之外的生活。

39. spillover /'spɪləʊvə/ n. 伴随的结果 (或影响)

【释】 A spillover is a situation or feeling that starts in one place but then begins to happen or have an effect somewhere else.

【例】 We are now witnessing a spillover of the war into neighboring regions. 我们现在亲眼看到战争影响到周边地区。

40. chaos n.混乱, 杂乱;

41. emphasizing v.强调( emphasize的现在分词 ), 加强语气, 重读, 使突出;

42. rumors

n.<美>传闻( rumor的名词复数 ), [古]名誉, 咕哝, [古]喧嚷;

v.<美>传闻( rumor的第三人称单数 ), [古]名誉, 咕哝, [古]喧嚷;

43. court /kɔ:t/ v. 奉承; 讨好; 取悦; 向...献殷勤

【释】 to try to please someone because you want them to join you

【例】 Adams is being courted by a number of football clubs. 有好几间足球俱乐部在向亚当斯献殷勤。

courtship /'kɔ:t-ʃɪp/ n. 求爱期; 恋爱期

【释】 the time when people have a romantic relationship with the intention of getting married

【例1】 Courtship is somewhat vocal with a lot of displaying by the male. 雄性动物在求偶时会尽量展示自己, 并发出一些声响。

【例2】 After a short courtship, she accepted his marriage proposal. 恋爱没多长时间, 她就接受了他的求婚。

44. giants n.<希神>一个巨人种族 (常与天上诸神作战并取胜, 后来雅典娜和宙斯在海格力斯帮助下才将他们战败), (故事中常为残酷而愚蠢的) 巨

人( giant的名词复数 ), 伟人, 巨兽;

45. recalling v.回忆起( recall的现在分词 ), 使想起, 使想到, 勾起;

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## 长难句

The appointment, which was confirmed by the Hong Kong Stock Exchange late on Sunday, came after a dispute involving the company's most influential livestreamer, Dong Yuhui, intensified last week, leading the Hong Kong-listed company to suffer billion-yuan losses on the stock market within days.

【译】周日（12月17日）晚，港交所确认了这一任命。此前，东方甄选最有影响力的主播董宇辉卷入了一场争论，事件在上周愈演愈烈，导致这家香港上市公司在几天之内在股市上遭受了数十亿元的损失。

【长难句分析】（主语：The appointment），（定语从句修饰appointment：which was confirmed by the Hong Kong Stock Exchange late on Sunday），（谓语：came）[时间状语从句：after (从句主语：a dispute)（现在分词修饰dispute: involving the company's most influential livestreamer, Dong Yuhui），（从句谓语：intensified）（从句时间状语：last week）]，（现在分词修饰主句表示主句带来的结果：leading the Hong Kong-listed company to suffer billion-yuan losses on the stock market within days.）

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## 专有名词

1. **MCN** (multichannel network) agencies 网红经济公司 Livestreaming 直播 Livestreamer, streamers 主播
  2. **HKSE** Hong kong Stock Exchange 香港证券交易所, 港交所
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## 短语

1. take credit for one 's work 抢走某人的功劳
2. draw a steep salary 领取高工资
3. perform one's duty 履行职责

4. a stray incident 个例 个别事件

5. an internal strife 内讧