Company Study of Letv.com, 2011

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Abstracts

LeTV.com was founded in Beijing Zhongguancun High-tech Industrial Park in November 2004. On August 12, 2010, it went public at China GEM (SZ:300104). It currently employs 200 people.

Letv.com is the first video website that bought the copyright of TV dramas and movies. Letv.com has already owned the copyright of 50,000 episodes of TV series and more than 4,000 films; meanwhile, it has got the exclusive online copyrights of about 70% of popular movies and TV series in China.

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