

Vidfish rolls out commercial streaming service

Platform promises "the world's largest Chinese content library outside Mainland China"



Legend of Fuyao

Singapore-based global Chinese video streaming service, Vidfish, launched commercially this month with a US\$39.99 annual subscription (or US\$3.99 monthly), a footprint covering 50 million viewers of Chinese-language content in 190 countries, a target of one million users by 2019, promises of "the world's largest Chinese content library outside Mainland China", and a commitment to a blockchain-enabled payment mechanism.

In the launch announcement, co-founder Amie Hu described the new ad-free platform as "a Chinese-language Netflix". Launch titles include *Legend of Fuyao*, *Mr Swimmer* and *The Evolution of Our Love*.

Vidfish, which soft launched in April this year after about a year of R&D, entered its commercial phase with 150,000 registered users, mostly in Southeast Asia, and 12,000 hours of multi-genre content.

Average users stay for about 36 minutes

per session, Vidfish said.

Three drama series and three movie titles are already subtitled in English, with 10 in the works. More will be added progressively, Vidfish confirmed.

Content partners so far include Hua Shi Wang Ju, which came on board in February this year, followed in March by Zhejiang Huace Film & TV and 1905.com. Hunan Broadcasting Network's OTT platform, Mango TV, came on board in June, followed in the third quarter by Joinhall Media, Glosyn Culture & Media Co, New Classics Media and Kukan Culture. Jetson Huashi is also part of the mix.

Vidfish said negotiations with other "strategic content partners" were ongoing.

The investment mechanism hasn't been shared. Vidfish said only that the platform was privately held and that backing came from "a number of investors interested in the development of a licensed Chinese Video entertainment

model". The platform is also "supported by a number of production partners in China," Vidfish added.

Blockchain technology is being deployed in the VUO coin tokenised platform scheduled to roll out before the end of the year.

The VUO Coin payment system, which will allow users to pay content providers directly for their content, will run alongside the existing subscription model.

Vidfish said the aim of leveraging blockchain tech was "to create a collaborative ecosystem for users, content providers, celebrities and content partners". "Blockchain video distribution allows for direct, free-market B2C distribution and sales between content providers and users, an ecosystem that is necessary to achieve a sustainable compensation model for content providers to continuously provide good quality content," Vidfish said.