

Maoyan Entertainment
猫眼娱乐



FY2022公司演示材料

2023年3月

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2022年年度业绩亮点

2022年全年猫眼娱乐业绩亮点

财务亮点

收入

人民币23.20亿元

结构持续优化

经调整溢利净额

人民币2.33亿元

保持盈利



业务亮点

娱乐内容服务

持续增长 **11.14亿元** 收入

发行&出品

大盘覆盖率保持 **5成** 以上

宣发能力

进一步迭代 率先提出“实时宣发”

现场演出

延伸至出品/制作 + 出海探索

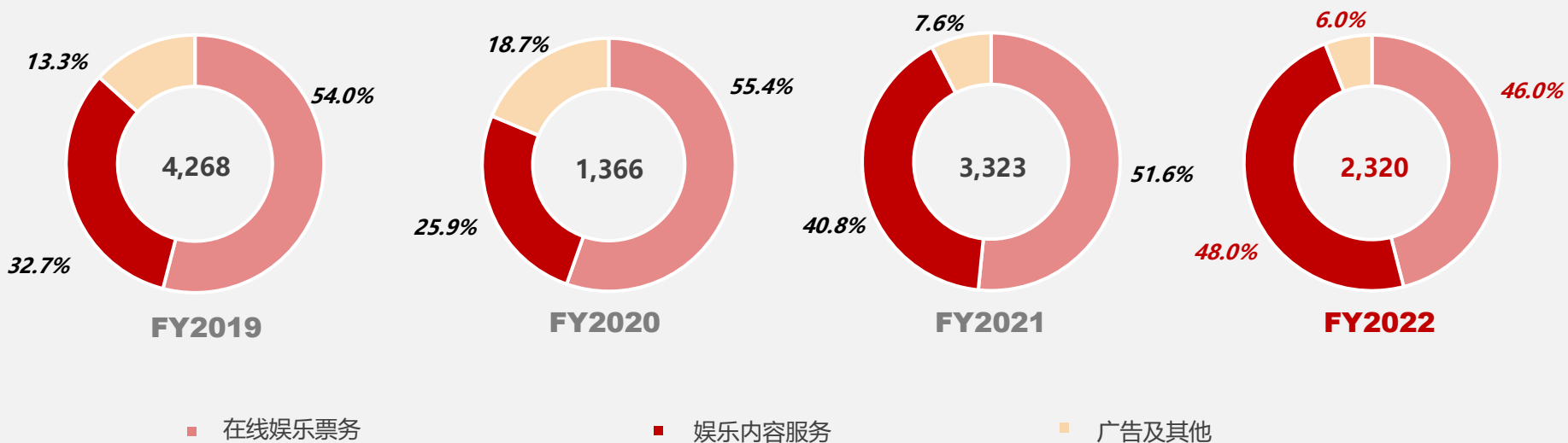


2022年全年财务概览



收入结构持续优化，内容服务首次成为收入贡献最大业务

(人民币百万元)



- 娱乐内容服务 收入占比



同比去年从 40.8% 至 48.0%

- 在线票务业务 收入占比



同比去年从 51.6% 至 46.0%

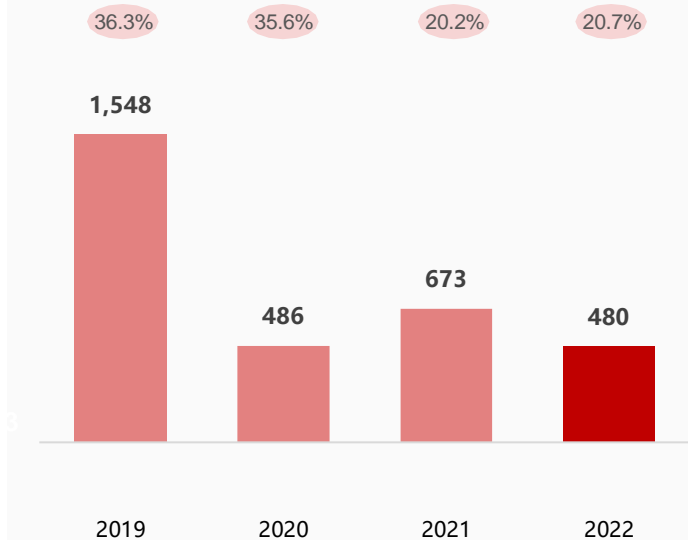
财务表现稳健

销售及营销开支

(人民币百万元)

占收入百分比

合理管控费用

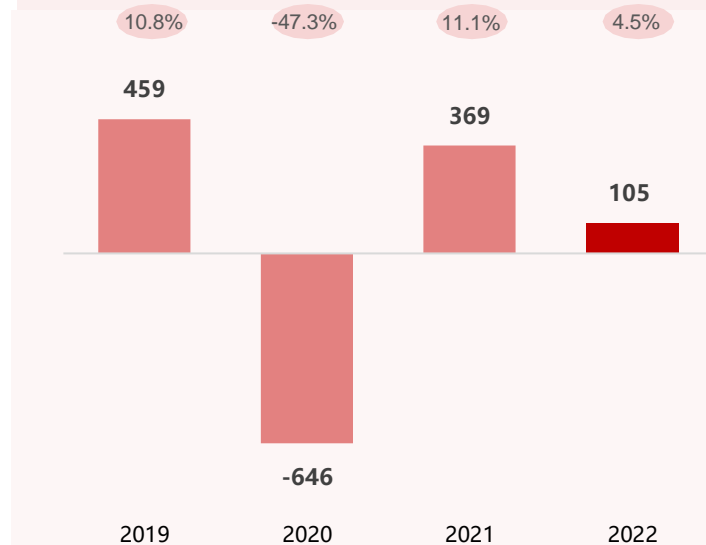


净利润

(人民币百万元)

占收入百分比

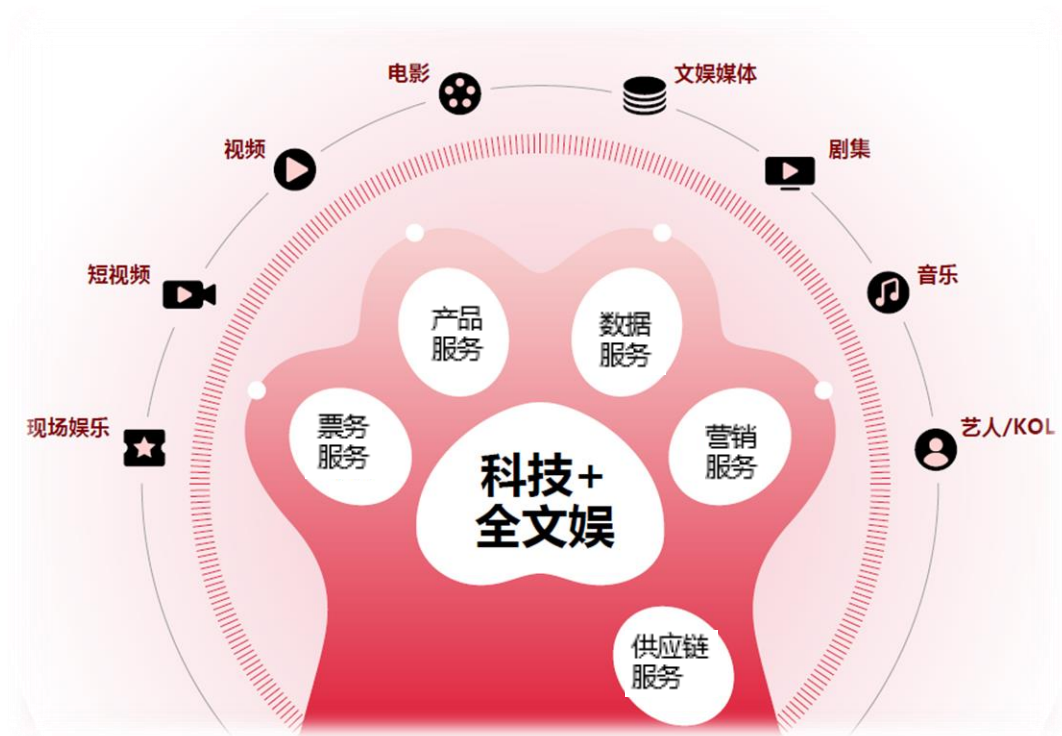
继续保持盈利





2022年全年业务概览

“科技+全文娱”战略 — 猫爪战略模型

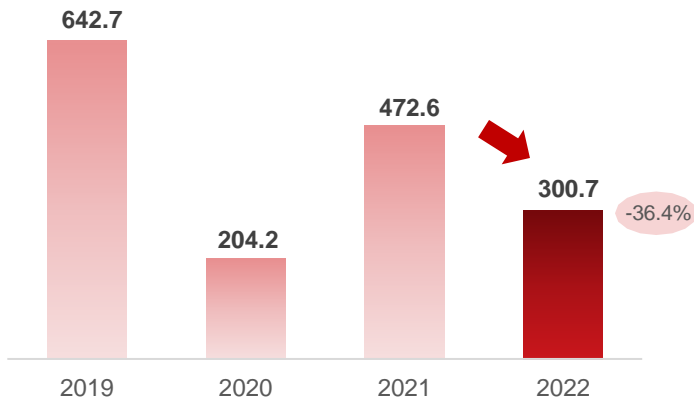


秉持核心战略，多元业务充分发展，抗风险能力和业务发展驱动力持续增强

电影行业受疫情影响，票务业务保持稳健

(人民币亿元)

全国电影票房
(含服务费)



2022年12月以来，市场显著复苏，2023年春节档成为成为中国影史春节档第二名

在线电影票务保持行业领先地位

- 增强平台服务能力、管控票务业务成本费用，提升服务效率
- 与腾讯和美团持续加深战略合作
- 新增多种营销功能，实现片方、影院、合作方及平台方的权益打通
- 服务行业、贡献价值
 - ✓ 第十二届北京国际电影节
 - ✓ 第四届海南岛国际电影节
 - ✓ 第九届丝绸之路国际电影节

演出业务持续探索

持续发展现场娱乐票务业务



2023年春节假期全国营业性演出的票房和观影人数均恢复至2019年的八成左右

积极探索和发展对于沉浸式演艺项目的投资、出品和IP开发



玩味制片厂·上海



玩味探险家·上海/深圳



明珠传奇·上海



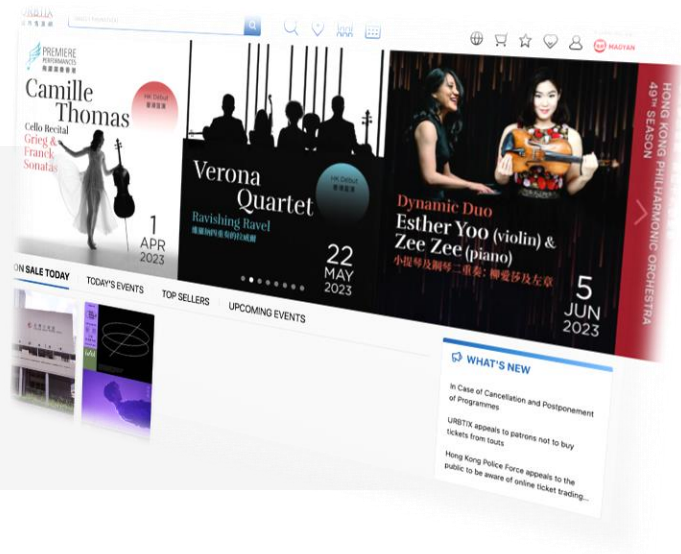
扬名立万·上海

新市场业务拓展

香港

我们与**香港城市售票网**开启合作，为其提供票务系统及运营服务，服务全香港的演出业务；

自**2022年12月**起，我们为其开发的具备更大容量的票务新系统正式上线。



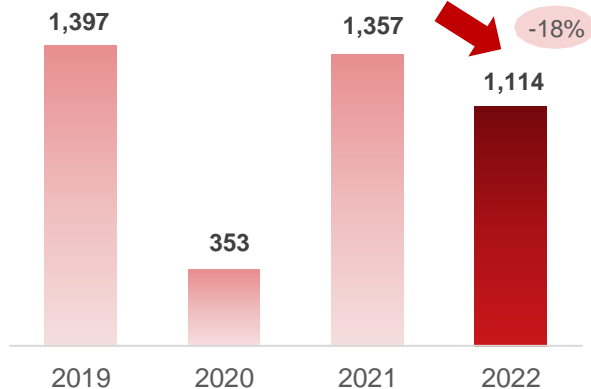
<https://www.urbtix.hk>

城市售票网在1984年起投入服务，主要为康乐及文化事务署辖下表演场地的租用人或节目主办机构及观众提供一站式票务服务。顾客可透过分布全港多区的售票处和自助售票机、网上购票、流动购票应用程序 (Android及iPhone/iPad版)，以及电话购票热线实时购票。

娱乐内容持续成长，突破市场阶段性下滑影响

(人民币百万元)

娱乐内容服务收入



娱乐内容服务首次成为收入贡献最大板块

- 收入同比表现 (-18%) 明显超越大盘 (票房-36%)
- 参与出品/发行的上映电影数量及票房表现保持行业前列
- ✓ 已上映国产影片总票房大盘覆盖率持续保持在五成以上;
- ✓ 参与影片在年度票房前10国产影片中的席位和GMV覆盖率，基本与2021年表现持平，且已明显超过疫情前水平

持续加强热门档期头部影片覆盖

2022年1-12月猫眼部分参与影片

元旦档



人民币 **9.36** 亿元
穿过寒冬拥抱你
元旦档 冠军



人民币 **6.28** 亿元
反贪风暴5：最终章
元旦档 亚军

春节档



人民币 **26.27** 亿元
这个杀手不太冷静
春节档 亚军



人民币 **9.77** 亿元
熊出没·重返地球



人民币 **5.42** 亿元
四海

暑期档



人民币 **31.03** 亿元
独行月球
暑期档 冠军



人民币 **17.12** 亿元
人生大事
暑期档 亚军



人民币 **6.79** 亿元
明日战记

国庆档



人民币 **15.93** 亿元
万里归途
国庆档 冠军



人民币 **5.47** 亿元
哥，你好
国庆档 季军

2023年：开发/出品/宣发稳步提升，内容储备充裕

2023年春节档的6部影片中，以发行/出品方式参与了4部



满江红
出品+主控发行

- ✓ 累计票房超45亿
- ✓ 春节档票房冠军
- ✓ 荣列中国影史第6名



流浪地球2



熊出没·伴我“熊芯”



交换人生

部分待上映片单



人生路不熟



长空之王



八角笼中



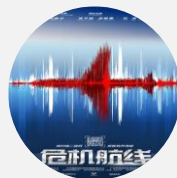
我经过风暴



学爸



天空之城



危机航线



金手指



拯救嫌疑人

为全文娱产业链提供高价值服务

智能宣发服务



智能宣发

- | | |
|------|--------|
| 制定策略 | 热度提升 |
| 口碑维护 | 实时宣发监控 |
| 宣发工具 | 票房助力 |
| 行业报告 | 电影宣发榜 |

示例

实时宣发

- ✓ 实时想看
- ✓ 实时预售排片
- ✓ 实时物料监控
- ✓ 实时热搜

宣发工具

云包场	助力红包
同档期对比	影市显微镜
宣发日报	排片助手

市场数据服务



数据分析平台

- ✓ 全文娱产业领先的数据分析平台
- ✓ 发布覆盖各大档期的行业档期数据报告，制作多种类型电影的专题报告



市场数据平台

- ✓ 提供及时、准确、专业的电影票房数据分析
- ✓ 票房榜新增全球多个主要国家和地区的票房数据
- ✓ 电影宣发榜升级到覆盖微博、抖音、快手三个平台的八大榜单
- ✓ 囊括社媒渠道、长视频平台、短视频平台等上千维度，7X24小时实时更新
- ✓ 数据应用场景多维，包括行业市场分析、AI剧本评估、受众消费行为研究等

丰富的线上线下整合营销平台

线上: 全网覆盖

用户平台	小程序生态	线上文娱媒体矩阵
6大入口、10亿+网民	突破6亿粉丝	全网全场景覆盖
		

线下: 超强整合

1,000万+
曝光点位

460+所
高校

290+个
核心商圈

70个
城市 观影团

11,600+家
影院

