

2023H1 公司演示材料

2023年9月



猫眼娱乐

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2023年上半年业绩亮点



2023年上半年猫眼娱乐业绩亮点

财务亮点

总收入

人民币21.97亿元

创历史同期新高

经调整溢利净额

人民币4.56亿元

同比增长近 2 倍



业务亮点

娱乐内容服务收入

创历史同期新高 **11.00亿元**

现场娱乐票务收入

创历史同期新高 **超**2019年全年

主控发行影片

13部 创新高 票房占大盘比例持续提升

新业务持续探索

境外业务 + **AI**应用

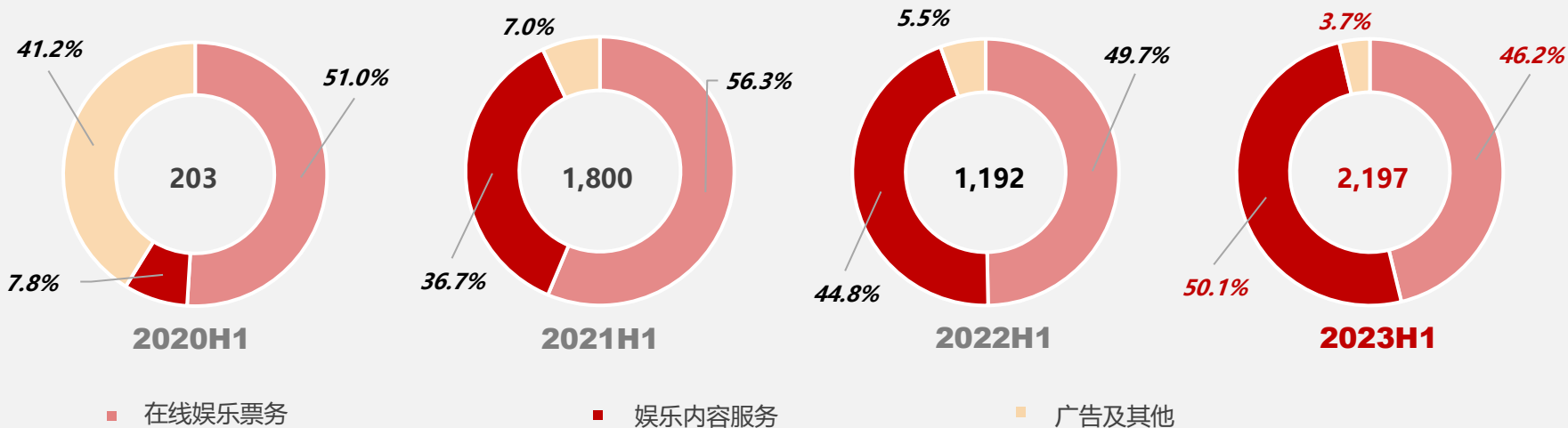


2023年上半年财务概览



收入结构持续优化，内容服务成为收入贡献最大板块

(人民币百万元)



- 娱乐内容服务 收入占比



同比去年从 44.8% 至 50.1%

- 在线票务业务 收入占比

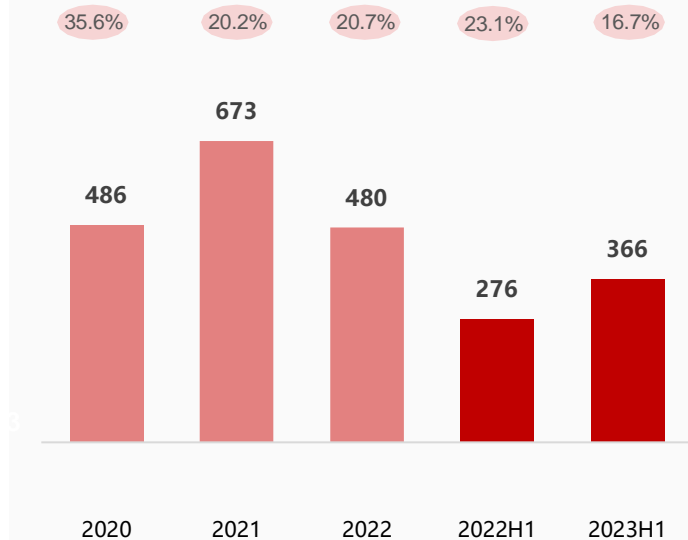


同比去年从 49.7% 至 46.2%

净利润水平创历史同期新高

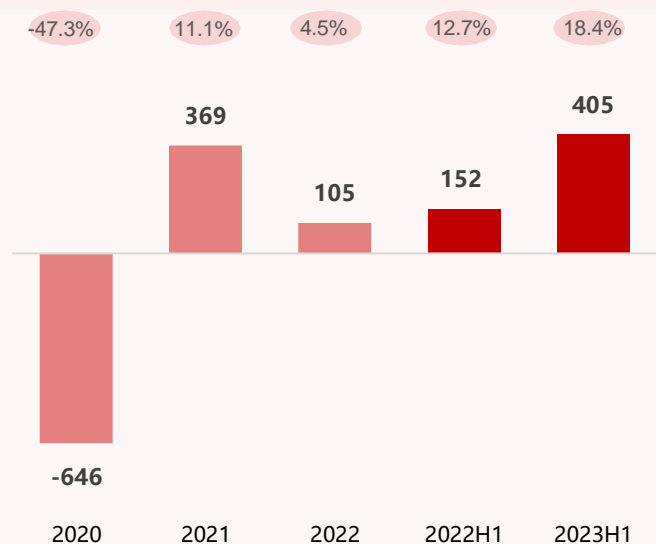
销售及营销开支
(人民币百万元)
占收入百分比

合理管控费用



净利润
(人民币百万元)
占收入百分比

净利润创历史同期新高





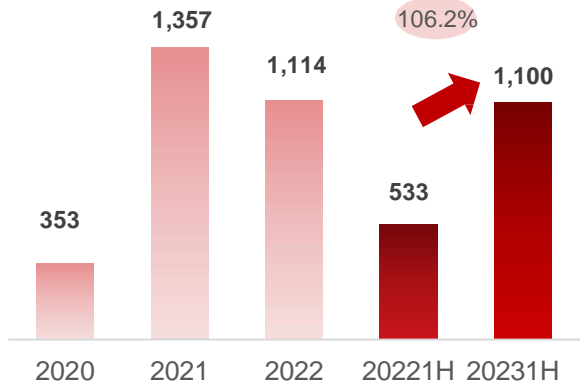
2023年上半年业务概览



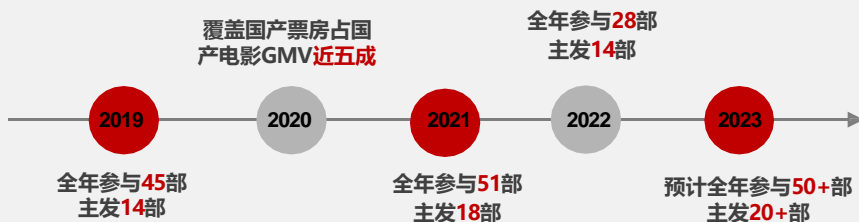
娱乐内容收入创历史同期新高

(人民币百万元)

娱乐内容服务收入



娱乐内容收入创历史同期新高，占总收入比例首次超50%



- 参与的上映电影数量及票房表现卓越，主控发行影片数量持续提升并创新高
- 市场覆盖率、头部影片覆盖率均创历史新高
 - ✓ 上半年参与发行/出品的国产影片24部，主控发行影片13部，数量较过往同期有较大幅度提升
 - ✓ 所参与国产影片覆盖同期国产影片总票房八成以上
 - ✓ 囊括报告期内票房前10部国产影片中的9部

持续加强热门档期头部影片覆盖

2023年1-9月猫眼部分参与影片

春节档



人民币 **45.44** 亿元

满江红
档期 冠军

人民币 **40.29** 亿元

流浪地球 2
档期 亚军



人民币 **14.95** 亿元

熊出没·伴我熊芯

五一档



人民币 **11.84** 亿元

人生路不熟
档期 冠军



人民币 **8.43** 亿元

长空之王
档期 亚军

暑期档



人民币 **35.23** 亿元

消失的她
档期 亚军



人民币 **26.05** 亿元

封神第一部
档期 季军



人民币 **22.07** 亿元

八角笼中

七夕档



人民币 **6.03** 亿元

学爸
档期 亚军

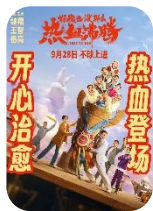


人民币 **0.76** 亿元

念念相忘
档期 季军

主宣发/出品/开发内容储备充裕

2023年下半年多部主发影片定档



好像也没那么热血沸腾
9. 29



最好的相遇
10. 20



一个和四个
11. 1



拯救嫌疑人
11. 11



金手指
12. 30



年会不能停
12. 30



一闪一闪亮晶晶
12. 30



舒克贝塔·五角飞碟
12. 30

待上映部分片单 (主发/出品/开发)



危机航线



盗火者



末路狂花钱



P计划



藏地白皮书

主控发行和出品



天才游戏



时间之子



重生



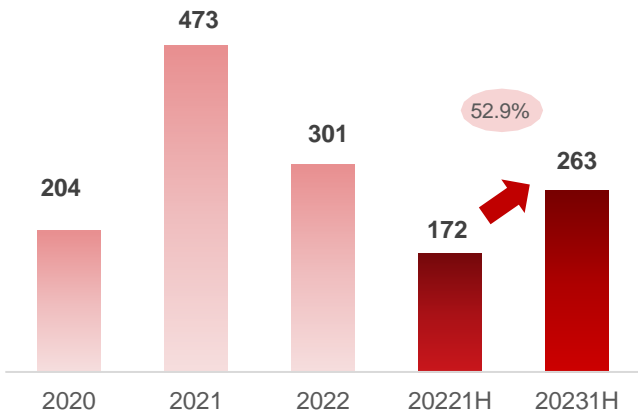
伞少女

开发

文娱行业全面复苏，电影票务稳健增长

(人民币亿元)

全国电影票房
(含服务费)



2023年以来，市场显著复苏，2023年春节档和端午档均取得同档期中国影史票房第二名，暑期档创同档期影史票房新高，截至8月18日，大盘已突破400亿元。

在线电影票务继续保持行业领先地位

- 20231H 在线票务收入为人民币10.16 亿，同比增长71.5%
- 增强平台服务能力、加强线上线下资源联动
- 服务行业、贡献价值
 - ✓ 第十三届北京国际电影节官方指定展映售票平台
 - ✓ 助力四川、浙江、广西、杭州等多个省市政府的文化惠民活动

抓住复苏机遇，加大投入演出业务

抓住机会大力发展演出业务

- 2023年以来，线下演出市场供需强势、快速升温
- 抓住机会大力发展包括在线演出票务，及探索和发展演出项目的投资、出品及IP开发等业务
- ✓ 20231H演出票务收入、GMV、订单数均超过19年同期；
- ✓ 多个细分品类，如：演唱会、体育赛事、音乐节等实现突破性复苏增长；
- ✓ 持续加深与多地大型体育场馆以及各类中小型演出场馆的票务合作；

担任若干场头部艺人总代



张学友



周杰伦



陈奕迅



林俊杰

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



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。

上半年，高效服务若干香港地区的大型演出项目，如：

- ✓ You & Mi 郑秀文世界巡回演唱会香港站
- ✓ 第四十七届香港国际电影节
- ✓ 中国人寿（海外）FIVB 世界女排联赛等

其他地区

除香港地区外，我们也在积极探索澳门、新加坡和中东等地区的商业机会。



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、流动购票应用程式(Android及iPhone/iPad版)，以及电话购票热线实时购票。

其他业务创新 - AI探索

策划

● 前期

- ✓ 挖掘特定IP题材
- ✓ 辅助故事情节
- ✓ 案例：《一闪一闪亮星星》

制作

● 宣发环节

- ✓ 辅助宣发策略、指导宣发物料输出
- ✓ 制作宣发物料
- ✓ 案列：《八角笼中》《消失的她》
《变形金刚》《灌篮高手》《哆啦A梦》

宣传营销

发行

● 数据分析

- ✓ 提升数据分析能力
- ✓ 提升票房预测智能化
- ✓ 案例：《消失的她》

品牌营销



