

《亏损37亿爱奇艺赴美上市！》

昨日，国内付费用户领先的爱奇艺，正式向美国证券交易委员会SEC提交招股说明书，拟在美国纳斯达克挂牌，计划募资15亿美元。



Chinese video streaming service iQiyi - often called China's Netflix - has filed to be listed on the US stock market.

???????????? - ?????????Netflix--????????????????

Owned by online giant Baidu, it plans to raise 1.5bn USD through an initial public offering on the Nasdaq.

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iQiyi had more than 50 million subscribers by the end of 2017 and an average of more than 420 million mobile users per month, according to Reuters.

????????????2017????????5000????????????4.2??????

But while revenues have risen in recent years, iQiyi has never posted a profit since it launched in 2010.

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In China, it competes with fellow streaming platforms Youku Tudou, which is owned by Alibaba, and Tencent Video.

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In April 2017, iQiyi signed a licensing agreement with Netflix to stream some of the US provider's original content including Stranger Things and Black Mirror.

2017?4?????Netflix????????????????????????????????

iQiyi posted a net loss of 3.7bn yuan for 2017 compared with 3.1bn yuan the previous year, though revenue jumped by 55% to 17.4bn yuan.

???2017????37????????????31????????????55????174????

Baidu, which founded the business as Qiyi before later changing its name to iQiyi, is itself listed in the US.

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