GLOSSARY OF TECHNICAL TERMS

This glossary of technical terms contains explanations of certain terms used in this document as they relate to our Company and as they are used in this document in connection with our business or us. These terms and their given meanings may not correspond to standard industry definitions.

"A/B-Test"	a user experience research methodology. A/B-tests consist of a randomized experiment with two variants, A and B. It includes application of statistical hypothesis testing or "two-sample hypothesis testing" as used in the field of statistics. A/B-test is a way to compare two versions of a single variable, typically by testing a subject's response to variant A against variant B, and determining which of the two variants is more effective
"active users"	a group of users who engage with mobile Apps or webpages within a given period of time (day/week/month)
"AI"	artificial intelligence to describe the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings
"AIGC"	AI generated content
"ALS"	alternating least squares, in machine learning, which refers specifically to a collaborative filtering algorithm that applies alternating least squares solutions
"API"	application programming interface, which is a software intermediary that allows two applications to communicate with each other
"App"	an application designed for a mobile device
"AR"	augmented reality, an interactive experience that combines the real world and computer-generated content
"ARPPU"	average revenue per paying user, which refers to the average amount of revenue generated from each paying customer
"ATT Policy"	an App tracking transparency feature in the iOS software introduced by Apple in April 2021, which requires explicit permission from iOS device users before tracking them across other apps or cross-selling and other marketing activities among the Apps

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"Attention Mechanism"	the input processing techniques for neural networks that allows the network to focus on specific aspects of a complex input
"BERT"	bidirectional encoder representations from transformers, which is a transformer-based machine learning model for natural language processing
"beta testing"	a type of user acceptance testing where the product team gives a nearly finished product to a group of target users to evaluate product performance in the real world
"big data"	a collection of data whose contents cannot be crawled, managed and processed by conventional software tool in a certain period of time
"blockchain"	a type of digital ledger technology that consists of growing list of records, called blocks, that are securely linked together using cryptography
"CCG"	collectible card game, which is a type of card game that mixes strategic deck building elements with features of trading cards
"click-through rate"	the ratio of mobile device users or webpage viewers who click on the advertisement to the number of total mobile device users or webpage viewers who view the advertisement
"collaborative filtering" or "CF"	a mainstream recommendation algorithm which is based on the preferences of groups with similar interests and common experiences to make recommendations of information to users
"convolutional neural network"	a deep learning algorithm which can take in an input image, assign importance (learnable weights and biases) to various aspects/objects in the image and be able to differentiate one from the other
"CP"	content provider
"CPA"	cost per action, which refers to an advertising pricing model where advertising is paid on the basis of certain actions (such as purchase and registration)
"CPC"	cost per click, which refers to an advertising pricing model where advertising is paid on the basis of each click of the advertisement

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"CPD"	cost per download, which refers to an advertising pricing model where advertising is paid on the basis of each download
"CPM"	cost per mille, which refers to an advertising pricing model where advertising is paid on the basis of thousand impressions
"CPT"	cost per time, which refers to an advertising pricing model where advertising is paid on the basis of the time displayed
"cryptocurrencies"	any form of currency that exists digitally or virtually and uses cryptography to secure transactions
"DAU"	daily active users, which is a metric used to measure the active users on a daily basis
"deep learning"	a type of machine learning and AI that imitates the way humans gain certain types of knowledge
"DSP"	demand-side platform, a type of software that allows an advertising customer to buy advertising with the help of automation
"EB"	exabyte, which is a multiple of a byte, which is the unit of file size for storing digital information
"freeWAP"	a concept relative to the official wireless application protocol of telecom operators. FreeWAP is also known as a free WAP portal because there is no surrogate fee from the operator and users do not have to pay to browse the freeWAP website
"fully connected neural networks"	a type of artificial neural network where the architecture is such that all the nodes, or neurons, in one layer are connected to the neurons in the next layer
"GBDT"	gradient boosted decision trees, an effective machine learning algorithm for solving prediction problems in both classification and regression domain
"H5 Pages"	a mobile website that can be seamlessly integrated into mobile browsers to create interactive marketing campaigns

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"hybrid mode recommendation algorithm based on deep learning"	a recommendation algorithm that combines various recommendation algorithms (e.g., combining content-based recommendation algorithm with collaborative filtering recommendation algorithm). Introducing deep learning into hybrid recommendation algorithm can effectively improve the accuracy of recommendation
"hybrid recommendation algorithm based on integrated learning"	a hybrid recommender system is proposed to recommend learning items in users' learning processes. The proposed method consists of two steps: (i) discovering content-related item sets using item-based collaborative filtering; and (ii) applying the item sets to sequential pattern mining algorithm to filter items according to common learning sequences. The two approaches are combined to recommend potentially useful learning items to guide users in their current learning processes
"IDFA"	identifier for advertising
"IP"	intellectual property
"IP (address)"	the unique address that identifies a device on the internet or a local network
"Item2Vec algorithm"	Item2Vec is one of the item-to-item recommender systems, which is capable of inferring item-item relations even when the user information is not available
"KNN"	k-nearest-neighbor algorithm, which is an approach to data classification that estimates how likely a data point is to be a member of one group or the other depending on what group the data points nearest to it are in
"life cycle"	the entire process of a product from entering the market to being eliminated and exiting the market
"LDA"	latent dirichlet allocation. A generative statistical model that explains a set of observations through unobserved groups, and each group explains why some parts of the data are similar
"LR"	logistic regression. A bottom-up parser for context-free grammar that is very generally used by computer programming language compiler and other associated tools

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"machine learning"	a type of AI that allows software applications to become more accurate at predicting outcomes without being explicitly programmed to do so. Machine learning algorithms use historical data as input to predict new output values
"MAU"	monthly active users, which is a metric used to measure the active users on a monthly basis:
	"MAUs" for a specific mobile app of ours are calculated using the number of unique devices that activate the App at least once during the calendar month in question. If a mobile device accesses two different mobile Apps of ours over the course of a calendar month, it would, under this methodology, be counted as two MAUs
"Metaverse"	an immersive, interactive virtual world that is facilitated by the use of VR and AR headsets
"MMO"	massively multiplayer online game, in which a large number of people can play simultaneously
"MMORPG"	massively multiplayer online role-playing game, which is a video game that combines aspects of a role-playing video game and a massively multiplayer online game
"MPU"	monthly paying users who make payments through our Apps or webpages for our services on our platform at least once during the calendar month
	For online reading platform services, the MPUs are calculated by dividing the total MPUs who make payments through our Apps or webpages for our services for the period by the number of months within that period. For online games publishing services, average MPUs are calculated by dividing the aggregate of the total MPUs of the games for the period by the number of months within the period during which any of the games is in operation
"Nginx"	an open source software for web serving, reverse proxying, caching, load balancing, media streaming, and more. It started out as a web server designed for maximum performance and stability

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"NLP"
natural language processing, which is a field of AI in which computers analyze, understand and derive meaning from human language in a smart and useful way. By utilizing NLP, developers can organize and structure knowledge to perform tasks such as automatic summarization, translation, named entity recognition, relationship extraction, sentiment analysis, speech recognition, and topic segmentation

"paying users"
users who make payments for various services on our Apps or webpages. A user who makes payments across different products and services offered on our platform using the same registered account is counted as one paying user

"popularity recommendation algorithm"
a type of recommendation algorithm which works on the principle of popularity and/or anything which is in trend. These algorithms check on the products or services which are in trend or are most popular among the users and directly recommend them

"recommendation algorithm based on content similarity"
a type of recommendation algorithm that recommends items to a user by using the similarity of items. This recommender algorithm recommends products or items based on their description or features. It identifies the similarity between the products based on their descriptions. It also considers the user's previous purchase history in order to recommend a similar product

"recurrent neural networks"
a type of artificial neural networks that uses sequential data or time series data and allows previous outputs to be used as inputs while having hidden states

"RPG"
role-playing game, which is a genre of video game where the gamer controls a fictional character (or characters) that undertakes a quest in an imaginary world

"SDK"
software development kit, which is a set of software-building tools for a specific platform, including the building blocks, debuggers and, often, a framework or group of code libraries such as a set of routines specific to an operating system

"SLG"
simulated life game, a type of video game which forms a subgenre of simulation video games in which the player lives or controls one or more virtual characters (human or otherwise). Such a game can revolve around "individuals and relationships, or it could be a simulation of an ecosystem"

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"SP"   service provider

"SSP"   a supply-side platform, a software system that allows publishers to offer their available inventory to advertisement exchanges and DSPs

"SVD"   singular value decomposition. A classical method from linear algebra is getting popular in the field of data science and machine learning

"TensorFlow"   an end-to-end open source platform for machine learning

"user retention rate"   the percentage of people who continue to use the product or service over a given period of time (such as week, month, quarter, or annual)

"VR"   virtual reality, a simulated experience that employs pose tracking and 3D near-eye displays to give the user an immersive feel of a virtual world

"2B"   to business

"2C"   to customer