

Beat: Entertainment

## **iQIYI s Original Show-THE RAP OF CHINA- Launches International Contestant Search**

### **To Bring Chinese Rap To Global Audience**

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**USPA NEWS** - "iQIYI" or the "Company"), an innovative market-leading online entertainment service in China, announced on April 13, 2018, that its original show "The Rap of China" has officially launched its first international contestant search. "The Rap of China" is iQIYI's flagship competition show dedicated to promoting Chinese-language rap, and the first reality show in China to adopt a "reality-drama" production style.

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Against a North American backdrop, the overseas contestant search for "The Rap of China" will invite rap lovers from all over the world to participate. The search represents a major step forward in bringing Chinese rap to an international audience and will serve as a vanguard for the penetration of high-quality domestic content into the global market.

iQIYI's innovative original content is increasingly reaching international audiences, with two of its original dramas - "Tientsin Mystic" and "Burning Ice" - recently being recognized with honors at the New York Festivals World's Best TV & Films competition earlier this week. Both series have been picked up by US distributor Netflix as well as several streaming platforms in Hong Kong and Southeast Asia.

"We are delighted to begin the search for international contestants for our hit show 'The Rap of China'," said Wei Chen, senior vice president of iQIYI. "And we look forward to bringing more of the most exciting Chinese on-line content to audiences around the globe."

iQIYI has experienced great success producing original, high quality, youth-culture oriented internet competition shows. Recent hits have included "Idol Producer", "Hot Blood Dance Crew" and "Clash Bots".

Source : iQIYI

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