

### Film Distribution

Our film distribution business produced improved results for the second half of the financial year. However, we remain vulnerable to the effects of film piracy. Whilst anti-piracy moves by the Hong Kong SAR Government have proven effective, piracy remains rampant throughout the rest of the Asian region.

The Group distributed 25 Chinese language films and 27 non-Chinese language films during the financial year.

Summer Holiday and Lavender, both distributed by the Group were the major movies released during the first six months of the financial year. These two movies achieved box office receipts of over HK\$10 million each. These two movies were followed by the Chinese New Year release of Jackie Chan's *The Accidental Spy*. This was the most expensive film made in Hong Kong to date and has achieved total Asian box office revenue in excess of HK\$103 million. Besides these three major films, the rest of the Chinese language films we distributed were smaller pictures.

Overall our share of the Chinese language market dropped from 39% in 1999-2000 to 28% due to the lack of other strong Chinese films in our distribution line up.

In the non-Chinese language sector, top-grossing movies distributed by the Group included *The Grinch*, *Hannibal* and *The Mummy Returns*. Hollywood pictures distributed by other distributors were stronger. Our market share for non-Chinese pictures over the last 12 month period dropped 2% to 17%.



### 電影發行

在本財政年度下半年，本集團之電影發行業務錄得令人滿意的增長。然而我們仍然深受嚴峻的盜版問題影響。雖然香港特別行政區政府所採取的打擊盜版措施甚為見效，惟區內的盜版活動依然猖獗。

年內，本集團一共發行25齣華語電影及27齣非華語電影。

在本財政年度首六個月，由本集團發行的兩齣主要電影《夏日的麼麼茶》及《薰衣草》，每齣電影均錄得逾一千萬港元票房收益。由成龍主演的《特務迷城》緊隨於農曆新年檔期上映。該片是目前本港有史以來製作費最昂貴的影片，並錄得亞洲票房總收益超逾一億零三百萬港元。除上述三齣主要電影之外，其他由本集團發行之華語電影屬規模較小的製作。

在發行業務方面，由於本集團缺乏其他具號召力的華語電影，導致本集團在本港華語市場之整體佔有率，由1999-2000年之39%降至28%。

在非華語電影方面，本集團發行了多齣錄得高票房紀錄之電影，包括《聖誕怪傑》、《沉默的殺機》及《盜墓迷城2》；然而其他發行商發行之荷李活影片亦成績斐然，令本公司在過去十二個月內之市場佔有率下調2%，至17%。



Income from distribution fees earned in our traditional markets – Hong Kong, Taiwan, Korea, Singapore and Malaysia increased from HK\$26 million in 1999/2000 to HK\$30.8 million during the financial year. Distribution income from non-traditional markets – Japan, America, Europe and other countries increased from HK\$11 million in 1999/2000 to HK\$17.9 million during the year.

#### **Exhibition**

The exhibition industry registered its first box office growth since early 1993 during this financial year. The Group is working to improve both the convenience and the experience of

我們在香港、台灣、韓國、新加坡及馬來西亞等傳統市場所賺取的發行費用收入，由1999/2000年度之二千六百萬港元，增加至本財政年度內之三千零八十萬港元。而在日本、美國、歐洲及其他國家等非傳統市場所獲得之發行收入，則由1999/2000年度之一千一百萬港元增加至本年度之一千七百九十萬港元。

#### **戲院經營**

在本財政年度，全港戲院業務錄得自1993年初以來的首次票房增長。本集團正致力改善旗下影院，務求令進場人士更便利，

moviegoers at its cinemas. The newly renovated Grand Ocean in Kowloon has met with a very positive response. The HK\$10 million renovation program includes state-of-the-art digital sound systems, luxurious seating and a brand new box office and concession counter.

The Group now operates 236 screens in 47 cinemas in Hong Kong, Mainland China, Singapore and Malaysia. Our decision to sell our cinema interests in Thailand and Korea has proven timely. Both markets have been badly affected by an oversupply of new screens. Too many cinemas and competition from other forms of entertainment are inhibiting admissions in Singapore. We need to see some consolidation. Our new 18-screen Multiplex in Kuala Lumpur – one of Asia's largest – is proving to be a great success in a flat market. With the forthcoming reduction in entertainment tax, we expect to see some improvement in Malaysia. The Group continues to monitor the overall progress of the Singapore and Malaysian markets with a view to rationalising the existing supply of screens should the opportunity present itself.

Good progress is being made on the development of our Golden Peace Cinema IMAX Theatre in Shanghai. This is a joint venture development involving Golden Harvest and Shanghai Peace Cinema on perhaps one of the best located sites in Shanghai. The 400-seat theatre will be the first commercial IMAX theatre in China. The project is expected to be completed in early 2002.



使他們對影院有嶄新的感受。新近進行裝修的九龍海運戲院獲得好評如潮。該裝修耗資一千萬港元，包括增設先進的數碼音響系統、豪華舒適的座椅、全新售票處及小食部。

目前，本集團在香港、中國、新加坡及馬來西亞之47間戲院內，經營236間影院。由於影院數目供過於求，故此泰國及韓國市場受到嚴重打擊。本集團看準時機，出售於泰國及韓國之戲院業務乃及時明智的決定。戲院數目過剩，加上其他娛樂事業的競爭激烈，影響新加坡戲院方面的入場人數，故我們需要採取一些相應對策。本集團在吉隆坡新開設擁有18間影院的電影城，為亞洲區規模最大的影院之一，仍於疲弱的市況下取得空前成功。由於馬來西亞快將削減娛樂稅，我們預期馬來西亞方面之業務將可獲得改善。本集團密切留意新加坡及馬來西亞市場之整體發展，倘有新機遇出現，本集團將進一步推行整頓策略。

本集團於上海之上海和平IMAX三維立體電影城之發展進度理想。此發展項目乃由嘉禾及上海和平雙廳電影院共同參與發展之合營企業，內設400個座位，將成為中國首家位處可能為上海最佳地點的商業三維電影城。此項目預期於二零零二年初竣工。

**O**ur cinemas in China continue to improve and in a further step to cement our relationships with our partners in China, the Group has agreed with China Film to set up a Joint-Venture Management Company to jointly manage a chain of cineplexes in China. This is a significant move in our efforts to build a bigger presence in China.

#### **Film Production**

**T**he Group successfully handled the production of eight films over the past year, three of which achieved outstanding recognition. *Summer Holiday* was the second highest grossing

**本**集團在中國之戲院發展不斷改進，以及進一步鞏固我們與中國夥伴之關係。本集團與中影協議建立合營企業管理公司，共同管理內地連鎖電影城，此舉對本集團致力擴大於內地之市場佔有率起重要作用。

#### **電影製作**

**本**集團於去年成功參與製作八齣電影，其中三齣更大獲好評。《夏日的麼麼茶》是二零零零年暑假檔期內，香港華語電影之第



Chinese film in Hong Kong during the summer of 2000, earning HK\$21.3 million at the box office. It also performed very well in Malaysia.

The Group received audience and industry accolades for *Lavender*, Hong Kong's first "scented" movie. Specially synchronised machines ejected aromas through theatres ejected aromas through theatres during the film.

The *Accidental Spy* which starred Jackie Chan, became the highest grossing Chinese film at box offices in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, South Korea, Indonesia and Thailand during Chinese New Year 2001. Hollywood producers have noted the cost effectiveness of the production and Miramax Pictures who purchased the US and European rights plan to release the film in North America in the near future.

The *Accidental Spy* also laid the foundation for the first of our Internet movies. Golden Harvest teamed up with Spring House Technology Entertainment of Taiwan to produce *The Accidental Spy 2003*. There is strong potential in this form of online entertainment which creates original, interactive and real-time experiences. People log on at their own convenience to enjoy a short interactive movie.

Among the films produced, these were nominated for industry awards during the year:



Lavender  
薰衣草



The Grinch  
聖誕怪傑



Goodbye Mr. Cool  
九龍冰室



Shanghai Dearest  
南親北愛

二高票房電影，票房收益達二千一百三十萬港元，而這齣電影在馬來西亞亦取得驕人成績。

本集團發行的《薰衣草》是香港首齣「充滿香氣」的電影，戲院內特設香薰機器，在電影播放期間同時噴出香氣，不論觀眾及業界均給予一致好評。

由國際巨星成龍主演的《特務迷城》成為二零零一年農曆新年期間，香港、中國、台灣、新加坡、馬來西亞、南韓、印尼及泰國之最高票房華語電影。荷李活的製片人亦讚揚該片在製作方面之成本效益，而已購買美國及歐洲版權的Miramax Pictures亦計劃在不久的將來於北美洲發行此齣電影。

《特務迷城》亦為本集團首齣網路電影奠定基礎。嘉禾夥拍台灣的春水堂科技娛樂公司製作網路電影《特務迷城2003》。這種提供原創性、互動性及即時觀感的網路娛樂方式大有潛力，觀眾可隨時上網欣賞互動性的電影。

在嘉禾所製作的電影當中，於年度內，下列電影獲得多個業界的獎項提名：