



#### Summer Holiday

Nominated for Best Cinematography, Best Original Music Score and Best Original Film Song at the 20th Hong Kong Film Awards. Nominated for Best Film at the 45th Asia Pacific Film Festival.

#### Lavender

Nominated for Best Supporting Actor, Best Cinematography, Best Art Direction, Best Costume & Make-up Design, Best Original Music Score and Best Original Film Song at the 20th Hong Kong Film Awards.

#### 《夏日的麼麼茶》

獲提名為第二十屆香港電影金像獎之最佳攝影、最佳原創電影音樂及最佳電影歌曲，亦獲提名為第四十五屆亞太影展之最佳電影。

#### 《薰衣草》

獲提名為第二十屆香港電影金像獎之最佳男配角、最佳攝影、最佳美術指導、最佳服裝造型設計、最佳原創電影音樂及最佳電影歌曲。

### Tokyo Raiders

**N**ominated for Best Action Choreography, Best Film Editing and Best Costume & Make-up Design at the 20th Hong Kong Film Awards. Nominated for Best Action Choreography at the 37th Golden Horse Film Awards.

### When I Fall in Love... With Both

**N**ominated for Best Screenplay Adaptation at the 37th Golden Horse Film Awards.

### Twelve Nights

**N**ominated for Best New Performer and Best Original Film Song at the 20th Hong Kong Film Awards. Nominated for Best Original Film Song at the 37th Golden Horse Film Awards.

### Double Tap

**N**ominated for Best Sound Design at the 20th Hong Kong Film Awards. Nominated for Best Leading Actor, Best Cinematography, Best Visual Effects, Best Action Choreography, Best Film Editing and Best Sound Design at the 37th Golden Horse Film Awards.

### And I Hate You So

**N**ominated for Best Supporting Actress at the 20th Hong Kong Film Awards. Nominated for Best Supporting Actress at the 37th Golden Horse Film Awards.

### Television Production

**I**n last year's Annual Report, we outlined plans to capitalise on the opportunities that exist in television by establishing our own television division. Over the past 12 months this division targeted the television market in Mainland China with a balanced

### 《東京攻略》

**獲**提名為第二十屆香港電影金像獎之最佳動作指導、最佳剪接及最佳服裝造型設計，同時亦獲提名為第三十七屆金馬獎之最佳動作指導。

### 《月亮的秘密》

**獲**提名為第三十七屆金馬獎之最佳改編劇本。

### 《十二夜》

**獲**提名為第二十屆香港電影金像獎之最佳新演員及最佳電影歌曲，同時亦獲提名為第三十七屆金馬獎之最佳原創電影歌曲。

### 《鎗王》

**獲**提名為第二十屆香港電影金像獎之最佳音響效果，同時亦獲提名為第三十七屆金馬獎之最佳男主角、最佳攝影、最佳視覺特效、最佳動作指導、最佳剪接及最佳音響效果。

### 《小親親》

**獲**提名為第二十屆香港電影金像獎之最佳女配角，同時亦獲提名為第三十七屆金馬獎之最佳女配角。

### 電視製作

**在**去年的年報內，本集團已訂下大計，希望借助現有在電視界的機遇，建立本身的電視製作部門。在過去十二個月，上述部門放眼於內地之電視市場，務求設計一個周全而多元



production schedule designed to cater for audiences with diverse and maturing tastes. The Group's first series production, *Shanghai Dearest*, is a 30-episode situation comedy with Mainland stars Pan Hong, Mei Ting, Bao Jian Feng and Niu Ben. Television distributors have shown keen interest in the series.

Work has also begun on our second production, *Love Affairs in the Tang Dynasty*, which is a co-production with Hunan Economic Television Station. Agreements have also been reached with film studios in both Beijing and Shanghai for further joint television productions involving up to 200 hours of programming.

The Group is actively recruiting talented and experienced television producers, directors and writers. Both in Hong Kong and from Mainland China, to further expand our television portfolio to meet demand.

#### Video

Video sales have become an increasing source of income. In the past, video rights to all the Group's movie titles were sold to external



化的製作計劃，滿足觀眾不同的口味，及對應他們對高素質的需求。本集團之首齣電視劇製作《南親北愛》是一齣三十集的處境喜劇，參演的內地演員包括：潘虹、梅婷、保劍峰及牛奔，多家電視發行商已表示對此劇集有極濃厚的興趣。

本集團與湖南經濟電視台聯手製作的第二齣電視劇《大唐情史》的拍攝工作亦已進行得如火如荼。此外，本集團亦與北京及上海兩家電影製作公司達成協議，進一步攜手製作電視節目，包括製作200小時之節目。

本集團又積極地在香港及中國招攬有才華且具備豐富經驗的資深電視監製、導演及編劇，進一步發展本集團之電視節目內容以應需求。

#### 影碟

影碟銷售已逐漸成為本集團之主要收入來源之一。過去，本集團所有電影之影碟版權以固定版權收益售予其

distributors for a fixed royalty income. To maximise our returns on each film, we have now developed a new strategy which ensures that our own in-house video operation shares a return on each video sold. Our fledging video operation focuses on the Group's Chinese and non-Chinese titles as well as those of independent film producers.

In Taiwan, our Group's associate, which is primarily engaged in video rental, has had a difficult year with a significant drop in revenue as a result of a shrinking rental market. Golden Communications (Taiwan) Company Limited has however, effectively improved their operations and this is reflected in the first half of this year's revenue. However, revenue performance is still affected due to three reasons. Firstly, the NT Taiwan dollar has depreciated more than 10% against the US dollar since early last year. Secondly, the severe floods in Taiwan caused by the two typhoons in September has affected many of our franchise stores. Thirdly, Taiwan's economic recession has reduced consumers purchasing power significantly.

### Music

As part of our attempt to create a greater symbiosis between our various media outlets, we established a new music company responsible for producing movie soundtracks as well as identifying potential musical talent. Singers well known to both Hong Kong and Mainland China audiences will be signed to the Group. Sales of an album of



他發行商。為使本集團可在每齣電影中獲取更高回報，我們目前正訂立一項新策略，保證集團內部之影碟業務可在每齣售出之影碟中分享回報。我們尚屬起步階段之影碟業務主力銷售本集團之華語及非華語片種，以及一些由獨立電影製作人出品之作品。

在台灣，本集團一家主要從事錄影帶租賃之聯營公司，由於受到租賃市場萎縮影響，導致收入大幅下跌，渡過了困難的一年。然而，嘉通娛樂股份有限公司有效改善其業務，而此營運情況已反映於本年度上半年之收益中。不過，其收益表現仍然受到三項因素所影響：首先，自去年初開始新台幣兌美元已貶值逾10%。其次，九月份台灣兩度受到颱風吹襲，導致嚴重水浸，令本集團多家特許經營店舖受影響。再者，台灣的經濟不景，已大大削弱消費者之購買能力。

### 音樂

為與眾多媒體分銷建立更緊密聯繫，我們成立了一家新音樂公司，專責製作電影原聲大碟及發掘具潛質的新秀。在香港及內地均廣為觀眾認識之歌星將與我們簽約。香港女歌手傅珮嘉之國語大碟在香港及台灣均非常

暢銷，而本集團為四齣嘉禾電影 - 《特務

Mandarin songs by Hong Kong singer Maggie Fu have been successful in both Taiwan and Hong Kong. So too have sound track albums for four Golden Harvest movies – *The Accidental Spy*, *Skyline Cruisers*, *Marooned* and *Lavender*. As well as recruiting singers, we are also establishing a publishing department to develop the work of in-house composers.

### Prospects

The Group looks to the future with a strong sense of confidence. Having adopted a multi-media approach to the entertainment business, we are now building an enterprise that can be dynamic and innovative in content creation and execution. We are looking into the future of cinemas and how digital projection will change its use into more broad-based and stadium-like venues.

In the immediate future however, the exhibition market will continue to be dependent on the variety and quality of products released. Hong Kong productions are gaining increasingly in box office popularity and the Group's cinemas are well positioned to take advantage of this. US products will continue to dominate the box office, but over the coming year at least, viewers will have a broad choice in terms of both films and venues. Stricter anti-piracy



Lara Croft: Tomb Raider  
盜墓者羅拉



The Mummy Returns  
盜墓迷城2



Love Affairs in Tang Dynasty  
大唐情史

迷城》、《神偷次世代》、《藍煙火》及《薰衣草》推出的電影原聲大碟亦非常成功。在發掘新歌星的同時，我們亦設立出版部門，培訓本集團本身之創作音樂人。

### 前瞻

本集團對未來發展滿有信心。本集團從多媒體方面發展其娛樂事業，目前，正著力成為一家勇於求變及充滿創見的企業，包括娛樂內容的策劃及執行。我們正研究戲院業務的未來發展及數碼投射技術將如何改變戲院的用途，使之成為更廣泛的場館式用途。

不過，在不久的將來，戲院業務將繼續取決於電影

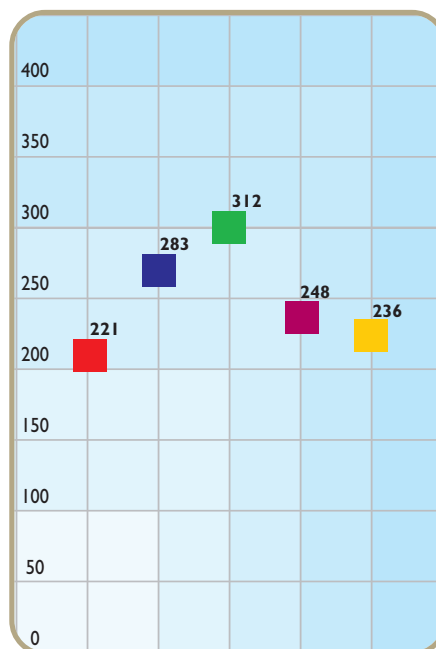
片種及影片的素質。本地製作的電影的票房漸漸攀升，本集團之戲院將積極把握此優勢。另外，美國影片將持續雄踞票房，這意味著觀眾於來年在影片及欣賞場地將會有更多選擇。香港實施更嚴厲打擊盜版活動的措施，對戲院入場人數方面已帶來

measures should foster some degree of stability in cinema admissions in Hong Kong. We will however, continue to suffer in other countries around the region where piracy is still rampant. The rapidly decreasing prices for VCDs and DVDs will change the viewing habits of movie lovers. So too will the shorter time gap between the release of a film and its appearance on video. Further consolidation of cinemas across Hong Kong and in other countries is inevitable in the light of these changing circumstances.

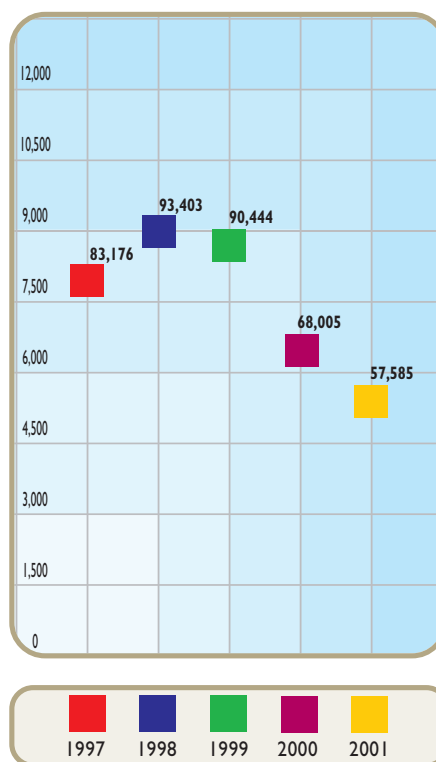
In terms of film distribution, our performance will continue to be affected by the ongoing economic crisis, which will affect to some degree the spending power of audiences. Our increasing presence in Mainland China, where economic growth continues to be strong, will help cushion the impact but the immediate contribution will not be significant. The Group is putting emphasis on better using our name to talent spot potential stars for film, television and music. This will build the pool of talent for our future. We are also looking for ways to tap into the potential of the overseas Chinese markets which technology and the internet have now made as close as if they were living next door.

The Chinese language entertainment market has huge potential. We believe that the Group is well positioned to take advantage of the tremendous changes that are coming about in the world. We have a strong sense of mission that we can build the Group into the leading Chinese language entertainment company in Asia.

Number of Screens Operated by the Group  
集團經營之影院數目



Seating Capacity by the Group  
集團經營之座位數目



穩定的作用，然而盜版問題仍然猖獗，香港及區內其他國家將繼續受影響。電影鐳射光碟及數碼鐳射光碟之價格不斷下滑，及發行新片與推出影碟之時間漸縮短，將影響觀眾欣賞電影的習慣。面對不斷改變之環境，進一步整固香港及其他國家之戲院成為業界勢在必行之舉。

在電影發行方面，持續的經濟不景，某程度上影響觀眾之消費能力，同時亦繼續影響本集團的業績。然而，中國的經濟增長繼續保持強勢，而我們在內地之項目參與日益增加，有助減輕市況不景所帶來的影響，惟即時的效果將不會太明顯。另一方面，本集團將致力發掘有潛質的電影、電視及歌唱界新星，相信此舉將會為本集團培育一眾明日之星。我們正尋求各種開拓具發展潛力之海外華人市場之途徑，而新科技及互聯網的出現更使身在遠方的人，都仿如近在咫尺。

華語娛樂業務市場的潛力龐大。我們深信本集團有足夠的能力，把握世界各地即將出現之巨變所帶來之優勢。

我們肩負著重要使命，冀望本集團能成為亞洲區內具領導地位之華語娛樂集團。