

# Review Of Operations

## TELEVISION BROADCASTING

The year 2000 was particularly rewarding for the Company in terms of audience and public recognition. Record audience share carried TVB into the new Millennium on a very positive note. In 2000 the Jade and Pearl channels achieved average overall weekday prime time audience shares of 81% and 76% respectively, the highest since Hong Kong's adoption of the Peoplemeter audience measurement system in 1992.

## THE JADE CHANNEL

Jade continued to produce a wide range of highly popular dramas that both entertained and informed viewers. The top rating drama series of the year, "Return of The Cuckoo", with its romantic charm, style, and old-world family and neighbourhood values, captured an average of 2.3 million viewers per episode. This uplifting family drama, set in Macau, told a heart-warming story of the life and trials of a young man with a speech impediment. This production was the highest-rated drama series since the Peoplemeter came into use.

The series, "The Green Hope", with its inspiring success story of a former psychiatric patient, was also critically acclaimed. With the help of a devoted brother, the main character realizes his dream of becoming a concert pianist and, in the process, helps others with psychiatric problems to re-enter society and establish normal relationships. The drama attracted an average 1.7 million viewers per episode and received a number of commendations from different social groups.

Another reality-based drama with a positive social message, "Time Off", depicted the stories of former convicts struggling to re-enter society. The series drew 1.9 million viewers per episode.

Reflecting the worries of many in Hong Kong's business community during economic hard times, Jade also produced the comedy series, "Ups and Downs". This series portrayed how, during a time of economic turmoil, a business executive and a speculator refocused their values and priorities and achieved success in love and family relationships as well as in business. Applauded for its dark humour and biting irony as well as positive outlook, the drama achieved an average 2 million viewers per episode.

The successful situation-comedy, "War of The Genders", not only attained superb ratings from its first week, but also became the talk of the town with its outrageous blend of urbane and gender-based humour. The chemistry between the stereotypical, domineering female boss and reluctant male subordinate endured through 100 episodes and enticed 2.2 million viewers per episode.

Jade produced several variations of the basic police drama during the year. The human side of law enforcement was revealed in "Armed Reaction II", which focused on the tribulations and triumphs of two policewomen. The series attracted over 2.2 million viewers per episode. A family-oriented police drama, "Street Fighters", set in bustling Temple Street, drew 2.2 million viewers, while "Sky Is The Limit", featuring law enforcers in tranquil Sha Tau Kok at the mainland border, attracted 1.9 million viewers per episode.

TVB's gripping, reality-based dramas once again won critical acclaim as well as wide viewership. The hospital drama, "Healing Hands II", focusing on medical, health and social issues, drew over 2.1 million viewers per episode.

Our traditional period dramas were also well received. Among these, "The Legendary Four Aces", "The Legend of Lady Yang" and "Witness To A Prosecution", each attracted over 2.1 million viewers per episode.

Offering continued proof of the appeal of the long-series format, and building on the popularity of its first 50 episodes in 1999, the 55-episode mega-drama, "At The Threshold of An Era II", drew over 1.9 million viewers per episode in the millennium year.

Highlighting the success of Chinese athletes, who won a record-breaking total of 28 gold medals, TVB's coverage of the Sydney 2000 Olympic Games achieved outstanding ratings. All live broadcasts garnered nearly 80% shares and live events at night did even better, with an 85% share representing more than 1.6 million viewers per telecast. The dominance of our audience share was a clear indication of viewer appreciation for TVB's exclusive live coverage and exclusive interviews via satellite links.

Jade's variety and musical extravaganzas topped the ratings charts again in 2000 with their innovative formats, star-appeal, glamorous costumes and elaborate sets. Annual specials, such as the "TVB 33rd Anniversary Special", attracted over 2.2 million viewers and a share of 85%. In "Lydia Sum's Glamorous 40 Years", more than 2.1 million viewers spent an evening with the popular comedienne in a star-studded special commemorating her celebrated career. Both the semi-final and final of the "Miss Hong Kong Pageant" drew 2 million viewers. The musical extravaganza, "Jade Solid Gold Best Ten Awards Presentation", and the Hong Kong movie industry's major event of the year, "The 19th Hong Kong Film Awards Presentation", both captured 1.9 million viewers.

Jade's unrivaled star power continued to deliver positive results in our celebrity game shows. "The Super Trio Show" gained the support of an average 1.9 million viewers, while "Happy Family Flagship" attracted 1.8 million viewers per episode.

The "I-Files" provided a change of mood and pace in Jade's regular prime time weekday schedule. This "info-tainment" programme, with its focus on entertainment news and issues from daily life, attracted an average 1.9 million viewers per night.

"How To Get Out of the Poor Life", illustrating success stories of innovative entrepreneurs, was Jade's non-drama initiative aimed at providing encouragement and a positive outlook to viewers in a year of economic uncertainty. With second series of both "What a Wonderful Life" and "City Angels", featuring unsung heroes working to help the less fortunate and heart-warming cases where the physically challenged triumph over their disabilities, Jade continued to celebrate the nobility of the human spirit in 2000.

Innovative programming during the year included the anniversary special, "Underwater Wonder", Jade's first attempt at producing an underwater nature documentary, and "The Feud Club", a talk show using old Cantonese movie footage to highlight and reflect upon social changes and