

issues past and present. Other initiatives included the broadcast of renowned Japanese romantic dramas, "Love 2000" and "Long Vacation", repackaged, touching stories of Chinese athletes in "Story Beyond Gold Medal", acquired documentaries such as "New Tech New Life", and "Planet Ocean" - all adding even more diversity to Jade's broad-based and balanced programming.

THE PEARL CHANNEL

Drawing on the very best available sources, Pearl continues to offer English-language viewers diverse, well-balanced and high-quality acquired programming, Hong Kong's 60 highest-rated English channel programmes of the year were broadcast on Pearl. Movies continue the most popular genre, followed by documentaries and drama series. The blockbuster, "The Rock", topped the English ratings chart with over 1 million viewers. Three other action movies, "Face/Off", "Con Air" and "Eraser", each drew over 700,000 viewers, with average audience shares ranging from 87% to 95%.

Through high-tech, computer-generated animation, the stunning BBC documentary series, "Walking with Dinosaurs", brought the great beasts of long ago back to life before viewers' eyes. The 6-episode series captured over 640,000 viewers per night with a phenomenal share of 98%. Wildlife documentaries, such as "Giants with Nigel Marven", "Big Cat Diary" and "The Living Edens", continued to delight viewers of all age groups. During the year, Pearl also featured science documentaries with strong human interest themes. Notable examples included "The Human Genome" which explored the accomplishments of genetic engineering in the breaking of mankind's genetic DNA code. "A Brief History of The Internet" investigated the technological development that has changed the modern world. "The Planets" reviewed missions to explore the solar system.

Pearl's successful "Serial Tuesday" programming strategy, offering episodes of three internationally acclaimed drama series one after the other during prime time, generated excellent viewer support. "The X Files", "ER", "The West Wing" and "Third Watch" continued to attract a steady following.

COMMUNITY AND PUBLIC SERVICE

Above and beyond its traditional mission to inform, educate and entertain Hong Kong viewers, in 2000 TVB continued to serve the Hong Kong community through a wide range of special, public service programmes and activities on-air and off-air. Charity shows were among the Company's most successful and effective fund-raising activities. The annual "Tung Wah Charity Show 2000" attracted about 2.1 million viewers and raised over HK\$68 million for the Tung Wah Group. The "Community Chest Charity Show 2000" raised over HK\$19 million, and the game show, "Happy Family Flagship", HK\$14 million, for The Community Chest. The "Yan Chai Charity Show" raised HK\$ 850,000 for the Yan Chai Group. By bringing hardship cases to the attention of the Hong Kong public, "I-Files" generated over HK\$1.8 million for the "Yan Chai Emergency Assistance Relief Fund." "Childcare Extravaganza 2000" raised HK\$6 million for the "End Child Sexual Abuse Foundation". In addition, TVB also produced charity shows in Atlantic City, Los Angeles, Toronto and Vancouver. A total of HK\$24 million was raised for the Chinese communities in these cities.

COMMENDATIONS AND AWARDS

TVB's production excellence, on-air promotions, and public service initiatives continued to

win critical acclaim and recognition both locally and internationally.

Community recognition for the Jade drama series, "The Green Hope" and "Return of the Cuckoo", was overwhelming and gratifying. The Hong Kong Council of Social Services particularly commended the positive and encouraging portrayal of psychiatric patients in "The Green Hope", and of those with speech impediments in "Return of the Cuckoo". "The Green Hope" also received commendation from the Chinese University/Baptist University Family-to-Family Mental Health Education Programme, which praised the series' positive portrayal of persons recovering from psychiatric problems.

The "Miss Hong Kong Pageant 1999 (Final)" won the Best Entertainment Special Award, and "The Pearl Report: The Body Wars", was Runner-Up for Best Current Affairs Programme at the Asian Television Awards 2000 (ATA). Other TVB programmes to be honoured at ATA 2000 in various categories included "Thursday Report: Priming For The Best" in the Best Documentary Programme category, "Plane Crash Special" in the Best News/Current Affairs Special category, "The Threat of Love" in the Best Single Drama or Telemovie category, and "Plain Love II" in the Best Drama Series category.

At the RTNDA 30th Annual Edward R. Murrow Awards, TVB's "The Chosen Ones" won the award in the News Documentary category, and "News At 6:30" won in the Newscast category. The Company's "Plane Crash Special" was also a finalist in the 2000 International Emmy Awards.

At the 2000 New York Festival, "Dragon Love Opening" won a Silver WorldMedal in Animation (computer): Promo Spot, and "Mid Autumn Festival Station Greeting", garnered a Bronze WorldMedal in Station/Image Promotion. Among the finalists were "News At 6:30: One Child Too Many", in the Inserts: Investigative Report category; and "Olympic 2000: Art In Motion", Sports Program Promotion.

The setting for "Fashion Exclusive", produced for TVB Channel 8, won a Bronze Award at the 22nd Annual BDA Design Awards.

PROGRAM LICENSING & DISTRIBUTION

While our video rental operations suffered further decline in 2000 due to the slow economies of key markets and VCD piracy, our telecast distribution revenue experienced healthy growth as a result of an increase in the number of terrestrial and pay TV operations in the region. Together with the successful launch of our programmes in VCD format in late 2000, we can expect, in the near term, our distribution business will be back on track and see rapid growth for the medium term.

In the mainland, due to changes in broadcast policy restricting broadcast of imported programmes in prime time, we experienced a shortfall in revenue. We nevertheless remain the leading importer to this important market. New co-productions in the mainland are now underway and in different stages of production. We are encouraged by the better-than-expected income from this source.

TAIWAN CABLE CHANNELS

Although TVBS continues to lead in audience ratings and share, particularly in the most important area of news programming, the Taiwan economy was further set back by consumers' continued