





Relevance

PROGRAMMING SERVICES

Cable News travels to far corners to bring the hottest and most updated news to viewers. i-CABLE's wide array of programmes, likewise, transcend all boundaries; their depth and breadth suit the tastes of all in the family.

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The Group continued to build on its core strengths of news, movies and sports during 2001. We have also started to upgrade our production and broadcast facilities to a digital platform to better position us to take on the competition and to prepare us for the rollout of new services and future expansion.

After nearly a year of design and construction, the Digital News Centre was recently unveiled. As the first fully digitised news production centre in

Hong Kong, it deploys the latest digital shooting, editing and broadcasting technologies to significantly reduce production time and enhance efficiency. It will also facilitate multimedia content development and generate new revenue opportunities. In subsequent phases, other production facilities will be progressively upgraded to digital as Hong Kong moves further into the new digital television age.

The Digital News Centre is expected to become fully operational by early April. It



will allow Cable News to continue to achieve its mission as being the fastest and most updated news service in town. New viewership records were set during the terrorist attacks in New York and Washington D.C. on September 11 as the 24-hour Cable News was the first local broadcaster to break the news and brought vivid live pictures to viewers in Hong Kong. Viewership continued to stay high subsequent to that event.



The carriage of international news channels including CNN, CNBC and BBC World add further strength to our news platform.

Our other programming platforms were also enhanced during the year. The sports platform was further strengthened when ESPN and STAR Sports were added to our own Cable Sports. That allowed us to dominate sports viewing and attracted subscribers.

The live and exclusive coverage on Cable Sports of all of the 64 matches in 2002 FIFA World Cup played in South Korea and Japan this summer will provide an additional impetus. In particular, the fact that the China national team has qualified for its first ever World Cup final will make it a historical event. A total of 6 channels will be fully dedicated to World Cup coverage during this period to offer a

superb viewing experience never before available in Hong Kong.

In terms of total viewership, our movie platform represented our most-watched channels. The combination of the local channels that we originate, focusing on popular local titles and selected Hollywood and international titles, as well as the international channels specialising in Hollywood titles including HBO, Cinemax and STAR Movies represents by far the strongest line-up of any kind of movies that a viewer could find in Hong Kong.

Together, channels originated by the Group or licensed from business partners consistently capture a viewership share of over 30% in competition with the longer-established broadcasters. This is an area where we will be devoting more resources in 2002.