

聯動網
balmif

structure in Hong Kong

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Communications Group

成員

Added
Value

GLOBAL MEDIA IN
FORCE LIMITED
(GMIF)

Global Media in Force Limited, the exclusive agent for commercial airtime sales of i-CABLE's TV service, adds value for both subscribers and advertising clients by creating an e-catalogue and shopping platforms in the cyberworld.

GLOBAL MEDIA IN FORCE LIMITED (GMIF)

2001 was a challenging year for GMIF because of weakness in the market and severe competition. However, revenue from commercial airtime sales still achieved double-digit growth if the exceptional revenue generated by Euro 2000 a year ago is excluded. Looking forward, the exclusive carriage of the 2002 FIFA World Cup is expected to bring substantial revenue growth in 2002.

In addition to offering “on-target” commercial airtime on CABLE TV, GMIF

adds value to the advertisers with the creation of an e-catalogue value platform, 21126888.com. An online shopping directory “SmartShop” was launched in April to provide CABLE TV viewers a reliable platform to buy quality products such as VCDs, DVDs, books, games and music products. In addition, e-Programme Listing was also launched in October to provide viewers with the most updated programme schedules while on the other hand providing advertisers with an additional medium for their promotional campaigns.



