



2001

香港兒童





Getting Involved

CORPORATE AND COMMUNITY SERVICES

i-CABLE channels, in particular the Children Channel, are the media of choice for Government and community organisations to conduct community spirit promotion programmes. As a leading media company in Hong Kong, i-CABLE also actively involves in industry and community projects.

CORPORATE AND COMMUNITY SERVICES



Our vision is to become Hong Kong's leading media and telecommunications service provider. To turn our vision into reality, it is important that the ways we hire, train, reward and retain our employees support our vision and strategies.

We have invested in attracting, training and retaining the most able and committed people at all levels of the organisation, and are dedicated to providing a work environment that will help ensure our continued business achievements.

At i-CABLE, we see success as a never-ending process, one that simply does not allow for complacency or mediocrity. To continually increase the overall calibre of the organisation and strengthen the "pay-for-performance" culture, we have reengineered our performance management, compensation and reward programmes. Many elements of these programmes came into effect in 2001, with expansion planned for 2002. For example, we are rewarding



contribution based on performance criteria that are transparent and challenging to energise everyone to work harder and smarter. In 2002, we will be expanding this pay-for-performance system significantly, and all i-CABLE employees will have a portion of their compensation tied to the Company's results, the respective business unit's results and individual results, giving everyone a stake in the Company's success at all levels.

To deliver our strategy, we need to continually raise our productivity and operating efficiency to higher levels in terms of how we serve customers and how quickly we turn innovative ideas into effective business solutions. Our lean and efficient organisation structure allows us to create opportunities for everyone to share ideas through a variety of formal and informal channels resulting in greater innovation. At the same time, dedicated efforts have been made to streamline processes, making our employees more productive and allowing us to invest resources in important growth opportunities for the Group.

As a leading broadcasting and telecommunications service provider, i-CABLE has been actively participating in affairs of international and local professional and industry bodies to



promote the well-being of the industry and the community at large.

Representatives from the Group continued to participate in various international and regional industry conferences. In Hong Kong, our programme channels continued to be the partner of choice for Government and community organisations to promote community spirit enhancement campaigns.

The Group continued to play a role in charity activities. Apart from participating in Community Chest fund-raising activities, the Group and its employees embarked on a voluntary project to promote information technology education by donating Broadband service and computers to the less privileged children of Po Leung Kuk.