

Group Profile >

RoadShow Holdings Limited (the "Company" or "RoadShow" and, together with its subsidiaries, the "Group") is a leading media sales company in the Greater China region. The Group markets advertising aimed at passengers of transit vehicles through a proprietary Multi-media On-board ("MMOB") system, manages and markets display advertising spaces on bus shelters, billboards, panel light boxes, bus bodies and telephone booths. RoadShow was established by The Kowloon Motor Bus Holdings Limited ("KMB") in 2000. KMB, Hong Kong's largest public transport company providing franchised public bus services, holds about a 73% interest in RoadShow.