

NEWS, INFORMATION AND ENTERTAINMENT –

i-CABLE IS THERE WHENEVER AND WHEREVER YOU NEED THEM





“CABLE TV’s wide array of news and entertainment channels from around the world enable our guests from far corners to feel right at home. This higher level of guest satisfaction often means winning or losing a guest in this competitive marketplace.”

TONY LO
Hotel Concierge

i-CABLE: A Way of Hong Kong Life Today

Hong Kong Cable Enterprises Limited

Global Media In Force Limited was renamed Hong Kong Cable Enterprises Limited (HKCE) in June 2002. HKCE continues to act as the exclusive sales distributor for advertising airtime and international programme licensing for the Group, and to provide value-added promotional services.

Thanks to the exclusive live coverage of the entire World Cup tournament on CABLE TV, HKCE achieved satisfactory revenue growth in 2002 amidst a soft advertising market.

During the year, new initiatives such as new formats of TV advertising were developed to explore new market potential.

Initial market response has largely been positive.

For international programme licensing, HKCE continues to work towards the licensing and worldwide distribution of CABLE TV's entertainment, Cantonese news and current affairs programming. In late 2002, HKCE also started to negotiate with international TV stations and local mobile operators to distribute CABLE TV's newscasts and programme content via Broadband Internet.

