

Programming Services

The Group's programming services scaled new heights in the year with the broadcast of the 2002 FIFA World Cup and the bold steps it has taken to digitise its production facilities. Digitisation has not only significantly enhanced production efficiency but also offered potential for new applications.

On the sports platform, World Cup broke new records of ratings and advertising income and was an effective branding tool, with the month-long World Cup Carnival being the star event. An innovative formula that combined variety entertainment with live soccer, the Carnival set numerous records in local television history. As World Cup fever took the city by storm, soccer stole the limelight from free TV and placed CABLE TV firmly at the centre of public attention.

There was no lack of offering for non-soccer events either. International competitions such as the Hong Kong Rugby Sevens was a broadcast and branding





success. The Busan Asian Games, rounding up the end of the year, was yet another branding and ratings success in 2002.

CABLE TV's prominence in sports was further enhanced by regular broadcasts of Italian Serie A, English Premier League, Spanish La Liga, German Bundesliga and UEFA Champions League action. Without a doubt, the Cable Sports Platform was synonymous with the best in sports during the year under review.

The state-of-the-art Digital News Centre is now in full operation following its commissioning in April 2002. The seamless integration of various operating platforms in the territory's first fully digitised news production centre has set a milestone for news production in the region.

Not resting on its laurels, the Group continued to sharpen its programme offerings, in particular the entertainment platform, to broaden our appeal to Hong Kong viewers. Plans are also afoot to launch a

24-hour Entertainment News Channel by the middle of this year, a concept combining round-the-clock reports on the latest developments in the entertainment world in Hong Kong and around the world with life-style magazine type variety programmes, to give a new definition to infotainment programmes in Hong Kong.

CABLE TV's productions continued to gain recognition internationally for their excellence. Promotions for the 2002 World Cup Campaign received the Gold World Medal from the prestigious PROMAX Awards, while 'Cable Reach', also for World Cup, was awarded a Gold Medal at the New York Festivals.

