

# 10th Anniversary | Event Highlights



*"More Than Just Television  
— A Way of Hong Kong Life Today."*



## Milestones of the Decade

**1993**

June  
Hong Kong Cable (formerly Wharf Cable) awarded a 12-year licence

**October**

Station launch

**1995**

September  
Completed fibre trunk; HFC conversion programme began

**1996**

June  
Exclusive live broadcast of EURO 96

**1997**

July  
Obtained 73% growth of viewership from 1996 to become one of Hong Kong's top five media

**1998**

October  
Celebrates 5th anniversary of Pay TV service

**1999**

November  
i-CABLE Communications Limited successfully listed on Nasdaq in the US and Hong Kong Stock Exchange

**2000**

December  
First annual net profit achieved

**2001**

December  
Achieved sevenfold increase in annual net profit and started to pay dividends

**2002**

June  
Exclusive live broadcast of 2002 FIFA World Cup

**2003**

October  
Celebrates 10th anniversary of Pay TV service

