

**OPERATIONAL REVIEW**  
業務回顧



**Bus Body Promotions**  
巴士車身廣告

**TV Programme  
Produced in PRC**  
於中國製作的電視節目



**Innovative Bus Shelter  
in Hong Kong**  
位於香港創新的乘客候車亭

## Media Sales Services 媒體銷售服務



### MMOB Business

The Group's MMOB business involves installing, operating and maintaining equipment and LCD units in transit vehicles for the transmission of tailor-made programmes and advertisements, sourcing programme content and marketing and selling advertising on the MMOB system.

The MMOB system has close to 20,000 LCD monitors in transit vehicles and telecasts a vast variety of programmes and advertisements to passengers daily. To date, over 4,700 transit vehicles from Kowloon Motor Bus, Citybus and New World First Bus and public light buses have been equipped with MMOB, reaching close to a four million audience every day.

The MMOB system is an attractive medium for advertisers because of its ability to reach such a large audience daily.



### Media Sales and Services

MMOB can support any type of major outdoor advertising campaign. The Group continues to expand its customer base and enjoys a high percentage of repeat customers. Our customers include all major advertisers in Hong Kong including advertising agencies and companies in the cosmetics, pharmaceutical, electronics, telecommunications, food and beverage, jewellery, leisure, media, finance, banking, insurance, retail, education, household, clothing, liquor, skincare, healthfood, fitness and real estate sectors. We will continue aggressively to enlarge our customer base in 2007.



### 流動多媒體業務

集團的流動多媒體業務包括在客運車輛安裝、營運及保養設備和液晶體顯示組件，以播放度身訂造的節目和廣告、提供節目內容，和透過流動多媒體系統推廣和銷售廣告。

流動多媒體系統在客運車輛上裝設近20,000個液晶體顯示屏幕，每日為乘客播放多種不同類型的節目及廣告。現時，超過4,700輛來自九龍巴士、城巴及新世界第一巴士的客運車輛及公共小巴配備了流動多媒體系統，每日的觀眾量接近四百萬名。

流動多媒體系統能每日接觸廣大的觀眾，對廣告商來說是個既吸引又有效的媒體。

### 媒體銷售及服務

流動多媒體能支援各種大型戶外廣告計劃。集團的客戶基礎不斷增長，有相當大比例的客戶更是多次光顧的。客戶來自香港所有主要廣告商，包括廣告代理以及從事化妝品、製葯、電子、電訊、飲食、珠寶、消閒娛樂、傳媒、金融、銀行、保險、零售、教育、家品、服裝、酒類產品、護膚產品、健康食品、健身中心及地產業的公司。踏入二零零七年，我們將繼續積極擴大我們的客戶行業類別。

### Media Sales and Services (Continued)

In addition to offering tailor-made sales packages to suit advertisers with diverse campaign objectives and budgets, the Group provides value-added services. To increase media sales, the Group employs various techniques to encourage customers to commit to advertising bookings, including discounts, bonus spots and special advertising packages for long-term commitments.

### Programming

MMOB programming contents are specifically tailored to hold the interest of transit vehicle passengers. The contents include RoadShow Live Concert, the annual Music Award show and music videos, RoadShow Mega Movie and other movie trailers, drama series, animation, travelogues, interactive games on iClub and Ringtone download service. The Group also offers infotainment programmes including civic affairs information, community service messages, crime prevention tips, gourmet guides, health education, sports and recreation, news and financial updates, business and economic reviews and celebrity interviews. Our MMOB programmes have attracted much attention from transit vehicle passengers due to their creative, unique, informative and entertaining contents.

### 媒體銷售及服務 (續)

除提供度身訂造的廣告套餐，以配合不同廣告客戶的宣傳計劃和預算外，集團亦設有增值服務。為刺激媒體銷售額，集團以多項策略來鼓勵客戶採用廣告宣傳，包括折扣優惠、贈送額外廣告時段、為長期客戶提供特別廣告套餐等。

### 節目

流動多媒體節目內容是專門為吸引客運車輛乘客觀賞而設計，內容包括RoadShow Live演唱會、至尊音樂頒獎禮及音樂錄影帶、RoadShow大電影及其他首輪電影製作特輯預告片、連續劇、動畫、旅遊資訊、iClub互動遊戲及手機鈴聲下載服務。此外，集團亦播放娛樂資訊節目，包括公共事務訊息、社區服務訊息、撲滅罪行宣傳片、美食指南、健康教育、體育及娛樂消閒節目、新聞及最新金融消息、商業及經濟回顧以及名人專訪。由於流動多媒體節目的內容具創意、獨特性、資訊性及娛樂性，所以一向深受客運車輛乘客所喜愛。



## During 2006, RoadShow introduced a number of special programmes, which included the following:

於二零零六年，路訊通推出了以下多項特備節目：



Following the success of Germany World Cup 2006, RoadShow produced and broadcasted various documentaries to celebrate this worldwide event, including special programming of "Soccer Class", "World Cup Cities", "The Great Contenders", etc.

繼二零零六年德國世界盃大獲成功後，路訊通製作及播放多段紀錄片，以慶祝這項全球盛事，當中包括特備節目「足球教室」、「放眼世界盃城市」、「世界盃列強爭霸」等。

With the goal of promoting elite sports and encouraging a healthy, positive lifestyle and attitude, RoadShow launched an info-programme namely "Hong Kong Elite Sportsman's Parade". This first-ever programme in Hong Kong introduced 13 local elite sports and disability sports to the community, and also included sharing with the public the experience of over 50 elite athletes and their coaches.

為促進精英運動及鼓勵一個健康、正面的生活模式及態度，路訊通推出一個名為「香港精英運動大檢閱」的資訊節目。這個在香港首創的節目向社會各界介紹了13種本地精英運動及傷殘運動，當中亦包括與大眾分享超過50名傑出運動員及教練的經驗。



To enable our audiences and commuters to learn more about our local universities, such as their history, mission and the recent development of the institutions, RoadShow produced a documentary programme "A Look Inside Hong Kong Tertiary Institutions", in which the Presidents of these institutions were invited to share their views and experiences with the people of Hong Kong.

為讓觀眾及社區人士加深瞭解本地各間大學，如各院校的歷史、使命及最新發展等，路訊通製作了紀錄節目「香港高等學府巡禮」，當中邀請了各院校的校長與香港市民分享他們的看法與經驗。

To enhance our audience's knowledge of the motherland and to broaden their civic education, RoadShow launched a brand new daily programme "China Q & A" to provide daily updated information of the country to our audience. In addition, RoadShow ran a comprehensive promotion campaign for the National Day Special "National Flag Flies High", which included an exhibition and special programming about the history of our national song, sign and flag.

為增加觀眾對祖國的認識及擴闊他們在公民教育的視野，路訊通推出了全新每日播放的節目「神州答問」，每日向觀眾介紹中國的最新消息。此外，路訊通亦推出一個全面的推廣計劃「國旗飄飄」，作為國慶日特備節目，當中包括展覽及特別拍製有關中國國歌、國徽及國旗歷史的節目。



To promote and support the music industry, RoadShow organised its Annual Music Award, which took place in January 2007, with the key message of establishing a harmonious society via the sound of music.

為推動及支持樂壇，路訊通在二零零七年一月主辦RoadShow至尊音樂頒獎禮，帶出以音樂締造和諧社會的重要訊息。

## At the same time, RoadShow continuously supports and participates in various kinds of charity and community activities. These activities include the following:

同時，路訊通亦不斷支持及參與不同類型的慈善公益活動，其中包括以下活動：



To help the people of Hong Kong understand more about the needs of the community and to recognise the contribution of non-government organisations, RoadShow, collaborating with the Hong Kong Council of Social Service, Hong Kong Baptist University and ten other non-government organisations, initiated a cross-section community activity "Caring for Hong Kong".

To encourage and support moral education in Hong Kong, RoadShow co-organised a Moral Education Promotion Campaign with Concerted Efforts Resource Centre. Promotional video clips were also run on MMOB to further capture public attention.

To recognise a group of magicians who integrate magic into social services at all levels, RoadShow supported the 4th Hong Kong Magic Festival, with a special programme featuring the application of magic to social services.

To participate in and support charity, RoadShow aired charity appeals from about 150 organisations during the year, including Flag Day organizers, the Heep Hong Society, Oxfam Hong Kong, the Community Chest, UNICEF, World Vision, Hong Kong Red Cross, Agency for Volunteer Service, Medecins Sans Frontieres, Senior Citizen Home Safety Association and many others.



為讓香港市民更清楚瞭解社區需要及認同多個非政府組織的貢獻，路訊通誠邀香港社會服務聯會、香港浸會大學及其他十個非政府組織機構攜手合作籌辦製作名為「關愛香港」的跨界別社區活動。

為鼓勵及支持香港的品德教育，路訊通與羣力資源中心合辦一系列公民教育宣傳活動。路訊通亦已播放宣傳短片，讓公眾人士留意這件盛事。

為表揚一班將魔術融合到不同的社會服務層面上的魔術師，路訊通支持第四屆香港魔術節，製作了一個有關將魔術應用到社會服務層面上的特備節目。

為參與及支持慈善活動，路訊通於年內播放了150個慈善團體的呼籲，其中包括賣旗籌款組織、協康會、樂施會、公益金、聯合國兒童基金會、香港世界宣明會、香港紅十字會、義務工作發展局、無國界醫生、長者安居服務協會及其他多個慈善團體。

### Programming (Continued)

With the growth in popularity of the Short Message Service ("SMS") provided by telecom companies, RoadShow launched iClub in 2003, which provides an interactive platform for both advertisers and passengers. As at 31 December 2006, iClub had about 300,000 members who participated in our daily quiz games and enjoyed special offers.

The Group will continue to enrich and diversify its programme contents by drawing upon more regional and local content suppliers and introducing more interactive games to members of iClub. We will also offer special feature programmes and participate as a media partner in various concerts, movie productions and other events. The Group will continue to devote more resources to in-house production and focus on enriching and upgrading content to generate greater interest in our programmes.

### 節目 (續)

有見電訊公司提供的短訊服務(「SMS」)日漸普及，路訊通遂於二零零三年推出iClub，作為廣告商與乘客之間的互動平台。於二零零六年十二月三十一日，iClub已經有大约300,000名會員，參與每日舉辦的問答遊戲及享有特別優惠。

集團會繼續加強節目內容，包括利用更多地區及本地節目內容供應商、為iClub會員推出更多互動遊戲，從而令節目更加多元化。我們亦會製作更多特備專題節目，並以傳媒合作夥伴的身份參與各類演唱會、電影製作和其他活動。集團將繼續投入更多資源於自行製作及加強節目內容，從而提高節目的吸引力。



### Operations

Trials of the Global Positioning System ("GPS") were initially focused on bus tracking and bus fleet management, thereby enabling the provision of real time information and adding value to the Group's services. The results of Phase II GPS trial on selected transit vehicles were under review in 2006. Installation of the GPS/bus tracking system will begin once the Group's specifications are fully satisfied.

To facilitate more effective management of the operations and maintenance of the MMOB system on transit vehicles, proprietary software was incorporated into the existing bus management system. This allows real time statistical reports on the reliability and performance of the MMOB system to be accessed.

### 營運

全球定位系統的測試工作初步會集中於巴士追蹤及車隊管理等方面，從而可望提供實時資訊，並為集團的服務增加價值。在選定的客運車輛上進行的第二期全球定位系統測試結果於二零零六年在檢討中。當測試工作的結果完全符合集團要求後，集團便會在客運車輛上安裝全球定位／巴士追蹤系統。

為方便有效管理安裝於客運車輛的流動多媒體系統的操作及維修，集團在現有巴士管理系統中加入專有軟件，以便就流動多媒體系統的可靠性及系統的性能製發實時統計報告。





### Mainland China

In the PRC, GDP growth and total advertising spending are both forecast to continue growing at double-digit rates into the foreseeable future. The 2008 Olympic Games in Beijing, the 2010 World Expo in Shanghai and the 2010 Asian Games in Guangzhou are expected to be major growth drivers for advertising and media sales business. During 2006, we established a wholly-owned media sales company in Beijing to capitalise on opportunities in the growing advertising market in the PRC.

### 中國大陸

在中國，預測在可預見將來期間，國內生產總值增長及廣告開支總額均會按雙位數字增長。預期在北京舉行的二零零八年奧運會、在上海舉行的二零一零年世界博覽會及在廣州舉行的二零一零年亞運會將成為廣告及媒體銷售業務的主要增長動力。於二零零六年，我們在北京成立了一間全資擁有的媒體銷售公司，以充分把握中國廣告市場不斷增長的商機。



### The Group and the Community

For five consecutive years RoadShow has received the Caring Company Award from the Hong Kong Council of Social Service. The Group continuously supports many charities and non-profit organisations through the dissemination of community service messages and charity appeals on MMOB. The Group also participates in various charity and fund-raising events and encourages its employees to participate in the Dress Causal Day organised by the Community Chest. The Group will continue to support civic education by producing informative and educational programmes for our transit vehicle passengers.

### People

People are our greatest asset and the key to our business success. The Group is committed to nurturing a culture across the whole organisation that instils in our employees a sense of belonging and a feeling that they are valued and appreciated. The Group promotes teamwork and continuously seeks to improve our work processes. We offer an equitable and competitive remuneration and benefits package to all employees. The Group also provides our people with the necessary tools, training, support and infrastructure to be highly effective and productive members of the Company.

### 集團及社群

路訊通連續五年獲香港社會服務聯會頒發「商界展關懷」標誌。集團繼續透過流動多媒體系統發放社群服務信息和慈善機構呼籲的宣傳片段，藉此支持多間慈善及非牟利機構。集團亦參與多項慈善籌款活動，並鼓勵員工參與公益金舉辦的便服日。集團亦會繼續為客運車輛乘客製作資訊及教育節目，支持公民教育。

### 員工

員工是集團最寶貴的資產，亦是業務成功的關鍵因素。集團致力在機構內培育理想企業文化，讓員工感到備受重視和賞識，從而建立對本公司的歸屬感。集團更推廣團體合作精神，同時不斷改善營運程序。我們為全體員工制訂公平和具競爭力的薪酬及福利計劃，並提供必要的工具、培訓、支援和基礎設備，讓本公司員工能達致更高的工作效率及效益。