

OUR BUSINESSES AT A GLANCE

SEGMENT	BUSINESS MODEL	PRODUCTS/BRAND	MARKET	GROUP'S INTERESTS
TV Broadcasting	Free-to-air TV broadcasting through terrestrial TV network and programme production in Hong Kong generating advertising revenue	Digital channels (Jade, J2, Pearl, iNews and J5) and analog channels (Jade, Pearl)	Hong Kong and Macau	100%
Hong Kong Digital New Media	Monetisation of content through online and mobile devices	myTV SUPER, www.tvb.com and a range of mobile apps	Hong Kong and Macau	100%
Other Activities	Investment in complementary businesses	Weekly magazine TVB Weekly; music publishing; movie investment; and movie production	Hong Kong, Mainland China and Taiwan	<ul style="list-style-type: none"> • Publication: 73.68% • Music publishing: 100% • Movie Investment: 5-12% effective
Programme Licensing and Distribution	Licensing and distribution of TVB produced channels and programmes for traditional and online distribution	TVB programmes and channels (in Cantonese or dubbed soundtracks)	Key markets <ul style="list-style-type: none"> • Malaysia • Singapore • Mainland China Other territories <ul style="list-style-type: none"> • USA and Canada • Vietnam 	<ul style="list-style-type: none"> • Licensing and distribution: 100% • Mainland China: 55%
Overseas Pay TV Operations	Subscription pay TV service	<ul style="list-style-type: none"> • TVB channels bundled with DISH Network offerings in North America (USA) • OTT TV service "TVB Anywhere" 	<ul style="list-style-type: none"> • North America (USA) • Australia • Europe • Rest of the world 	100%
Channel Operations	Production and operation of two satellite TV channels	TVB8 and Xing He channels	<ul style="list-style-type: none"> • Mainland China • Malaysia • Singapore 	100%

Television Broadcasts Limited (00511): Founded in 1967 and being the first wireless commercial television station in Hong Kong, TVB is now one of the free-to-air TV broadcasters in Hong Kong and one of the largest commercial Chinese programme producers in the world. It owns five free-to-air channels – Jade, J2, J5, iNews (Cantonese) and Pearl (English), and 14 thematic channels. TVB generates over half of its total revenue in Hong Kong, with the balance from the rest of the world through licensing and subscription businesses. TVB was listed on The Stock Exchange of Hong Kong Limited in 1984.