

TVB HISTORY AND KEY MILESTONES

1967

Obtained a Broadcasting Licence in September and commenced free-to-air broadcasting on 19 November as the first wireless commercial television in Hong Kong. Headquartered on Broadcast Drive, Kowloon



1971

Launched the first color production *Enjoy Yourself Tonight (EYT)*

1973

Organised the first *Miss Hong Kong Pageant* which has since become an iconic annual event



1976

Began programme licensing, video rental business and operation of cable and satellite television channels in overseas markets

1980

Sir Run Run Shaw, G.B.M., one of the founders of the Group, became Chairman of the Board of Directors

1981

Adopted a programming strategy of broadcasting 2.5 hours of drama serials on Jade during weekday prime time to build viewership momentum and hype its drama serials

1984

HK-TVB was listed on HKSE
Commenced cable TV services in Los Angeles for subscribers in the USA

1988

Television Broadcasts (TVB) became the listed parent company of the Group after a group reorganisation



1993

Launched TVBS Channel (TVBS), its first satellite TV service in Taiwan

1994

Launched The Chinese Channel (TCC), a London-based satellite TV service for the European markets

1997

Launched the Company's first website tvb.com carrying information on the station's programmes and artistes

1998

Launched TVBJ, its first satellite TV service in Australia



2003

Moved headquarters to TVB City in Tseung Kwan O Industrial Estate with a total building area of 110,000 square metres

2004

Commenced a pay TV business in Hong Kong under the name of exTV, a joint venture of TVB and Intelsat

Granted Guangdong Landing Rights for distribution of Jade and Pearl channels in the Guangdong Province

2007

Launched digital terrestrial television broadcasting in Hong Kong from 31 December which expanded the number of channels from two (Jade and Pearl) to the present five channels

2008

Adopted high definition broadcasting and 5.1 Dolby Surround Sound on HD Jade channel

2011

Young Lion Holdings, acquired a 26% shareholding in TVB from Shaw Brothers (Hong Kong)

Launched myTV mobile application in Hong Kong, then followed by TVB News, TVB Finance and TVB Zone app



2012

Sir Run Run Shaw retired as Chairman and was honoured as Chairman Emeritus. Dr. Norman Leung became Executive Chairman of TVB

2015

Dr. Charles Chan became Chairman of TVB

Exited Taiwan operations by way of two transactions – first transaction in January 2015 sold 53% of Liann Yee Production Company and the second transaction in March 2016 sold the remaining interest



2016

Launched OTT service, myTV SUPER, in Hong Kong and enhanced version of TVB Anywhere in overseas markets

Co-invested with China Media Capital to take up 29.94% equity interest in Hong Kong listed Shaw Brothers Holdings (stock code: 00953) for movie production and investments

Successfully raised a 5-year US\$500 million unrated notes at 3.625%



2017

Launched Big Big Channel, TVB's social media app carrying self-produced short-formatted content

Formed a US\$100 million partnership with Imagine Entertainment for development and production of a US drama slate

Celebrated 50th anniversary of broadcasting in Hong Kong. TVB now operates myTV SUPER, the largest OTT platform of Chinese programming content in Hong Kong, and Big Big Channel, a social media platform with growing popularity globally, in addition to terrestrial television broadcasting



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ANNIVERSARY

