

OUR BUSINESS AT A GLANCE

Grow market share in Hong Kong's advertising market with one-stop solution

Expand global footprints by adding co-production, movies and US drama slate

SEGMENT	BUSINESS MODEL	PRODUCTS/BRAND	MARKET	GROUP'S INTERESTS
Hong Kong TV Broadcasting	Free-to-air TV broadcasting of five terrestrial TV channels, each with clear audience targets in return for advertising and production revenue. Co-production of dramas with Chinese online operators.	Terrestrial channels (Jade, J2, TVB News, Pearl, TVB Finance & Information)	Hong Kong and Mainland China	100%
Hong Kong Digital New Media	Operation of myTV SUPER Over-the-top (OTT) service and website portals	myTV SUPER, www.tvb.com and a range of mobile apps	Hong Kong	100%
Big Big Channel Business	Operation of online social media platform, Big Big Channel, and music entertainment	Big Big Channel; and Voice Entertainment	Hong Kong	100%
Other Activities	Investment in complementary businesses	Magazine publication (TVB Weekly); movie investment (Shaw Brothers Holdings, Flagship Entertainment); US drama slate (Imagine Tiger Television)	Hong Kong and United States	<ul style="list-style-type: none"> • Publication: 100% • Movie investment: 5-12% (effective) • US TV drama production: 50%
Programme Licensing and Distribution	Licensing of TVB produced channels and programmes to TV operators for exhibition on pay TV services and online	TVB programmes and channels (in Cantonese or dubbed soundtracks)	Key markets <ul style="list-style-type: none"> • Malaysia • Singapore • Mainland China • Canada • Vietnam 	<ul style="list-style-type: none"> • Licensing and distribution: 100% • Mainland China: 55%
Overseas Operations – OTT and Pay TV	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 • 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 (TVB; stock code: 00511) commenced business in 1967 and was listed on the Stock Exchange of Hong Kong Limited in 1984. TVB is the first wireless commercial television station in Hong Kong, and is the leading free-to-air TV broadcaster in Hong Kong with 83% audience share. It is also one of the largest commercial Chinese programme producers in the world. Its vertically integrated business model encompasses production, broadcasting and distribution. TVB generates over 70% of its group revenue in Hong Kong, with the balance from the rest of the world through licensing and subscription businesses.