

REVIEW OF OPERATIONS



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Big Big Channel

BIG BIG CHANNEL BUSINESS

Big Big Channel business comprises the newly launched online social media platform – Big Big Channel, and music entertainment – Voice Entertainment.

The total segment revenue for the year was HK\$69 million (2016: HK\$35 million). Due to upfront investments in capital and operations required for this new business, the segment reported a net segment loss of HK\$11 million (2016: profit of HK\$0.6 million).

BIG BIG CHANNEL

With Big Big Channel's launch in July 2017, TVB has successfully completed its development of the three-media platform strategy spanning terrestrial TV, OTT services and online social media. Big Big Channel rides on the global trend of social media and engages with users via a free app and its portal (www.bigbigchannel.com.hk). This platform delivers self-produced short-formatted video content featuring TVB's artistes and KOLs covering chic topics like home-cooking, dining-out, beauty advice, child-caring, music, young lifestyles and online games. Through this innovative platform, artistes, KOLs and fans can engage with each other through interactive activities, message exchanges, and virtual gifts.

In addition to many promotional events in Hong Kong, a special artiste event was organised in Taipei for the launch of a Taiwanese variant of Big Big Channel. Similar events followed in Malaysia and Singapore in order to boost sign-up rates for this new platform. The responses to date represents a good head start for Big Big Channel. We attribute the encouraging growth to Big Big Channel's ability to leverage on TVB's leading audience share in terrestrial TV and the fast growing subscriber base of our two popular OTT platforms, myTV SUPER and TVB Anywhere.

Big Big Channel exhibits strong ability to build viewerships across major social media platforms.

As of 18 March 2018, Big Big Channel app itself, together with TVB's social media footprint on Facebook, Youtube, Instagram, Twitter, Tencent Weibo, Sina Weibo and Youku, attracted followers aggregating to over 10.7 million which included Hong Kong, Mainland China, Taiwan, Malaysia, Singapore and many other overseas countries. Thanks to the attractiveness of its content and strong user engagement, stream views totalled to more than 12 million in the last week of 2017.

The expanding user base is helping Big Big Channel to monetise through providing content marketing for advertisers, using spun-off content from TVB programmes and interactive online games. This content marketing strategy enriches our online solution offering to advertisers. Riding on effective online promotion power, the soon-to-be launched e-commerce platform is to collaborate with advertisers and clients to create value-added services.





Big Big Kids Awards 2017

Big Big Channel Mahjong King

Big Big Channel Promotion



Singers of The Voice Entertainment Group