

# 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-TVBS 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](http://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 meters

## 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, TVB takes up 11.98% effective 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



## 2018

Inaugurated Big Big Shop, an e-shop platform, adopting a "showing on TV, selling in Big Big Shop" model to market advertiser-sponsored products on prime time shows and execute online orders in e-shop



