

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 TV channels (Jade, J2, TVB News, Pearl, TVB Finance & Information)	Hong Kong and Mainland China	100%
myTV SUPER	Operation of myTV SUPER 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; e-commerce platform, Big Big Shop; live events, and music entertainment	Big Big Channel, Big Big Shop and Voice Entertainment	Hong Kong	100%
Other Activities	Investment in complementary businesses	Movie investment (Shaw Brothers Holdings, Flagship Entertainment); US drama slate (Imagine Tiger Television)	Hong Kong and United States	<ul style="list-style-type: none"> • 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 and 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: 70%
Overseas Pay TV and TVB Anywhere	Subscription pay TV service and operation of TVB Anywhere OTT service	<ul style="list-style-type: none"> • TVB channels bundled with DISH Network offerings in North America (USA) • TVB Anywhere 	<ul style="list-style-type: none"> • North America • Australia • Europe • Rest of the world 	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 82% 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 70% of its group revenue in Hong Kong, with the balance from the rest of the world through licensing and subscription businesses.