



## Media Sales Business

The RoadShow Group offers advertisers a dynamic and effective means of marketing their products and services to four million consumers every day. Its success as a leading media sales company in the Greater China region is based on its unique blend of creativity and innovation.

### ROADSHOW HOLDINGS LIMITED AND ITS SUBSIDIARIES

RoadShow Holdings Limited ("RoadShow") was established by the Group as its media sales arm. It has been separately listed on the main board of The Stock Exchange of Hong Kong Limited since 28 June 2001. Currently, the Group has a 73.0% interest in RoadShow.

### BUS-TV

RoadShow's Bus-TV business specialises in the broadcast on buses of tailor-made programmes and advertisements. It also handles programme content production and sourcing, as well as the marketing and selling of airtime.

Bus-TV currently operates on some 20,000 liquid crystal display ("LCD") units, which broadcast a wide variety of programmes to an estimated 4,000,000 bus passengers daily across Hong Kong. By creating and sourcing highly relevant Bus-TV content spanning the worlds of culture, lifestyle, entertainment and news, RoadShow is able to stay ahead of its competitors through its uniquely creative coverage.

In 2010, RoadShow began enhancing its media platform by equipping new Bus-TV systems with 3G transmission capabilities. These systems are a 'must-have' media buy for brand managers who place a premium on easy penetration of, and gross impact across, a large daily audience base.

### IN-BUS

Having first appeared on buses in February 2009, In-Bus advertising has proved to be a lucrative new source of revenue for RoadShow. By leveraging both interior advertisements and Bus-TV's customised TV segments, this platform offers a 'Win-Win' situation for local advertisers looking for a creative showcase that dovetails with other RoadShow platforms.



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### BUS-BODY

Launched in November 2009, Bus-Body is another business initiative from RoadShow. The commencement of 2009-10's new bus exterior advertising arrangement with KMB helped boost this platform's business momentum and market share. At present, the exteriors of around 66% of all franchised buses in Hong Kong carry messages from RoadShow advertisers.

### BUS-SHELTERS

Operated with JCDecaux Cityscape Limited (formerly "JCDecaux Texon Limited"), this arm of the RoadShow business commenced operations in 2001. In 2008, RoadShow was awarded an exclusive media sales agency and management rights license in respect of selected bus shelters across Hong Kong. The arrangement will remain in force until 31 July 2012.

In 2010, besides contributing to revenue and profits, Bus-Shelter activities significantly enhanced RoadShow's market share and status as one of Hong Kong's premier out-of-home advertising specialists.

### INTEGRATED MARKETING SERVICES

2010 saw a dramatic 300% increase in demand for RoadShow's integrated marketing services. Key customers include not only advertisers and event management and production specialists, but also creative development and public relations professionals.

RoadShow remains better positioned than most other out-of-home advertising providers to meet agencies' and advertisers' integrated media and marketing services needs.



*The RoadShow Group offers unique marketing services to advertisers through its integrated 3-in-1 media platform*