

REVIEW OF OPERATIONS

HONG KONG DIGITAL NEW MEDIA BUSINESS

Hong Kong digital new media accounted for 4% of the Group's revenue during 2015.

Over the years, TVB has been actively investing in the digital new media business, monetising programmes and channels through our portal tvb.com and a range of mobile apps. In 2015, segment revenue fell 13% primarily due to lower on-line advertising income amid sluggish retail sales and the absence of non-recurring revenue from the 2014 World Cup. However, revenue from our new paid VOD streaming service, GOTV, is on the rise as the number of subscribers were five times more than last year. GOTV reported a total of more than 116,000 paid subscribers at 31 December 2015.

Our flagship app service myTV, a free content, advertising based service maintains a strong position and takes the lead in the Hong Kong video market with the number of unique browsers exceeding 2.7 million on a monthly basis. During the year, myTV, has undergone a major revamp aimed to boost viewership

by offering additional live streaming for Jade and upgrading the interface to make it easier to navigate. The add-on content and new user interface supported by a user-friendly searching function for better content discovery received positive feedback from users.

The revamp also provides cross-border access to the website tvb.com and the mobile apps between Hong Kong and Macau. In addition, a new pay subscription VOD service has been integrated into myTV to boost video consumption.

A lot of our efforts in 2015 went into the development of our myTV SUPER platform to be launched in April 2016. This new service delivered via a TVB branded set-top-box and mobile app promises unrivalled picture quality, seamless catch-up and a rich content offering consisting of TVB's terrestrial and thematic channels, as well as other international brand channels, together with a 11,000 hours VOD offering. It is a platform that will enable TVB to lead the television market in Hong Kong in the future, in the face of all technological changes.



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