



TVB Europe
無線衛星台

TVB Europe

The Most Powerful and Preferred Chinese
Channels in the UK and Europe



Content

- About Us
- Operation Overview
- Transmission/Footprint
- Subscription
- Promotion Strength
- Business Partners
- Summary



About Us

Year	Milestone
1994	Start of Satellite channel – 3 hrs/day
1997	TVB, the major shareholder – 17 hrs/day
2002	Bilingual Broadcast (Cantonese & Mandarin) – 24 hrs/day
2003	Wholly owned by TVB & Opening of Paris office
2007	Opening of Chinatown London office
2008	Multi-channel platform
2011	Launch of IPTV
2013	Cooperation with Star China on The Voice of China Launch of KBS World Channel



About Us

- A wholly owned subsidiary of Television Broadcast Limited (TVB)
- TVB is the world's largest producer & distributor of Chinese programmes (Produce 10,000 + programmes every year)
- TVB has the world's largest library of Chinese programmes (over 80,000 hours programme in stock)

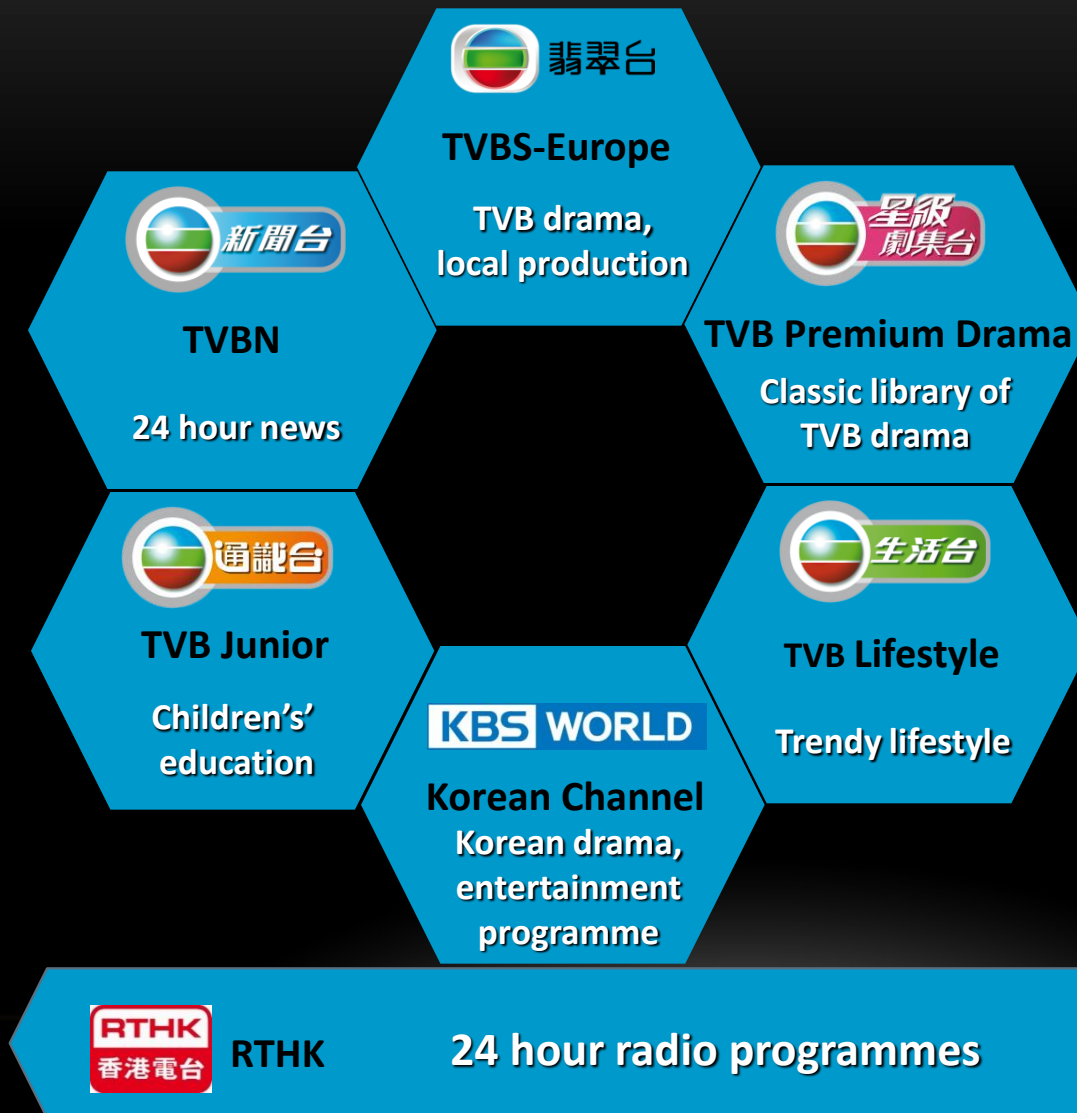


About Us

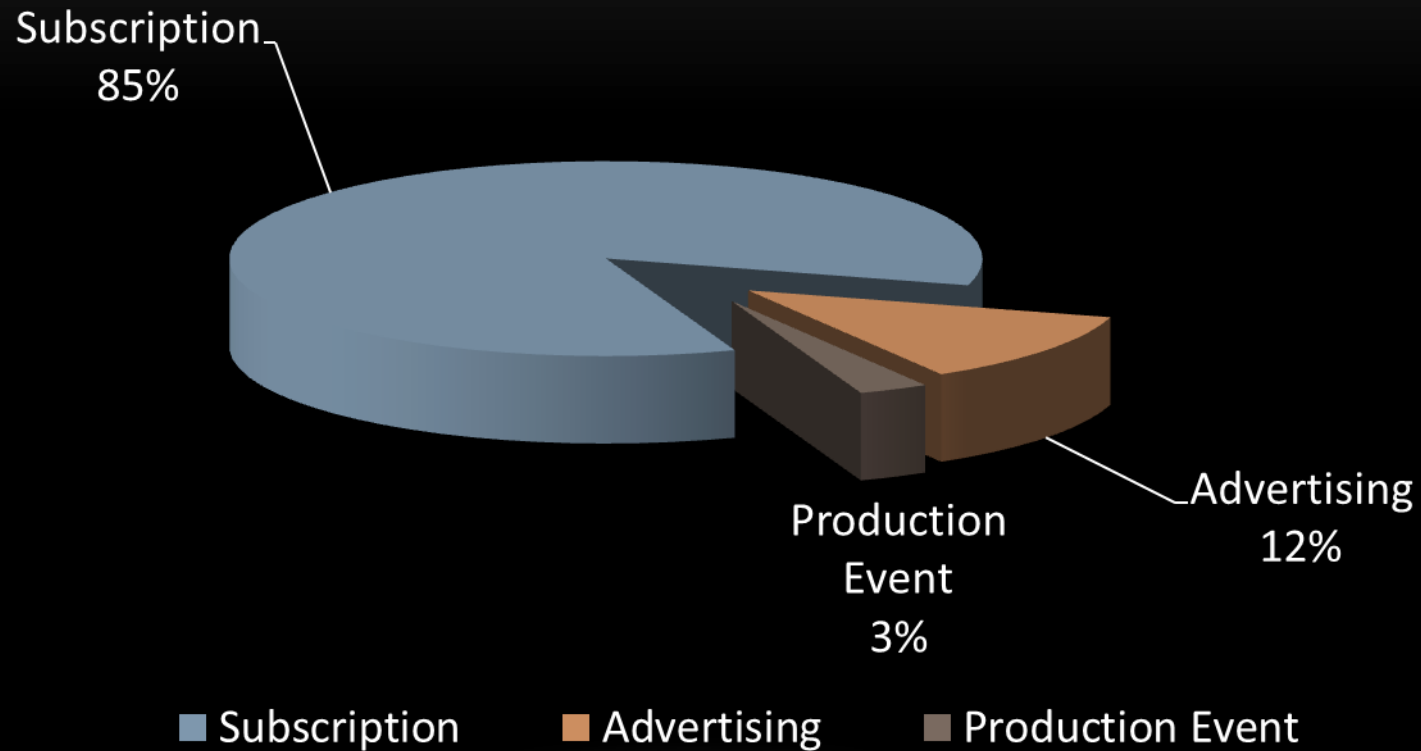
- The largest and most popular Chinese Pay TV broadcaster in UK & Europe
- Strong network with the Chinese Embassy and local communities
- Awarded as “The most popular media company in British Chinese Communities” in Big Ben Award 2009



About Us – Multiple Channels



ABOUT US — Sources of Revenue



Operation Overview

	Location	Functions	No. of staff
<u>UK</u>	Teddington Studios	Operating office	50+
	London China Town service centre	Customer service/ Advertising sales	6
	Manchester service centre	Customer service	2
	Glasgow service centre	Customer service	2
<u>HK</u>		Programme /Technical / Finance	20+
<u>Europe</u>	Paris, France office	Subscription sales/ Customer service	4
	Rotterdam, Netherlands service centre	Customer service	contractor

Transmission & Footprint

Transmission Details:

- - Satellite Euro bird 9
- - Internet TV



Coverage: 48 European countries
Include: United Kingdom, Ireland, Germany, France, Belgium, Sweden, Norway, Switzerland, Spain, Denmark, Finland, Portugal, Luxembourg, Italy, Austria, Greece, Hungary and Poland etc.



Extensive reach serving 1.8m Chinese in UK & Europe

- 80% subscribers are in UK
- They pay over £360 subscription fee per year
- 35% are business owners or professionals
- 88% are property owners*
- 97% are cars owners, in which 43% own 2 cars or more*.



*Survey October 2009, with 770 subscribers response in total.

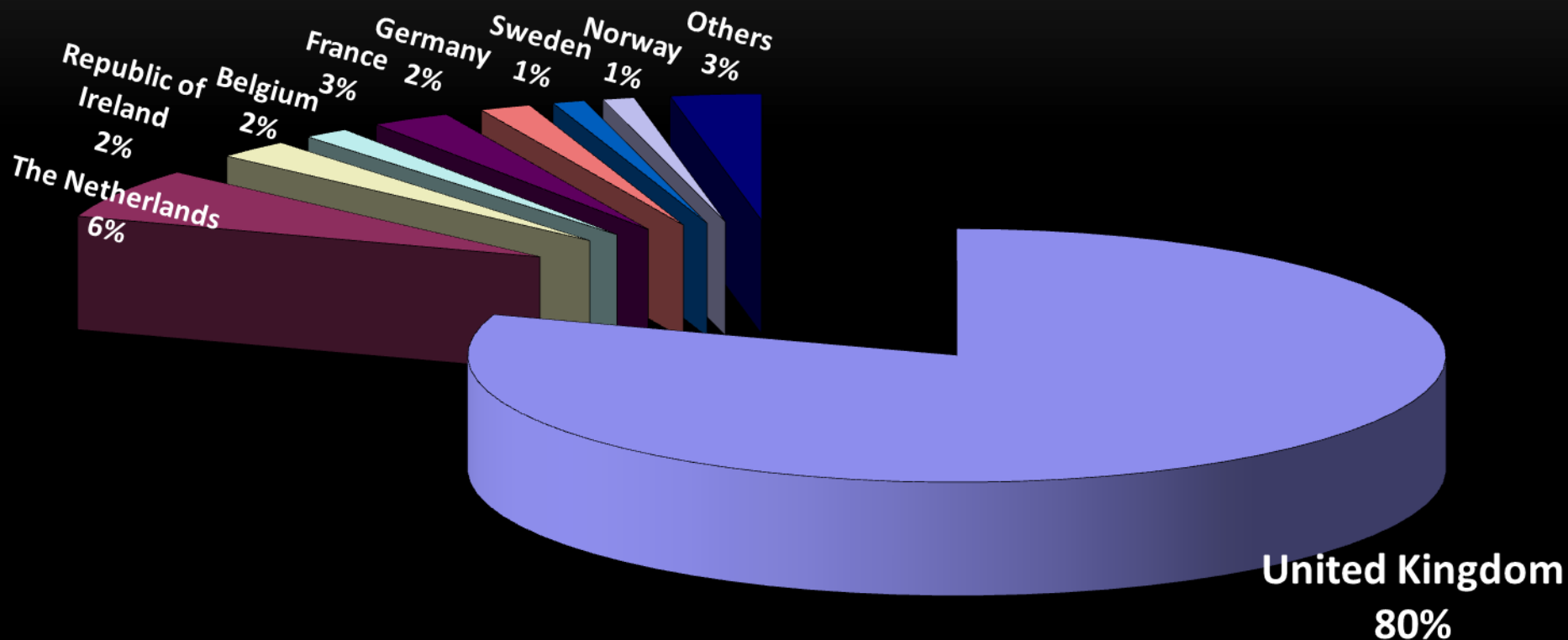
Subscription

- 46% subscribers watch our channel over 3 hours per day, in which 17% watch over 6 hours per day*
- 58% have 3-4 people in their family, 33% have 5 people or more*
- 83% of subscribers watch our programs for more than 4 hours a day*
- Over 50% shop more than 4 times per month*
- 37% subscribers spend over £300 on shopping per month



*Survey October 2009, with 770 subscribers response in total.

Subscribers Composite



(As at June 2013)

Promotion Strength

Ad Sales / Station Promotion

- On air advertising
- A variety of different popular programmes
- Programme sponsorship



Promotion Strength

Well-Known Magazine “Octopus”



- Our free monthly full-coloured Magazine
- The only free lifestyle magazine in Chinese
- Monthly circulation : 50,000
- Distribution points: 80% in UK, 20% in EU
- Locations include: central London hotels, restaurants, supermarkets, retails shop, service centers
- Direct mailing to subscribers
- Contents include local events, fashion, beauty, travel, cooking recipe, celebrity gossip, education, latest TV programme highlight etc



Promotion Strength Website & Social Media Promotion



- Promotion on website & social media (Weibo, Facebook & Twitter)
- 25,000 individual users visit our website per month



Promotion Strength

Subscription Sales / Event

- The only TV broadcaster to organise large events for Chinese Community in the UK and Europe
- Over 100 road shows every year
- Events include Family Gala, Miss China Europe, Singing Contest, Kung Fu Star, Talent Hunt etc.



Promotion Strength Event – The Voice of China

- Event period: 01 April 2013 – 02 June 2013
- Audition in four European cities: London, Manchester, Paris, Amsterdam



- 12 contestants out of more than 200 who attended the auditions are recommended to the Europe Finale in London

Promotion Strength Event – The Voice of China



- Europe Finale on 02 June 2013 at London Shaw Theatre
- 10 finalists on stage
- 5 judges including well-know singers and music professionals
- More than 300 audiences including key figures from the Chinese embassy, Chinese communities and various Chinese media
- 3 contestants are recommended after the Finale to the next stage in Shanghai, China.



Promotion Strength

Chinese Community Penetration

- Strong relationship with PRC Embassy
- Extensive Chinese community network with long term supportive relationship
- Frequent participation in Chinese community events



Business Partners



Summary

- Most popular Chinese Pay TV in the UK & Europe
- Most preferred TV channel amongst the Chinese audience
- Extensive promotion for our channels, Sub Sales/ Ad Sales on regular basis:
 - On Air, Print, PR, Road show, Event,
 - Website & Social Media
- Unique relationship and strong network with the Chinese communities

Please contact Evergreen Square,
our authorised advertising agency for details

ADVERTISING HOTLINE:

+ 60 123293260

+ 60 663 281 33



TVB Europe
無線衛星台

The Most Powerful and Preferred Chinese
Channels in the UK and Europe