



Press Release

CABLE TV brings the first interactive TV **“The Interactive Channel” to Hong Kong**

(Hong Kong, March 22, 2004) Hong Kong Cable Television Limited (CABLE TV) is bringing Robert Chua’s “The Interactive Channel” to Hong Kong, the announcement was made today by Eric Lo, Executive Director, Cable Subscription Services of CABLE TV. The Channel will be carried as a basic service on CABLE TV’s platform in the second half of 2004.

"The Interactive Channel", founded by Robert Chua with technical support from Chris Goss of G-grafix (the software/design company responsible for “Who Wants To Be A Millionaire”, ‘Weakest Link’, ‘Everyone Wins’, etc.) will introduce enhanced interactive capabilities to home viewers of “live” entertainment TV programmes. The Channel will create and produce local programmes that combine the Internet, telephony, broadband and wireless that will feature applications like SMS, audio/text chatting, and telephone voting in a variety of genres, in games, quiz and talk shows.

“ ‘The Interactive Channel’ is the first of its kind in Hong Kong,” said Robert Chua. Through the integration of broadband, Internet, telephony, mobile and third-generation (3G) technologies, this new Channel will enable TV audiences to actively participate in quizzes, win prizes, form communities, hold debates, vote on areas of interest and be involved in shaping the content of the programs.”

“We are pleased to welcome the landing of ‘The Interactive Channel’ on CABLE TV,” said Mr. Lo. “This newest addition to our already strong entertainment line-up makes CABLE TV one of the most exciting entertainment platforms in Hong Kong. We are confident that ‘The Interactive Channel’ will be popular among home viewers with its interactivity,” he added.

About Hong Kong Cable Television Limited

Hong Kong Cable Television Limited (CABLE TV) is Hong Kong's leading pay television service provider. It is a wholly-owned subsidiary of i-CABLE Communications Limited which is Hong Kong's leading fully integrated communications company that owns and operates one of the territory's two near universal telecommunications networks; provides pay television and broadband Internet access service, and creates its own multi-media content. CABLE TV now offers more than 70 locally-produced and international channels, providing a wide array of news, sports, movies, documentaries, financial and general entertainment programmes.



About Robert Chua

One of the most influential personalities in Asian media, Robert Chua is regarded by television industry executives worldwide as a significant resource for Asian co-production, distribution and consultation services. Shanghai Media Group currently appoints him as a programme consultant. A 40-year television veteran recognized for having pioneered terrestrial television in Hong Kong in 1967, Chua was one of the first executive producers at Hong Kong's TVB – the market's first terrestrial TV station – bringing the first ever live programming to Hong Kong, including the variety program “Enjoy Yourself Tonight” and the first Miss Hong Kong pageant. In March 1995, Chua launched the Chinese language satellite TV service China Entertainment Television Broadcast Ltd (CETV,) which was acquired by AOL/Time Warner in 2000. Chua recently sold his entire shareholdings to Tom Group and AOL/Time Warner recently to focus on creating formats. He is now the founder and chairman of ‘The Interactive Channel’.

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