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ROBERT CHUA PRODUCTIONS LAUNCHES

THE INTERACTIVE CHANNEL ON HONG KONG CABLE TV

PIONEERING TV CHANNEL TO FEATURE 24-HOURS OF REALITY PROGRAMMING THAT ALLOWS VIEWERS TO INTERACT WITH VIA MOBILE PHONES AND THE INTERNET

FOR IMMEDIATE RELEASE

Hong Kong (August 31, 2004) – Starting September 1st, Hong Kong's CABLE TV viewers will have the opportunity to experience Asia's first 24-hour interactive television network called *The Interactive Channel* (TIC).

Featuring cutting-edge technology, the new TIC will have its trial run on Channel 5 (Traffic Kowloon) daily between 8:00pm and 6:00am. On December 1st, it will officially launch its 24-hour programming schedule.

"TIC is a pioneering cross-media concept that represents the industry's next evolutionary leap. It utilizes the convergence of broadcast TV, radio, Internet and mobile networking technologies to create 'infotainment-based' programming," said Robert Chua, Chairman and Founder of The Interactive Channel Company Limited. "TIC employs mobile phones and the Internet as a critical component of its interactive platform. Through our Website, www.tictv.com, viewers will be able to play numerous games for prizes – including a chance to win \$1 million dollars – and will soon be able to participate in all TIC shows."

"We are pleased to be associated with *The Interactive Channel* to introduce this innovative channel to our platform, and expect it to deliver a brand new television experience for our viewers," said Eric Lo, Executive Director of Cable Subscription Services, CABLE TV. "TIC fits well with the profile of our viewers who are technology savvy, and I am confident that the channel will be welcomed by many."

Previous attempts at interactive TV have only focused on either music or gaming. TIC is more progressive and features a diverse range of programs including talk and game shows, documentaries and children's programming. The 24-hour schedule is focused on providing general entertainment for the Hong Kong TV audience.

"Television has long been criticized as a passive medium. With TIC, viewers will become an active participant in all the shows," adds Chua. "TIC's programming policy will also be 'no sex' and 'no violence,' as is the case with the China Entertainment Channel (CETV) that I founded 10 years ago."

(more)

The Interactive Channel

Page 2

Soon viewers around the world will be able to watch and participate in the programming of TIC. Through the channel's Web site, the business traveler in Vancouver can watch the same television show with his children who are in Hong Kong.

TIC will broadcast locally produced shows. Viewers, using familiar technologies such as SMS and Web Chat, will be able to give feedback, suggest topics, vote in polls and even play games. TIC will feature:

- **iTALK LIVE:** Hong Kong's first totally interactive show combining SMS chat and question, Webcam/phone and SMS voting. Hosted by Amanda Fok, this free form program features guests and topics that Hong Kong viewers want to discuss. *iTalk Live* will be shown seven days a week from 9:30-11:30pm.
- **ELECTION LIVE:** Hong Kong's popular TV/radio host, Pamela Pak, hosts *Election Live* to cover the Legco elections in September and allow viewers to debate the issues. The program will be broadcast Monday through Friday from 8:00-9:30pm.
- **CHILDREN'S PROGRAMMING:** Children take over TIC in conjunction with *Best Winnings*, the show that makes education and learning fun with lots of interactive games. The show airs Saturdays at 8-8:30pm.
- **GAME GURU:** This program lets dedicated gamers ask questions, review games and share their skills. TIC will launch with the following TV and online games: "The Memory Game," "Water War," "Mini Rally," "Football Striker," "King of the Hill," "Dodge Ball" and "FusionX." Players use their mobile phones and the top scorers win great prizes. The host of the show will also chat and joke with viewers as they send in SMS messages. *Game Guru* will be shown seven days a week from 11:30pm to 12:30am.
- **ONLINE GAMES (TV AND INTERNET):** TIC is currently developing its own creative games that can be played via the TV or computer. For example, the "Memory Game" tests the mental dexterity of the player by having him/her recall how many different objects show up on the screen. The player with the fastest time

wins a prize. Also in development is "One Million Dollar Treasure Hunt Game," allowing players to win prizes and even a \$1 million dollar treasure!

- **Ongoing creation and development of new programs:** TIC is creating many new shows that take advantage of interactive technology. For example, *iAuction* will take the best of online auctions and add the value of interactive TV to make a fun game. *iFriends Club* will not only provide a way to make new friends, but also allow people to play matchmaker as well. Multiple Webcams will broadcast the show to TIC's Internet viewers, enabling them to meet and chat live. The next new show scheduled to debut, *iJudge*, will provide regular Hong Kong viewers the chance to resolve their problems and disputes on-air with viewer participation.

TIC prizes come from innovative international companies who are on the vanguard of cross-media technologies, including Nokia, MTV, La Milky Way, Tom Lee Music, Multiplex Cinema Ltd., Finnair and Morning Star Travel Service.

About The Interactive Channel

From Robert Chua Productions, The Interactive Channel is the first 24-hour interactive TV channel in Asia providing a combination of entertainment and information to audiences. Through "infotainment-based" interactive media, it features a pioneering cross-media concept utilizing the convergence of broadcast TV, radio, Internet and mobile networking technology. Its programming policy will be 'no sex' and 'no violence.'

(more)

The Interactive Channel

Page 3

TIC is working with many of the world's leading companies to make interactivity a reality in Hong Kong. CITIC1616 will provide the SMS gateway for all local mobile phone operators and the communications structure for viewers to participate via their mobile phones. MTel will be TIC's mobile phone content provider to provide an array of mobile entertainment, including TIC's own mobile content to viewers. TIC's technical consultants are Icareus and G-grafix from Europe; future software programming and development will be in cooperation with RedLynx. European companies OuterRim and Fun2Phone provide additional games. Singapore's GameXGame is currently developing TV and Web based games for TIC's new shows.

About Robert Chua Productions

Robert Chua is recognized for having pioneered terrestrial television in Hong Kong in 1967. As one of the first executive producers at TVB – the first terrestrial TV station – Chua brought live programming to Hong Kong, including the variety show *Enjoy Yourself*

Tonight and the debut Miss Hong Kong pageant. In March 1995, he launched the Chinese language satellite TV service, China Entertainment Television Broadcast Ltd. (CETV), which was acquired by AOL/Time Warner in 2000. He recently sold his entire shareholdings to AOL/Time Warner to focus on creating new formats. Chua is regarded by television industry executives worldwide as a significant resource for Asian co-production, distribution and consultation services.

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, Hong Kong's leading fully integrated communications company that owns and operates one of the territory's two near universal telecommunications networks. It also provides broadband Internet access service and creates its own multimedia content.

CABLE TV now offers more than 80 locally produced and international channels, providing a wide array of news, sports, movies, documentaries and entertainment programs.

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