



香港數碼廣播有限公司  
Digital Broadcasting Corporation Hong Kong Limited

**Digital Broadcasting Corporation Hong Kong Limited (DBC)**

*WorldDMB Workshop*

**July 2013, Vietnam**

# Global radio corporation



CBCradio



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Digital Broadcasting Corporation Hong Kong Limited



ABC  
Australian  
Broadcasting  
Corporation

**DBC**, local roots, global aspirations

# 2013

## A New Beginning





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Digital Broadcasting Corporation Hong Kong Limited

## Our Mission Statement :

**Radio with Heart**

to make every program with the best effort  
for all audience in Hong Kong.



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## Hong Kong DAB+ partners

As of May 2013, there are **4 operators** of DAB+ broadcast in Hong Kong:

DBC, Metro, Phoenix, and RTHK, providing a total of **18 channels\***.



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\*3 channels will be launch at late 2013.



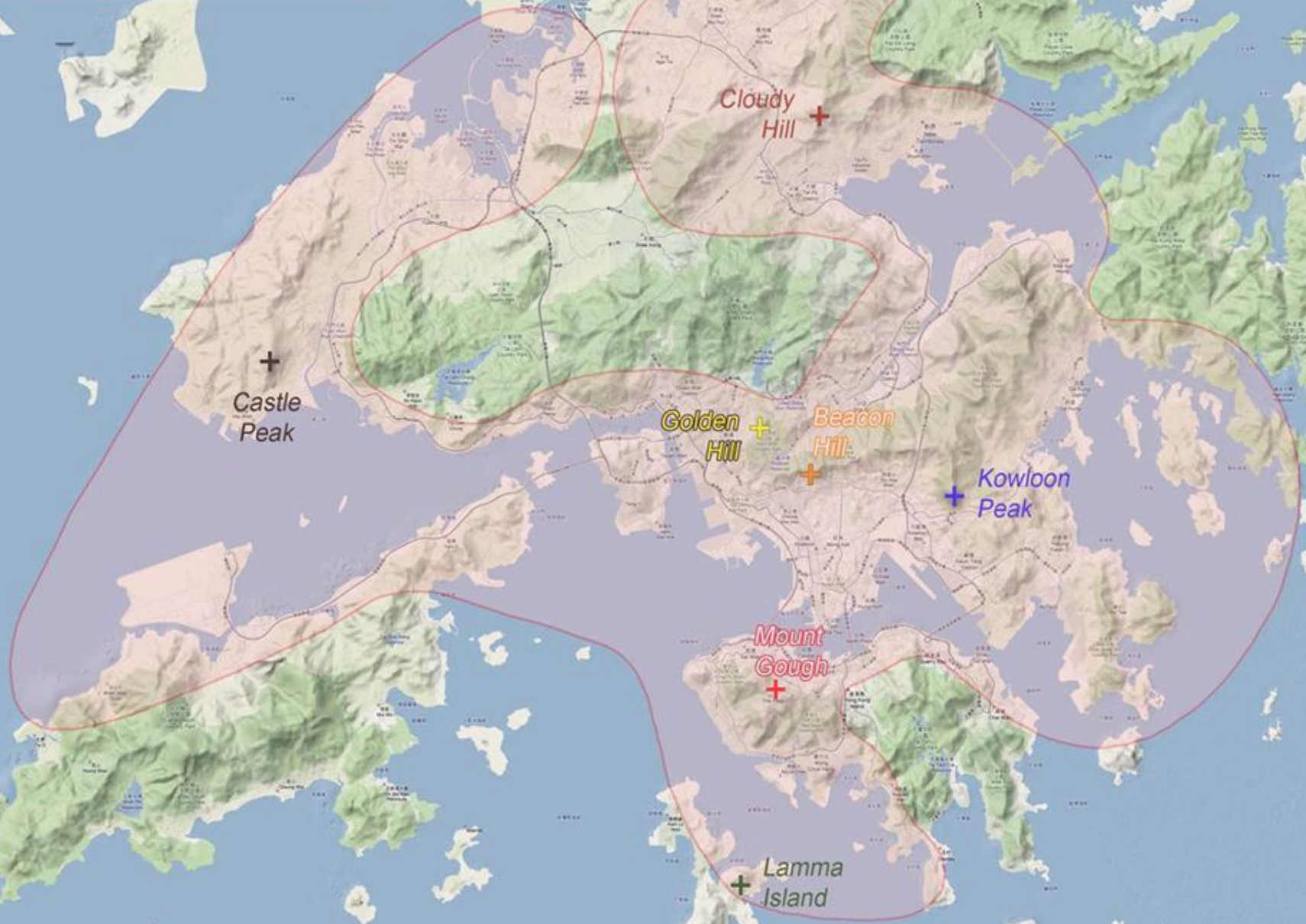
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## Coverage Area

- All of Hong Kong, approximately **80%** of all households (May. 2013), except for mountainous areas and remote islands
- **4 tunnels** (Lion Rock, Tseung Kwan O, Aberdeen, Cross Harbour) support DAB+ broadcasting

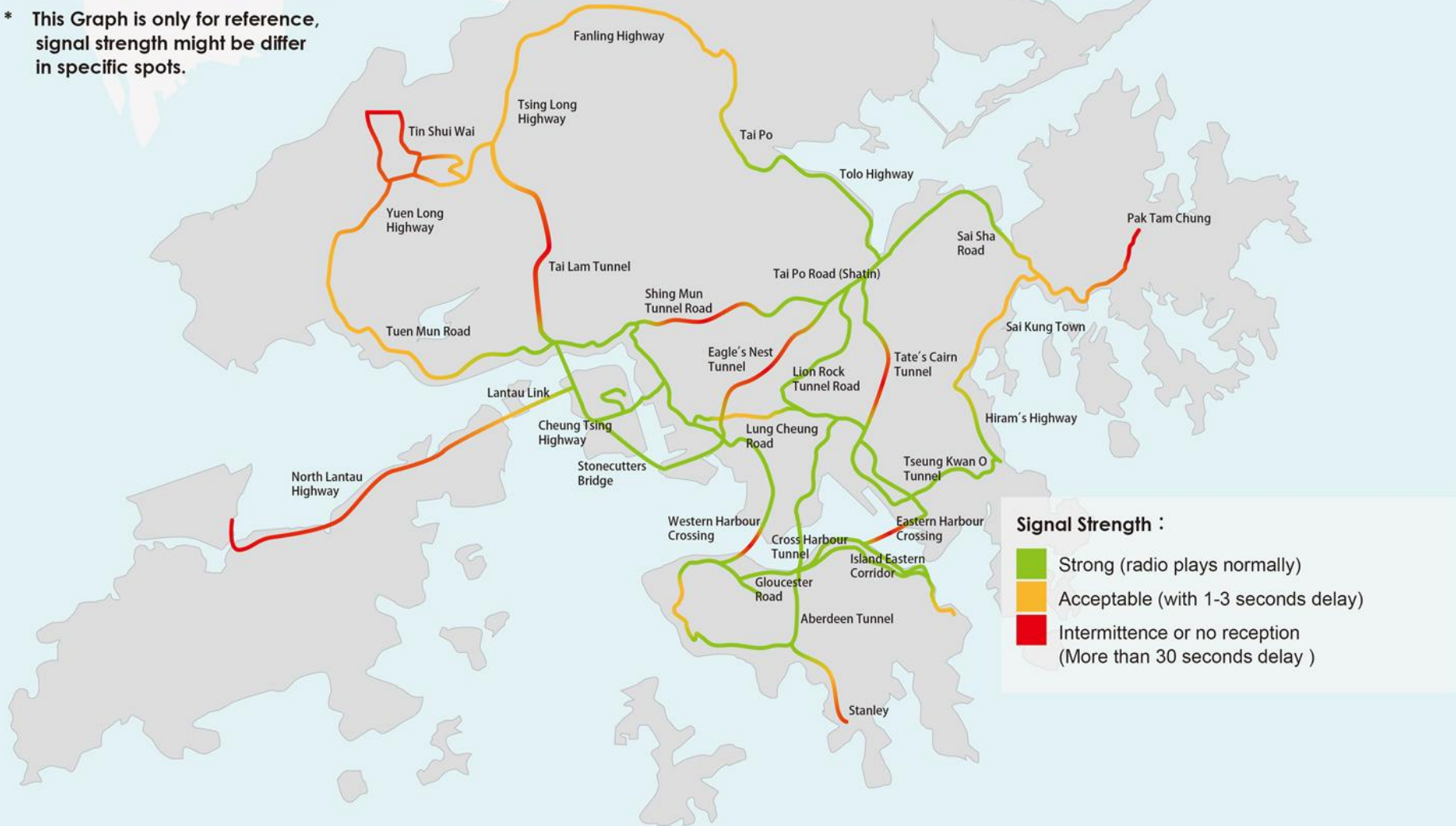


**Current DAB+ coverage  
in Hong Kong**



# DAB Reception Strength In Hong Kong Major Driveways

\* This Graph is only for reference,  
signal strength might be differ  
in specific spots.







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## DBC's Marketing Campaign

The DAB standard is a new concept to most people in Hong Kong. To push forward the standard, DBC has started a series of marketing campaign around the city. The campaign highlights the new lineup of show hosts, programs, and sales partners of DAB+ radios.

## News paper Printed Ads

爽報 (Mar 2013)



## TV Commercials



World Wide House, Central

AM730 (Mar & April 2013)



MTR

東方日報 (April 2013)

Taxi



# Internet Advertisement



Next Media-Apple Daily.com.hk (6/6 – 19/6)



Facebook (7/6 – 21/6)



# Cell Phone Apps Ad



Apple Daily App (24/6 – 30/6)



KMB App (29/5 – 4/6)



七一臨近，瘋狂跳出來反佔中、反泛民的「愛港之聲」成為親中勢力打頭陣的先鋒。《蘋果》記者前日直擊愛港之聲召集人高達斌的大本營，發現這裏原來是個迎戰七一的心戰室，白板上密密麻麻是阻擊



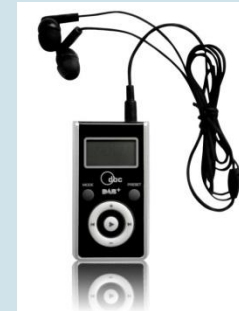


## DBC's Digital Radio

As the pioneering company of DAB+ broadcast in Hong Kong, DBC has also brought in its **own brand** of **low-cost** digital radios to Hong Kong.

### Kitchen Radio

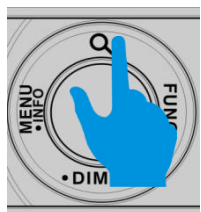
### Portable Radio



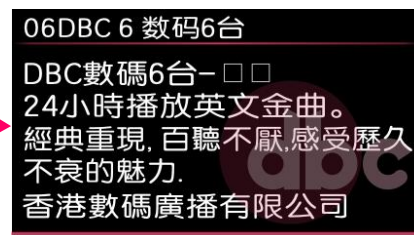
# DAB+ Car Radio Free Handout Campaign

In order to increase the reaching platform of DAB service, DBC will provide car deck radios to **every taxi and mini-bus in Hong Kong** for **FREE**.

## Radio Layout



ZOOM IN



- Allow AM, FM and DAB+
- Support texts (maximum 50 words) and picture



# DAB+ Car Radio Free Handout Campaign

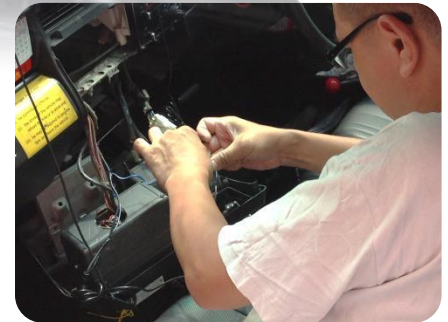
## DBC Investment

DAB+ Car Radio Cost : US\$200  
 Installation Fee : + US\$30

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Cost per one : US\$230  
 Amount : x 20,000

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# Total cost: US\$4,600,000

## >>All absorbed by DBC

# DAB+ Car Radio Free Handout Campaign

A sticker showing “DAB Ready” will be place on every vehicle.

## Minibus



本車由  
**TEAC**<sup>®</sup>  
 贊助  
 可收聽  
 數碼電台



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# DAB+ Car Radio Free Handout Campaign

## Taxi



# DAB+ Car Radio Free Handout Campaign

## Installation Schedule

Amount	Finished Time
First 4,000	Mid Sep 2013
Remain 10,000 – 16,000	Dec 2013

By the end of 2013, over 20,000 of these radios will be installed.



# Channels in DBC



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- dbc 1** News, Current Affairs, and lifestyle
- dbc 2** 12-hours News and Chinese Pop Music (Trial broadcasting)
- dbc 3** Community channel (coming on fall July)
- dbc 4** University channel (coming on fall July)
- dbc 5** Cosmopolitan Music and Programs
- dbc 6** English Pop Music
- dbc 7** Chinese Opera





# DBC 1

- Over 16 different programs per week
- Content covers the latest news, educational, financial, entertainment, beauty, social affairs, cultural etc.



# DBC 2 NEWS

- Detailed local, world, international and financial news
- From 7:00 a.m. to 7:00 p.m.
  - 12-hours broadcast local news in details.
  - 0700 - 0930am / 0500 - 0700pm
  - Keep updating traffic news with photos on facebook
  - Financial news
- From 7:00 p.m. to 7:00 a.m.
  - 12-hours broadcast Chinese classic music



# DBC 3

- Broadcasting all kinds of social news, including government schedule, live council meeting etc.
- DBC 3 will start on September 2013.

- **NOW**

## **24-hours broadcast western classic music**

All traditional cultural songs and modern music will let you immerse in joyful and relaxation.

show you what the music is in 17th century.



# DBC 4

- The first school channel in Hong Kong which will cooperate with colleges and universities. They will involve in all program's production.
- Will broadcast on late- September 2013
- **NOW**  
**24-hours broadcast western pop music**  
all pop songs bring you excitement to release tiredness.





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# DBC 5

- Hong Kong's **first multi-ethnic digital radio channel since Nov 2011.**
- Provides self-composed **Filipino & Indonesian** programs with over **46** hours per week. (First Run + Re-run)
- All programs **are hosted by native speakers**, fully satisfying the needs of each ethnic group.
- Elite hosts from different **ethnic media, non government organizations (NGOs) and representatives** from program partners.



dbc 1 即時收聽  dbc 2 即時收聽  dbc 3 即時收聽  dbc 4 即時收聽  dbc 5 LISTEN  dbc 6 即時收聽  dbc 7 即時收聽 



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# Future business partners (International)



# DBC 6

- **24-hours broadcast western classic music**
- Old songs can calm down all emotion and bring you incredibility about become more resolute with the passing of time.



# DBC 7

- **24-hours broadcast Chinese traditional opera**
- The First totally Chinese opera and ethnic music channel
- Chinese opera can remind you treasure and evoke your unforgettable memories about tears and smiles, tell you everything must go on in the whole life.





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## Interaction with Audiences

- Facebook
- DBC Official Fan Page
- Program - dedicated Fan Page
- All hosts provide uploads of photos and visual aids to program fan pages during live broadcast and gain instant feedback from audiences
- Official Web Site [www.dbc.hk](http://www.dbc.hk) provides streaming services, program and host introduction, and program archiving for free





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## Reaching Audience World Wide

- Via digital radios, Hi-Fi, Car Audio, Smartphone Accessories etc.  
(over **200,000 sets** of digital radios sold in 2012)
- Smartphone apps: **iPhone** or **Android**  
(downloaded **over 300,000** times from Aug 2011 to Now)
- Listen through [www.dbc.hk](http://www.dbc.hk), which also provides an extensive program archive free to all.



❖ **DBC is the ONLY radio station in Hong Kong that can be accessed by smartphone/ pc users in mainland China.**





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## Why DBC is your choice of Media Partner

- DBC is the ONLY media company in Hong Kong that has unlimited, legal access to audience in mainland China. Your company's message can be heard, 100%, to anyone in anywhere in the globe, with a potential audience of over 1 billion people.
- DBC owns the right to the most digital channels with over 1,000 hours of airtime at its disposal—providing comprehensive airtime slots to any programs and advertising opportunities to audience world wide.
- DBC provides comprehensive technical and production support to any new programs. There is no hassle in employing any radio personalities on your own—we are the solution.