



March 2012

Making Money—Opportunities for Monetisation

Digital Broadcasting Corporation Hong Kong Limited

Virtues of DAB+

- Better Sound Quality
 - Multi- Channels
 - Images—Still (slides), Moving (mobile TV)
PAD/NPAD
 - Text—PAD/NPAD
-

About Our Program Hosts & DJs

- **Popular DJs or Program Hosts Working from another existing radio FM stations**
 - **Retired Popular DJs or Program Hosts that the Public eager to welcome them back**
 - **DJs or Program Hosts that comes with interesting past history**
 - **Provocative and aggressive Program Hosts**
-

Our Seven Channels

(Vertical Programming)

DBC Channels	Introduction
DBC Channel 1 Digital Loud 數碼大聲台	<ul style="list-style-type: none"> All day commentary on current affairs by Albert Cheng and others Flagship channel to be the talk of the town
DBC Channel 2 Digital Family 數碼大家台	<ul style="list-style-type: none"> Programs for the family, the just-wedded, and the couple with new born. Anything, Everything for the living room. Talk shows, gossips, and the latest on the big screen
DBC Channel 3 Digital Money 數碼大錢台	<ul style="list-style-type: none"> Latest news on Finance, in-depth analysis on the stock markets by experts, Horse Racing /Football Odds
DBC Channel 4 Digital Wave 數碼大晒台	<ul style="list-style-type: none"> Music, politics, commentaries, say-and-do-all-you-want by the young, post-80s generation
DBC Channel 5 Digital We 數碼大同台	<ul style="list-style-type: none"> First Multi-Ethnic Channel with programs in Filipino, Indian, Indonesian, Nepali, Pakistani, and Thai
DBC Channel 6 Digital Melody 數碼大歌台	<ul style="list-style-type: none"> Best Music from around the globe chosen by our experts. Yes, you did hear that song before.
DBC Channel 7 Digital Opera 數碼大戲台	<ul style="list-style-type: none"> All day program on Chinese Operas, Chinese classic hits, with night-time programming by the most-heard-of voices for the best pass-time experience

DBC Channel 01

Digital Loud



- All day commentary on current affairs by Albert Cheng and other well known commentators, a sure-fire “Talk of the Town” flagship channel. Digital Loud will be launched in the beginning of 2012.
-

DBC 01 Digital Loud Program Intro.

節目名稱	主持	播放時間		長度 (小時)	節目簡介
大班風波	鄭經翰、林旭華	Mon - Fri	07:30 - 10:00	2.5	“The Show”. Albert Cheng and Lam Yuk Wah forms the most-well known partnership and talk about all the latest topics in town on politics, policy, society, and more. The most interactive radio talk show that welcomes people from all spectrums of society is coming live again.
* 海琪的天空	陳海琪	Mon - Fri	20:00- 21:00	1	Every day music selection presented to you by Oceania Chan, one of the perennial top 10 show hosts in Hong Kong. Her captivating style and star-studded interviews with top personalities is unrivalled and make her show one of the most attractive in industry.



Albert Cheng
鄭經翰



林旭華



Oceania Chan
陳海琪

DBC Channel 02



- Programs for the family, the just-wedded, and the couple with new born. Anything, Everything for the living room. Talk shows, gossips, and the latest on the big screen.
-

DBC 02 Digital Family Program Intro.

節目名稱	主持	播放時間		長度 (小時)	節目簡介
Monday Morning Music		Mon - Sat	06:00 – 06:30	0.5	The music to start every morning.
		Sun	06:00 – 07:30	1.5	
DBC 新聞天地	李錦洪, 蔡敬雯, 李小茵	Mon - Fri	06:30 – 07:30	1	Top news, stories, and headlines presented to you every morning with our panel of expert news reporters.
千禧八達通	李兆富, 林旭華	Mon - Sun	07:30 - 10:00	2.5	Unique and forceful commentary on top stories and headlines of the morning.
大家「真」風騷	梁思浩, 江美儀, 莊思敏, 陳彥行, Kawaii, 葉念琛	Mon - Sun	10:00 - 13:00	3	Spencer Leung brings his most famous show to Digital. Headlines, gossip, show biz, every day life, the show brings smile to everyone, everyday.



李錦洪



蔡敬雯



李小茵



林旭華



李兆富



Spencer Leung
梁思浩



莊思敏



江美儀



陳彥行



Kawaii



葉念琛

DBC 02 Digital Family Program Intro.

節目名稱	主持	播放時間		長度 (小時)	節目簡介
開心快活人	梁繼璋, 李麗蕊	Mon - Fri	13:00 – 16:00	3	The well-loved show that brings laughs and smiles to everyone in the city. Michael Leung and Sara Lee bring out the spark from everyday life that others view as mundane.
中女社	李麗蕊, 林寄韻	Sat			A woman-only-no-man-allowed show for women in their 30s and 40s. Share the latest on fashion, makeup, love, food, diet, with your fellow women, and no one knows better than our hosts.
無男特攻隊	梁繼璋	Sun			Michael Leung and his buddies discuss with their guest on the middle-age men take on love and relationship.
美麗基因	楊美儀	Mon - Sat	16:00 - 17:00	1	Our Beauty Champion Angela Yeung shares with you all the tips on modern women makeups and how to bring out the best in every woman.
美麗囍點	林寄韻	Sun			A show that specializes on preparation to the big day for couples. From planning to sharing the sweetest memories and getting the best deals in town, all-in-one.
十級自由 PHONE	黃偉民, 游清源, 盧覓雪, 王岸然, 鄭穎萱, 鄭穎萱, 馬恩賜	Mon - Sun	17:00 – 20:00	3	Commentaries with phone-ins and discuss with our panel of all-star hosts on all topics happening in the city throughout the day.



Michael Leung
梁繼璋

Sara Lee
李麗蕊

Desiree Lam
林寄韻

Angela Yeung
楊美儀

黃偉民

Michelle Lo
盧覓雪

游清源

王岸然

鄭穎萱

馬恩賜

DBC Channel 03



- Latest news on Finance, in-depth analysis on the stock markets by experts, Horse Racing and Football Odds
-

DBC 03 Digital Money Program Intro.

節目名稱	主持	播放時間		長度 (小時)	節目內容
DBC 金融天地	許文昌, 何凱婷	股市交易日	07:30 – 09:00	1.5	Reports on the latest financial news, headlines on listed companies and the world market
大錢好世界 (股市交易時段)	黎則奮(Q仔), 譚紹興, 許文昌	股市交易日	09:00 - 12:00	3	The latest on the stock market and in-depth commentaries by our panel of experts on the world's finance and the local market. For those who are in for the real deal.
	施仁醒, 江小魚, 何凱婷, 潘碧雲	股市交易日	13:00 - 16:30	3.5	
大陸金融匯報	潘碧雲	股市交易日	16:30 - 17:00	0.5	
新聞報道+財經消息報道	李小欣	Mon - Fri	12:00 – 12:30	0.5	News Report on the latest finance updates
			18:00 – 18:30		
股市熱鬧	江小魚	Tue, Thu, Fri	19:00 - 21:00	2	Investment guru 江小魚 answers phone-in questions on what stock to buy, what stock to keep, and gives investors his piece of wisdom to bring more return on every penny spent.
			02:00 – 04:00		



黎則奮(Q仔)



譚紹興



許文昌



施仁醒



江小魚



何凱婷



潘碧雲

DBC 03 Digital Money Program Intro.

節目名稱	主持	播放時間		長度 (小時)	節目簡介
大錢馬經 (賽馬前夕)	陳華棟, 陳茂賢, 黃志康	Tue, Fri, Sat	23:00 – 00:00	1	Preview to the weekly horse races and predictions
DBC 賽馬直播	馬恩賜, 陳華棟	Every Housing Day	12:00 – 18:00	6	Detail race/odds breakdown and picks on every race day, by our panel of experts. Live tips/feedback on Facebook, too.
		Every Housing Day	18:00 – 23:00	6	
足球龍門陣	小米, 許諾輝 (大頭仔), 蘇志傑 (肥So)	Mon, Wed, Thu	23:00 – 02:00	3	Commentary on the latest Football games around the Globe. Live Odds, Match Reviews and Previews, in-depth analysis, all in one from DBC's panel of experts.
		Tue, Fri, Sat	00:00 – 02:00	2	
		Sun	20:00 – 02:00	6	



陳茂賢



陳華棟



黃志康



醉不平



陳茂賢



小米



許諾輝(大頭仔)



蘇志傑 (肥So)

DBC Channel 04

Digital Wave



- Music, politics, commentaries, say-and-do-all-you-want by the young, post-80s generation
-

DBC 04 Digital Wave Program Intro.

節目名稱	主持	播放時間		長度 (小時)	節目簡介
謝利馬田	謝利、馬田	Mon – Sat	11:00 - 15:00	4	DJ Jerry and Martin brings to you the latest in Hip Hop around the globe in style. Place your song request via phone-in, post, facebook, and listen to your favorite song right away. Perhaps the most interactive DJ music program in town.
黑森林	花家姐, 阿飛, 丫文, Otto (EO2), Rainky	Mon - Sun	15:00-18:00	3	The Dark side of life. Ghost Stories. Haunted Mansions. Curses. Living Dead. Tune in and play with our team of daredevils.
DJ ON AIR 陪你打爆機	DR LAM 林子善	Mon - Sun	05:00 - 06:30	1.5	DJ DR LAM brings to you everyday disco and dance music that you will only hear from the hottest bars in LKF. Dance now.
			07:30-11:00	3.5	
			18:00-21:00	3	



Jerry
謝利



Martin
馬田



花家姐



阿飛



丫文



Otto



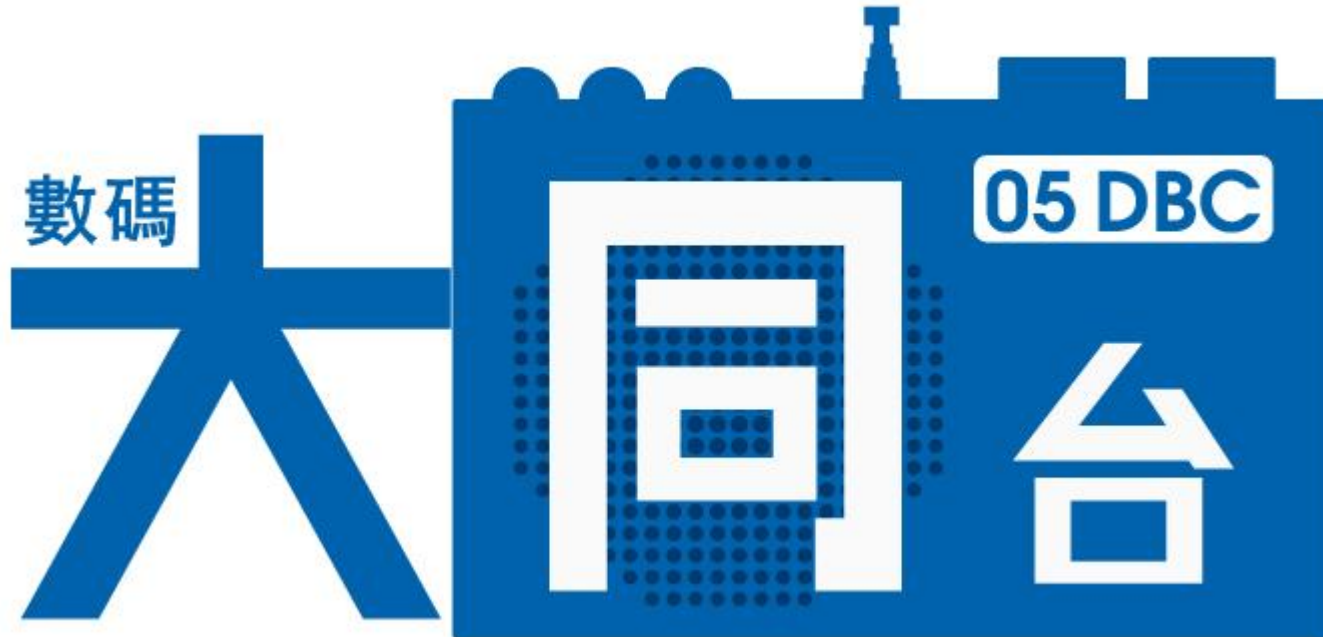
Rainky



DR LAM
林子善

DBC Channel 05

Digital We



- First Multi-Ethnic Channel with programs in Filipino, Indian, Indonesian, Nepali, Pakistani, Bahasa Melayu and Thai
-

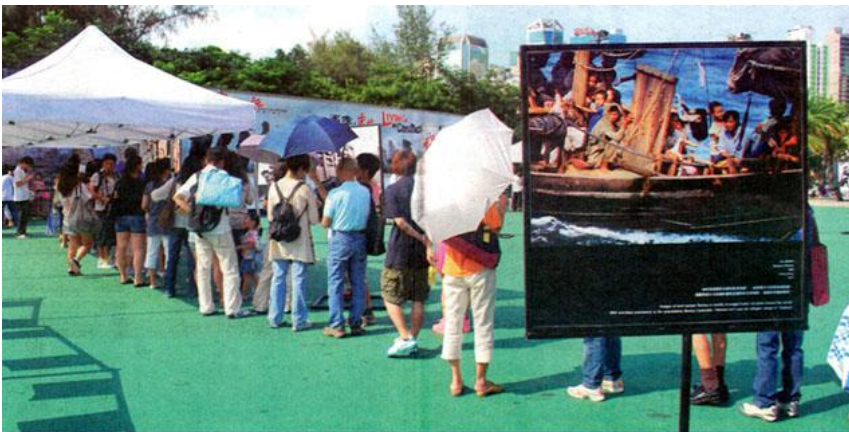
Digital We



Menakertrans Muhamamin Iskandar



SALIAH berpose sesuai memenangkan hadiah rumah senilai Rp 80 juta.



PENGUNJUNG pameran MSF Expo antre untuk bisa menyaksikan diorama zona konflik di dalam truk kontainer di Victoria Park, Minggu (5/9).



Presiden SBY saat memberikan keterangan pers di Ruang VIP Lanud Halim Perdanakusuma, Jakarta, Selasa (5/10) siang

EDITYAWARMAN

DBC Channel 06

Digital Melody



- Best Music from around the globe chosen by our experts. Yes, you did hear that song before.
-

DBC 06 Digital Melody Program Intro.

節目名稱	主持	播放時間		長度 (小時)	節目簡介
精選英文金曲		Mon - Sun	09:00 – 18:00 00:00—02:00	3/2	Best Western Music
正係好音樂	湯正川	Mon - Fri	21:00 - 00:00	3	A collection of English golden oldies from the 60s to 80s to share with audience for appreciation. A free-style program with brisk pace, pushing the limits of ordinary music shows.
黃金的旋律	伍家廉	Sat & Sun	21:00 - 00:00	3	The best companion of music lovers providing a wide-range collection of classics from the 60s to 80s.



湯正川



伍家廉

DBC Channels 07

Digital Opera



- All day program on Chinese Operas, Chinese classic hits, with night-time programming by the most-heard-of voices for the best pass-time experience
-

DBC 07 Digital Opera Program Intro.

節目名稱	主持	播放時間		長度 (小時)	節目簡介
精選中國地方戲曲		Mon - Sun	06:00 - 18:00	12	Best Chinese Operas from different regions. The first show that plays operas non-stop, 7 days a week.
音樂真情人	杜雯惠	Mon - Tue	18:00 - 21:00	3	2 hosts, 2 different personalities, and bring you a totally difference experience. Interviews with top personalities. Music for the tired soul living in the cosmopolitan. Relax and enjoy.
	陳永業	Wed - Sun	18:00 - 21:00		
霎時衝動	顏聯武	Mon - Fri	21:00 - 00:00	3	Gary treats his listeners with his exceptional taste in music and words of wisdom.
好友感覺	杜雯惠	Sat & Sun	21:00 - 00:00	3	Ada To invites her friends and favorite brands to play the best Chinese music of her pick. Brings out a different aspect from the song you heard so many times before.
精選中國地方戲曲		Mon - Sun	00:00 - 06:00	6	Best Chinese Operas from different regions. The first show that plays operas non-stop, 7 days a week.



Ada To 杜雯惠



Adriff Chan 陳永業



Gary Ngan 顏聯武

Hong Kong Digital Audio Broadcast Channels

	DBC 香港數碼廣播	RTHK 香港電台	Metro 新城電台	URadio 鳳凰優悅廣播
1	Digital Loud 數碼大聲台	RTHK PTC	數碼財經台	URadio
2	Digital Family 數碼大家台	CNR HK	數碼音樂台	鳳凰粵港
3	Digital Money 數碼大錢台	RTHK Radio3	數碼資訊台	鳳凰文化
4	Digital Wave 數碼大晒台	RTHK BBC		
5	Digital We 數碼大同台	RTHK Radio5		
6	Digital Melody 數碼大歌台			
7	Digital Opera 數碼大戲台			

***Not yet launched**

Develop new brands for specific audiences / content propositions – a strategy followed in Australia by Austereo

Austereo digital-only brands



- Station focused on new music and unsigned acts
 - available online and on DAB+
 - also has regular branded slot on FM



- Comedy service
 - mix of stand-up and sketch comedy (local and international)
 - material from FM stations, Triple M and 2Day's existing pool of comedy talent



- Temporary / pop-up services
 - created to coincide with tours by Pink, AC/DC and Lady Gaga
 - brand now extended into live events and FM programming

- These digital-only services have **strong links with Austereo's FM services**, e.g.
 - shared content / presenters
 - branded slots (on FM)
 - digital / analogue advertising packages

• A further benefit of digital radio is “dynamic configuration”, allowing broadcasters to vary number of services distributed via a set amount of mux capacity – see Regiocast Case Study in Chapter 6

Colour screens allow broadcasters to use rich visuals to provide programme information - and promote their online sites

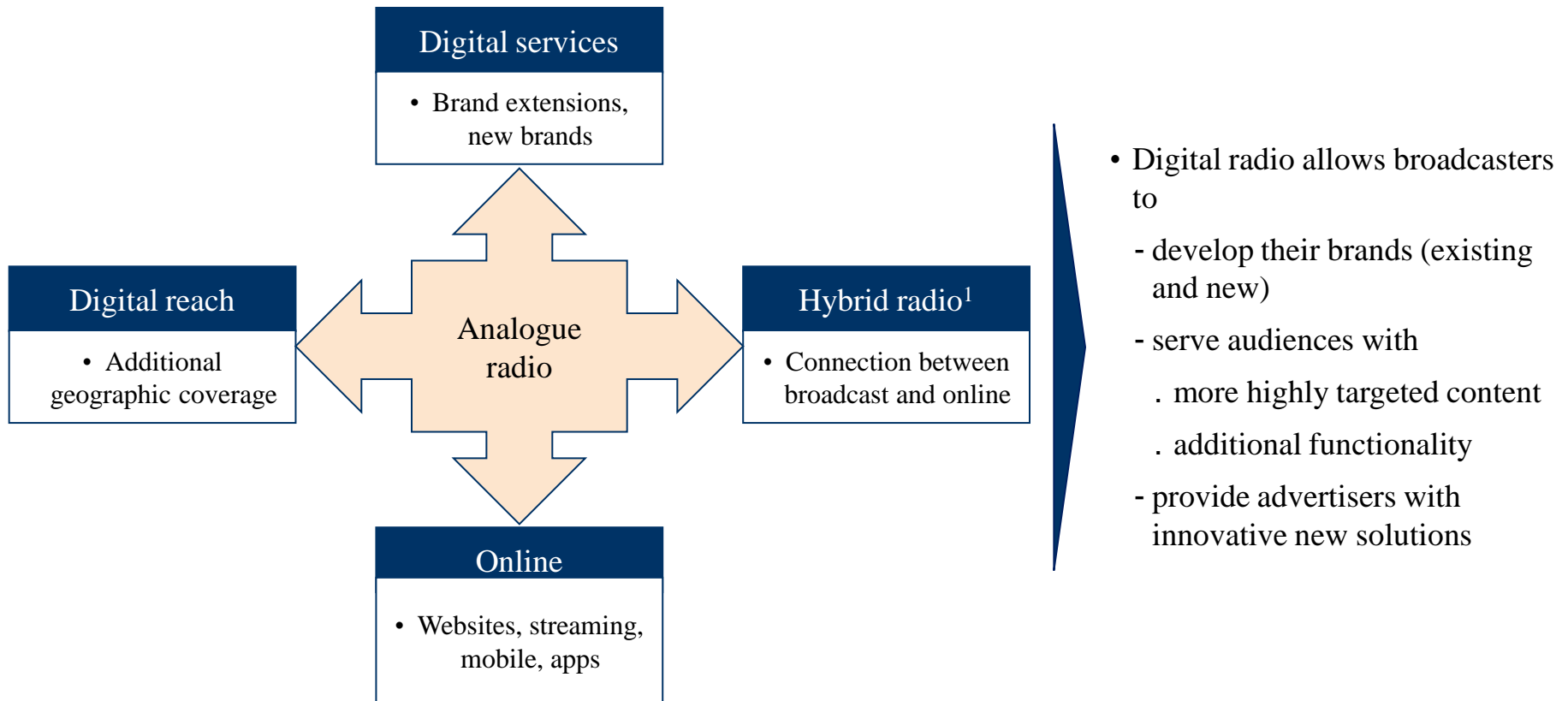
Examples of SlideShow and RadioVIS



- Opportunity for broadcasters to provide
 - information about programming
 - . “playing now”
 - . “coming up”
 - promotion for broadcaster websites
 - . online content (e.g. photos, videos)
 - . competitions (and other registration features)

Digital radio provides new opportunities to develop broadcaster portfolios – and bridge the gap between broadcast and online

3 Digital radio model



Note: (1) hybrid or connected radio combines audio and data distributed via broadcast with data and return path functionality provided via IP

The key revenue opportunities are based on network ad deals, sponsorship and hybrid ad models - with potential for D2C

Emerging / current model

Digital radio model



- Spot advertising
- Sponsorship and promotions

- Online ads and sponsorship
- Apps etc

- Network ad revenues
 - across portfolio of digital services
- Sponsorship
 - extended cross-platform (digital, analogue, online)
 - pop-up services

- New advertising solutions
 - opportunity to “tag” advertisement / interact with advertiser
 - commercial model based on CPT / CPM and other measures, e.g. pay per click
- Consumer registration and payments

- *Key benefit of digital radio is to add value to overall proposition (to listeners and advertisers)*
 - *discrete opportunities exist, e.g. ad sales, sponsorship and consumer payments*
 - *greater value lies in providing innovative solutions to complement*



In Germany, Regiocast has taken an online radio brand based on exclusive live football rights – and brought it to DAB+

Exclusive content – single brand, multiple platforms



- Live audio football commentaries
- Launched online in 2008, and on DAB+ in 2011
 - now on multiple platforms
 - . online, mobile, TV and digital radio
 - . not on analogue radio
- Can show up to five matches simultaneously on national DAB+



- *For the first time in Germany, DAB+ allows national radio services*
- *90elf has exclusive live commentary of Bundesliga matches*

90elf makes full use of the visual qualities of digital radio – to provide users with real-time updates and information

90elf – Slideshow visuals (broadcast over DAB+)



 **Blitztabelle**

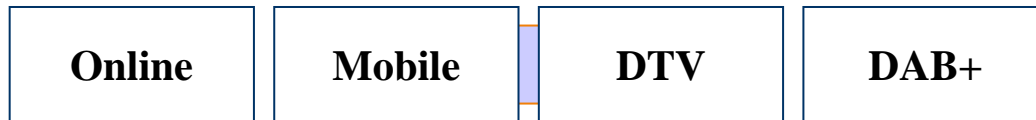
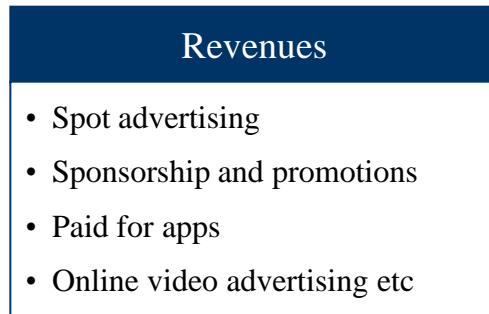
Pl.	Tend.	Mannschaft	Diff.	Pkte.
1.	↑	Borussia Dortmund	+39	61
2.	—	Bayer Leverkusen	+39	61
3.	↓	Hannover 96	+39	61
4.	—	Mainz 05	+39	61
5.	—	FC Bayern	+39	61

 **Newsticker**

 **Real Madrid entlässt Trainer**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo Lorem ipsum dolor sit amet, consectetur.




For Regiocast, the aim is to build national brands through multiple platforms – the total being greater than the sum of the parts

Regiocast strategy



- Each platform adds value to the brand
 - additional listeners
 - available wherever they are, e.g.
 - . online at home
 - . DAB+ in-car
- DAB+ used to address limitations of FM and online – at moderate cost
- Revenues:
 - use critical mass and relationship with listeners to create compelling proposition for sponsors and advertisers
 - reduce dependency on traditional spot advertising model by developing alternative revenue streams (e.g. paid-for apps, online advertising)

In Australia, broadcasters are using digital broadcast to create pop-up and sponsored stations

Station / brand	Brand / content proposition	Commercial strategy
	<ul style="list-style-type: none"> • Main Stage is an umbrella brand associated with live music events • On DAB+, temporary / pop-up services¹ for tours by Pink, AC/DC and Lady Gaga 	<ul style="list-style-type: none"> • Sponsored by major corporates (e.g. Optus – part of broader tour sponsorship deal) • Main Stage brand is used for <ul style="list-style-type: none"> - live events - programme strand on FM radio • Cross-platform advertising and sponsorship opportunities
	<ul style="list-style-type: none"> • Station produced by under 20s for under 20s 	<ul style="list-style-type: none"> • Funded for 6 months by Federal Government, part of “respect” campaign • DAB+ service - one element in broader ad package (analogue & digital)
	<ul style="list-style-type: none"> • 90s pop music: DAB+ and online service 	<ul style="list-style-type: none"> • Sponsored by Chemist Warehouse <ul style="list-style-type: none"> - DAB+ and online service - programming chosen to appeal to retailer’s housewives target audience - also operates as in-store station - advertising sold to suppliers

- Commercial opportunities linked to these brands presented as “qualitative sell”
 - focus on innovative advertising solutions (attractive to certain advertisers)
 - aimed at tightly defined target audience
- Strong emphasis on ensuring tie-in with other broadcaster-owned media (i.e. FM radio, live events and online)

Note: (1) Other examples of pop-up services, include Smooth’s Christmas channel in the UK, and Southern Cross Austereo’s New Year’s Eve service – describing the fireworks in Sydney to partially-sighted listeners

Break in News

Steve Jobs
1955-2011



教主 喬布斯
1955-2011



Digital Money

恒生指數 2010年11月5日
24,876.820 +341.19(1.39%)



數碼大錢台 馬場直擊

Relaxed Restriction on Advertisement

- Broadcaster can use 12 percent of the total sound broadcasting time of that day to broadcast advertising material
 - Broadcaster can use 30 percent of the total time for which an Ancillary Visual Service is provided on the sound broadcasting channel on that day to display advertising material
-

Ancillary Visual Service

(Text or Slide Show)

- Ancillary Visual Service—a broader sense of inclusion of PAD, XPAD and NPAD.
 - Ancillary Visual Service—allows broadcasters to incorporate texts or still images (slides) not necessarily related to the programmes.
 - Ancillary Visual Service—consists of still images
-

Ancillary Visual Service (Slide Show)



Remarks : 10 photos tag with text in 60-sec
Material Specifications : 320 x 240 pixel and file size of each photo is 20K

Advertisement



TOWER 3



Advertisement



檸檬雞翼



Ancillary Visual Service (Slide Show)

金至尊珠寶品牌價值逾人民幣76.32億元 连续两年荣登“中国500最具价值品牌榜”



Ancillary Visual Service (Slide Show)

金至尊珠宝高层与广州消费者零距离接触



Remarks : 10 photos tag with text in 60-sec

Material Specifications : 320 x 240 pixel and file size of each photo is 8K

Ancillary Visual Service (Slide Show)



金至尊盃超級聯賽 2011
3D-GOLD Cup Super League 2011

主辦 Organize: 冠名贊助 Title Sponsor: 金至尊 3D-GOLD

場地: 香港灣仔... 室內...
Venue: South... Road, Wa...

日期 Date	時間 Time	成績 Result
7月19日 (星期二) July 19, 2011 (TUE)	19:00 20:40	:
7月20日 (星期三) July 20, 2011 (WED)	19:00 20:40	:
7月21日 (星期四) July 21, 2011 (THU)	19:00 20:40	:
7月22日 (星期五)		:

Remarks : 10 photos tag with text in 60-sec

Material Specifications : 320 x 240 pixel and file size of each photo is 8K

Ride on Different Platforms

- * Via digital radios, Hi-Fi, Car Audio, Smartphone Accessories etc.
(sold over 50,000 sets of digital radios from Aug 2011 to Feb 2012)
- * Smartphone apps: **iPhone** or **Android** (Apps)
(downloaded over 80,000 subscribers from Aug 2011 to Feb 2012)
- * Or log in www.dbc.hk
- * PCCW now TV & Multi-media phone eye2: **now TV Channel 571 to 577** (over 1,000,000 subscribers) & **eye 2** (200,000 subscribers)



1,000,000+ now TV 家庭訂戶即可收聽由 <香港數碼廣播有限公司> 提供之 DBC 7 條頻道

The screenshot shows the now TV website interface. At the top, there are navigation tabs: 頻道, now 自選服務, 節目表, 高清電視服務, 互動服務, 訂購, and 支援. Below the navigation is a date selector for Jan 2012, with the 27th (Fri) selected. A search bar contains the text '搜尋頻道或節目'. Below the search bar are category links: 最愛頻道 | 電影 | 旅遊 | 新聞 | 兒童 | 娛樂 | 體育 | 外語 | 無線收費頻道 | 成人 | 所有頻道. The 'Entertainment' category is highlighted. Below the categories is a language selector (中, Eng) and font size controls (A, A). The main content area displays a grid of channels. The last row of the grid is highlighted with an orange border and contains the following channels:

100	now香港台	101	now101台	102	now觀星台	103	now芒果台
105	now海潤台	500	MOOV演唱會/MV台	501	now Shop	502	YP互動頻道 502
505	now Game	508	snaapl	509	視察易	511	Animax
512	AXN	513	AXN Beyond	514	索尼娛樂台	515	FOX
516	Li	517	ITV Granada	518	KIX	519	WE tv
522	Universal Channel	523	FOXCRIME	524	FX	525	Crime & Investigation Network
526	tvN	527	亞洲美食台	528	STAR WORLD	529	BBC Entertainment
530	華納電視頻道	531	E!	532	Fashion TV	534	江蘇衛視
535	東森亞洲衛視	537	珠江頻道	538	中天亞洲台	539	點心衛視
540	星空衛視	541	Australia Network	542	CCTV-4	543	南方衛視
545	創世電視	548	鳳凰衛視中文台	549	大愛電視	550	好消息2台
554	MTV	555	Channel [V] International	556	Channel [V] China	557	Channel [V] Taiwan
558	KMTV	571	數碼大聲台	572	數碼大家台	573	數碼大錢台
574	數碼大晒台	575	數碼大同台	576	數碼大歌台	577	數碼大戲台

571 – Digital Loud, 572 – Digital Family, 573 – Digital Money, 574 – Digital Wave, 575 – Digital We, 576 - Digital Melody & 577 - Digital Opera

PCCW eye2 Content Usage/ Activeness (Oct – Nov 2011)

With aggressive communication support from PCCW Eye2, DBC showed encouraging usage results:

	DBC	
	Activeness	Unique User
Oct	8%	12039
Nov	12%	19111



- DBC Radio usage has improved steadily. Grow in both activeness (+50% Vs Oct) and unique users (+59% Vs Oct) are registered.
- For Nov usage, ie 1 month after content launch, DBC Radio attains the second highest no. of unique users.

ATL Support - Print Adv



BTL Support – Leaflet & Poster



Shopfront Support – Topper Display & Bunting



Source Low End DAB+ Radios

PURE ONE Mini
US\$51



DB-62K
US\$34



Pixie \$US34



Tunbow E80060ZP
US\$39



2012

DB348 US\$36



**Philips
AE5230
US\$65**



**Sangean
DPR-25 Plus
US\$103**



Special Editions



US\$39



Handheld

**i-joy
US\$52**



**DH01+
US\$52**



Digital Radio Sales Distribution Partners

Major News-stands in HK (250 Outlets)

Circle-K (300 Outlets)

7-Eleven (200 Outlets)

Fotomax (60 Outlets)

Computer Centre

PCCW Shops

HK Professional Teachers'
Union



- **MA-11 DAB/DAB+ Mobile Phone (World No. 1)**
 - **DAB Radio Anytime**
 - **First News Anytime**
 - **Entertainment Magazine Anytime**
-



Broadcasting World News On-hand



Broadcasting Traffic Information On-hand



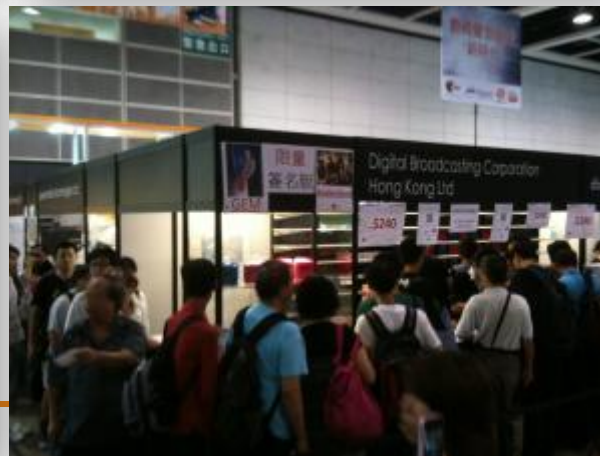
Broadcasting Finance and Stocks Information On-hand



Promotion Event

HK Computer & Communications Festival 2011

(attracted over 800,000 visitors)



Promotion Event

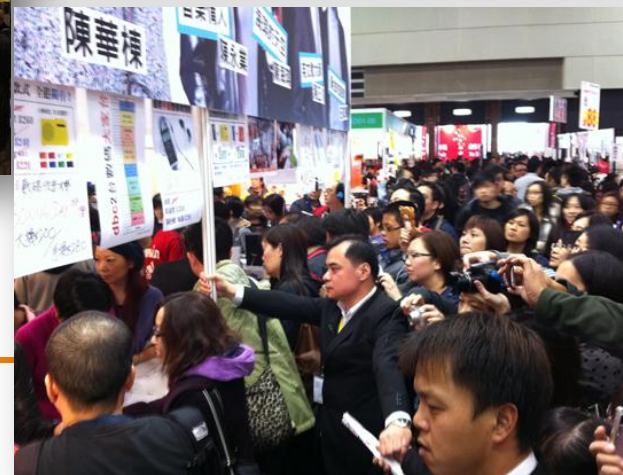
The 45th HK Brands & Products Expo

(attended over 2,400,000 visitors)



Promotion Event

HK Computer Festival & HK Mega Showcase 2011 (attended over 1,000,000 visitors)



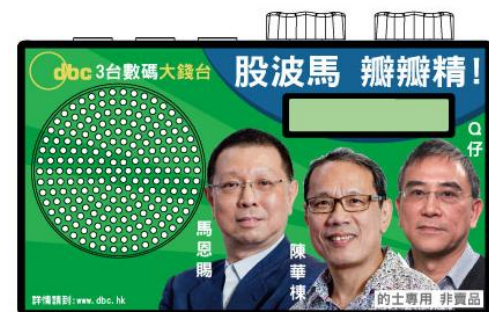
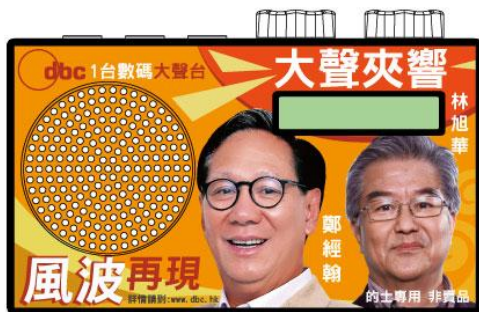
Promotion Event Lunar New Year Fair 2012 Victoria Park and Fa Hui Park



Promotion Event

Free Taxi Radio Giveaways to Taxi/Minibuses

- To distribute more than 20,000 pcs of taxi radios to all taxis and minibuses in Hong Kong between Feb and March 2012
- All radios to feature prime programs and host portraits
- Full Function model to go on sale in gas stations and chain stores



Installation of DAB in Taxi & Mini Bus



送 dbc 汽車數碼收音機

大聲夾響
風波再現

數碼收音機派送時間
港島 | 2月20-24日
柴灣易高加氣站
9am - 1pm | 11pm - 5am

ECO

This promotional poster features a man in a hat and sunglasses pointing forward. It includes the DBC logo and text in Chinese and English. A small inset image shows two men, one of whom is likely a radio personality, with the text '大聲夾響' and '風波再現'.





Thank You

Simon Heung
Digital Broadcasting Corporation
Hong Kong Limited
