

# Operational Review

## 業務回顧



Innovative Telephone Booth in Guangzhou  
位於廣州創新的電話亭



Passenger Shelter Advertising in Beijing  
位於北京的乘客候車亭廣告



Attractive Outdoor Billboard in Guangzhou  
位於廣州矚目的戶外廣告牌



## Media Sales Services

### 媒體銷售服務

#### MMOB Business 流動多媒體業務

The Group's MMOB business involves installing, operating and maintaining equipment and LCD units in transit vehicles for the transmission of tailor-made programmes and advertisements, sourcing programme content and marketing and selling advertising on the MMOB system.

The MMOB system is an attractive and effective medium for advertisers because of its ability to reach a sizable audience daily.

集團的流動多媒體業務包括在客運車輛安裝、營運及保養液晶體顯示組件等設備，以播放度身訂造的節目和廣告提供節目消息，和透過流動多媒體系統推廣和銷售廣告。

流動多媒體系統能接觸更廣大的觀眾，對廣告商來說是個既有吸引力又有效的媒體。

**Media Sales and Services** MMOB can support any type of major outdoor advertising campaign. The Group continued to increase its customer base and enjoy a high percentage of repeat customers during the year. Our customers include advertising agencies and companies in the cosmetics, pharmaceutical, electronics, telecommunication, food and beverage, jewellery, leisure, media, finance, banking, insurance, retail, education and real estate sectors. During 2005 we will also be targeting growing industries, such as fitness and beauty products, fast moving consumer goods, banking and finance. We will continue aggressively to add to our customer base in 2005.

**媒體銷售及服務** 流動多媒體能支援各種大型戶外廣告計劃。集團的客戶基礎在年內不斷增長，有相當大比例的客戶均為多次光顧性質。客戶來自各行各業，包括廣告代理、化妝品、保健產品、電子、電訊、飲食、珠寶、消閒娛樂、傳媒、金融、銀行、保險、零售、教育及地產業。踏入二零零五年，我們亦將鎖定一些發展中的行業，如瘦身及美容產品、快速流通消費品、銀行及金融業等，並將繼續積極擴大我們的客戶基礎。

In addition to offering a variety of sales packages to suit advertisers with diverse campaign objectives and budgets, the Group provides value-added services. To increase media sales, the Group employs various techniques to encourage customers to commit to advertising bookings, including discounts, bonus spots and special advertising packages for long-term commitments.

除提供各種廣告套裝，以配合不同廣告客戶的宣傳計劃和預算外，集團亦設有增值服務。為了刺激媒體銷售額，集團以多項策略來鼓勵客戶採用廣告宣傳，包括折扣優惠、贈送額外廣告時段、為長期客戶提供特別廣告套裝等。

**Programming** MMOB programme content is specifically tailored to hold the interest of transit vehicle passengers. Contents include music videos, movie trailers, drama series, animation, travelogues and interactive games on iClub. RoadShow also offers infotainment programmes including civic affairs information, community service messages, crime prevention tips, gourmet guides, health education, sports and recreation, business and economic reviews, news and celebrity interviews. Our MMOB programmes have attracted much attention from public transit vehicle passengers due to the creative, unique, informative and entertaining contents.

**節目** 流動多媒體節目內容是專門為吸引客運車輛乘客觀賞而設計，內容包括音樂錄影帶、電影預告片、連續劇、動畫、旅遊資訊及iClub互動遊戲。此外，路訊通亦播放資訊娛樂節目，包括時事訊息、社區服務訊息、撲滅罪行宣傳片、美食指南、健康教育、體育及娛樂節目、商業及經濟回顧、新聞及時事節目以及名人專訪。流動多媒體節目的內容創意、獨特性、資訊性及娛樂性兼備，向為公共客運車輛乘客所喜愛觀賞。



During the year, RoadShow entered into an agreement with Xinhua News Agency to telecast informative Mainland news and produced a special programme on the 2004 Athens Olympic Games. In addition, we developed a series of special programmes and events such as "Hello Xiaoping" — a programme about the history and daily life of former leader Mr. Deng Xiaoping; and "The Story of Xue Long" which is about the Mainland's only operational icebreaker vessel in the Antarctic. These were well received by our transit vehicle audiences.

RoadShow also moved beyond programmes inside the transit vehicles during 2004 by hosting special outdoor events. RoadShow co-hosted with the China Polar Museum Foundation the visit of Xue Long to Hong Kong in October which drew thousands of visitors. Four live concerts featuring various singers in Hong Kong were also sponsored.

路訊通於年內與新華通訊社簽訂協議，以將內地資訊性新聞作廣播，並製作一個二零零四年雅典奧運會的特備節目。此外，我們亦發展出一系列特別節目及活動，如一套有關中國前領導人鄧小平先生的歷史及日常生活的節目「小平您好」，以及關於內地唯一一艘在南極洲運行的破冰船的節目「我們的雪龍號」。這些節目都深受客運車輛乘客歡迎。

路訊通在二零零四年亦曾主辦戶外特別活動，而不只是製作客運車輛內播放的節目。路訊通於十月曾與中國極地博物館基金合辦「雪龍號」破冰船訪港活動，吸引了數以千計人士上船參觀。另外，路訊通亦贊助了四個以不同歌手為主題的演唱會。



During the ceremony named "Light up the Athens Olympic — The Chinese Spirit", guests cheering for the 2004 Olympic representatives of the PRC. (From left to right) Mr. Mao Hongcheng, General Manager of N.C.N. Limited (Hong Kong, Macau and Taiwan areas); Mr. Zhou Shun Ao, Vice President of Xinhua News Agency, Asia Pacific Region Office; Mr. Xue Yongxing, President of Xinhua News Agency, Asia Pacific Region Office; Mr. John CC Chan, Managing Director of KMB and Chairman of RoadShow Group; Ms Winnie J. Ng, Group Managing Director of RoadShow Group; Ms Amanda Lui Yee Fai, Director & Chief Operations Officer of RoadShow Group and Mr. Yeung Chun Yiu, Chief Programme Officer of RoadShow Group.

一眾嘉賓進行「燃點雅典奧運—中國精神」儀式，為今屆中國奧運代表隊打氣。(由左起)新中國新聞有限公司(港澳台地區)總經理毛洪成先生、新華通訊社亞太總分社副社長周順敖先生、新華通訊社亞太總分社社長薛永興先生、九巴董事長及路訊通集團主席陳祖澤先生、路訊通集團董事總經理伍穎梅小姐、路訊通集團董事兼營運總裁雷怡暉小姐及路訊通集團節目策劃總裁楊振耀先生。

With the growth in popularity of the Short Message Service ("SMS") provided by telecom companies, RoadShow launched iClub in December 2003, which provides an interactive platform for both advertisers and passengers. The establishment of iClub will enable passengers to enjoy the convenience of this value-added service uniquely designed for users of transit vehicles.

Charity appeals from about 80 organisations were aired during the year including Flag Day organisers, the Heep Hong Society, Oxfam Hong Kong, the Community Chest, the Hong Kong Council of Social Service, World Vision, Hong Kong Red Cross, Orbis, Sports Federation & Olympic Committee of Hong Kong, China, Wu Oi Christian Centre and many others.

有見電訊公司提供的短訊服務（「SMS」）日漸普及，路訊通遂於二零零三年十二月推出iClub，作為廣告商與乘客之間的互動平台。iClub的成立，使乘客得享專為客運車輛的用戶而設的增值服務之便。

年內，集團播放了80個以上慈善團體的捐款呼籲，其中包括賣旗籌款組織、協康會、樂施會、公益金、香港社會服務聯會、香港世界宣明會、香港紅十字會、奧比斯、中國香港體育協會暨奧林匹克委員會、基督教互愛中心等。



The Group will continue to enrich and diversify its programme content by sourcing more regional and local content suppliers and introducing more interactive games to members of iClub. We will also offer special feature programmes and participate as a media partner in various concerts, movie productions and other events. The Group will continue to devote more resources to in-house production and focus on enriching and upgrading contents to generate greater interest in our programmes.

為提高觀眾的觀賞興趣，集團會繼續加強節目內容，包括物色更多地區及本地節目內容供應商、為iClub會員推出更多互動遊戲與特備節目，並以傳媒合作夥伴的身份參與各類演唱會、電影製作和其他活動。集團將繼續投入資源於自行製作及集中豐富與加強節目內容，期能提高節目的吸引力。



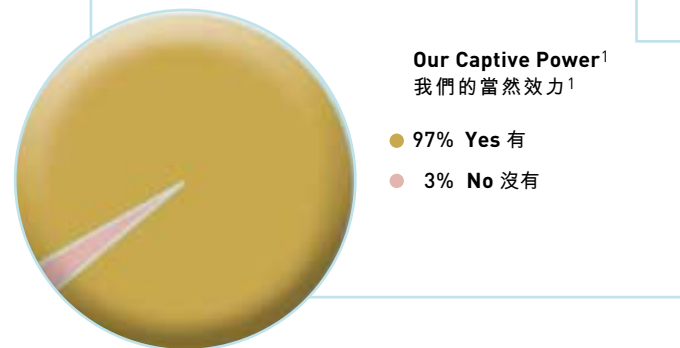
**Operations** Trials of the Global Positioning System ("GPS") were initially focused on bus tracking and bus fleet management. This will enable the provision of real time information and add value to RoadShow services. Phase II of the GPS trial on selected transit vehicles was conducted in 2004. Installation of the GPS/bus tracking system will begin once the Group's specifications are fully satisfied.

To facilitate more effective management of the operations and maintenance of the MMOB system on transit vehicles, proprietary software was incorporated into the existing bus management system which enabled accessing real time statistical reports on the reliability and performance of the MMOB system.

**營運** 全球定位系統的測試工作初步會集中於巴士追蹤及車隊管理等方面，從而可望提供實時資訊，並為路訊通的服務增加價值。全球定位系統的二期測試工作已於二零零四年在選定了的客運車輛上進行。當測試工作的結果符合集團要求，集團便會在客運車輛上安裝全球定位/巴士追蹤系統。

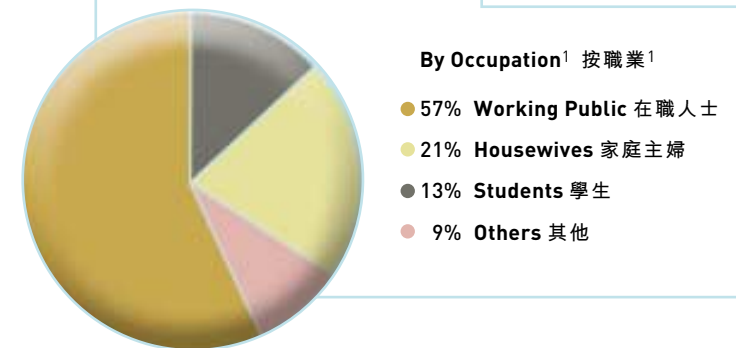
為方便有效管理安裝於客運車輛的流動多媒體業務系統的操作及維修，集團在現有巴士管理系統中加入專有軟件，就流動多媒體業務系統的可靠性及系統的性能製發實時統計報告。

### Experience of MMOB Service on Buses 曾於巴士上享用流動多媒體服務的經驗



97% of the general public aged 15-54 have experienced the service  
年齡介乎15至54歲的市民大眾，97%曾享用該服務

### Profiles of Bus Service User 巴士服務使用者背景資料



Attitudes of the general public towards the service stays largely positive since the service launched  
自服務推出以來，市民大眾對服務的態度多為正面

<sup>1</sup>Base on the survey by ACNielsen in January 2005 根據AC尼爾森於二零零五年一月進行的調查結果

**China Mainland** The Group's China Mainland operations achieved impressive year on year growth in turnover during the year under review. Our investments on the Mainland have contributed to profits for the last three years. RoadShow has now become multi-dimensional by providing full advertising services involving creative design, production, media planning and placement as well as expanding its television media sales business nationwide.

**中國大陸** 回顧年度集團的中國大陸業務在營業額方面取得可喜的增長，我們在國內的投資在過去三年都能貢獻盈利。時至今日，透過全面的廣告服務（包括創意設計、製作、規劃及發放等）以及拓展其全國性的電視媒體銷售業務，路訊通所提供的服務已變得全方位。

Beijing, Shanghai and Guangzhou are the engines of growth in advertising expenditures on China Mainland and offer immense business opportunities for our joint ventures in these cities. During the year we acquired advertising space in additional bus shelters at prime locations in Beijing and Guangzhou that have 10 year terms which means we can capture the expected growth in advertising expenditures in connection with the international events that are scheduled in 2008 and 2010. The additional spaces were acquired in the second half of 2004 thus their contributions to revenue will be fully reflected in 2005.

RoadShow will leverage its experience and success in Hong Kong to explore future growth opportunities in other parts of the Mainland. Our market penetration plan is focused on high potential markets marked by high consumer spending and dense populations. The Group will continue to prudently expand its existing core business in outdoor and electronic media sales on the Mainland and overseas.

北京、上海及廣州是廣告開支增長的火車頭，並為我們散佈上述城市的合營企業提供龐大商機。年內，我們收購了位於北京及廣州兩地的黃金地段的公共汽車候車亭，年期為十年，換句話說，我們得以把握定於二零零八年和二零一零年舉行的國際盛事帶來廣告開支的增長勢頭。上述在二零零四年下半年新收購的廣告位對盈利的貢獻，可望在二零零五年全面反映出來。

路訊通將繼續借助其香港經驗與成就，進一步發掘國內的商機。我們計劃主力進軍潛質優厚、消費力旺盛以及人口稠密的市場。集團將繼續審慎拓展其現有國內外戶外及電子媒體銷售核心業務。

## The Group and the Community 集團及社群

For three consecutive years RoadShow received the Caring Company Award from the Hong Kong Council of Social Service. The Group continuously supports many charities and non-profit organisations through the dissemination of community service messages and charity appeals on MMOB. The Group also participates in various charity and fund raising events and encourages its employees to participate in the dress causal day organised by the Community Chest. The Group will continue to support civic education by producing informative and educational programmes to our transit vehicle passengers.

路訊通連續三年獲香港社會服務聯會頒發「商界展關懷」標誌。集團繼續透過流動多媒體系統發放社群服務信息與慈善機構的宣傳片段，藉此支持多間慈善及非牟利機構。集團亦參與多項慈善籌款活動，並鼓勵員工參與公益金舉辦的便服日。集團亦會繼續為客運車輛乘客製作資訊及教育節目，支持公民教育。

## People 員工

People are our greatest asset and the key to our business success. The Group is committed to nurturing a culture across the whole organisation where employees feel a sense of belonging and are valued and appreciated. The Group promotes teamwork and continuously seeks to improve our work processes. We offer an equitable and competitive remuneration and benefits package to all employees. The Group also provides our people with the necessary tools, training, support and infrastructure so that they can be highly effective and productive.

員工是集團最寶貴的資產，亦是業務成功的關鍵因素。集團致力在機構內提供理想的工作環境，讓員工感到備受重視和賞識，從而建立對本公司的歸屬感。集團更推廣團體合作精神，同時不斷改善營運程序。我們為全體員工制訂公平和具競爭力的薪酬及福利計劃，並提供必要的工具、培訓、支援和基礎設備，讓員工能達致有效的工作效率及效益。

