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## Media Sales Business

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RoadShow's innovation and creative excellence provides marketers and advertisers with an unrivalled way of spreading the message about their products and services to nearly four million consumers every day.



## ROADSHOW HOLDINGS LIMITED AND ITS SUBSIDIARIES

RoadShow Holdings Limited ("RoadShow"), established by the Group as its media sales arm, has been separately listed on the main board of The Stock Exchange of Hong Kong Limited since 28 June 2001. At present, the Group has a 73.0% interest in RoadShow.

### BUS-TV

RoadShow's Bus-TV business provides an electronic medium on the road which specialises in the broadcast of tailor-made programmes and advertisements. It also handles programme content production and sourcing, the marketing and selling of airtime, as well as the production of events and promotions for advertisers on an integrated basis.

Operating on around 20,000 liquid crystal display ("LCD") units broadcasting a variety of programmes to an estimated 3,700,000 bus passengers in Hong Kong each day, Bus-TV covers culture, lifestyle, entertainment and news. RoadShow is able to stay ahead of the competition by customising its uniquely creative coverage to represent the essence of mobile TV on the road.

In 2011, RoadShow completed the upgrade of its media platform by equipping new Bus-TV systems with 3G transmission capabilities, an essential media buy for marketers looking for easy penetration of, and gross impact across, a large daily audience base.

### IN-BUS

In-Bus advertising first appeared on buses in February 2009 and has proven to be a fruitful source of revenue for RoadShow. By combining interior advertisements with customised Bus-TV segments, local advertisers are able to reap the benefits of RoadShow's all-round creative platform.

### BUS-BODY

Since 2009, Bus-Body has been a powerful medium for advertisers wishing to reach all parts of Hong Kong with their messages. Currently, advertising on the exteriors of around 3,500 franchised buses in Hong Kong is managed by RoadShow.

### BUS-SHELTERS

Bus-Shelter advertising continues to boost RoadShow's market share

and its status as one of Hong Kong's leading integrated out-of-home advertising specialists.

### INTEGRATED MARKETING SERVICES

In 2011, RoadShow experienced a healthy increase in demand for its integrated marketing services, indicating its growing popularity in the industry. Key customers include advertisers, event management and production specialists, and those working in the creative development and public relations fields.

As a premier out-of-home advertising provider, RoadShow remains well positioned to meet the integrated media and marketing services needs of agencies and advertisers.



### Bus-TV

RoadShow's new Bus-TV systems are equipped with 3G transmission capabilities, offering advertisers high impact across a large daily audience base.