



**PRESS RELEASE** Bern, Switzerland 18th Oct 2004

**ROBERT CHUA APPOINTED TO ROSE D'OR ADVISORY BOARD**

It was announced today that Mr. Robert Chua has been appointed to the Advisory Board of the Rose d'Or, the world's premier festival for television entertainment. The Rose d'Or Advisory Board is composed of industry leaders and is chaired by David Liddiment, the Executive Director of the Old Vic Theatre, London.

Mr. Chua is one of the great pioneers of television in Asia and is a founder of China Entertainment Television (CETV) which he recently sold to Time Warner and TOM Group (owned by Hong Kong's richest tycoon Li Ka Shing). With 40 years of broadcasting experience involving all aspects of television production and distribution, Robert Chua is currently focused on producing formats and on the development of interactive content as he recently trial run Asia's first 24 hours Interactive TV Channel over HK Cable (680,000 households).

The Rose d'Or Festival is the pre-eminent media industry event for the development of editorial and business strategy and identification of trends across all distribution platforms. Mr Chua's appointment to the Advisory Board signals the continued expansion of the Rose d'Or Festival into Asian markets.

" We are delighted to announce this appointment" said Georges Luks, Rose d'Or CEO "Robert Chua's unique expertise in the fast changing Asian market will add a valuable new dimension to the editorial and business focus of the Rose d'Or Festival and its Advisory Board."

Mr. Chua added "I am honoured to join the Rose d'Or Advisory Board. The Rose d'Or is the worlds most prestigious and dynamic television festival. I look forward to creating and sharing a rigorous focus on Asian business opportunities with the Board and with the Delegates of the Rose d'Or."

The Rose d'Or Festival for entertainment programming runs 3<sup>rd</sup> - 8<sup>th</sup> May 2005, in Lucerne, Switzerland.

**ENDS/**

**Robert Chua Bio attached /Advisory Board Members Attached**

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**Robert Chua Biography**

Robert Chua's career is unmatched in Asian broadcasting circles. He pioneered Hong Kong's first terrestrial TV station in 1967 as one of the first executive producers at Television Broadcasts (TVB,) now Hong Kong's dominant TV station and a powerhouse in Southern China.

Robert started out at TVB as Senior Production Executive, rising soon to Production Manager and then Special Assistant to the Managing Director. The first '5-nights' programs shown on TVB from day one was Robert Chua's production of 'Enjoy Yourself Tonight (EYT.)' that he created. This program, which became Asia's longest running variety show was also the first show broadcast live in Hong Kong.

In 1974 Mr Chua started his own production and programming company, Robert Chua Production House Co Ltd (RCP.)

In 1979, RCP became the first foreign TV production and advertising company to enter the mainland China market. In the same year RCP sold almost HK\$1 million in advertising on Chinese television stations. Over the years Robert Chua and RCP channeled many more millions of advertising. dollars into China's fledgling advertising industry. Many of the ads were produced by RCP, which also produced educational programming and acted as a distributor of foreign TV programs and films for the China market.

In 1994 Robert Chua founded China Entertainment Television Broadcast (CETV,) a Chinese language family entertainment channel beamed by satellite into China and around Asia. Billed initially as the 'No Sex, No Violence, No News' channel, CETV has built up a loyal following among Asian viewers. After some turbulent years, with Robert Chua competing intensely with multinationals on his own, media giant Time Warner became a broadcasting partner in CETV in June 2000

Earlier this year, Sept 2004 Robert Chua started a trail run of Asia's first Interactive Channel in TIC (The Interactive Channel Co Ltd) that is expected to be officially launched on 1<sup>st</sup> December.

**Members of the Rose d'Or Advisory Board:**

**David Liddiment. Chairman**

Executive Director, Old Vic Theatre

**John Gough. Secretary**

Director

Distraction Formats

**Morton Aass**

Managing Director

TV Norge

**George Anthony**

Director Special Projects

TV arts and Entertainment

Canadian Broadcasting Corporation

**Alan Boyd**

President Worldwide Entertainment

Fremantle Media

**Dr Frank-Dieter Freiling**

Head of International Affairs

ZDF

**Herb Granath**

Chairman

ESPN

USA

**Robert Chua**

Chairman

Robert Chua Productions

Hong Kong