



Press Releases

FOR IMMEDIATE RELEASE

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The Interactive Channel Begins Soft Launch of 24-hour Broadcasting on CABLE TV

Hong Kong, November 30, 2004 – The Interactive Channel Co., Ltd (TIC), the world's first 24-hour interactive television channel, and Hong Kong Cable Television Ltd. today jointly announced the soft launch of TIC's 24-hour broadcasting on CABLE TV (Channel 27) starting on December 1, 2004.

TIC is available to CABLE TV subscribers as a basic package channel at no additional charge. The launch of The Interactive Channel marks a significant milestone in the broadcasting industry as it signifies the debut of the world's first 24-hour interactive cross-media television station, incorporating the latest technology in the broadcast television, phone networking and web.

TIC is a unique television broadcasting channel leveraging innovative technology by combining SMS, webcam, Internet and television broadcasting into a unified cross-media technology which allows viewers to truly interact with the programme by providing instant feedback, voting online, and even playing games.

TIC features a broad spectrum of locally produced programmes including talk and game shows, documentaries and children programmes, aiming to produce general Infotainment specifically created for the Hong Kong audience.

Welcoming the debut of TIC as a 24-hour channel on CABLE TV, Mr. Eric Lo, Executive Director, Cable Subscription Services, Hong Kong Cable Television Ltd. said, "CABLE TV has always been dedicated to offer new programmes and viewing experience to our subscribers. We are delighted that TIC shares the vision."

"Taking advantage of the latest media and telecommunication technology, TIC created a completely new experience to our subscribers and enriches our programme platform," Mr. Lo said.

Chairman and Founder of the Interactive Channel Co., Ltd., Mr. Robert Chua said, "We are very pleased with the feedback we have received on our programmes during the three months trial launched in August this year."

He continued: "For the first time Hong Kong viewers can play TV games with their mobile phones through SMS and interact with the show, crossing multiple medium through the Internet, mobile phones (SMS) and television. Viewers can even see themselves on television via their webcam when they interact with the TIC hosts. This experience is truly unprecedented."



About The Interactive Channel

The Interactive Channel (TIC) is the world's first 24-hour cross-media interactive TV channel. TIC provides a voice to the television viewer through a pioneering cross-media concept utilizing the convergence of broadcast TV, radio, Internet and mobile networking technology. TIC is founded by Mr. Robert Chua, a pioneer in Asian television for over 40 years. Mr. Chua founded China Entertainment Television (CETV) in 1994 and recently sold it to Time Warner and the TOM Group.

TIC is working with many of the world's leading technology companies to make interactive entertainment a reality in Hong Kong. TIC is working with Finland based Redlynx, a leader in the SMS Game market.

About Hong Kong Cable Television Limited

Hong Kong Cable Television Limited (CABLE TV) is Hong Kong's leading pay television service provider. It is a wholly owned subsidiary of i-CABLE Communications Limited which is Hong Kong's leading fully integrated communications company that owns and operates one of the territory's two near universal telecommunications networks. It provides pay television and broadband Internet access service and creates its own multi-media content.

CABLE TV now offers more than 80 locally produced and international channels, providing a wide array of news, sports, movies, documentaries and entertainment programmes.

For more information about TIC or latest programmes, please visit the TIC website at <http://www.tictv.com> or contact Mr. Ivan Tam of TIC TV at 2519-8832 or email at Press@tictv.com.

SUPPLEMENTARY INFORMATION – PROGRAMME DESCRIPTIONS

iTALK LIVE (10:00 p.m. – 11:30 p.m. Monday to Friday) is back as the flagship show of TIC. Hong Kong's first truly interactive talk show combines SMS and Web chat, webcam, phone and SMS voting. Hosted by Ms Amanda Fok, this free form programme will feature guests and cover any and all topics that Hong Kong viewers want to debate and talk about.

Highlights of the new programme line-up include *i-Football*, (8:30 p.m. - 9:30 p.m., Thursday) hosted by Long Hair who will share with football fans his unique views about football and not politics. Councilor Leung's first guest will be the original "Long Hair" Derrick "Jesus" Curry. The legendary footballer is leaving Hong Kong after 34 years, take this time to listen to his insight and say "Thank You" for all the great memories he has given us. Viewers will also be able to hold live discussions with Mr. Leung through SMS, the Internet or webcam.



For public affairs discussions, viewers may tune in to ***i-Meet the People*** (10:00 p.m. - 11:30 p.m. Saturdays & Sundays) hosted by Jack Law and Amanda Fok. Legislative Council members will answer **unfiltered** questions directly from their constituents. The unfiltered format promotes total transparency, creating an instant communication platform for viewers to voice their opinions and fire their questions at will.

Continuing with its tradition of being the first, TIC proudly presents ***i-Reach Out*** (6:00 p.m. – 7:00 p.m., Sundays starting December 12), a TV Forum for disabled people. Three disabled hosts (sight, hearing and speech impaired) and one translator will take part in the show. This unique Forum encourages the discussion of issues between the able and disabled people and brings care and concern to the disabled community. The speech impaired can now communicate their opinions to the television audience via SMS or the Internet.

i-Chat (8.30 p.m. - 9:30 p.m., Mondays, Wednesdays & Fridays) is an open chat hosted by famous local author Mr. Ong Yi Hing. The programme covers varieties of topics ranging from the hippest places to hang out, music/movie reviews, to serious issues surrounding school, family and relationship.

One Game Show (6:00 p.m. - 8:00 p.m., Saturdays starting December 11) In conjunction with Hong Kong's Premier Gamer Magazine *PlayerOnline*, this programme is designed for the dedicated gamers of Hong Kong, moving the online community onto television. Featuring the latest games news, interviews with game developers, forums and auctions, gamers can ask questions, review games and share their skills.

Game Guru (8:00 p.m. – 9:00p.m. daily) Players will use their mobile phones to play and score points. The host will chat and joke with the viewers as they send SMS messages to the host and friends. Top scorers will win great prizes.

Other exciting programmes on the new 24-hour channel include: ***i-BEAUTY, i-ADULT, i-LOVE and i-BEYOND, etc.***