

## SSA Public Relations

## NEWS RELEASE

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### **THE INTERACTIVE CHANNEL KICKS OFF** **WORLD CUP TIC 730 ON THE INTERACTIVE CHANNEL**

#### FOR IMMEDIATE RELEASE:

Hong Kong (June 9, 2006) – **The Interactive Channel (TIC)** launches *World Cup TIC 730*, it was announced today by Robert Chua, a pioneer in Asian Television for over 40 years and the founder of The Interactive Channel (TIC). The 30-minute interactive soccer program kicks off today, 9 June 2006, at 7.30PM and will air every day for the whole World Cup duration.

*World Cup TIC 730*, gives the viewers the chance to ask soccer experts who appear over webcams for their opinion and tips on the matches of the day. Viewers can SMS and participate in soccer games and competitions to win prizes. The show also simulcasts over the Internet as it is broadcast 'live' on **TIC**.

“We love soccer here and are thrilled to give our audience the opportunity to be part of the World Cup frenzy,” said Chua. “*World Cup TIC 730* reflects **TIC**’s commitment to continuously produce the best suitable content and use new technologies, offering our viewers constant new experiences.”

**TIC** features a diverse range of interactive programs including talk and game shows, children's programming, shopping, advertising and customer service's programming. The 24-hour schedule is focused on providing general entertainment for the Hong Kong TV audience who can interact in every show via SMS and web-chat. The 24/7 channel broadcasts locally produced shows.

#### **About The Interactive Channel**

Founded by Robert Chua, The Interactive Channel is the first 24-hour interactive TV channel in Asia providing a combination of entertainment and information to audiences. Through “infotainment-based” interactive media, it features a pioneering cross-media concept utilizing the convergence of broadcast TV, radio, Internet and mobile networking technology.

**TIC** is available as an international franchise licensing its technology to enhance existing TV shows without having to start a 24/7 cross-media interactive channel. It also operates as a franchise to provide a turn-key operation to set up new **TIC** channels worldwide on IPTV, cable, terrestrial, satellite and mobile phone among others.

**[www.tictv.com](http://www.tictv.com)**

- more -

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### **About Robert Chua**

Robert Chua, a 42-year television veteran is recognized for having pioneered terrestrial television in Hong Kong in 1967. As one of the first executive producers at TVB – the first terrestrial TV station – Chua brought live programming to Hong Kong, including the variety show Enjoy Yourself Tonight and the debut Miss Hong Kong pageant. In March 1995, he launched the Chinese language satellite TV service, China Entertainment Television Broadcast Ltd. (CETV), which was acquired by AOL/Time Warner in 2000. He recently sold his entire shareholdings to AOL/Time Warner to focus on creating new formats. Chua is regarded by television industry executives worldwide as a significant resource for Asian co-production, distribution and consultation services. Robert Chua is Chairman and Founder of The Interactive Channel Company Limited.

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