

# CHAIRMAN'S STATEMENT

## 主席報告書

Yang Lan 楊瀾

Chairman 主席

On behalf of the Board, I have the pleasure in presenting the 2001 Annual Report to the Shareholders



本人謹代表董事會欣然向股東提呈二零零一年年報

### From Dreams to Reality

The year 2001, our 1st year of operation was a vibrant year for SunTV. Having built a library containing over 5,000 hours of footage and launched the first history and biography thematic satellite channel and landed in two cable channels in Hong Kong and Taiwan during the year, SunTV has rapidly made its mark as the quality programming leader of the Asian television industry. During the year, together with all devoted staff's efforts and commitment, we strive to realize our mission, "to educate through entertainment, and to illuminate through information".

We have basically turned the idea for a Pan-Greater China quality thematic programme library, which we came up with one year ago, into reality. We would like to express our sincere gratitude for the trust and supports from the society. Today we celebrate a year of impressive growth. Based on our experience and foundation, we will continue to march forward, consolidating our leading position in the multi-media services industry.

### Unprecedented Achievements

SunTV's rapid rise to prominence can be attributed to several unprecedented achievements:

- In only two and a half months, we built and started operation of a 30,000 sq. ft. studio; the most technically advanced in Hong Kong.
- A full thematic channel was launched within 4 months, the first Mandarin language channel of its kind.

### 實踐夢想

二零零一年是陽光文化銳意拓展媒體業務的第一年，整個集團的業務取得了顯著的成績。在這一年當中，集團建立了超過五千個小時的節目片庫，在大中華地區推出了第一條以歷史、文化為主題的專業衛星頻道並在香港、臺灣兩地開設了兩條有線頻道。陽光文化已經在亞洲傳媒業內迅速奠定了其作為主題節目供應商的領先地位。這一年中，公司全體同仁以踏實苦幹的精神實踐著共同的理想：「以娛樂傳播教育，藉資訊照亮生活。」

至此，一年前的一個理念，即建立了大中華區主題內容片庫，已基本變成了現實。這也要感謝社會各界對集團的信任和支援。今天，集團可以一起來慶祝集團一年來取得的驕人成績，並在以往經驗的基礎上繼續努力，鞏固集團作為多媒體服務企業的領先地位。

### 突破紀錄

陽光文化發展迅速，聲名卓著，這些都有賴於所取得的多項突破性成就：

- 於短短兩個半月內，我們在香港建立了具有最先進設備、面積達三萬平方公尺的製作中心。該製作中心隨即投入全面運作。
- 經過僅四個月的籌備工作，我們便推出首個以歷史及人物傳記為主題的普通話頻道。
- 在首個主題頻道啟播後的八個月內，我們已取得第一個收支平衡的季度成績。廣告收入強勁增長，更證明我們的節目深受歡迎。





## CHAIRMAN'S STATEMENT 主席報告書



- The 1st bottom-line breakeven quarter has been achieved within 8 months after the channel was launched. The increase in advertising revenue proved the popularity of our programs.
- We have obtained approval for broadcast in China one month after the channel was launched, one of the 6 approvals for Mandarin language channels (application for such approval usually takes several years).
- A survey by A.C. Nielsen demonstrated SunTV's ability to attract audiences: programming made rating grow at least 4 times on Beijing Cable with high quality viewers.
- Forbes magazine ranked SunTV as one of the "Global 300 Best Small-Cap Companies". SunTV was also selected as one of the top twenty "Future Stars": the only company in Greater China to attain this prestigious honor.
- We acquired the first Mandarin language full theme travel channel, which allowed us to achieve synergies in low cost operations.
- Sun TV's syndication network shall reach over a hundred Chinese regional networks, covering more than 70 million Chinese TV households (over 50% of the total).

### Now we build the foundations...

With sales offices in Beijing, Shanghai, Hong Kong, Guangzhou, Chengdu and Taipei, and with about 100 staff led by the former national sales manager of a US Fortune 500 corporation, the largest 4A agency national media director, the leading domestic ad agency president, and a CCTV ad company vice general manager, we offer one-stop shopping for advertisers:

- Ad sales of SunTV's own spots - History Channel, Travel Channel & syndicated blocks
- Ad planning & other media buying services for clients
- Sales of bartered spots from other media - TV, print, internet, billboards, etc.

In addition to standard TV, we also offer Multi-media distributions including:



- 在主題頻道啟播後的一個月內，我們即取得於中國境內廣播的批准，成為六個獲批准的普通話頻道之一（一般需要多年才可獲得此類批准）。
- AC Nielsen的一項調查充分顯示出陽光文化對觀眾的吸引力：陽光文化的節目在北京有線電視創下了至少四倍收視率增長的佳績，並得到高層次觀眾的讚賞。
- 享譽全球的財經雜誌「福布斯」評選陽光文化為全球最佳三百間小型公司之一；此外，陽光文化更是二十間被「福布斯」選為「未來之星」的公司之一，成為大中華區內唯一能夠獲得此殊榮的公司。
- 我們收購了首個普通話旅遊主題頻道，讓我們得到協同效益以降低營運成本。
- 陽光文化之聯播網絡覆蓋中國逾一百個地區性網絡，覆蓋國內逾七千萬電視用戶（超過總數的一半）。

### 我們正建基立業……

通過集團位於北京、上海、香港、廣州、成都及臺北的銷售辦事處，及由美國財富五百強企業的前全國銷售經理、最大的4A廣告公司國內傳媒總監、本地著名廣告公司的總裁及中國中央電視台廣告公司的副總經理等領導的一百多名銷售員，我們能為廣告商提供「一站式全方位」的客戶服務：

- 銷售陽光文化之廣告時段——歷史頻道、旅遊頻道及聯播網絡
- 為客戶提供廣告策劃及其它傳媒購買服務
- 銷售其他媒體廣告時段——電視、刊物、互聯網、大型廣告牌等

除了一般電視廣播外，我們亦進行多媒體內容分銷，包括：



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- TV syndications – 100 regional network syndication to be launched
- Books – 10 titles published with 10,000 copies sold; 40 titles with 4 million copies planned for 2001
- VCDs – 10 wholesaler outlets in Shanghai

#### And set our sights even higher in future.....

Having captured the market with our quality history and biography programs, we aim to expand market share by re-launching the Travel Channel by summer 2001 as well as providing a wider variety of programs to cater for different viewers' needs. We believe that the definition of culture is quite extensive – “the survival status of the society is culture”. Based on this interpretation, we will further increase the profound programs on current affairs, providing stronger responsiveness to our daily encounters.

The value of the content owned by the Group has yet to be fully realized. Apart from distributing through various TV channels, we have started to distribute our content through other media channels such as books, VCDs, and Internet. To maintain high quality program production, the Group plans to strengthen its production capacities in Beijing and Shanghai. Thus facilitating higher responsiveness to most of the viewers' taste. Cost savings are another incentive for the Group to enhance its production in the PRC. In addition to the production facilities, Sun TV will build a 20,000 hours program library by 2005. 5,000 hours of programs have been accumulated by the 2000/01 year end. Furthermore, more appealing programs such as “Yang Lan Studio”, “點擊黃河” etc will be launched in the near future. These are all programs which advertisers have expressed great interest in sponsoring.

One of our missions is knowledge marketing. The Group wants to turn knowledge in every discipline and package it as a product both interestingly and entertainingly to satisfy the viewers' intellectual needs, especially the educational needs for the youth. This not only contributes to the society, but also creates the corporate image of the Group, further reinforcing the brand of “Sun”.

With this noble vision in mind, Sun TV will continue to explore opportunities to achieve success in business developments and produce more high quality programs, extending its presence and audience coverage in Chinese-language region. Riding on the cultural heritage of the East and West, we strive to restate the history and to record contemporary successes in the world's fastest growth region, marking our footprints in the prosperous future.

Yang Lan  
Chairman

Hong Kong, 12th June, 2001

- 電視聯播——於二零零一年四月推出約一百個地區性聯播網絡
- 書籍——已出版十本書，銷量逾十萬冊，並計劃於二零零一年出版四十本書，印製四百萬冊
- VCD——於上海擁有十個分銷點

#### 訂立更遠大的未來目標...

我們高質量的歷史及人物傳記節目已成功佔據了市場，我們的目標是通過在二零零一年夏天重新推出旅遊頻道，並提供更多類型的節目等舉措，滿足不同觀眾的需求，從而進一步拓展市場佔有率。我們認為，文化的含義相當廣泛，社會生存狀態就是文化。我們將以此為依據，進一步加強社會時事的深度報道，以期與現實生活有更強的呼應。

集團所擁有的節目內容極具價值。因此除透過不同的電視頻道分銷外，我們亦通過其他媒體如書籍、VCD及互聯網等分銷我們的節目內容。為了維持自製節目的品質，集團計劃加強北京及上海的製作能力，以便更迅速地根據大多數觀眾的喜好作出調整。集團加強國內製作能力的另一原因是為了降低成本。此外，陽光文化計劃至二零零五年，能建立擁有二萬小時節目的片庫。在二零零零/零一年結束時，集團已累積了五千個小時的節目。此外，極具吸引力的主打節目「楊瀾工作室」及「點擊黃河」等亦將於近期隆重推出。廣告商對這些新推出的節目大感興趣，均有意爭取節目的贊助權。

我們使命之一是推廣知識。集團將各個領域的知識包裝成兼具趣味性及娛樂性的產品，以滿足觀眾對知識的需求，特別是青少年的教育要求。這不僅是對社會的積極貢獻，也可以樹立公司良好的公司形象，進一步強化「陽光文化」的品牌。

肩負時代的使命，陽光文化將繼續尋找機會，在商業成功的同時，更多地開發優質節目，並拓展在亞洲特別是華語地區的業務及觀眾覆蓋範圍，在這個全球經濟增長最迅速的地區，在東西方深厚文化的基礎上，重述歷史，記錄當代，為更美好的未來留下我們的足跡。

楊瀾  
主席

香港，二零零一年六月十二日





# SUNTV

