

# Company Information

## 公司資料

### Year at a Glance 年度大事一覽表

| Date (Month)<br>日期 (月份) | Event<br>事項                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| January 一月              | <ul style="list-style-type: none"> <li>Trial rollouts in Qinhuangdao and Baoding in Hebei Province.<br/>在河北省秦皇島及保定推出試驗性數碼電視服務。</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| March 三月                | <ul style="list-style-type: none"> <li>DVN receives a HK\$39 million investment from Zoran Corporation, a NASDAQ listed chip supplier specializing in consumer electronic products.<br/>天地數碼獲Zoran Corporation三千九百萬港元投資。Zoran Corporation是在美國納斯達克上市的晶片供應商，專門從事消費電子產品業務。</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| April 四月                | <ul style="list-style-type: none"> <li>Launches digital TV services in Wuxi, Jiangsu Province<br/>在江蘇省無錫市推出數碼電視服務</li> <li>DVN enters into a RMB90 million, 50:50 joint venture agreement with Jiangsu Hongtu High Technology Co., Ltd to jointly develop and commence digital TV services in high potential locations, with Guangzhou to serve as the first rollout location.<br/>天地數碼與江蘇宏圖高科技股份有限公司訂立一份九千萬元人民幣的合營公司協議，雙方各佔50%股權，共同在有業務發展潛力的地區發展及推廣數碼電視服務，首先在廣州推出數碼電視服務。</li> </ul>                                                                                                                                                                                                                                                                                                         |
| May 五月                  | <ul style="list-style-type: none"> <li>Sold headend equipment to South Korea<br/>向南韓售出前端設備</li> <li>Launch trial rollouts in Wuzhou, Guangxi Province<br/>在廣西省梧州推行試驗性數碼電視服務</li> <li>Launch trial rollouts in Shandong<br/>在山東推行試驗性數碼電視服務</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| August 八月               | <ul style="list-style-type: none"> <li>Launch trial rollouts in Zhoushan, Zhejiang Province<br/>在浙江省舟山市推行試驗性數碼電視服務</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| October 十月              | <ul style="list-style-type: none"> <li>Launch trial rollouts in Jiangying, Jiangsu Province<br/>在江蘇省江陰推行試驗性數碼服務</li> <li>Digital TV services in Fujian Province launched using DVN's digital platform. Sold out 3,000 set top boxes within 2 months.<br/>在福建省採用天地數碼之數碼平台推行數碼電視服務。二個月內售出3,000台機頂盒。</li> <li>Shanghai uses DVN's equipment to launch digital TV services.<br/>上海採用天地數碼之前端設備推出數碼電視服務。</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                |
| December 十二月            | <ul style="list-style-type: none"> <li>SARFT holds its annual technology meeting in Suzhou, site of DVN's first digital TV rollout.<br/>廣電總局在蘇州舉行年度技術會議。蘇州為天地數碼首先推出數碼電視服務之地區。</li> <li>SARFT announces goal to reach 30 million digital subscribers by 2005, emphasizing that local CATV's will be assigned the primary responsibility for achieving this goal.<br/>廣電總局宣佈其目標是到二零零五年達到三千萬數碼用戶，並強調地方有線電視營運商可以建立自己的服務平台。</li> <li>DVN signs contract to sell digital broadcasting equipment to Fujian.<br/>天地數碼訂立合約向福建銷售數碼廣播設備。</li> <li>DVN begins testing of equipment in Guangzhou.<br/>天地數碼開始在廣州進行設備測試。</li> <li>Reached a 5.8% penetration rate in the downtown area of Suzhou and 5.7% penetration rate in the downtown area of Zhongshan.<br/>蘇州城區的滲透率已達5.8%，中山城區的滲透率已達5.7%。</li> </ul> |

## Financial Highlights 財務摘要

| Turnover: Breakdown by Business                                                 |                          | 營業額: 按業務細分        |                   |
|---------------------------------------------------------------------------------|--------------------------|-------------------|-------------------|
|                                                                                 |                          | 2002              | 2001              |
|                                                                                 |                          | HK\$ '000         | HK\$ '000         |
|                                                                                 |                          | 千港元               | 千港元               |
| Set Top Box Sales                                                               | 機頂盒銷售                    | 11,670            | 7,829             |
| Subscription Revenues*                                                          | 用戶費收入*                   | 2,799             | 670               |
| Non-BCC Headend Sales                                                           | 非BCC前端銷售                 | 22,844            | 3,146             |
| BCC Sales                                                                       | BCC銷售                    | —                 | 38,625            |
| Telequote                                                                       | 電資訊                      | 12,485            | 14,778            |
| <b>Total</b>                                                                    | <b>總計</b>                | <b>49,798</b>     | <b>65,048</b>     |
| <b>Gross Profit</b>                                                             | <b>毛利</b>                | <b>16,989</b>     | <b>39,774</b>     |
| Other Revenues before Exceptional Gain                                          | 扣除特殊項目收入前之其他收入           | 1,914             | 3,862             |
| Marketing, Selling and Administrative Expenses                                  | 市場、銷售及行政開支               | (74,291)          | (78,375)          |
| Other Operating Expenses before Provisions & Exceptional Items                  | 未計撥備及特殊項目前之其他經營開支        | (6,797)           | (11,880)          |
| <b>Loss from Operating Activities before Provisions &amp; Exceptional Items</b> | <b>未計撥備及特殊項目前之經營活動虧損</b> | <b>(62,185)</b>   | <b>(46,619)</b>   |
| Provisions & Exceptional Items                                                  | 撥備及特殊項目                  | (72,967)          | 13,417            |
| <b>Loss from Operating Activities after Provisions &amp; Exceptional Items</b>  | <b>扣除撥備及特殊項目後之經營活動虧損</b> |                   |                   |
| Finance Costs                                                                   | 融資成本                     | (1,164)           | (1,311)           |
| Share of Loss of a Jointly Controlled Entity                                    | 佔共同控制實體之虧損               | (837)             | —                 |
| Minority Interests                                                              | 少數股東權益                   | 943               | 2,741             |
| Preference Dividends                                                            | 優先股股息                    | (6,089)           | (9,601)           |
| <b>Loss Attributable to Ordinary Shareholders</b>                               | <b>普通股股東應佔虧損</b>         | <b>(142,299)</b>  | <b>(41,373)</b>   |
| <b>Loss per Share</b>                                                           | <b>每股虧損</b>              | <b>(HK\$0.39)</b> | <b>(HK\$0.15)</b> |

\* Subscription revenues refer to revenues from the leasing of digital broadcasting network equipment and technical know-how and related software, as defined in note 1(p) to the account.  
用戶費收入乃指帳目附註1(p)中之由租賃數碼廣播網絡設備、技術訣竅及有關軟件產生之收入。