

The Group continued to expand the MMOB business in Hong Kong, and established four offices in the Mainland : Beijing, Shanghai, Guangzhou and Shenzhen.

集團繼續擴充香港的流動多媒體業務，並分別在內地設立了北京、上海、廣州及深圳四個辦事處。



**Group Managing  
Director's Report**  
集團董事總經理  
報告



RoadShow overcame the severe dampening effects of the SARS outbreak and met its strategic objectives during 2003. We diversified our business base and solidified our position as a leading media sales advertising company in Greater China.

路訊通在二零零三年克服了非典型肺炎疫症爆發所帶來的重大衝擊而達成戰略目標。我們也實現了業務基礎多元化，鞏固了我們作為大中華區龍頭媒體銷售廣告公司的地位。

The Group continued to expand the MMOB business in Hong Kong and established four offices in the Mainland : Beijing, Shanghai, Guangzhou and Shenzhen. By expanding and diversifying our operations in China, where the growth potential for the media sales industry is immense and costs are low, we are no longer solely dependent on the Hong Kong economy. Additionally, we have moved into other areas of media sales besides public transit vehicles.

集團繼續擴充香港的流動多媒體業務，並分別在內地設立了北京、上海、廣州及深圳四個辦事處。中國媒體銷售業增長潛力巨大，經營成本又低，故通過擴大及多元化內地營運，我們便可做到不再單單依賴香港經濟。此外，我們亦進軍公共客運車輛以外的媒體銷售領域。



## Mainland China

In Mainland China, RoadShow has become multi-dimensional with its joint venture with Daye Transmedia Co., Ltd. ("Daye"), owned by the influential newspaper People's Daily. Daye is one of the few nation-wide television programme production and media service organisations in the country that provides television programme and advertising to 200 television stations nationwide. Operating under a 30-year full-service national advertising licence involving all media platforms throughout China, the joint venture is involved in all phases of advertising including creative design and production, media planning and placement. Thus we can offer tailor made advertising to individual clients and can manage advertising campaigns from start to finish.

Our Mainland operations began in 2002 with rights to display advertising at the "Lamplight Rainbow" Tunnel on Huaihai Road in Shanghai when we acquired part of Shanghai Yafei Advertising Company Limited. In 2003, our media assets grew to include bus bodies, bus shelters and telephone booths in Beijing, Guangzhou and Shenzhen. We also began providing advertising for the Guangzhou Metro mass transit system. This extends our media base beyond buses. The occupancy rate of our bus shelter advertising in Mainland China is low as we are still in the start-up phase, but efforts are underway to increase usage.

## 中國內地

在中國內地業務發展方面，路訊通藉與內地最具影響力的報紙人民日報社控股的大業影視傳播公司（「大業」）成立一家合資公司而成為全方位公司。大業則是國內為數不多的國家級電視節目製作與媒體服務機構之一，向全國200家電視台提供電視節目及廣告。合資公司已取得為期三十年的全國性、可於全國各種媒體平臺經營的全國性廣告牌照，業務範圍涉及各個廣告環節，包括廣告創意設計和製作、媒體規劃和發佈等，因此，我們能夠向個別客戶提供貼身廣告服務，也能從頭到尾一手包辦廣告宣傳。

我們的內地業務始於二零零二年收購上海亞飛廣告有限公司部分股權，取得上海淮海路「燈光隧道」的廣告經營權之時。二零零三年，我們的媒體資產已發展至包括北京、廣州及深圳三地的公共汽車車身、公共汽車候車亭及公用電話亭。我們亦開始為廣州城市集體客運系統提供廣告，使集團的媒體基礎擴大至公共汽車以外。由於仍在開拓階段，我們在中國大陸的公共汽車候車亭廣告佔用率現在偏低，但我們正努力增加其使用率。

The Group currently has 180 staff members based in Hong Kong and the Mainland. Our business model in Mainland China reflects the Group's young, innovative and creative management style.

In Macau, the Group's media sales business involves a joint venture with Shun Tak that manages the MMOB system and related advertising sales business for "TurboJET" high speed passenger ferries serving Hong Kong, Kowloon, Macau, Guangzhou and Shenzhen. Media advertising sales and management services are also provided on various transit network facilities and outdoor tourist areas in Macau and the Pearl River Delta Region.

## Bus shelters

The media sales management and administrative services in Hong Kong benefited from the installation of additional advertising spaces in public transit vehicle shelters. At 31 December 2003, the Group had about 2,261 transit vehicle shelter panels generating revenue.

## Enhancing MMOB

As for technology, testing continues on public transit vehicles in Hong Kong of global positioning and mobile display technology. This eventually will enable the MMOB system to provide real time news, traffic conditions and bus schedules and location specific advertising.

The Group continues to produce attractive and diversified programmes to attract the interest of passengers and the attention of advertisers.

## Strengthening Relationships

Our relationships with existing clients are reinforced by top quality after sales services including feedback on the results of our services and discussing creative ideas for innovative advertising campaigns. RoadShow has proved it can deliver results and most advertisers consider us an efficient and cost effective means to reach their audiences.

截至年底，集團在香港及中國內地共有180名全職僱員。我們在中國大陸的營商模式，表現出集團年青、勇於革新及富創意的管理風格。

在澳門，集團的媒體銷售業務涉及與信德成立合資公司，以管理設於信德旗下行走香港、九龍、澳門、廣州以至深圳的「噴射飛航」高速客運船隊的流動多媒體系統及相關廣告銷售業務。與此同時，合資公司亦提供澳門及珠江三角洲一帶的客運網絡設施及戶外旅遊景點的廣告銷售與管理業務。

## 巴士候車亭

在本港的媒體銷售管理及行政服務隨著在公共客運車輛候車亭內安裝更多廣告位而受惠，於二零零三年十二月三十一日，集團擁有約2,261個帶來收益的客運車輛候車亭廣告位。

## 提升流動多媒體

技術方面，有關本港公共客運車輛全球定位及流動顯示技術的測試將會繼續，藉以提升流動多媒體系統，路訊通最終可運用有關技術，實現提供即時新聞、交通情況、巴士時間表和在特定地點投放廣告的目標。

集團亦將繼續加強節目內容，以多元化為重要考慮因素，令節目更豐富，以令每天乘搭巴士的乘客更感興趣。

## 鞏固合作關係

藉著頂尖的售後服務，包括收集有關我們所提供服務的反饋意見及進行有關革新廣告攻勢的創新意念討論，我們與現有客戶寶貴關係得到加強。路訊通已證明本身能有效帶來廣告效果，而廣大廣告商亦視其為接觸他們的受重的既有效又具成本效益的媒介。

## Moving Forward

RoadShow is a young company and its growth pattern is clear. The year 2001 was our listing year. In 2002, we focused on maintaining our business in Hong Kong and developing opportunities in Mainland China, 2003 was dedicated to maintaining our Hong Kong business and developing business opportunities in Mainland China. The year 2004 will see the Company focused on business development in Hong Kong and the Mainland China.

RoadShow will build on its success, diversify its media base and sources of business and increase market share. We will continue to support community organisations by producing promotional spots and supporting community events. We will build on our Hong Kong base and continue prudently to expand our operations in the Mainland. As the economy grows in Hong Kong and Mainland China, we will take full advantage of emerging business opportunities.

## Our People

The Group offers comprehensive and competitive remuneration and benefits package to all employees and a performance bonus scheme to its senior staff based on achievement of business objectives. We also have a sales commission scheme for our sales team based on achievement of advertising revenue targets. The Group has adopted a provident fund scheme for its Hong Kong employees as required under the Mandatory Provident Fund Schemes Ordinance and has participated in employee pension schemes organised and governed by the local governments for its employees in Mainland China.

This has been an extremely challenging year for our staff and I thank them for their creative work and dedication. I look forward to working together to continue creating value for our stakeholders.

**Winnie J. NG**

Group Managing Director

## 穩步邁進

路訊通是一家年輕的公司，增長模式清晰可辨。二零零一年上市，二零零二年集中維持本港業務及發掘中國大陸商機，二零零三年致力穩固本港業務及繼續發掘中國商機。二零零四年，本公司將集中開拓中港兩地的業務。

路訊通將在過往成功的基礎上豐富媒體群，分散業務來源及增加市場佔有率。我們亦會繼續透過製作宣傳熱點和支持社群活動，支持社區組織。我們將立足香港，穩打穩扎地擴展內地業務。我們將乘香港和中國大陸經濟增長之勢，盡掌無限商機。

## 員工

集團向全體僱員提供完善而具吸引力的酬金及福利。此外，集團亦為旗下高級職員提供一個以達成業務目標為基礎的表現花紅計劃，以及向銷售隊伍推行一個以達成廣告收益目標為基礎的銷售佣金計劃。集團已根據強制性公積金計劃條例的規定為其香港僱員採納一項公積金計劃，並為中國內地僱員參與由地方政府組織及監管的僱員退休金計劃。

二零零三年對公司上下是極具挑戰性的一年，本人衷心感謝全體員工在工作內處處流露的創意與熱誠，並期望共同為與股東締造更高價值。

集團董事總經理

**伍穎梅**