

Operational Review
業務回顧



Bus Body Promotions
巴士車身廣告



Passenger Shelter Advertising in Guangzhou
位於廣州的乘客候車亭廣告



Innovative telephone booth in Guangzhou
位於廣州創新的電話亭

Media Sales Services

The Group's media sales services include the MMOB business and the management and marketing of display advertising spaces on bus shelters, billboards, bus bodies, lamp posts and telephone booths in Mainland China and Hong Kong.

媒體銷售服務

集團的媒體銷售及管理服務包括流動多媒體業務及管理及推銷中港兩地的巴士候車亭、廣告牌、巴士車身、路燈柱及公用電話亭的廣告位。

MMOB business

The Group's MMOB business involves installing, operating and maintaining equipment and LCD units in transit vehicles for the transmission of tailor-made programming and advertisements, sourcing programme content and marketing and selling advertising on the MMOB system.

Unlike other forms of advertising, the MMOB system is an attractive medium for advertisers because of its ability to reach a sizable audience. This provides the Group with an enormous competitive advantage.

With the growth in popularity of the SMS provided by telecom companies, RoadShow launched iClub in December 2003, which provides an interactive platform for both advertisers and passengers.

流動多媒體業務

集團的流動多媒體業務包括在客運車輛安裝、營運及保養液晶顯示組件等設備，以播放度身訂造的節目和廣告提供節目消息，和透過流動多媒體系統推廣和銷售廣告。

與其他廣告媒體比較，流動多媒體系統能接觸更廣大的觀眾，因此深受廣告商歡迎。集團透過流動多媒體系統，得以在廣告市場奠定重大的競爭優勢。

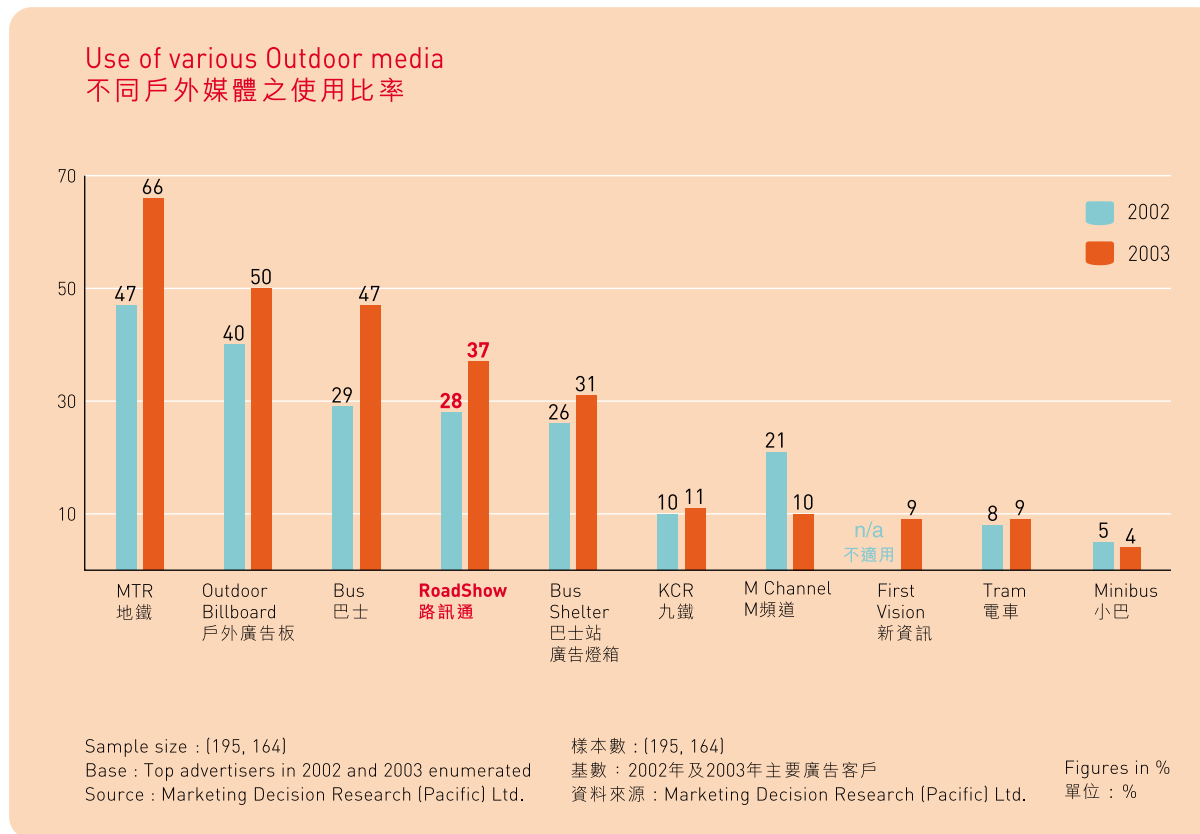
有見電訊公司提供的短訊服務日漸普及，路訊通遂於二零零三年十二月推出iClub，作為廣告商與乘客之間的互動平臺。

The establishment of iClub will enable passengers to enjoy the convenience of this value-added service uniquely designed for users of transit vehicles. The iClub has been well received since its launch.

iClub的成立，使乘客得享專為客運車輛的用戶而設的增值服務之便，故自推出以來大受歡迎。

According to a survey conducted by Marketing Decision Research (Pacific) Ltd. on Adspend Projections for 2004, RoadShow is among one of the top four ranked outdoor advertising media in 2003 ranked only after MTR, outdoor billboard and bus only.

根據Marketing Decision Research (Pacific) Ltd.所進行有關二零零四年廣告宣傳預算的調查報告，路訊通為二零零三年四大戶外廣告媒介之一，僅次於地鐵、戶外廣告板及巴士。



Sales and services

MMOB has demonstrated that despite the difficult economic conditions during the first half of the year, it is an effective outdoor medium that can support any type of major advertising campaign. The Group continued to enjoy a high percentage of repeat customers during the year.

銷售及服務

流動多媒體業務表現證明，縱使上半年經濟情況強差人意，亦無損流動多媒體作為有效戶外宣傳渠道的地位，蓋其能支援任何大型廣告計劃。集團相當大比例的客戶均為多次光顧性質。

Our customers include advertising agencies and companies in the cosmetics, health products, electronics, jewellery, leisure, media, finance, banking, insurance, retail, education, real estate, food, telecommunication and beverage sectors. During 2004 we will also be targeting growing industries, such as fitness and beauty products and fast moving consumer goods. We will continue aggressively to add to our customer base in 2004.

In addition to offering a variety of sales packages to suit advertisers with diverse campaign objectives and budgets, the Group provides value-added services. To increase media sales, the Group employs various techniques to encourage customers to commit to advertising bookings, including discounts, bonus spots and special advertising packages for long-term commitments. The Group also uses market research to demonstrate the effectiveness of out-of-home media sales.

客戶來自各行各業，包括廣告代理、化妝品、保健產品、電子、珠寶、消閒娛樂、傳媒、金融、銀行、保險、零售、教育、地產、食品、電訊和飲食業。就二零零四年而言，我們亦將鎖定一些發展中的行業，如減肥及美容產品及快速流通消費品等，並將繼續積極擴大我們的客戶基礎。

除提供各種廣告套裝，以配合不同廣告客戶的宣傳計劃和預算外，集團亦設有增值服務。為了刺激媒體銷售額，集團以多項策略來鼓勵客戶採用廣告宣傳，包括折扣優惠、贈送額外廣告時段、為長期客戶提供特別廣告套裝等，並利用市場研究資料來證明戶外媒體廣告的效益。

In December 2003, consumer spending in Hong Kong recorded a 6.7% increase over December 2002, the fifth consecutive month recording growth. The recovery in Hong Kong economy is confirmed by a survey conducted by ACNielsen during January 2004 on the Hong Kong consumer confidence. It was found that the consumer confidence index soared to 95 compared to 63 during SARS outbreak in March 2003. With improved domestic consumer sentiment and spending on the part of local residents and tourists, the outdoor advertising market is expected to grow in 2004. Our media sales business in Hong Kong will benefit from these positive trends, in particular our MMOB programmes that have attracted much attention from public transit vehicles passengers due to the creative, unique, informative and entertaining contents.

Programming MMOB programme content is specifically tailored to hold the interest of transit vehicle passengers. Contents include music videos, movie trailers, drama series, animation, travelogues, and auctions and interactive games on iClub. The Group also offers infotainment programmes including community service messages, crime prevention tips, gourmet guides, health education, sport and recreation, business and economic reviews, news and current affairs and celebrity interviews.

二零零三年十二月，本港消費開支較二零零二年十二月錄得6.7%增幅，且已是連續第五個月錄得增長。本港經濟復甦證諸於AC尼爾森於二零零四年就港人消費信心所作調查。調查結果顯示，香港人的消費信心指數已飆升至95，而二零零三年非典型肺炎爆發期間曾降至63。隨著本地消費情緒及本地居民和旅客消費改善，可以預期戶外廣告市場於二零零四年將隨之增長。我們在香港的媒體銷售業務將受惠於以上利好勢頭，尤其是流動多媒體節目的內容創意、獨特性、資訊性及娛樂性兼備，向為客運車輛乘客所喜愛觀賞，將更為廣告商垂青。

節目 流動多媒體節目內容是專門為吸引客運車輛乘客觀賞而設計，內容包括音樂錄影帶、電影預告片、連續劇、動畫、旅遊資訊、貨品拍賣及iClub互動遊戲。此外，集團亦播放資訊娛樂節目，包括社區服務訊息、撲滅罪行宣傳片、美食指南、健康教育、體育及娛樂節目、商業及經濟回顧、新聞及時事節目以及名人專訪。

There is approximately one hour of original programme repeated 16 times throughout the day. Charity appeals from more than 70 organisations were aired during the year including 60 Flag Day organisers, the Children's Cancer Foundation, Oxfam Hong Kong, the Community Chest, the Hong Kong Council of Social Service, World Vision, Hong Kong Red Cross and many others.

The Group will continue to enrich and diversify its programme content by sourcing more regional and local content suppliers and introducing more interactive games to members of iClub. We will also offer special feature programmes and participate as a media partner in various concerts, movie productions and other events. The Group will continue to devote more resources to in-house production and focus on enriching and upgrading contents to generate greater interest in our programmes.

Operations Phase II of the testing of various GPS schemes commenced in 2004 and results are expected to be evaluated in the second quarter. Installation of the GPS/bus tracking system will begin once the Group's specifications are fully satisfied. To facilitate more effective management of the operations and maintenance of the MMOB system on 4,000 transit vehicles, proprietary software was incorporated into the existing bus management system which enabled accessing real time statistical reports on the reliability and performance of the MMOB system.

流動多媒體系統每天播放大約一小時的原創節目，在一天內重複播放16次。年內，集團播放了70個以上慈善團體的捐款呼籲，其中包括60個賣旗籌款組織、兒童癌病基金會、樂施會、公益金、香港社會服務聯會、香港世界宣明會、香港紅十字會等等。

為提高觀眾的觀賞興趣，集團會繼續加強節目內容，包括物色更多地區及本地節目內容供應商、為iClub會員推出更多互動遊戲與特備節目，並以傳媒合作夥伴的身份參與各類演唱會、電影製作和其他活動。集團將繼續投入資源於自行製作及集中豐富與加強節目內容，期能提高節目的吸引力。

營運 各種全球定位系統的二期測試工作已於二零零四年開始，並預期會於第二季進行評估。當測試工作的結果符合集團要求，集團便會在客運車輛上安裝全球定位／巴士追蹤系統。為方便有效管理安裝於4,000輛客運車輛的流動多媒體業務系統的操作及維修，集團將在現有巴士管理系統中加入專有軟件，就流動多媒體業務系統的可靠性及系統的性能製發實時統計報告。



Bus Body Promotions in Guangzhou
位於廣州的巴士車身廣告

Mainland China

Building on the foundation laid in 2002, the Group developed its outdoor and electronic media sales businesses in the Greater China Region.

Beijing, Shanghai and Guangzhou are the engines of growth in advertising expenditure in Mainland China and offer immense business opportunities for our joint ventures in these three cities.

中國內地

集團在二零零二年打下的基礎上，開拓大中華區的戶外及電子媒體銷售業務。

北京、上海及廣州是中國大陸廣告開支增長的火車頭，為我們在這三個城市的合資公司帶來無限商機。

In the second half of the year, the Group's Mainland China operations recovered from the downturn caused by the SARS crisis and were further developed. As a result, the new joint ventures in Beijing, Shanghai and Guangzhou all made revenue and profit contributions to the Group in their first full year of operation. The Group's media assets in China will continue to grow in 2004 and onward.

A November 2003 National Bureau of Statistics of China report noted that the total consumer goods market in the Mainland amounted to HK\$352.2 billion or a 9.1% growth over November 2002. The report cited the Mainland's steadily developing economy for creating an excellent environment for the consumer goods market. This trend will stimulate the advertising industry, thereby bringing rapid growth to the outdoor advertising industry in Mainland China. As CEPA attracts additional foreign investors to China, advertising spending is expected to increase.

下半年，集團的中國內地業務開始自非典型肺炎危機的低谷中反彈並進一步發展。因此，位於北京、上海及廣州的合資公司在開業第一年便全為集團帶來收益及利潤。集團在中國的媒體資產將於二零零四年及之後繼續增長。

中國國家統計局二零零三年十一月份報告顯示，內地消費品市場總額高達港幣3,522億元，較二零零二年十一月增長9.1%。報告指出，內地穩定發展的經濟，為消費品市場營造了一個優越的環境。此一趨勢將刺激廣告業蓬勃發展，從而帶動中國大陸戶外廣告業快速增長。由於更緊密經貿關係安排將吸引更多外來投資，廣告開支預期將會上升。

According to a research, advertising revenue in Mainland China during 2003 would be amounted to RMB100 billion, and it will exceed the level of RMB200 billion by the years 2007/2008. In addition, by 2010, the revenue will grow by 3 times to the present level of the revenue, i.e. amounted to approximately RMB260 billion.

RoadShow will leverage its experience and success in Hong Kong to explore future growth opportunities in other parts of Mainland China. Our market penetration plan is focused on high potential markets marked by high consumer spending and dense populations. The Group will continue prudently to expand its existing core business in outdoor and electronic media sales in Mainland China and overseas.

研究顯示，二零零三年中國廣告經營額將達到人民幣1,000億元，到二零零七年和二零零八年間將突破人民幣2,000億元大關，二零零一年有望達到3倍於現在的水平，即人民幣2,600億元左右。

路訊通將繼續借助其香港經驗與成就，進一步發掘國內的商機。我們計劃主力進軍潛質優厚、消費力旺盛以及人口稠密的市場。集團將繼續審慎拓展其現有國內外戶外及電子媒體銷售核心業務。

The Group and the Community

RoadShow received the Caring Company Award from the Hong Kong Council of Social Service. The Group continuously supports many charities and non-profit organisations through the dissemination of community service messages and charity appeals on MMOB. The Group also participates in various charity and fund raising events and encourages its employees to participate in the Dress Casual Day organised by the Community Chest.

People

People are our greatest asset and the key to our business success. The Group is committed to nurturing a culture across the whole organisation where employees feel a sense of belonging and are valued and appreciated. The Group promotes teamwork and continuously seeks to improve our work processes. We offer an equitable and competitive remuneration and benefits package to all employees. The Group also provides our people with the necessary tools, training, support and infrastructure so that they can be highly effective and productive.

集團及社群

路訊通獲香港社會服務聯會頒發「商界展關懷」標誌。集團繼續透過流動多媒體系統發放社群服務信息與慈善機構的宣傳片段，藉此支持多間慈善及非牟利機構。集團亦參與多項慈善籌款活動，並鼓勵員工參與公益金舉辦的便服日。

員工

員工是集團最寶貴的資產，亦是業務成功的關鍵因素。集團致力在機構內提供理想的工作環境，讓員工感到備受重視和賞識，從而建立對本公司的歸屬感。集團更推廣團體合作精神，同時不斷改善營運程序。我們為全體員工制訂公平和具競爭力的薪酬及福利計劃，並提供必要的工具、培訓、支援和基礎設備，讓員工能達致有效的工作效率及效益。

Passenger Shelter Advertising 乘客候車亭廣告

