

## OPERATIONAL REVIEW

### 業務回顧



Bus Body Promotions  
巴士車身廣告





Innovative  
Bus Shelter  
in Hong Kong  
位於香港創新的  
乘客候車亭

Bus Shelter  
Advertising in Beijing  
位於北京的  
乘客候車亭廣告



## Media Sales Services

### 媒體銷售服務

## MMOB Business

### 流動多媒體業務



## Media Sales and Services

### 媒體銷售及服務

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

The MMOB system has 16,000 LCD monitors in transit vehicles and telecasts a vast variety of programmes and advertisements to passengers daily. To date, over 4,000 transit vehicles from Kowloon Motor Bus, Citybus and New World First Bus and public light buses have been equipped with MMOB, reaching close to 4 million audience every day.

The MMOB system is an attractive medium for advertisers because of its ability to reach a sizable audience daily.

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

流動多媒體系統在客運車輛上裝設 16,000 個液晶體顯示屏幕，每日為乘客播放多種不同類型的節目及廣告。現時，超過 4,000 輛來自九龍巴士、城巴及新世界第一巴士的客運車輛及公共小巴配備了流動多媒體系統，每日的觀眾量接近四百萬名。

流動多媒體系統能接觸更廣大的觀眾，對廣告商來說是個既吸引又有效的媒體。

MMOB can support any type of major outdoor advertising campaign. The Group continues to expand its customer base and enjoys a high percentage of repeat customers. Our customers include all major advertisers in Hong Kong including advertising agencies and companies in the cosmetics, pharmaceutical, electronics, telecommunication, food and beverage, jewellery, leisure, media, finance, banking, insurance, retail, education, household, clothing, liquor, skincare, healthfood, fitness centres and real estate sectors. We will continue aggressively to add to our customer base in 2006.

流動多媒體能支援各種大型戶外廣告計劃。集團的客戶基礎不斷增長，有相當大比例的客戶更是多次光顧的。客戶來自香港所有主要廣告商，包括廣告代理、化妝品、製葯、電子、電訊、飲食、珠寶、消閒娛樂、傳媒、金融、銀行、保險、零售、教育、家品、服裝、酒類產品、護膚產品、健康食品、健身中心及地產業。踏入二零零六年，我們將繼續積極擴大我們的客戶行業類別。

## Media Sales and Services

(Continued)

### 媒體銷售及服務 (續)

In addition to offering tailor-made 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.

除提供度身訂造的廣告套餐，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餐等。

## Programming

### 節目

MMOB programming contents are specifically tailored to hold the interest of transit vehicle passengers. The contents include RoadShow Live Concert, annual Music Award show and music videos, RoadShow Mega Movie and other movie trailers, drama series, animation, travelogues, interactive games on iClub and Ringtone download service. The Group also offers infotainment programmes including civic affairs information, community service messages, crime prevention tips, gourmet guides, health education, sports and recreation, news and financial updates, business and economic reviews and celebrity interviews. Our MMOB programmes have attracted much attention from transit vehicle passengers due to the creative, unique, informative and entertaining contents.

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 RoadShow Live 演唱會、至尊音樂頒獎禮及音樂錄影帶、RoadShow 大電影及其他首輪電影製作特輯預告片、連續劇、動畫、旅遊資訊、iClub 互動遊戲及手機鈴聲下載服務。此外，集團亦播放娛樂資訊節目，包括公共事務訊息、社區服務訊息、撲滅罪行宣傳片、美食指南、健康教育、體育及娛樂消閒節目、新聞及最新金融消息、商業及經濟回顧以及名人專訪。由於流動多媒體節目的內容具創意、獨特性、資訊性及娛樂性，所以一向深受客運車輛乘客所喜愛。



**During 2005, RoadShow introduced a number of special programmes which included the followings:**

於二零零五年，路訊通推出了以下多項特備節目：



- To enable our audiences and commuters to learn more about the recent development and the needs of the community, RoadShow produced a documentary programme "Talking to the Legislative Councillors", in which a number of Legislative Councillors were invited to share their work experiences, as well as life styles with the people of Hong Kong.

為讓觀眾及社區人士加深瞭解社區的最新動向及需要，路訊通製作了紀錄節目「你的立法會」，當中邀請了多名立法會議員與香港市民分享他們的工作經驗和生活點滴。

- To enhance our audience's knowledge of the motherland and to broaden their horizon on civic education, RoadShow launched an award winning special programme "Remarks on Chinese Heritages", which was about the "lost and found" of Chinese heritages.

為增加觀眾對祖國的認識及擴闊他們在公民教育的視野，路訊通推出了得獎特備節目「中華文物備忘錄」，內容有關中國遺產的「得與失」。

- To promote and support the music industry, RoadShow organised the first RoadShow Music Award which took place in January 2006, with a key message of establishing a harmonic society via the sound of music.

為推動及支持樂壇，路訊通在二零零六年一月主辦首個 RoadShow 至尊音樂頒獎禮，帶出以音樂締造和諧社會的重要訊息。



**At the same time, RoadShow continuously supports and participates in various kinds of charity and community activities, as well as voluntary work. Some of these activities are as follows:**

同時，路訊通亦不斷支持及參與不同類型的慈善公益活動，其中包括以下活動：



- To let the people of Hong Kong understand more about the needs of the community and to recognise the contributions of non-government organisations, RoadShow, collaborating with the Hong Kong Council of Social Service, Hong Kong Baptist University and seven other non-government organizations, initiated a cross-section community activity "Caring for Hong Kong".

為讓香港市民能更清楚瞭解社區需要及多個非政府組織的貢獻，路訊通誠邀香港社會服務聯會、香港浸會大學及其他七個非政府組織機構攜手合作籌辦製作名為「關愛香港」的跨界別社區活動。

- To encourage and support volunteers, RoadShow was one of the co-organisers and major media sponsor in the Hong Kong Volunteer Award 2005. To further capture public attention for the event, promotional video clips were run on RoadShow, featuring the award winning volunteers and members of the judging panel, etc.

為鼓勵及支持義工，路訊通是二零零五年香港傑出義工獎的協辦機構之一，並為主要媒體贊助商。路訊通負責拍製得獎義工及評審委員會成員的宣傳短片，讓更多公眾人士留意這件盛事。

- To recognise a group of magicians who adopt magic into social service of all levels, RoadShow supported the 3rd Hong Kong Magic Festival, with a special programme featuring the applications of magic in social services.

為表揚一班將魔術應用到不同的社會服務層面上的魔術師，路訊通支持第三屆香港魔術節，製作了一個有關將魔術應用到社會服務層面上的特備節目。

- To participate in and support charity, RoadShow aired charity appeals from about 130 organizations during the year including Flag Day organisers, the Heep Hong Society, Oxfam Hong Kong, the Community Chest, the Hong Kong Council of Social Service, World Vision, Hong Kong Red Cross, Agency for Volunteer Service, Medecins Sans Frontiers, Senior Citizen Home Safety Association and many others.

為參與及支持慈善活動，路訊通於年內播放了約 130 個慈善團體的呼籲，其中包括賣旗籌款組織、協康會、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、義務工作發展局、無國界醫生、長者安居服務協會及其他多個慈善團體。

## Programming (Continued)

### 節目(續)

With the growth in popularity of the Short Message Service ("SMS") provided by telecom companies, RoadShow launched iClub in 2003, which provides an interactive platform for both advertisers and passengers. As at 31 December 2005, iClub had about 145,000 members who participated in our daily quiz games and enjoyed special offers.

The Group will continue to enrich and diversify its programme contents by drawing upon 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.

有見電訊公司提供的短訊服務（「SMS」）日漸普及，路訊通遂於二零零三年推出 iClub，作為廣告商與乘客之間的互動平台。於二零零五年十二月三十一日，iClub已經有大約 145,000 名會員，參與每日舉辦的問答遊戲及享有特別優惠。

為提高觀眾的觀賞興趣，集團會繼續加強節目內容，包括利用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、製作更多特備節目，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。集團將繼續投入更多資源於自行製作及加強節目內容，從而提高節目的吸引力。



## Operations

### 營運

Trials of the Global Positioning System ("GPS") were initially focused on bus tracking and bus fleet management. This will enable the provision of real time information and add value to the Group's services. The results of Phase II GPS trial on selected transit vehicles were under review in 2005. 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 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.

全球定位系統的測試工作初步會集中於巴士追蹤及車隊管理等方面，從而可望提供實時資訊，並為集團的服務增加價值。在選定的客運車輛上進行的第二期全球定位系統測試結果於二零零五年在檢討中。當測試工作的結果符合集團要求後，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客運車輛的流動多媒體系統的操作及維修，集團在現有巴士管理系統中加入專有軟件，就流動多媒體系統的可靠性及系統的性能製發實時統計報告。





## Mainland China

### 中國大陸

The Group's Mainland China operations achieved impressive year-on-year growth in turnover during the year. With the full operation of the bus shelters in Beijing in 2005, the turnover generated from the related media sales increased. During the year, the Group successfully obtained advertising contracts from a number of valuable customers, including some leading PRC telecommunication companies and multi-national beverage companies. RoadShow provides full advertising services involving creative design, production, media planning and placement as well as television media sales nationwide.

Beijing, Shanghai and Guangzhou are the centres of growth in advertising expenditures in Mainland China and offer immense business opportunities for RoadShow. The Group will leverage its experience and success in Hong Kong to explore future growth opportunities in other parts of Mainland China, but our focus will be on high potential markets with high consumer spending and dense populations. The Group will continue to prudently expand its existing core business in Mainland China and overseas.

年內集團的中國大陸業務在營業額方面取得可喜的增長。於二零零五年，透過北京公共汽車候車亭的全面運作，從相關媒體銷售產生的營業額有所增加。集團於年內成功向多名寶貴客戶取得廣告合約，當中包括數家中國著名電訊公司及跨國飲品公司。路訊通現時提供全方位的廣告服務，包括創意設計、製作、規劃及發放，並拓展其全國性的電視媒體銷售業務。

北京、上海及廣州是中國大陸廣告開支增長的核心城市，並為路訊通提供龐大商機。路訊通將借助其香港經驗與成就，進一步發掘國內的商機，而我們將主力進軍潛質優厚、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核心業務。



## The Group and the Community

### 集團及社群

For four consecutive years RoadShow received the Caring Company Award from the Hong Kong Council of Social Service. The Group continuously supports many charities and non-profit organizations 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 Causal Day organized by the Community Chest. The Group will continue to support civic education by producing informative and educational programmes for our transit vehicle passengers.

路訊通連續四年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和慈善機構呼籲的宣傳片段，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。集團亦會繼續為客運車輛乘客製作資訊及教育節目，支持公民教育。

## People

### 員工

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.

員工是集團最寶貴的資產，亦是業務成功的關鍵因素。集團致力在機構內培育理想企業文化，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，讓員工能達致更高的工作效率及效益。

