

Media Sales Business

RoadShow offers marketing and advertising professionals various means to spread their messages to their audiences.

Offering creative solutions



ROADSHOW HOLDINGS LIMITED AND ITS SUBSIDIARIES

Established by the Group as its media sales arm, RoadShow Holdings Limited ("RoadShow") has been separately listed on the Main Board of The Stock Exchange of Hong Kong Limited since 28 June 2001. The Group currently has a 73.0% interest in RoadShow.

BUS-TV

RoadShow's Bus-TV business specialises in broadcasting tailor-made programmes and advertisements, in addition to looking after the production and sourcing of programme content and the marketing and selling of airtime. Despite facing stiff challenges in 2014, Bus-TV continued to deliver the highest cost-efficiency to marketers.

RoadShow will continue to further integrate Bus-TV with other RoadShow platforms and thus achieve greater synergy for advertisers.

BUS-BODY

Despite fierce competition, 2014 was another satisfactory year for Bus-

Body. This business unit's sustained effectiveness in attracting new partners, especially in the highly lucrative blue chip sector, meant RoadShow was able to measurably expand its client base. The positive response of advertisers and agencies to RoadShow's unique integration of Bus-TV, Bus-Body and In-Bus via Theme Bus demonstrates that Bus-Body gives brands a highly creative and impactful tool with which to broaden their appeal.

IN-BUS

The performance of RoadShow's In-Bus segment remained stable in 2014 with the unveiling of powerful new advertising formats to enhance its platforms' attractiveness. A more innovative leveraging of technology enabled the In-Bus segment to enjoy greater creativity and interactivity.

BUS-SHELTER

Operated in conjunction with JCDcaux Cityscape Limited since 2001, the Bus-Shelter arm of RoadShow's business saw encouraging growth in 2014, not only contributing significantly to its revenue and profits, but also enhancing its market share and its status as probably Hong Kong's foremost out-of-home ("OOH") advertising specialist.

BILLBOARD

RoadShow's Billboards division commenced operations in December 2012 as another of its many ground-breaking business initiatives. One of this division's earliest results was its appointment as the Government Property Agency's exclusive media representative for outdoor sites at the Hung Hing Road (Causeway Bay) end of the Cross-Harbour Tunnel. RoadShow continues to oversee billboards at the site whose unrivalled location guarantees unprecedented impact for advertisers wishing to reach one of Hong Kong's biggest target audiences.

March 2013 saw the implementation of the December 2012 contract RoadShow had agreed with Route 3 (CPS) Company Limited for the soliciting of various billboard advertising spaces at Route 3 (CPS). In June 2013, RoadShow also commenced its landmark role as advertising agent for the Star Ferry's outdoor pier and ferry panels.

New advertising spaces added to its portfolio in 2014 included the Aberdeen Tunnel and Hip Kee Godown Numbers 1 and 2 in Hung Hom. In addition to generating new income streams, these developments

also serve as an excellent launch pad for the future promotion of integrated programmes.

In 2015, RoadShow will continue its efforts to strengthen its OOH market share by selectively expanding its billboard network, creating maximum impact territory-wide by capitalising on new technologies and ad formats as and when such opportunities arise.

DIGITAL AND MOBILE DEVELOPMENT

In June 2013 RoadShow delivered on its mission to establish itself as an integrated platform with the launch of the roadshow.hk portal. Showcasing popular bloggers and featuring quality content, the new portal offers advertisers interaction with local netizens and is continuing to take consumer engagement to new heights.

To stay relevant and profitable, RoadShow will strive to integrate traditional media strengths across an increasingly digital horizon. Leveraging its online and mobile platforms provides the seamless multi-dimensional capability required to achieve this goal.

In the third quarter of 2014 RoadShow rolled out its new HK2gather app to further strengthen the integration of its online and mobile platforms. A uniquely functional lifestyle app, HK2gather tempts browsers with a wide range of dining selections including editor's choices and celebrity recommendations. Its enhanced content will play a major role in helping advertisers engage consumers wherever they are.

INTEGRATED MARKETING SERVICES

One of the key advantages of RoadShow's multi-media platform is that it enables its professional programme team to tailor Integrated Marketing Services for clients. Demand for its expertise in this area continued to be strong throughout 2014.

RoadShow's Integrated Marketing Services not only leverage its popular Bus-TV and Bus-Body platforms, but also encompass its professional content production and top-quality event management support. As RoadShow has now further extended its coverage to include Billboards, roadshow.hk and the recently launched HK2gather mobile app, it can guarantee even more convenient and comprehensive full-spectrum services for its clients. RoadShow thus remains perfectly placed to satisfy the most complex integrated media and marketing briefs of its agencies and advertisers.

RoadShow's professional content production team is renowned for the skill with which it tailors content which perfectly matches clients' needs. Its already enviable reputation in the area of event management is also reflected across its organising of a variety of product launches, catwalk shows, talent contests, awards presentation ceremonies and concerts.

The list of integrated campaigns that RoadShow has launched over the last few years is a lengthy one. In 2014, RoadShow was privileged to be appointed the Management Consultant for a fifth successive year at the Hong Kong Awards for Environmental Excellence.