

BUSINESS REVIEW

Media Sales Business



RoadShow offers marketing and advertising services to professionals wishing to disseminate their messages.

ROADSHOW HOLDINGS LIMITED AND ITS SUBSIDIARIES

RoadShow Holdings Limited (“RoadShow”), established by the Group as its media sales arm, 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

2015 once again saw BUS-TV produce a wide variety of programming ranging from infotainment, entertainment and environmental news to lifestyle, art and cultural updates. Such diversity not only appealed to the widest possible range of local tastes but also helped to successfully catch consumers’ attention. In 2016, RoadShow plans to further integrate BUS-TV with its other online platforms to attract more advertising agencies and brand managers.

BUS-BODY

Despite fiercer than ever competition, 2015 was another satisfactory one for BUS-BODY, which continues to be effective in attracting new partners, especially from the lucrative blue-chip sector, enabling RoadShow to widen its client base. The overwhelming response of advertisers and their agencies to the integration of BUS-BODY with BUS-TV and IN-BUS via Theme Bus shows that this channel remains an effective tool.

IN-BUS

IN-BUS maintained its steady forwards momentum in 2015. Advertisers and agencies remain satisfied with this impactful promotional channel and the way its various formats allow them to disseminate advertising messages to audiences. The IN-BUS team has been adding to IN-BUS’s creativity and interactivity via the leveraging of various state-of-the-art technologies, making its channel formats outstanding tools for advertisers and agencies wishing to link their Offline to Online (O2O) campaigns.

BUS-SHELTER

Operated in conjunction with JCDcaux Cityscape Limited since 2001, RoadShow’s bus shelter business once again recorded encouraging growth in 2015. Its market share and status as probably Hong Kong’s foremost out-of-home (“OOH”) advertising specialist were enhanced even as revenue and profits were significantly boosted.

BILLBOARD

RoadShow’s sole and exclusive rights to the advertising spaces at the Star Ferry’s outdoor pier and ferry panels and the Hung Hing Road billboard at the Cross Harbour Tunnel’s Causeway Bay entrance ended in 2015. In 2016, RoadShow will continue its efforts to add to its share of the strategically vital OOH market by careful selection of profitable sites and by sounding out different landlords regarding potential new advertising formats.

DIGITAL AND MOBILE DEVELOPMENT

THE ROADSHOW.HK PORTAL

The roadshow.hk portal is another way RoadShow is demonstrating how effectively it has established itself as one of Hong Kong’s top integrated advertising platforms. Showcasing must-read bloggers and other top notch content, the portal offers an ideal

open platform for User-Generated Content (UGC) and home-made videos. It is the perfect showcase for advertisers wishing to take consumer engagement to the next level by interacting with local “netizens”.

MOBILE APP and E-COMMERCE – HK2gather

The groundbreaking HK2gather App is another means RoadShow is using to speed up and streamline the integration of its online and mobile platforms. HK2gather tempts users with a menu of dining suggestions including editor’s choices and celebrities’ recommendations. Its enhanced content plays a major role in enabling Hong Kong’s advertisers to engage consumers “on the go”. As a refinement and expansion of its merchandising business, RoadShow rolled out a new E-Commerce platform called shop2gather.com in July 2015.

INTEGRATED MARKETING SERVICES

RoadShow offers a finely-honed service that enables clients to create groundbreaking Integrated Marketing campaigns. Demand for its expertise in this area remained strong in 2015.

RoadShow’s Integrated Marketing Services team not only leverages its popular BUS-TV and BUS-BODY platforms, but also capitalises on its content production and event management support. Having recently extended its coverage to include Billboards, roadshow.hk and the HK2gather mobile App, RoadShow is in a position to guarantee clients’ access to a more comprehensive spectrum of services.

The effectiveness of RoadShow’s integrated campaigns was recognised with a Bronze Award for Best Use of Integration in the 2015 Spark Awards. RoadShow was also appointed as management consultant to the Hong Kong Awards for Environmental Excellence for the sixth successive year.