

Citybroadcast

A New Channel in the City



Creative Media Network

CityBroadcast is a new media agency providing innovative audiovisual productions that take entertainment and television content to the next step in experiential multimedia communications. Our company develops creative concepts, produces and distributes multimedia content for television, staged events, retail experience, architectural themes and online entertainment.

CityBroadcast delivers entertainment and visual experiences to large or targeted audiences via outdoor media broadcasting, audiovisual creative arts for architecture, 'son et lumiere shows', interactive and mobile multimedia and virtual events.

This is what we call 'broader-casting'.

- Visual arts for events & shows
- Private and commercial broadcasting
- Pay-TV programmes
- Creative communication and promotional entertainment
- Experiential marketing

Audiovisual Production Services

Creative Multimedia

Citybroadcast's creative skills were developed through over 10 years of experience in the entertainment, event and broadcast industry. We bring new and radical thinking to the table to help our clients develop powerful ideas and concepts, giving them the tools to realise their vision. Our creative production team will help the client throughout the design process, integrating the client's marketing and sales goals to define the best branding strategy. We coordinate with other project parties such as advertising agents, architects or designers to establish a successful audiovisual production.

Citybroadcast can produce and broadcast artistic and entertainment experiences that leverage high-technology and audiovisual innovations in a highly dynamic and dramatic way.

- Digital movies and sound effects production
- Live Video-Jockey performances
- Large scale architectural projections and video-shows
- Dynamic signage
- Interactive multimedia



Citybroadcast

A New Channel in the City

Network Services (Citybroadcast.tv)

Citybroadcast has developed its proprietary online broadcasting platform www.citybroadcast.tv to deliver video entertainment to audiences in outdoor public spaces, retail centres, home and the cyberworld. The online TV platform provides ideal media for online presence and internet marketing campaigns. It can be used to develop applications of branding, entertainment, product placement and advertisement with a global reach.

Through this online television portal, Citybroadcast can cover and relay your events and messages online in an attractive and entertaining way, complementing any location-based entertainment and marketing events.

- Private broadcasting of shows and events coverage (controlled access)
- Online and pay-television channel
- Content distribution for commercial centre, public spaces and outdoor media
- Home-entertainment content

European-Asian Television Programmes

Citybroadcast uses a solid network of media partners and content suppliers throughout the world. Particularly we specialise in sourcing, producing, distributing and trading content between Europe and Asia. Our portfolio of television shows concepts and content programmes include fashion, Kung Fu, computer 3D animations, visual arts creations and music-based entertainment.

Citybroadcast has the capability to understand the requirements of the Asian viewers, marketers and brands. We are able to review your needs and propose original concepts matching any entertainment and advertising campaign.

Our aggregation and technical programming service allows mastering of a complete packaged programme for direct broadcast. This is particularly efficient for clients such as pay-tv operators and private network broadcasters and is ideally suited for internet-tv, broadband tv, intranet-tv or in-house display networks.

- Programmes purchase and sales
- Royalty-free content sourcing and aggregation
- Complete programming solution
- Development of retail and commercial audiovisual entertainment and television

All these capabilities can be provided on a custom basis to our clients according to their needs, applications, business sector and target audience.



Citybroadcast

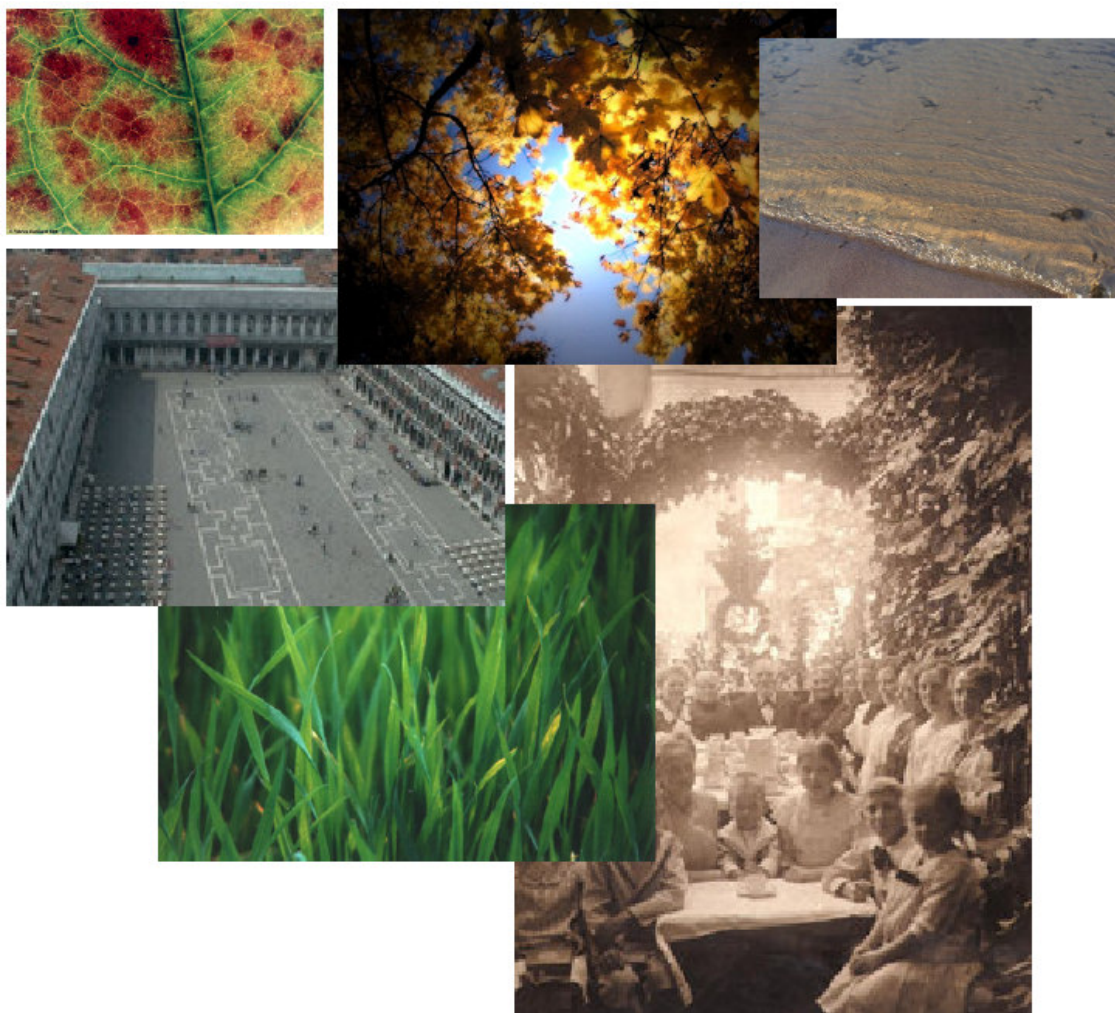
A New Channel in the City

Statement

CityBroadcast provides original entertainment applications that reach audiences both emotionally and aesthetically. We take great care in creating pictures of true artistic value while highly cost-competitive compared with traditional broadcasting solutions. CityBroadcast has developed its own online television platform to better suit the marketing, communications and entertainment needs of modern brands and users.

Our technology-savvy background enables a better, faster and more interactive creative production process, using digital video/show technologies and Internet media streaming to achieve high value and extremely fast delivery.

With our vision, creative team and efficient production tools we can help clients take advantage of powerful audiovisual media solutions to become successful players in the new entertainment economy.



Citybroadcast
3rd Floor, 15 Dragon Road, Causeway Bay, Hong Kong
www.citybroadcast.net

Copyright © 2003 Citybroadcast, all rights reserved.