



# Television Broadcasts Limited

(Stock code: 00511.HK)

## 2024 Interim Results Press Conference

21 August 2024



# Disclaimer



The information contained in this presentation is intended solely for your information. Such information comprises extracts of operational data and unaudited financial information of the TVB Group for the period ended 30 June 2024 and of certain published information of the TVB Group. The information included is solely for the use in this presentation and certain information has not been independently verified. Such information is subject to change without notice and no representation or warranty, express or implied, is made as to, and no reliance, should be placed on, the fairness, accuracy, timeliness, completeness, fitness or correctness of the information or opinions presented or contained in this presentation. This presentation does not intend to provide, and you may not rely on this presentation as providing, a complete or comprehensive analysis of the TVB Group's financial or trading position or prospects. You may refer to the unaudited results of the TVB Group for the period ended 30 June 2024 and audited results for the year ended 31 December 2023 which are published in accordance with the Listing Rules of Hong Kong Exchanges and Clearing Limited. None of TVB Group nor any of its respective affiliates, advisors or representatives shall have any liability (in negligence or otherwise) whatsoever for any loss or damage howsoever arising from any use of this presentation or its contents or otherwise arising in connection with this presentation.

The information set out in this presentation does not constitute an offer or invitation to purchase or subscribe for any securities or financial instruments or the provision of any investment advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or investment decision in relation thereto, nor does this presentation constitute a recommendation regarding the securities or financial instruments of TVB Group.

Statements in this presentation that refer to business outlook, forecast, future plans and expectations, or are based on projections, uncertain events or assumptions, are forward-looking statements. Any forward-looking statements and opinions contained within this presentation are based on current plans, estimates and projections, and therefore involve risks and uncertainties. Such statements are based on management's beliefs, expectations and opinions as of the date of this presentation. Actual results may differ materially from expectations discussed in such forward-looking statements and opinions. The TVB Group, the directors, employees and agents of the TVB Group assume (a) no obligation to correct or update the forward-looking statements or opinions contained in this presentation; and (b) no liability in the event that any of the forward-looking statements or opinions do not materialize or turn out to be incorrect.

Readers are cautioned not to place undue reliance on any of these forward-looking statements, as they may involve significant assumptions and subjective judgments which may or may not prove to be correct and involve known and unknown risks, uncertainties, contingencies and other important factors, many of which are outside the control of TVB Group. There can be no assurance that any of the matters set out in any of the forward-looking statements are attainable, will actually occur or will be realized or are complete or accurate. Moreover, past performance cannot be relied on as a guide to future performance. Nothing in this presentation should be considered as a profit forecast. All charts and the associated remarks and comments contained herein are integrally related, and are intended to be presented and understood together. Shareholders and potential investors are advised to exercise caution when dealing in the securities of TVB.

# 1H-2024 Business Highlights



Positive EBITDA of HK\$47 million



**79% market share**  
of terrestrial TV viewership  
in Hong Kong



**20% growth**  
in Hong Kong TV Broadcasting  
revenue, driven by a 21% rise in  
income from advertisers



**22% growth**  
in Mainland China Operations  
revenue, driven by drama  
co-production



**39% growth**  
in digital advertising income  
at myTV SUPER



**Expanded presence in  
Greater Bay Area**  
(Guangdong province, Macau)

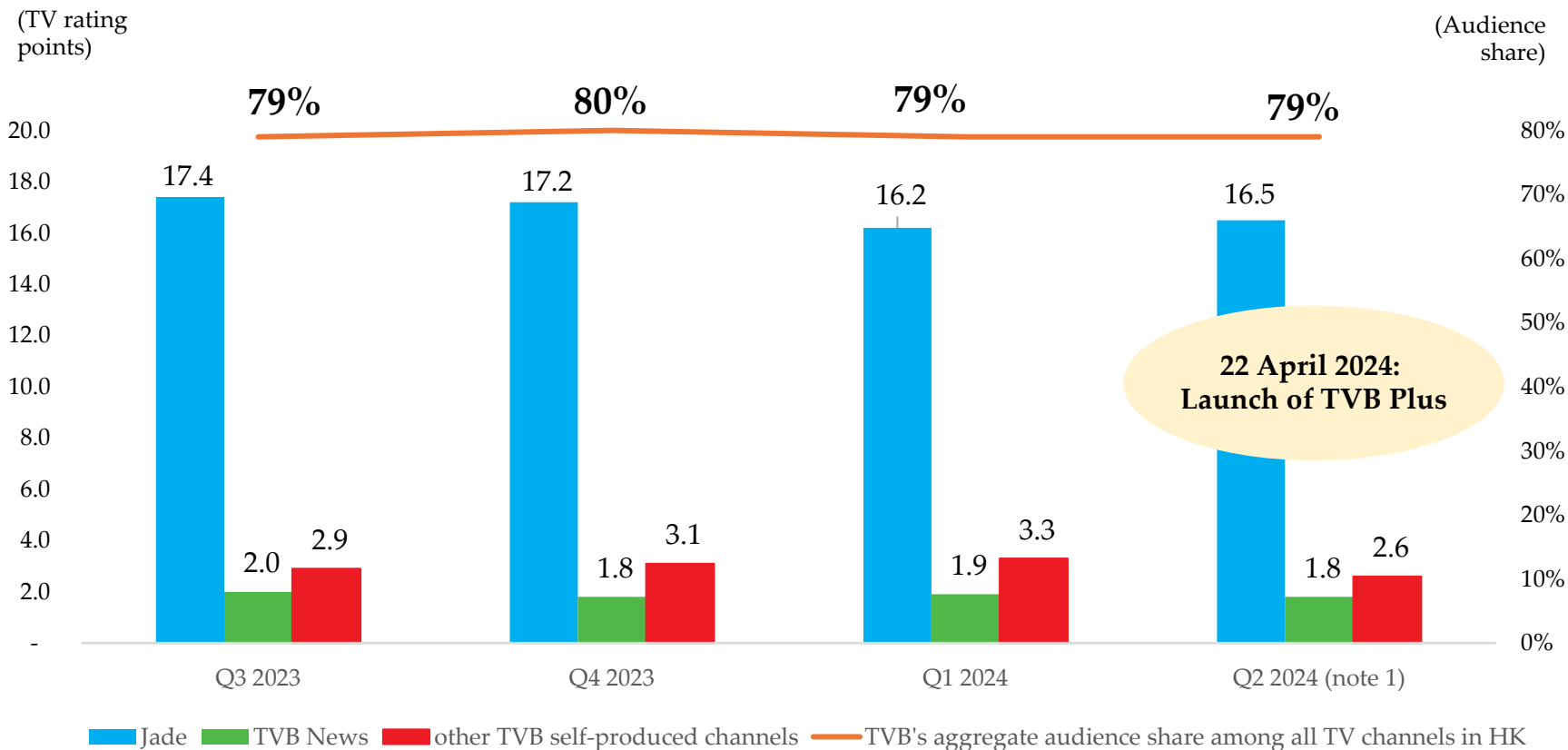


**HK\$305 million**  
or 16% reduction in total  
operating costs

# TVB sustains its leadership position with 79% audience share



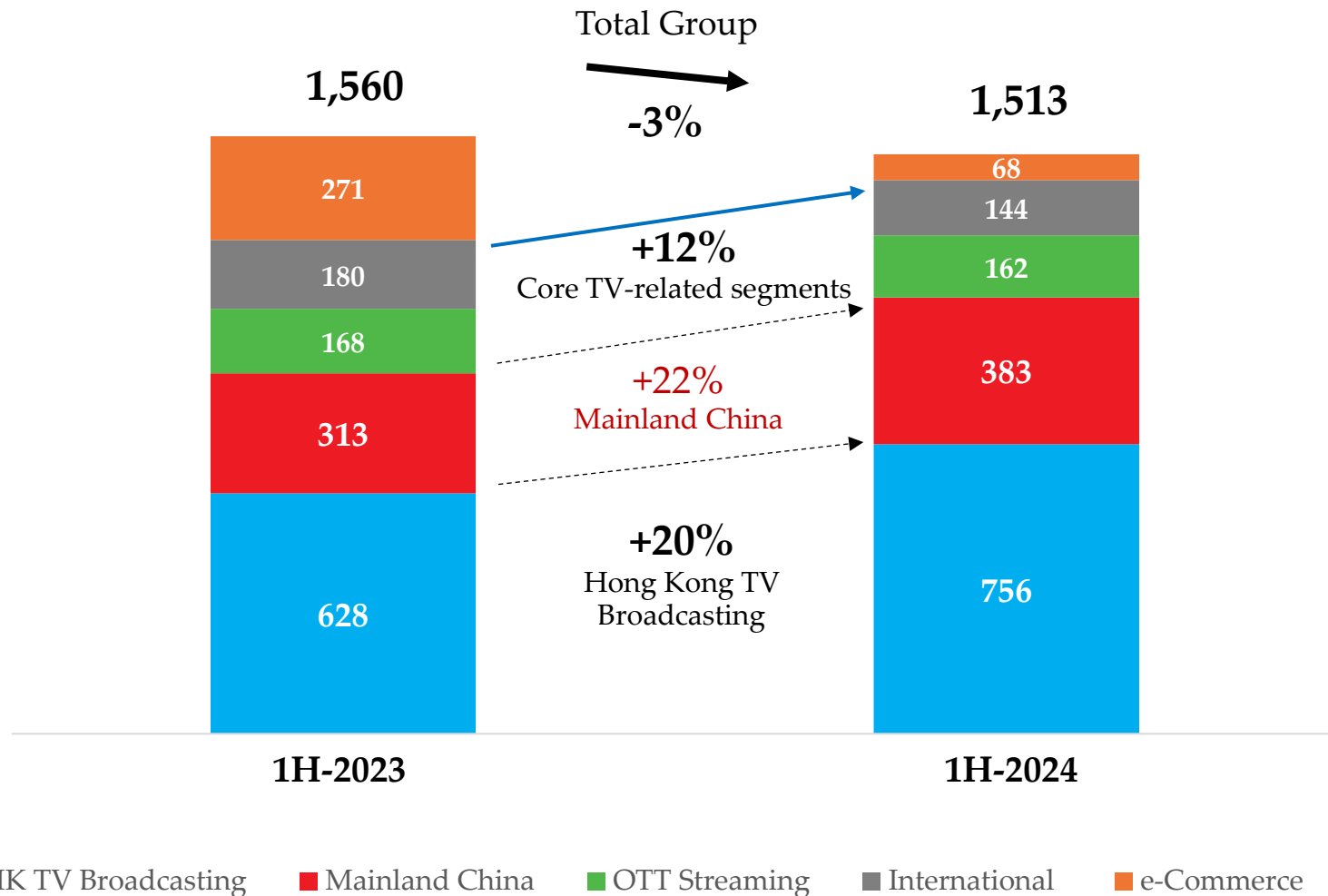
## The average weekday prime time ratings of TVB's terrestrial TV channels



Note 1: TVB offers five terrestrial channels, number of self-produced channels changed from 5 to 4 effective from 22 April 2024  
 Data source: CSM Media Research

# 1H-2024 revenue: Core businesses drive growth

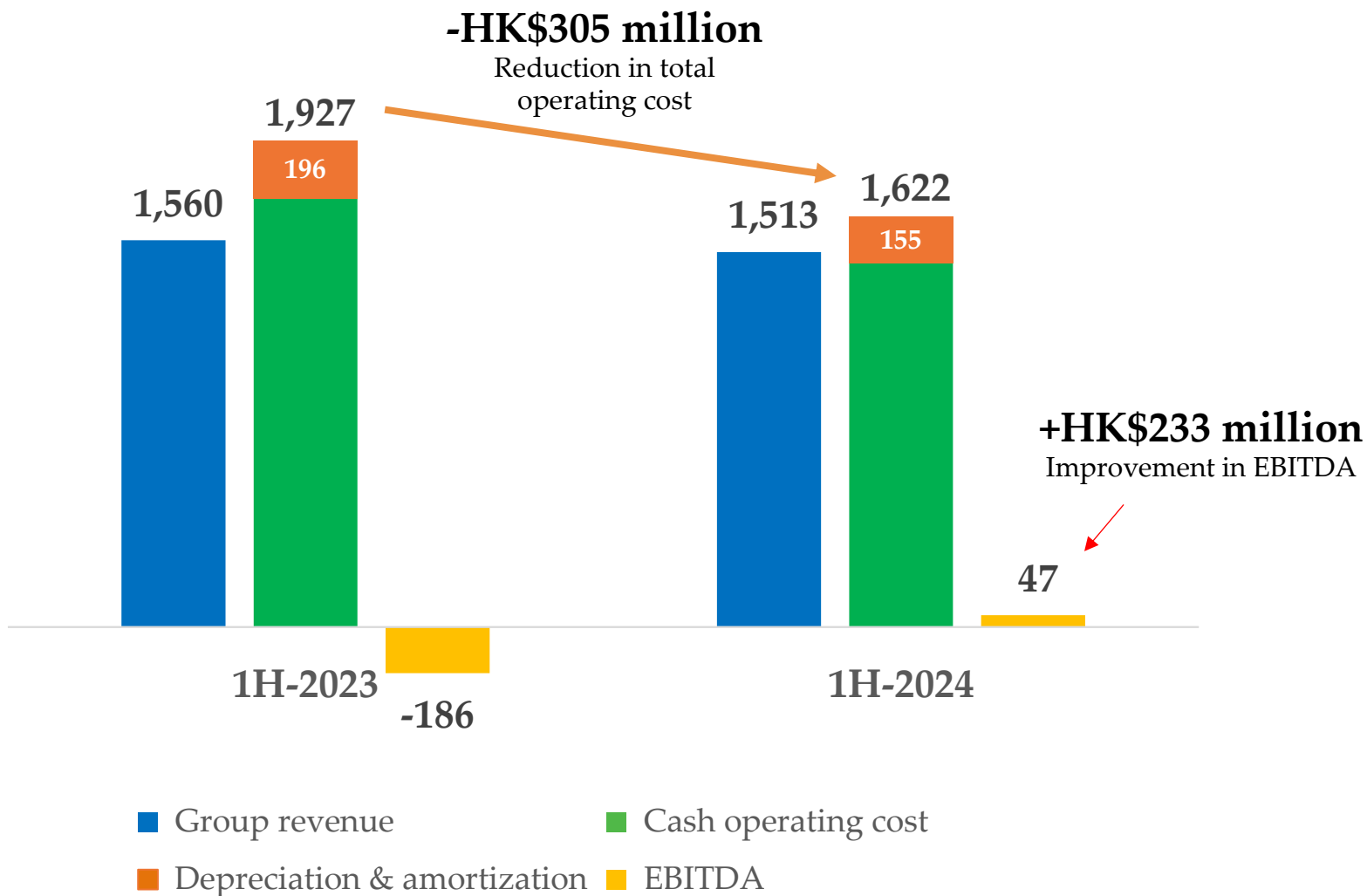
Amounts in HK\$ million



# 1H-2024 operating cost: Continuing to optimize



Amounts in HK\$ million

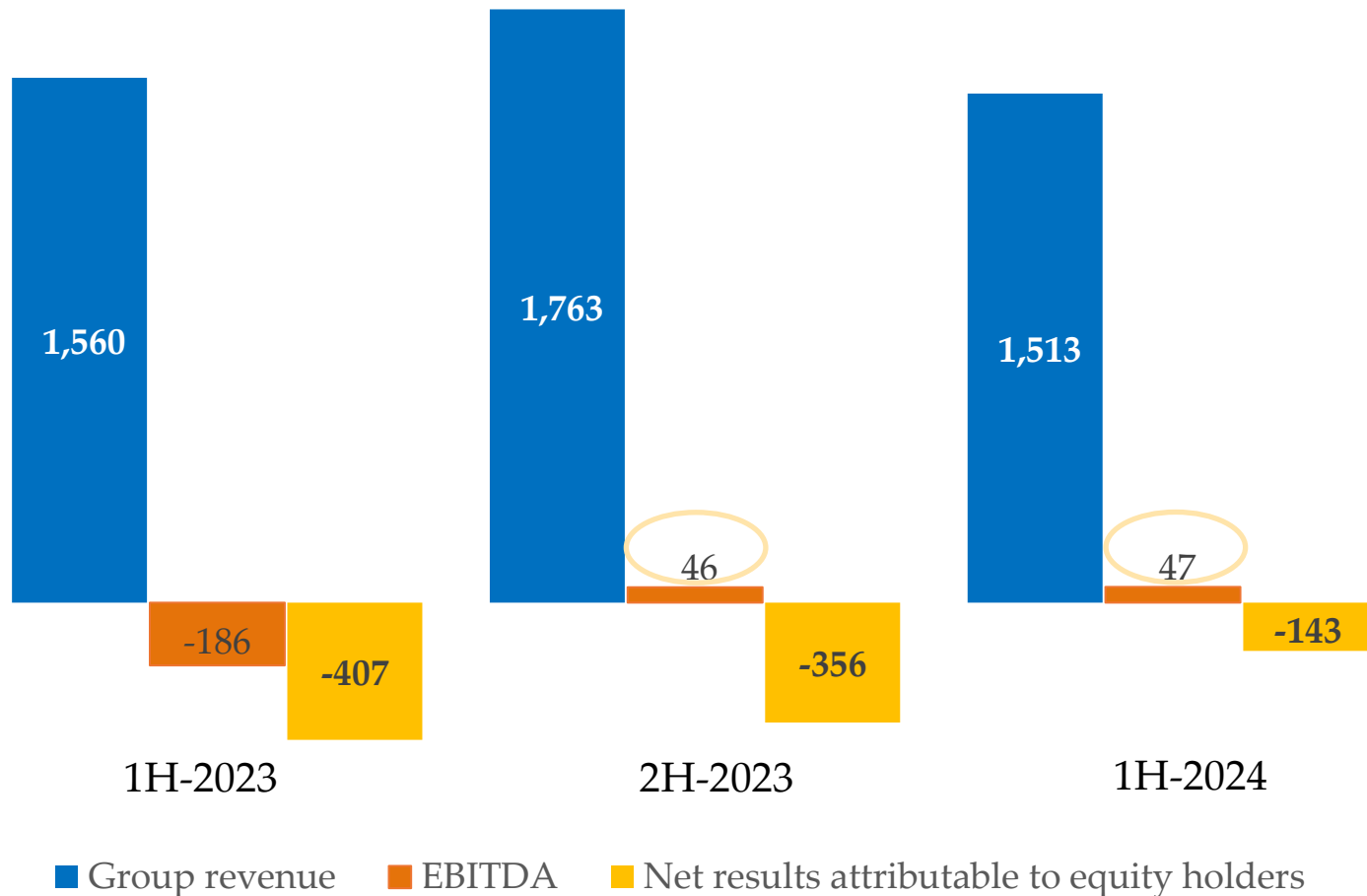


# Group EBITDA: Positive since 2H-2023

## Expect significant positive EBITDA for 2024 full year



Amounts in HK\$ million





# 2024 outlook

**Expect significantly positive EBITDA for FY2024 & a positive net profit\* in 2H-2024**

## Advertising income to keep growing

- Advertising income in Hong Kong continue to grow
- Faster growth in OTT digital income
- New revenue streams from Greater Bay Area (Guangdong province, Macau)

## Continued cost control

- Continue to control costs, additional 8-10% savings in operating cost in 2024
- **Significantly positive EBITDA for whole year 2024**
- **Positive net profit (before any extraordinary items) in second half 2024**

## Mainland China as key growth driver

- New drama co-productions deals with Youku & Tencent in FY24 & beyond
- Growth in MCN business (live-streaming, advertising)



