



Press Release

**MSN & TVB.COM Embed MyTV X MSN
into Windows Live Messenger
Offering an Unprecedented TV Experience
in Celebration of MSN's 10th Anniversary**

(Hong Kong • 16th April, 2009) It has been a decade since MSN first landed in Hong Kong and to celebrate this historic anniversary, MSN is joining hands with TVB.COM to proudly announce the ground-breaking embedded "MyTV x MSN". The release represents a major landmark in itself: MyTV X MSN is the first embedded TV function in the Instant Messaging world. The launch of MyTV X MSN is not only a prominent milestone in web development in Hong Kong, but also marks an innovative advance in both the I.M. and television broadcasting industry. The "MyTV X MSN" Kick-off Ceremony and MSN 10th Anniversary celebrations were held in LCX in Tsim Sha Tsui. MSN also announced a series of events designed to reflect upon the versatile yet simple internet tools and services provided by MSN over the last decade.

Developments in information technology, including ever-increasing bandwidths, have contributed to the popularity of instant messaging software and a boom in 'infotainment', as it has come to be known. Riding on this trend, MSN is further enhancing Windows Live Messenger, the already popular free software, to provide a simple tab button and activity window within which users can enjoy rich content in the same interface. By cooperating with TVB.COM, MSN is able to embed MyTV X MSN into Windows Live Messenger 9.0 in time to celebrate the web service's 10th anniversary. From now on, users can not only enjoy a one-stop instant communication service that meets all their online needs, they can also watch dedicated TVB.COM MyTV programmes any time, anywhere, by simply clicking on the MyTV button.

This first incarnation of MyTV x MSN consists of five amazing channels, which provide users with a range of programs to suit the many different preferences of TVB.COM users. These channels bring the viewer an exciting range of Food, Travel, Entertainment, Variety and Music programmes. MyTV is also equipped with plenty of interactive functions, such as 'i-info', with which users can enjoy



a personalised service.

The MyTV X MSN Kick-off Ceremony was hosted by Mr. Leslie Chu, Country Manager of Taiwan, Hong Kong & Macau Microsoft, Online Services Group; Ms. Ivy Wong, Chief Operating Officer, TVB.COM; famous TVB actress Myolie Wu and actor Bosco Wong.

Mr. Leslie Chu, Country Manager of Taiwan, Hong Kong & Macau Microsoft, Online Services Group reported, "In the past 10 years, MSN Hong Kong has devoted its efforts to the re-engineering of internet communications to create a more user-friendly service. By developing online communications and adding audio and video to text-based messaging, Windows Live Messenger shortens the distance between people. In recent years, users have been able to enjoy an even more comprehensive and personalised internet service through MSN. Today is one of the most important days in the history of MSN Hong Kong, as internet television and instant messaging merge to form MyTV X MSN. Users can watch the programmes offered by TVB.COM at anytime, anywhere through Windows Live Messenger. We are honoured to work with TVB.COM and witness the birth of an Internet communication and infotainment milestone. I trust this project will lead to further cooperation between media companies in order to keep providing a brand new user experience."

Ms. Ivy Wong, Chief Operating Officer, TVB.COM stated, "Since the introduction of TVB.COM MyTV in November 2008, over 1,200 hours of fabulous TVB programmes have been accumulated for users to enjoy. The browsing rate has risen by 85% and the number of people browsing MyTV is now over 7,500,000, and increasing every day. These figures show that the demand for TVB programmes by internet users is incredibly high. As it is also the 10th anniversary of MSN Messenger, TVB.COM, being a powerful entertainment and information website, is delighted to collaborate with MSN in order to launch MyTV X MSN, which represents a ground breaking networking experience. Users can enjoy five channels at any time, and experience MyTV's unique interactive functions. We believe a revolutionary milestone has been reached."

MSN Messenger's 10th Anniversary Celebrations



In addition to working with TVB.COM, MSN Hong Kong has established a photo corner, featuring the most popular TVB programmes of the past 10 years in LCX, including “Emergency Unit”, “Moonlight Resonance” and “War and Beauty”. MSN invited a host of prominent personalities to join the celebrations, including Regina Ip Lau Suk Yee from the political sphere, Steven Lo Kit Shing from the business sphere, Canny Leung, Kenny Tang, the writer So Real Real, Dr. Lung Heung Wing from the music sphere, Myolie Wu and Bosco Wong. MSN's remarkable progress can be viewed at the official website (msn.com.hk) and there are many more celebrations to come, so look out for further announcements.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

About MSN & Windows Live

MSN attracts more than 465 million unique users worldwide per month. With localized versions available globally in 42 markets and 21 languages, MSN is a world leader in delivering compelling programmed content experiences to consumers and online advertising opportunities to businesses worldwide. Windows Live™, a comprehensive set of personal Internet services and software, is designed to bring together in one place all the relationships, information and interests people care about most, with enhanced safety and security features across their PC, devices and the Web. MSN and Windows Live will be offered alongside each other as complementary services. Windows Live is available at <http://www.live.com>. The MSN Hong Kong Homepage can be found at <http://hk.msn.com>.

About TVB.COM

TVB.COM, a member of the Television Broadcasts Limited (TVB) group, was established in 2000, and is the world’s largest Chinese language television programme provider. Being one of Hong Kong’s leading Chinese language lifestyle and entertainment portals, TVB.COM collects most of the TVB programmes. In order to develop the business, TVB.COM has carried out a



revolutionary reform since 2007. Both the content and the design of the website are amazing. Through its interactive media network, TVB.COM aims to develop the web community and spread their special brand of TV-mania to the global Chinese community.

About MyTV

Leading television broadcasting into a new era, TVB.COM launched MyTV in November 2008, providing internet users with a personalised online TV experience. Since then, over 1,500,000 people have tuned in. Users can watch their favourite programmes using a range of devices such as mobile phones and computers any time, anywhere. They can enjoy 11 MyTV channels featuring drama, variety, food, travel, news, finance, entertainment, music, lifestyle, kids and info programmes. MyTV also boasts a number of personalised interactive functions, such as 'Video-On-Demand', 'i-info', 'My playlist' and 'Share with friends", allowing users to customise their personal television channel. The official website of MyTV is mytv.tvb.com.

For related information, please visit www.tvb.com

For more media information, please contact:

Strategic Communications Consultants Ltd

Yan Wan (Tel : 2114 4991 / 9250 2923 / yan.wan@sprg.com.hk)

Kemp Fong (Tel : 2114 4996 / 9486 8623 / kemp.fong@sprg.com.hk)