



For Immediate Release

HKBN Launches KBS World in Hong Kong

(Hong Kong, 31 March 2011) Hong Kong Broadband Network Limited ("HKBN", a wholly-owned subsidiary of City Telecom (HK) Limited, HKEX: 1137, NASDAQ: CTEL) is pleased to announce the launching of KBS World on HKBN bbTV Channel 755 in Hong Kong, available to all HKBN bbTV subscribers for free in the next 21 months.

KBS World is an international satellite channel which broadcasts TV programs made by Korean Broadcasting System (KBS), the Korean flagship public service broadcaster for world wide audience. KBS World provides audience with up-to-date and diversified Korean TV programs which include drama, documentaries, entertainment, music, news and animation, etc. KBS World is now available in 71 countries including USA, China, Japan, major Asian countries, Europe, CIS, Middle East, Latin America, Africa, and even in Antarctica.

Ms. To Wai Bing, Managing Director of Business Development, HKBN said, "We are very proud to introduce KBS World to our bbTV subscribers. We strive to provide our audience with diversified channels. I believe KBS World is a perfect channel to let our audience to have a better understanding about Korean culture."

Mr. Kang Sun Oh, Director of Content Business, KBS said, "Being an international satellite channel of the Korean flagship public service broadcaster, I am delighted to have HKBN helping us to expand our audience coverage in Hong Kong. I am sure bbTV's audience will enjoy our featured programs and be impressed by our culture."

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About City Telecom/ Hong Kong Broadband Network Limited

Established in 1992, City Telecom (H.K.) Limited (HKEX: 1137, NASDAQ: CTEL) provides integrated telecommunications services in Hong Kong via its own self-built fiber network. City Telecom's wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is the fastest growing broadband service provider in Hong Kong. HKBN offers a diversified portfolio of innovative products that service over 1,110,000 subscriptions for broadband, local telephony and IP-TV. The Company has built a solid market position with top-of-the-line applications and practices enabling its substantial growth. The company takes great pride in developing its over 3,000 Talent force into a competitive advantage. Additional information on City Telecom can be found at www.ctigroup.com.hk.

About KBS

Established in 1927, Korean Broadcasting System has been and is the most prestigious and influential media organization in the nation. Being a public service broadcaster, KBS is financed by both the license fee and advertisement to operate its three television, seven radio and four Digital Multimedia Broadcasting (DMB) channels in addition to KBS World. KBS makes best efforts to perform its core duty to reflect diverse voices of the society through distinctive programs. KBS has started digital transition in 2001 for the official digital switchover in Korea at the end of 2012. KBS has the main station in Seoul and 18 local stations and operates 13 overseas bureaus. Currently over 5,000 employees are working for the organization. Please refer to the more information on KBS at www.kbs.co.kr.

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現已登陸 免費試睇

tvN 412台

KBS WORLD 755台



香港寬頻

bbTV 香港寬頻

Customer Engagement TEAM

直線電話：3333 3333

註：1. 所有bbTV客戶可免費試睇tvN頻道至2011年8月31日，期後客戶須選擇包括tvN在內的指定頻道組合計劃才可繼續收睇。2. KBS World頻道免費試睇期至2012年12月27日。該頻道將由2012年12月28日轉為單購頻道。部分單購頻道提供不同合約計劃。3. 客戶可收睇之頻道須視乎所選之服務計劃而定，詳情請致電熱線查詢。4. 若服務計劃於合約期內不論任何原因被終止，客戶須支付原定損害賠償予「香港寬頻」；及支付有關服務計劃內之一切優惠及/或禮品之市價價值，而市價則以「香港寬頻」公佈為準。此款項為一項合理的事前估計損失而並非一項罰金。5. 「香港寬頻」可隨時更改bbTV節目頻道之內容及/或頻道數目及/或節目編號而不作另行通知。6. 節目如有更改，以電視台公佈為準，如欲了解各頻道節目詳情，請瀏覽www.bbTV.com.hk。7. 客戶同意遵守「香港寬頻」bbTV服務之附加條款及細則及「香港寬頻」之一般條款及細則約束，並同意受本條款及細則及所有有關條款及細則之最新版本約束。「香港寬頻」保留修訂上述及其他有關條款及細則之權利，如有任何爭議，「香港寬頻」將擁有最終決定權。8. 如不欲收取「香港寬頻」之宣傳資訊，請向客戶關係部索取「拒收直銷推廣資訊表格」，填妥並交回。