



唯有光纖入屋



For Immediate Release

## **bbTV and Animax launch “Animax Gokujou Taiketsu” Fans can now compete on anime knowledge to win hot gadgets!**

(Hong Kong, 3 November 2008) Hong Kong Broadband Network Limited's (HKBN) bbTV and Animax, Asia's first youth channel brand specializing in anime and youth entertainment, are jointly launching '**Animax Gokujou Taiketsu**', the first anime genre interactive quiz TV channel in Asia dedicated to challenging fans' knowledge of anime, with hot gadget prizes to be won each month!

Riding on Hong Kong viewers' passion for Japanese animation, as well as the fantastic response to bbTV's interactive quiz TV channels where some subscribers competed day-and-night on edutainment and wildlife genre interactive channels for prizes, HKBN bbTV is collaborating with Animax to expand its interactive offerings with '**Animax Gokujou Taiketsu**' (**bbTV channel 309**), the fourth new interactive channel launched on bbTV this year.

Available from 3 November 2008, '**Animax Gokujou Taiketsu**' offers multiple-choice quiz questions from 20 top-rated Animax anime titles. These include 'xxxHOLiC', 'Big Windup!' and 'Prince of Tennis' currently airing on Animax (bbTV Ch 300), and favourites such as 'Slam Dunk' and 'Dragon Ball'. To be answered using the remote control, questions are updated weekly with an Animax-sponsored prize to be won by the top scorer each month. Prizes include Sony's most sought-after gadgets such as the digital camera, digital photoframe and MP3 Player, with the PSP (PlayStation Portable) handheld game console as the prize lined up for the first month, other upcoming prizes include iPod Nano!

Senior Vice-President of HKBN bbTV, Ms Elsa Cheung said: "The launch of these brand new interactive channels on bbTV within just a six-month period demonstrated the unique speed and stability of HKBN's fibre network, which also proved the hunger for interactive TV among Hong Kong viewers. The tremendous response from our customers has been highly motivating to us and our partners, take for instance Animax's full support on the launch of '**Animax Gokujou Taiketsu**' this time, which is another ground breaking creation in the interactive TV history of Hong Kong. We shall strive to introduce more and more channels with our superior network infrastructure to bring world class interactive infotainment to the people of Hong Kong."

"We are very pleased to partner HKBN bbTV to debut '**Animax Gokujou Taiketsu**', which marks a big step for Animax in offering interactivity on-air to better engage and connect with youth and young adult audiences of today. Animax was the most watched pay-TV channel in Hong Kong in the first half of 2008 and '**Animax Gokujou Taiketsu**' will help Animax reach out further to our anime-loving Hong Kong viewers, and reward them with attractive prizes," said Gregory Ho, Vice President & General Manager, Animax Asia.

- End -



**本月大獎**



Sony PSP  
遊戲機



Ford racing  
off road  
遊戲

開始比賽

我的積分

龍虎榜

即時收看



**極上對決**

頻道309

**龍珠**

星期一至五 晚上7時30分

**鬼眼狂刀**

星期二 晚上10時

**植木的法則**

星期一至五 下午5時30分





**互動 · 遊戲** 立即登記 · 頻道介紹

至潮 Sony 產品逐月送!

**未來半年309台獎品**



2008年11月	2008年12月	2009年1月
		
<p>PSP console + Ford racing off road game 手提電子遊戲機連遊戲</p>	<p>Sony Cyber Shot Camera (black) (DSC-W170) 數碼相機</p>	<p>Sony Digital Photo Frame (DPF-V900) 數碼電子相框</p>
2009年2月	2009年3月	2009年4月
		
<p>Sony Walkman (Black, NWZ-A728) + Microphone 數碼隨身音樂播放器</p>	<p>Digital Photo Printer (DPP-FP95) 數碼電子相片打印機 + Photo paper</p>	<p>PSP console + game 手提電子遊戲機連遊戲</p>

### **About City Telecom/Hong Kong Broadband Network Limited**

Established in 1992, City Telecom (H.K.) Limited (SEHK: 1137, NASDAQ: CTEL) provides integrated telecommunications services in Hong Kong. City Telecom's wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is in the process of expanding its Next Generation Network from approximately 1.4mn to 2.0mn homes pass. HKBN has achieved an aggregate Voice, Broadband (symmetric 25Mbps up to 1Gbps), IP-TV and Corporate data services base in excess of 726,000 subscriptions. Additional information on City Telecom can be found at [www.ctigroup.com.hk](http://www.ctigroup.com.hk).

### **About HKBN bbTV**

Since its launch in August 2008, HKBN bbTV has now a subscribership of over 130, 000 households. bbTV now offers over 90 channels, which includes highly popular channels such as National Geographic, National Geographic Wild, AXN, National Geographic Adventure, MTV China, Animax and Nickelodeon etc., together with 24 News and an array of movie & drama channels, delivering world class TV content subscribers.

In 2008, bbTV has been highly proactive in interactive TV service, and launched multiple interactive channels with major international brands, including "Channel 307 – Funspot" (in association with Accedo Broadband), "Channel 308 – Nat Geo Challenge" (in association with National Geographic Channel) and "Channel 309 – Animax Gokujou Taiketsu" (in association with Animax), which are all well received and highly regarded by viewers.

Additional information on HKBN bbTV can be found at <http://www.bbtv.com.hk/>.

### **About Animax Asia**

Animax Asia is 100% owned by Sony Pictures Entertainment. Launched on 1 January 2004, Animax is Asia's first youth anime brand specializing in the fastest growing youth entertainment genre - Japanese animation. Animax Asia's programming strategy is to not only offer a dynamic line up of the highest-rated, most popular anime programs as well as shows never before seen outside of Japan, but also original productions, music and technology-lifestyle programs, that are exclusive to Animax Asia.

It is the channel of choice for Asia's trendsetters, image-conscious, tech-savvy youth & young adults, and individuals seeking a unique entertainment experience. The channel now reaches over 29 million households across Asia (including Japan), achieving the fastest roll-out among new channel launches in recent years, and is set to become a leading iconic brand synonymous with popular youth culture. More information about Animax Asia can be found at [www.animax-asia.com](http://www.animax-asia.com), [www.animax-taiwan.com](http://www.animax-taiwan.com), [www.animax-hk.com](http://www.animax-hk.com), [www.animaxindia.com](http://www.animaxindia.com) and [www.animaxtv.co.kr](http://www.animaxtv.co.kr).

**For Enquiries, please contact:**

#### **City Telecom / Hong Kong Broadband Network Limited**

Calvin Lo  
Tel: +852 3145 4126  
Fax: +852 2199 8707  
Email: [calvinlo@ctihk.com](mailto:calvinlo@ctihk.com)

#### **Madison Communications for Animax Asia**

David Chau  
Tel: +852 2881 1787  
Fax: +852 2881 8716  
Email: [david@madisonmission.com](mailto:david@madisonmission.com)

Jimmy Wu  
Tel: +852 2881 8736  
Fax: +852 2881 8716  
Email: [jimmy@madisonmission.com](mailto:jimmy@madisonmission.com)