



Press Release

For Immediate Release

Free Television Channel 77 Officially Renamed as Hong Kong Open TV

(Hong Kong, 16 October 2018) Fantastic TV Channel 77 will be officially renamed as **Hong Kong Open TV** on 27 October 2018, and will provide Hong Kong viewers with a series of new infotainment programmes with its new positioning. Fantastic TV Channel 77 was launched in May 2017, and now **Hong Kong Open TV** will continue to provide round-the-clock services and present a diversity of HD programmes in both analogue and digital terrestrial television formats, bringing viewers a wide array of information and entertainment.

Hong Kong Open TV is full of possibilities. “Open” is an adjective, and at the same time, a verb. When “open” combines with different words, it can create different meanings. **Hong Kong Open TV** is ready to start a new page with the determination to “open” viewers’ eyes, widening their horizons, and to unveil a new era of Hong Kong broadcasting industry. It is dedicated to becoming an information platform accessible to the public as well as bringing new perspectives and opening viewers’ minds through its programmes.

Ms Fiona Lee, Executive Director of Fantastic Television Limited, said, “Fantastic TV Channel 77 will be officially renamed as **Hong Kong Open TV**, and will serve Hong Kong people with a new positioning and image. We collaborate with well-known artists, hottest presenters in town, creative gurus in the entertainment industry and talents from all sectors to produce highly creative infotainment programmes to inspire new thoughts. From 27 October 2018 onwards, **Hong Kong Open TV** will start broadcasting a new series of self-produced programmes, aiming to enhance the connection to local communities and inspire those who concern about Hong Kong to share their thoughts through this channel.”

Ms Irene Leung, Chief Operating Officer of i-CABLE Communications Limited, said, “The media has its own social responsibilities to fulfill. Apart from providing public entertainment, free television is obliged to present viewers with balanced information and programmes with great depth and good quality. CABLE TV, which has accumulated rich experience in programme production and good reputation in the past 25 years, will definitely give full support to **Hong Kong Open TV**.”

Starting from 27 October, **Hong Kong Open TV** will broadcast wonderful programmes continuously from Monday to Sunday. During the prime time on weekends, we have highlighted



programmes including a talk show hosted by Eric Kot Man Fai where children are invited to discuss about interesting topics with their parents; another talk show hosted by Stephen Chan Chi Wan where guests with opposite stand points are invited to discuss about controversial issues in town; a documentary hosted by Steven Ma Chun Wai which unveils the stories behind minority groups in Hong Kong; and travel writer James Hong Ming Sang will host a travelogue about Meiji Restoration 150th Anniversary, tracing how Japan transformed into a strong nation from an Island country. What's more, from Monday to Friday, we present a new series of self-produced programmes with the theme "Best of Hong Kong", hoping to spread positive energy. Popular young stars will be the hosts to talk about local arts and culture, innovative technologies and new information in Hong Kong. More wonderful programmes will be released in 2019, please stay tuned.

-End-

About Hong Kong Open TV

Hong Kong Open TV is officially launched on free television channel 77 on 27 October 2018. It provides round-the-clock services and presents a diversity of HD programmes in both analogue and digital terrestrial television formats. In addition to quality programmes spanning news, entertainment shows, travelogues, lifestyle and leisure programmes and popular dramas, Hong Kong Open TV has a special focus on producing infotainment programmes. It hopes to bring Hong Kong families choices of quality programmes, new knowledge and new perspectives. Hong Kong Open TV cares deeply about Hong Kong and is dedicated to enhancing the connection to local communities.

Hong Kong Open TV is full of possibilities. "Open" is an adjective, and at the same time, a verb. When "open" combines with different words, it can create different meanings. Hong Kong Open TV is ready to start a new page with the determination to "open" viewers' eyes, widening their horizons, and to unveil a new era of Hong Kong broadcasting industry. It is dedicated to becoming an information platform accessible to the public as well as bringing new perspectives and opening viewers' minds and hearts through its programmes.

Hong Kong Open TV Official Website: www.hkopentv.com/info/otv.html