



A Totally New Viewing Experience Is Here

PCCW Redefines TV

- World Class Content
- World First Technology
- 'A La Carte' Menu
- Exclusive with Netvigator





Natural Progression to Maximize Our Assets



480,000 residential
Broadband customers
today

95% geographic
Broadband coverage



Award winning
customer support



21 retail outlets



PCCW Listened: Customer Hot Buttons



Flexible pricing



Free channels



Free installation



Subscription via
remote control



Wide selection
of content



Award winning
customer service



23 Compelling Channels and Growing

- Unique family entertainment
- First time channels in Asia
- World leading content providers



PCCW Recognized as a Partner of Choice



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- Unique family entertainment
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Flexible Pricing Structure

- No installation charges
- Digital Decoder with service
- Only pay for what you want
- Free access for Netvigator customers



(1) For 12 month term plan



Simplicity of Use

Subscription

- Subscribe on screen
- Select channels on screen
- Choice of plans
- Preview before subscribe





Simplicity of Use

Parental Control

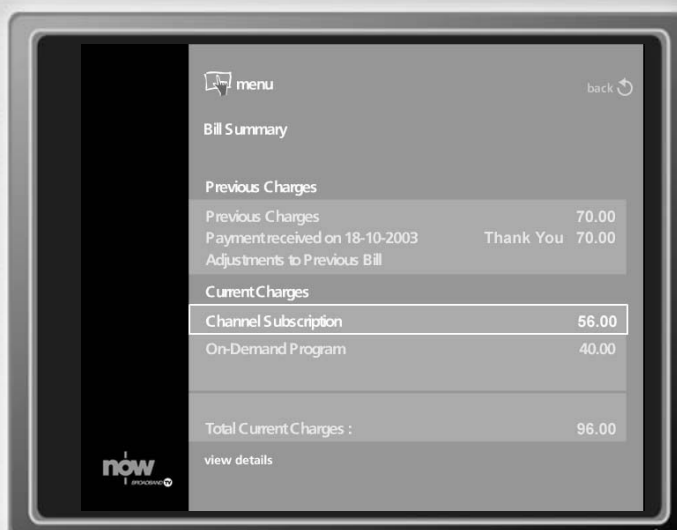
- Control on screen
- Set it real-time
- Set one channel
- Set all channels



Simplicity of Use

Billing Information

- View on screen
- 2 Months History
- Current charges
- Individual items





Innovative Technology

One Link to the Home



Modem



Home PC



TV

Digital Decoder



- World first technology
 - Patent applied for
 - Subscription online
 - View billing on TV
 - Protects against piracy
- Use Internet and NOW Broadband TV simultaneously
- HDTV¹ & surround sound upgradeable

(1) High Definition TV



PCCW Expects Significant Positive Financial Impact

Defend

- Maintain Netvigator ARPU
- Enhance Broadband service

Innovate

- Technology
- Customer choice

Grow

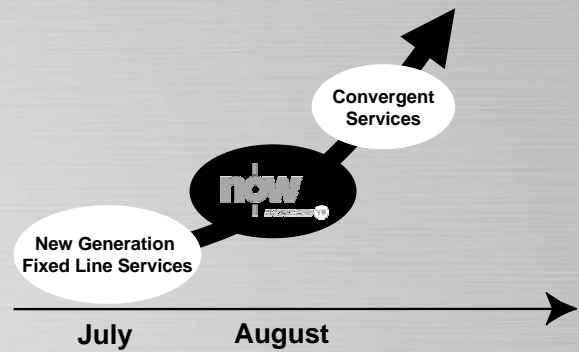
- Increase premium ARPU
- More content coming

Within existing OPEX and CAPEX budgets



PCCW Continues to Set Aggressive Targets

- 20,000 plus subscriber per month
- Major new revenue stream
- Broadband and Pay TV market to expand
- PCCW broadband market share to increase



A further step in providing an integrated and convergent network in Hong Kong

Appendix



Content Partners



The Hallmark channel showcases the Hallmark Hall of Fame movies, mini-series, drama series, sitcom, kids programs, miniseries, and original programs with Chinese subtitles. The Hallmark Channel offers a lineup that is compelling and contemporary.



The MGM Channel will provide 24 hour selection of blockbuster movies with Chinese subtitles. The channel will capitalise on the vast and celebrated MGM Library that includes such classic movies as James Bond, Rocky, and the Pink Panther. It has the lion's share of titles from the modern era including more than 4000 titles produced since 1960.

Discovery Channels:



This channel with programs in English (with Chinese subtitles) features programming about animals, including fiction and non-fiction programming concerning animals, their environment and habitat, and the people who study them and care for them and is exhibited 24 hours a day, 7 days a week.



This channel with programs in English (with Chinese sub-titles) offers the best travel tips & travel documentaries. The channel offers great viewing, insights & entertainment on people, journeys & countries and is exhibited 24 hours a day, 7 days a week.



Content Partners



This channel with programs in English (with some Chinese sub-titles) Discovery Health aims to satisfy people's wish to make their lives better. Programs include mental health, diet, fitness, alt. therapies, cooking, parenting, cooking & romance and is exhibited 24 hours a day, 7 days a week.



This channel with programs in English (with some Chinese sub-titles) presents an universe of ideas. It is the place for people who are passionate about science & technology. From high tech to human evolution, physics to space exploration and is transmitted 24 hours a day, 7 days a week.



This channel with programs in English (with some Chinese sub-titles) it is all about the passions that define men. This channel focuses on activities that men are driven to pursue, from cars, bikes & planes, to golf, model making & DIY. Discovery H&L is transmitted 24 hours a day, 7 days a week.



The Soundtrack Channel is dedicated to featuring music videos from movie and television soundtracks, including original movie music videos specially produced for the channel. The Soundtrack Channel also includes the making of movies, music and entertainment news.



Turner Classic Movies (TCM) aims to be the definitive classic movie channel, featuring movies from the 1920s to the 1980s, representing the golden age of Hollywood.



Content Partners



Cartoon Network offers animated entertainment and is one of the most popular entertainment channels among children. Drawing from the world's largest cartoon library of Warner Bros., MGM and Hanna-Barbera titles, the channel also showcases original series under the Cartoon Cartoons banner.



CNBC provides a customized menu delivering the latest regional and global business and market action, as well as executive entertainment programming every business day.



Fashion TV covers events in the fashion universe all over the world. It features men's and women's most updated fashion trends by featuring fashion shows, fashion news, and it brings audiences behind the scenes and get them up close and personal with top models.



ABC Asia Pacific is an Australian government sponsored channel. It features comprehensive coverage of the world's most dynamic nations and domestic stories as they arise in each Australian state and territory. It also features regional news, documentaries, drama and sports programmes.



East Asia Satellite Television (EAST) is a 24-hour Mandarin (without subtitles) satellite channel. Its programming includes food, beauty, health, decoration, technology, documentary and docu-drama.



Content Partners



Voyages is a travel-related shopping channel. It provides coverage of exciting holiday locations or leisure activities (such as a spa or golf), typically in Asia, and makes travel packages available to the highlighted destination.



MTV Networks Asia are Asia's #1 music channels. The music videos are complemented with a range of on-the-ground events, concerts and awards ceremonies.



Beautiful Life Television is a 24-hour satellite channel in Mandarin Chinese from Taiwan. It is a channel on lifestyle, enrichment, philosophy, physical and mental well-being. Programming of the channel includes vegetarian cookery, health & medicine, travel, kid's programmes, news, etc.



Reality TV Channel is the explosive channel giving you a taste of the reality by following duty police, hospital nurses, live broadcast weather disasters and various dramatic events.



The Golf Channel Premium Package offers a daily 3-hour block comprising of daily golf news programs, instructional programs with world renowned teaching professionals, star profiles and classic tournaments.

Live broadcasts of major golf events including PGA European Tour 2003/04, PGA Championships 2004 & 2005 and Ryder Cup 2004



Content Partners



Deutsche Welle (DW) is Germany's international broadcasting service with TV programmes in English and German, focusing on providing news, information and cultural programming mainly from Germany.