

Diese Meldung kann unter <http://www.presseportal.de/pm/70202/1160359/motion-network-holding-and-happigo-to-launch-chinese-tv-shopping-program-for-european-luxury-brands> abgerufen werden.



MOTION NETWORK HOLDING

Motion Network Holding and Happigo to launch Chinese TV shopping program for European luxury brands

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----- stock market/Media

Paris (euro adhoc) - Ante Time Production, a division of Motion Network PLC, is launching the first TV shopping program of dedicated to European luxury brands in China with Happigo. Happigo has been founded by Hunan Broadcasting Group, the biggest private media group in China, and Hunan Satellite TV Station, one of the most famous TV station in China. Happigo started operating on March 17, 2006. Up to now, Happigo is the one and only live TV transmission Home Shopping Company in mainland China and produces 10 hours' continuous live home shopping programs.

Happigo broadcasts over a large part of the Chinese territory and over all the most thriving regions in China. In 2007, Happigo covered 16 million families and made Y 1,100,000,000 (roughly \$ 156,000,000) in sales. The target for 2008 is set to Y 2,300,000,000 (roughly \$ 326,000,000). Happigo members count 903,467 people, two third of them being women. 83 % of them are between 20 and 45. It is a young audience asking for trendy and new products.

The new program produced by Ante Time Production will be broadcasted live at 7:00pm when the audience reaches its climax for all age-groups. Sales can reach up to Y 15,000 (roughly \$ 2,100) per minute. For a special package of cosmetics which sale began on 2007/12/28, Happigo has already sold 7316 packages (Y 3,673,000 ; roughly \$ 520,500) and broadcasted 10 live shows for this particular product.

The co-production combines Ante Time Production's expertise in quality TV program production and local network in Europe with a renowned nationwide and successful home shopping TV channel with Happigo.

Last week, Christophe Kourdouly, managing director of Ante Time, participated the 2007 suppliers' congress in Hunan as can be seen on Motion Network TV website, along with pictures of Happigo facilities and screen captures from Happigo shows.

This first co-production between Ante Time and Happigo is the benchmark for further cooperation in China.

About Ante Time Production

Ante Time Production based in Paris is a division of MNH and is a video and film production company offering a wide range of content production and technical facilities. Ante Time works with solid partners such as Golden Eagle Broadcast Group and Oriental CJ in China for products and TV content exports. Ante Time's aim is to provide quality content for a triple play media convergence challenge, working internationally thanks to the new streams of MNH. Ante Time also has expertise in the area of sponsoring. TV content is mostly backed up by sponsors or bartering operations. Currently, Ante Time works with a large range of brands able to implement and co-finance TV production costs with content relevant to the brands. <http://www.antetimeprod.com/>

About Motion Network Holding Plc ("MNH")

MNH operates in the sector of communication and provides B2C and B2B services in the area of Television, IPTV, Internet, media content production and post production, software and retail. MNH operating services cover mostly Europe, Far East and the US. MNH's wholly owned Luxembourg subsidiary Motion Network TV ("MNTV") is the main group company that operates as a pan European film and music dedicated TV channel. <http://www.motionnetworkktv.com>

About Happigo

Happigo Home Shopping Co., Ltd., is a modern media company using multi-media (television, Internet and magazines) to create a selling platform, and is dedicated to developing the new generation market of home shopping in China. Happigo started broadcasting on 17 March 2006, and was founded by Hunan Broadcasting Group, the biggest media group in China, and Hunan Satellite TV Station, one of the most recognised TV stations in China. Happigo is the first and for now the only live TV Home Shopping Company in the mainland China. Since the very beginning, Happigo has been the first TV channel that produces 10 hours' continual specialized live home shopping programs.
[http://www.happigo.com/\(in Chinese\)](http://www.happigo.com/(in%20Chinese))

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