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CMMB VISION HOLDINGS LIMITED
中國移動多媒體廣播控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(stock code: 471)

Certain Clarification Regarding CMMB

The company is aware that recently there have been many media reports about Hong Kong's mobile TV licensing and operations that frequently mentioned and referred to the company's CMMB mobile TV technology. In order to better protect the company's shareholder interest, and help the public better understand CMMB, the company would like to provide the following clarifications.

1. The company is the exclusive overseas (including Hong Kong) CMMB patent licensing holder outside of China. Any adoption of the technology for commercial use or operation should have prior consent of the company.
2. CMMB is a China self-developed digital mobile multimedia broadcasting technology, and China's handheld mobile TV technology industry standard. The technology enables the delivery of mobile TV, video, voice, and data contents to consumer mobile and edge devices.
3. CMMB utilizes broadcasting for delivery, which can transmit enormous data-sensitive contents such as TV, video, and multimedia simultaneously to unlimited number of user terminals that are under network coverage. It can do so without causing traffic bottleneck, or using up data capacity of the current mobile cellular networks such as 3G and 4G, therefore is a highly efficient and low cost delivery platform for the common and socially popular video and multimedia contents. According to studies, video accounts for almost 80% of Internet traffic flow and most of them are of common popular movies, TV shows, videos, and games that most users would download.

4. CMMB development is led by Timi Technology under the Academy of Broadcasting Science of SARFT and participated by many leading Chinese and international technology providers. It is one of the most advanced digital broadcasting technologies in the world. Its full name is China Mobile Multimedia Broadcasting.
5. CMMB can be delivered through terrestrial free-to-air TV network and satellite network to mobile devices, forming a ubiquitous coverage anytime anywhere, therefore it is also known as “sTiMi” (Satellite-Terrestrial Interactive Mobile Infrastructure).
6. User devices that are embedded with CMMB enabled chipsets can readily receive CMMB signals. Device form factors include smartphones, mobile phones, dongles, car-mounts, tablets, PCs, and set-top-boxes.
7. CMMB has been deployed commercially in China as the handheld mobile TV service since 2008 Beijing Olympic, which is operated by China Broadcasting Corporation under SARFT and has been partnered with telecom operator to provide bundled 3G-CMMB services. Currently there have been over 40 million CMMB devices in the market and they have spurred the growth of a vast ecosystem in support.
8. Today CMMB has evolved into the next generation technology called NGBW (Next Generation Broadcasting-Wireless), which can increase capacities by the multiple and is currently in trial stage.
9. The company is the exclusive CMMB patent licensing holder outside of Mainland China. Its technical team is one of the principal developers for CMMB, NGBW, and the latest NGBW-4G LTE convergence technology.
10. The company’s business objective is to promote CMMB technology and operate the service globally, and currently is starting development first in the United States, the world’s largest media market.
11. In the US the company has been actively acquiring free-to-air TV licensing and station spectrum usage rights in the top ten markets, and already in possession of four free-to-air TV stations and spectrum usage rights in New York, which are intended for deploying a nationwide CMMB mobile TV multimedia network, as well as the CMMB-LTE convergence network. Business will focus on providing mobile data download services to consumers, as well as offloading solutions to mobile carriers to help reduce the traffic bottleneck of the Internet network.
12. The Company currently is deploying a trial network in New York to offer trial services with service partners.

13. The company is also leading a China-US industry alliance to promote CMMB/NGBW to be incorporated into the US's next generation multimedia technology ATSC 3.0. Doing so it hopes to help globalize the Chinese technology quickly.
14. As market demands in Asia for mobile data download and multimedia services are rapidly exploding, the company plans that while it is developing the US markets, it will also return to focus in Hong Kong to develop CMMB mobile multimedia services for the region. It hopes to leverage on the economies of scale of the developments, China ecosystem support, and its international experience to develop a Hong Kong-based next generation mobile multimedia service center.

By order of the Board
CMMB Vision Holdings Limited
Wong Chau Chi
Chairman

Hong Kong, 13 March 2014

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. WONG Chau Chi and Dr. Hui LIU; two non-executive Directors, namely Mr. CHOU Tsan-Hsiung and Mr. YANG Yi; and three independent non-executive Directors, namely Mr. WANG Wei-Lin, Mr. Shan LI and Dr. LI Jun.