

25 March 2010
Our Ref: MDD/10/370

By Email

To: All Vendors

Marketing Programme for TV Distribution of Real-time HKEx Market Data on Mainland

Hong Kong Exchanges and Clearing Limited (HKEx) is pleased to introduce a marketing programme on 1 April 2010 to promote the use of its real-time securities market data in television coverage of Hong Kong's financial markets provided on the Mainland (the Mainland TV Programme).

Given the size and geographical distribution of the Mainland's population, HKEx believes that TV is a very effective means to deliver real-time market data to Mainland investors. The aim of the Mainland TV Programme is to increase distribution channels for and thereby the visibility of HKEx's real-time market data on the Mainland.

Current arrangements

TV stations are required to obtain a vendor licence from HKEx for redistribution of its real-time market data. Under the current charging scheme, TV stations disseminating real-time HKEx securities market data in their programming in a non-interactive mode pay a standard fee of \$144,000 per quarter and a monthly subscriber fee based on their total viewers or subscribers. This scheme will continue to be applicable to TV programming offered outside the Mainland (details of the current charging scheme are at <http://www.hkex.com.hk/eng/prod/dataprod/guidelines/rules.htm>).

Mainland TV Programme arrangements

Under the Mainland TV Programme, the standard fee will be the same, but the subscriber fee will be \$10,000 per month for non-interactive TV programming offered on the Mainland, including programming produced outside the Mainland.

The Mainland TV Programme will last until the end December 2012. **TV stations which complete their licence application before 30 September this year will enjoy an early bird fee waiver and will not be required to pay the standard fee or the subscriber fee for the first six months of the licence.**

Details of the Mainland TV Programme are now available at <http://www.hkex.com.hk/eng/prod/dataprod/mktprog/MainlandTV.htm>.

Should you have any queries, please feel free to contact Winnie Sin at 852 2840 3732 (winniesin@hkex.com.hk) or Florie Siu at 852 2840 3209 (floriesiu@hkex.com.hk).

Yours faithfully,
For and on behalf of HKEx-IS

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DP/WS