

**SinoMedia**<sup>®</sup>

**SINOMEDIA HOLDING LIMITED**

**中視金橋國際傳媒控股有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock code: 623)**

**SinoMedia launches the APP “Playform (悦屏)”  
A multi-screen interactive marketing platform**

10 June 2014, Hong Kong **SinoMedia Holding Limited** (“SinoMedia”, together with its subsidiaries, the “Group”), a leading media corporation in China, recently announced the official launch of its in-house innovation — a multi-screen interactive mobile application named “Playform (悦屏)”. “Playform” will be made available on various online APP markets (including 360 手機助手, 91 市場 and App Store) before the kick off of the upcoming World Cup. The APP climbs on the bandwagon of the World Cup and provides mobile users and TV audience with a platform and support services for multi-screen interaction and information sharing.

“Playform” is dedicated to serve as a real time platform for mobile Internet users to participate in daily life and entertainment hot topics, inter-screen interactions and community sharing. It also provides advertisers with an inter-screen marketing platform accommodating different marketing activities such as product display, poll, survey, UGC activities and bonus point redemption. In the coming future, TV stations and video programme producers can also obtain instant audience feedback on their programmes via “Playform”, for more comprehensive data on the influence of programmes. During the one-month World Cup period starting from 12 June, Playform’s debut application “World Cup Playform” will bring to TV audience and football fans an interactive festival by “Watching, talking and winning a prize (看球吐槽贏大獎)”. Users will get involved in online interactive activities during the games and earn bonus points by guessing results and giving comments. Participants may redeem gifts with their accumulated bonus points or compete for the top 10 prizes.

Chen Xin, SinoMedia’s Chairman, said, “the Group launched the multi-screen interactive mobile application with an aim of sensitively capturing the changing market environment for advertisers and laying the technological and platform foundation for the coming diversified inter-screen marketing services. SinoMedia has deeply cultivated in television media and advertising industry for fifteen years and possesses the dual advantages of media resources management and client resources. Since 2013, it has implemented the development strategy of creating an inter-screen media operation platform, and the launch of “Playform” is a key initiative for the implementation of this strategy.”



**Follow and experience “Playform (悦屏)” with the QR code.**

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## **About SinoMedia**

SinoMedia Holding Limited is a leading media corporation in China. Centering on the development of “Internet+TV” integrated cross-screen communication and marketing platform, it proactively expands the segment of “Internet media and content operations” and continuously develops the business of “TV media resources management” and “integrated brand communication services”. SinoMedia was founded in 1999 and listed on the Main Board of The Stock Exchange of Hong Kong Limited in 2008.

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