



MEDIAQUIZ PRODUCTION AND DISTRIBUTION COMPANY LTD.

That's Entertainment

Greater China's television programming is richer through the efforts of
WILLIAM LAU and JACKY YUEN.

MediaQuiz founders William Lau and Jacky Yuen have been in various sectors of the international media industry for over 20 years. Their combined experience spans content distribution and investment, artiste management, and co-production. Seeing the potential for joining forces, they formed a television sales company specializing in Chinese and Taiwanese TV drama series.

"We see that there are many opportunities in the entertainment industry between Mainland China and overseas territories," says William Lau. "Under the encouragement of various policies from the Chinese government, MediaQuiz believes that the potential revenue from China's media industry will increase rapidly because of the increasing amount of 'hot money' from different market sectors, while more and more Hong Kong script writers, producers and artistes go to China for their media careers. Leveraging our strong international media experience, MediaQuiz can provide a professional one stop solution for China's foray into the overseas media industry."

Bigger Guns

A stark difference exists between the company's standard of service in comparison to others. "Many distribution agents are just running 'mom and pop' store-type companies, lacking professional training, management experience, and market knowledge," says co-founder Jacky Yuen. "Most industry players are more conservative in putting an investment on content mainly because they lack insight, or perhaps, capital. Our background and good business rela-



tionships with suppliers and customers enabled our company to respond much faster to market trends."

"MediaQuiz usually acquires multiple territories (5 to 15 territories) outright on most TV content, whereas other players might only acquire 1 or 2," adds Lau. "This gives our company greater bargaining power with content owners. This helps save content, manpower and administrative costs between MediaQuiz and content owners, hence, generating a much better profit margin."

"It has been observed that other companies tend to focus only on what they are doing, and not bother to know more about the whole industry," Yuen continues. "We, on the other hand, have the knowledge and experience in different fields of the industry, which allow us to provide more solutions to our clients."

Pleasure Doing Business

While the company has much to boast, the pair stresses that their clients and partners always come first. "MediaQuiz also provides outstanding after sales service to our buyers, including technical

quality guarantees and flexible terms," says Yuen. "We are dedicated to satisfying most of our clients' needs, even at a point of loss for the company, as we believe that a long term business relationship is more important than a one-time deal."

Lau concludes, "in the past years, focusing on content acquisition and distribution as well as artiste management, we established very close business ties with several capable overseas and China business partners. We are now in close discussion with those partners to develop more strategies for co-production and co-investment in 2015 onwards."

MediaQuiz has already lined up with well-known production houses and platforms. In the coming 2 years, the company will invest HK\$300 million to produce 8-10 TV series in Mainland China and Taiwan. ■

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