



Date: January 20, 2017

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NEWS ALERT

Hong Kong International Chinese New Year Night Parade Kicks Off Year of the Rooster with Largest Celebration in Event History

Los Angeles Rams Cheerleaders and Bluecoats Drum & Bugle Corps to Represent U.S. During Global Celebration

Satellite Feed & Fiber Signal Available for Broadcasting January 28, 2017

Organized by the Hong Kong Tourism Board (HKTB), the 2017 Cathay Pacific International Chinese New Year Night Parade is celebrating its 22nd year with its most extensive performance line-up to-date. Presented under the theme of "Best Fortune. World Party," one of the world's largest Chinese New Year celebrations will feature 10 vibrant decorative floats and more than 3,000 local and international performers, including the National Football League's Los Angeles Rams Cheerleaders and Ohio's world champion Bluecoats Drum & Bugle Corps.

This marks the second time the Rams Cheerleaders have performed for the Chinese New Year Parade, though the first since their 2016 return to Los Angeles, and the team will premiere an all-new routine created exclusively for the event. Additionally, the Bluecoats will perform music based on their show "Down Side Up," and engage in a choreographed drumline battle with The Pegasus Vanguard, a local Hong Kong drumline.

In addition to the talent representing the U.S., revellers can look forward to performances from the following world-renowned international ensembles:

- Japan, Ushibuka Haiya Preservation Society with Kumamon
- France, Giant Flowers and Butterflies
- Germany, Stelzen-Art & Wheelartistics Wuppertal
- Philippines, Kadayawan of Davao
- Spain, Carnaval de Colores
- Russia, Candy King

Keeping with the celebratory spirit of the scaled-up event, the HKTB will also distribute 13,000 festive gift packs to spectators before the parade starts as an expression of good wishes for the New Year.

The HKTB cordially invites TV stations to broadcast the parade which will be held on **Saturday, January 28, 2017**, from 4:00 a.m.-5:45 a.m. PST/7:00 a.m.-8:45 a.m. EST. Signals will be transmitted via satellite (free to air) and fiber for use by overseas broadcasters. Below please find detailed information on the satellite feed.

Satellite Feed (Free to air)

Date: Saturday, January 28, 2017

This material is distributed by Coyne on behalf of the Hong Kong Tourism Board. Additional information is available at the Department of Justice, Washington, D.C.

*Media can test the signal starting from 1:00 a.m. PST/4:00 a.m. EST

Satellite Feed Details

	TVBI Satellite Channels via IS19 C-Band	TVB8 Satellite Channel via Apstar 7 C-Band
Content	- "2017 Cathay Pacific International Chinese New Year Night Parade" Show, provided by Television Broadcasts Limited (TVB) - With commercial break. For re-editing use	
Downlink Frequency	3851MHz L-Band: 1299MHz	4155.5MHz
Channel	Chanel 5 & 6: Worldwide	1 (PAL)
Polarisation	Vertical	Horizontal
Symbol Rate	10.85MS/s	7.2MS/S
Fec	3/4	2/3
Format	PAL (HD)	4:3, SD (PAL) with audio & video
Modulation	DVB-S2 8PSK	DVB-S2 8PSK
TVB Logo	No	With TVB8 logo
Commercial Break	Yes	Yes
Covered Regions	Australia*, Canada, China, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, USA *(Please use IS19 KU-Band)	China, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan

Emergency contact for Satellite Feed & Fiber transmission:

TVB Technical Support and Operation Department (TSOD)

Mr. Simon Cham (852)-23352077, 23355915, 23355929 or mobile (852)-98768504

Fiber Signal

Date: Saturday, January 28, 2017

Approximate Time*: 4:00 a.m.-5:45 a.m. PST/7:00 a.m.-8:45 a.m. EST, subject to the parade progress

*Media can test the signal starting from 1:00 a.m. PST/4:00 a.m. EST

Destination: London BT Tower (Port No.: BT DABX 101)

Signal format: HD-SDI

Fiber Signal Details

Content	- "2017 Cathay Pacific International Chinese New Year Night Parade" Show, provided by Television Broadcasts Limited (TVB) - Without commercial break
TS	15mbit/s
Video	HD 1080i50 MPEG4 12mbit/s (PID 512) (H.264/AVC High @ level 4.0)
Audio 1	(embedded 1, mpeg layer) (PID 4112)
Audio 2	(embedded 2, mpeg layer) (PID 4113)
Commercial Break	No
Logo	No

Emergency Contact for Fiber Signal

MSOC 24-hour Hotline:

Tel: +91-20-6615 3391/ +91-20-6615 3393

Email: media.soc@tatacommunications.com

Satellite Feed and Fiber Signal Testing

Date:	January 23, 2017 (Monday)
Satellite Feed:	8:00 p.m. PST-05:00 a.m. PST/11:00 p.m. EST-8:00 a.m. EST (9 hours)
Fiber Signal:	03:00 a.m. PST-04:00 a.m. PST/06:00 a.m. EST-07:00 a.m. EST (1 hour)
Signal Content:	Hong Kong TVB Jade Instant Screen (with TVB logo)

Notes to Editors:

For more details about the event, please visit:

<http://www.discoverhongkong.com/eng/see-do/events-festivals/highlight-events/chinese-new-year-celebrations.jsp>

Event press release and post-event photographs will be available after the parade:

http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

Post-event photos will be ready at Reuters newsroom on January 28 at 10:00 a.m. PST/1:00 p.m. EST.

Please find the details below (please register for free download):

<http://open.mediaexpress.reuters.com/contributor/hong-kong-tourism-board>

For questions or additional information, contact:

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