

[For Immediate Release]



## **A8 Music Obtains Audio-Video Program License**

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### **Taps 3G Trend to Expand into Audio Visual Sector**

(Hong Kong, 16 September 2009) A8 Digital Music Holdings Limited (“A8 Music” or the “Group”) (Stock Code: 00800.HK), a leading integrated digital music company in China, has been granted a “Information Network Communicated Audio-Video Program License” (“AVPL”) by the PRC’s State Administration of Radio Film and Television (“SARFT”), which allows A8 Music to offer online broadcasting on its UGC platform [www.a8.com](http://www.a8.com), making the website one of the few that support video uploading and sharing by users.

**Mr. Liu Xiaosong, Chairman of A8 Music**, said, “Armed with the permit, the Group will be able to create an even more diverse business. It can introduce a variety of online video services on the [www.a8.com](http://www.a8.com) and also collect original music videos (“MV”) and videos from users of the website, which will significantly enrich the Group’s original content, thus allow it to pave way for offering video download on mobile handsets in the future.”

When video transmission technology is mature, the Group will be able to cooperate with traditional record companies and set up a dedicated zone on its UGC platform to promote copyright protected works including MVs, operas, TV dramas and movies, and also broadcast live performance and provide other value-adding services to enrich the online experiences of users, which will in turn boost the number of visitors for the website.

SARFT is very strict in screening application to operate Internet video upload business. Including A8 Music, only quite a few private companies have been granted the permit currently.

Mr. Liu concluded, “The Group has clear first-mover advantage in the business area and will push forward with consolidating its leading presence in the industry. The arrival of the 3G era will see keen competition among mobile and Internet service operators for grounds in the music and video services market. A8 Music will seize this opportunity to expand into video business and diversify its business, a move that will bring richer yet entertainment experiences to music lovers and generate more promising returns for shareholders.”

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**About A8 Digital Music Holdings Limited**

A8 Music is a leading integrated digital music company that sells music content through mobile phones, sourced from its highly successful interactive UGC platform [www.a8.com](http://www.a8.com), as well as from international and domestic record labels, and promoted through traditional and new media such as internet and wireless network. Led by a team of experienced top executives with foresight and vision, the Group is able to capitalise on its integrated marketing and sales multi-channel network to acquire insights into consumer preferences in different regions and thus customize its marketing strategies.

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