

RoadShow
Multi-Media on Board
(MMOB) Service
Consultative Meeting



Objective

- Provide infotainment programmes and make the bus journey more pleasant
- Develop Global Positioning System (GPS)
- Alleviate the pressure of increasing bus fares

Introduction

- KMB launched the MMOB service in December 2000
- As at 30 April 2002, a total of 2,400 double-deck air-conditioned buses provide MMOB service

Response to Passengers' Opinions

Since the launch of the MMOB service, KMB has responded promptly to passengers' opinions to further enhance the service quality

Improvement of Service

Opinion : Volume of broadcast is unstable.

Feedback : An audio limiter is used to ensure that the sound output of all materials for broadcast is confined within an acceptable range.



Improvement of Service

Opinion : Provide choice for passengers

Feedback : The left-hand side of the lower deck is a silent area to cater for passenger preference



Improvement of Service

Opinion : Remind passengers of silent area

Feedback : A sticker indicating that only those sitting on the right-hand side of the lower deck are provided with infotainment programmes with sound has been displayed in all RoadShow buses



Improvement of Service

Opinion : Prevent theft of LCD monitors

Feedback : Security systems have been installed on all RoadShow MMOB buses



Improvement of Service

Opinion : Ensure LCD monitors cannot be loosened

Feedback : The installation of the monitors meets the Government's safety standards



Improvement of Service

Opinion : Respond quickly to passengers' opinions on sound and visual quality of programmes

Feedback : Checks and rectifications are carried out as soon as comments are received



Improvement of Service

Established an MMOB working group with 18 District Councils

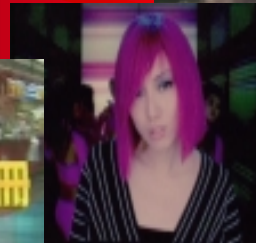
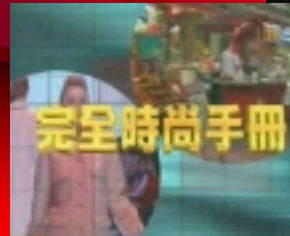
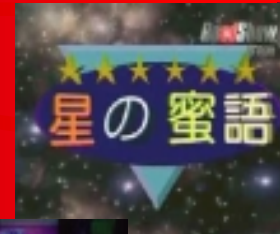
RoadShow MMOB Service
District Council Working Group
Meeting
(2 March 2001)



Improvement of Service

Opinion : Programme content
not diversified enough

Feedback : More categories of
programmes are being produced
and introduced



Development of Programme Content

Programme types when MMOB first
introduced in December 2000 :

- Music videos
- Film trailers
- Educational programmes
- Travel programmes
- Social services messages
- Advertisements

Diversified Programmes

- Finance
- Entertainment
- Current Issues & News
- Councillor Interviews
- Culture & Education
- Travel Programmes
- Environmental Protection Tips
- Animation
- Fashion & Trend
- Sports News
- Health & Leisure
- Youth Programmes
- Music Videos
- Charity News
- Movie Trailers
- Advertisements



Development of Programmes

- Self-produced programmes :
 - Celebrity Chat, Interviews with District Councillors, Financial Tips
- Co-operation with television station :
 - ATV drama series and game shows

Development of Programmes

- Multi-media co-operation :
 - Interactive games,
Valentine's Day Love Notes
- News programme :
 - Weekly news summary
- Children's cartoons :
 - Captain Tsubasa, Digimon

Development of Programmes

- Educational :
 - Dr Earth, New ICAC Series
- Financial information :
 - Money World

Improvement of Service

Opinion : Understand passengers' perception towards the MMOB service

Feedback : An international research company, AC Nielsen, was commissioned to conduct regular surveys to gather passengers' opinions about the MMOB service



Passenger Surveys

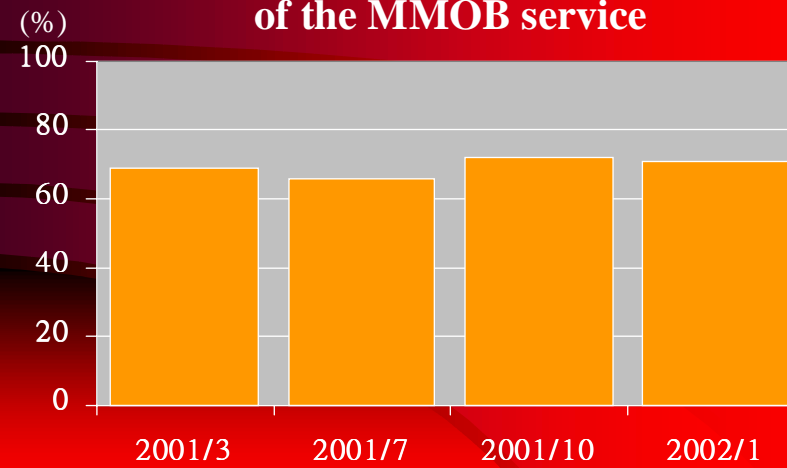
- Method : Telephone interviews
- Period : Mar 2001- Jan 2002
- No. of respondents : over 4,000
- Age : 15-54

Survey Content

- Overall liking of the MMOB service
- Reasons for liking/disliking the MMOB service
- Whether MMOB is considered a better bus service

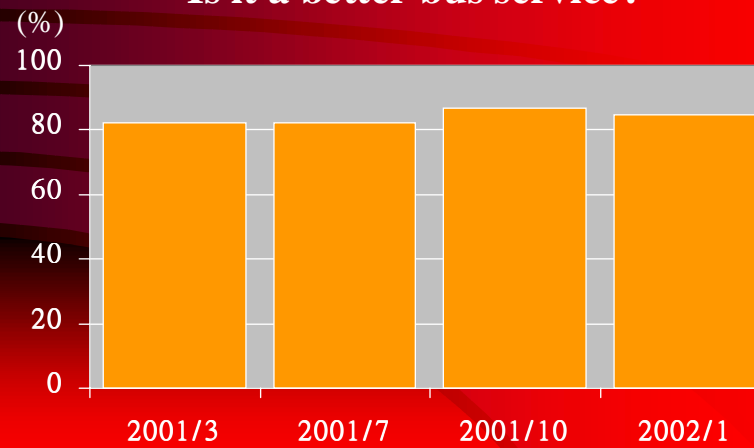
Survey Result

Passengers' level of liking
of the MMOB service



Survey Result

Is it a better bus service?



Reasons for Liking MMOB Service

Enlivens bus journeys :

- Diversified programming
- Informative programmes
- Attractive music videos

Future Development

- Development in line with the Cyber Bus Stop
- Development in line with GPS
- Provide instant news, weather reports, financial and traffic information



Thank You!

