



**TVBI Company Limited**

**電視廣播(國際)有限公司**

TVB City, 77 Chun Choi Street,  
Tseung Kwan O Industrial Estate,  
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Press Release

## **“My Astro On Demand Favourite 2011” Online Voting Kicks off**

***Favourite Actor Nominees Michael Tse, Kenneth Ma, Ruco Chan greet fans in Malaysia***

(Hong Kong – 26 October 2011) TVB and Astro have been striving to deliver the top quality Chinese TV drama programmes to Malaysia audiences since the launch of the Astro On Demand(AOD) service in 2007. Supported by all-round package services of Astro, TVB has developed a strong presence among Malaysia viewers.

TVB and Astro jointly organized the first “My Astro On Demand Favourite” awards in 2010. The debut of the cross-region award ceremony is a huge success and has received overwhelming responses from viewers worldwide. This year, the two giant broadcasters once again collaborate to hold the “My Astro On Demand Favourite 2011” on 27 November in Malaysia. To kick start the voting campaign and to announce the nominees, TVB artistes **Michael Tse**, **Ruco Chan** and **Kenneth Ma** were invited to attend special artistes appearances from 21 October until 23 October 2011 at Kuala Lumpur and Kuantan.

The ten award categories on Astro On Demand Favourite 2011 include “My Favourite Drama Series”, “My Favourite Actor in a Leading Role”, “My Favourite Actress in a Leading Role”, “My Favourite Actor in a Supporting Role”, “My Favourite Actress in a Supporting Role”, “My Favourite On Screen Couple”, “My Favourite Promising Actor”, “My Favourite Promising Actress”, “My Favourite Drama Theme Song”, and “My Favourite Top 15 Drama Characters” .

Riding on the “Laughing Gor” mega-hit, popular actor Michael stands out from the list with four nominations including “My Favourite Actor in a Leading Role”, “My Favourite On Screen Couple”, “My Favourite Drama Theme Song”, and “My Favourite Top 15 Drama Characters”. His star companions Kenneth Ma and Ruco Chan have become one of his strongest potential competitors as they are also nominated for the “My Favourite Actor in a Leading Role” award. All three showed their excitement and asked the audiences to vote for them in interviews.

Last year’s “My Favourite Actor in a Leading Role” winner Moses Chan returns with his hit drama “Yes, Sir. Sorry, Sir!” to defend his golden statuette. Another award-winning nominees will be Wayne Lai of “Forensic Heroes III”, who has already bagged the Best Lead Actor awards of TV Awards in 2009 and 2010. Red-hot idols Raymond Lam and Bosco Wong also enter the Favourite Lead Actor finals with their brilliant performance in “Men With No Shadows” and “Lives Of Omission”



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respectively, making the My Favourite Actor award an extremely bitter battlefield!

For the female camp, Myolie Wu and Jessica Hester Hsuan have done a great job in the anniversary special serial “Curse Of The Royal Harem” and will continue their fierce rivalry at Malaysia’s ceremony hall for the “My Favourite Actress in a Leading Role” award. Other nominees include Maggie Cheung and Kate Tsui from “Forensic Heroes III”. Each of them has won a chair among the 12 eminent nominees. Rising stars Tavia Yeung and Fala Chen do show their distinctive charm in “The Other Truth” and “Lives Of Omission” and succeeded in getting hold of their own seat tickets for My Favourite Actress.

Big hit drama “Lives Of Omission”, holding a highest 14 number of nominations, delivers undoubtedly the shiniest performance amidst other opponents in the My Astro On Demand Favourites 2011 Nominations List. Its major nominated items roll across “My Favourite Actor in a Leading Role”, “My Favourite Actress in a Leading Role”, “My Favourite Actor in a Supporting Role”, “My Favourite Actress in a Supporting Role”, etc. In the ultimate battle of “My Favourite Drama Series” award, its toughest matches will be the rating-and-reviews-winning ones “Ghetto Justice”, “Forensic Heroes III”, “Curse Of The Royal Harem”.

Astro On Demand Favourite 2011 online voting campaign is open to Astro customers to cast votes for their favourite artistes and drama series. The online voting period will commence 21 October until 15 November and is open to all Astro customers. Results of the campaign will be announced through MY FM and Astro On Demand official website([www.astro.com.my/myaod](http://www.astro.com.my/myaod)). Lucky subscribers may win the tickets of the star-studded event on Nov 27 and grab the chance to witness the star-studded award gala in person.

**For any further information, please contact:**

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**Photo Captions**



1a. Michael Tse and Ruco Chan attends the press conference of “My Astro On Demand Favourite 2011” Voting Campaign at Malaysia.



1b. Michael Tse and Ruco Chan attends the press conference of “My Astro On Demand Favourite 2011” Voting Campaign at Malaysia.



1c. Michael Tse and Ruco Chan attends the press conference of “My Astro On Demand Favourite 2011” Voting Campaign at Malaysia.



2. Michael and Ruco pressing on the crystal globe to kick off the Online Voting Campaign of My Astro On Demand Favourite 2011”.





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3. Lucky subscriber receiving the ultimate prize of TVB Anniversary Gala tickets from the hands of Michael and Ruco.



4a. The artistes conducting radio live with Malay DJ.



4b. The artistes conducting radio live with Malay DJ.



5. Michael taking a closer glance on the "My Astro On Demand Favourite 2011" Nomination leaflet.



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6. Michael scores the highest 4 number of personal nominations and poses with a confident smile.



7. A glimpse of the artists during the mall promotion at Kuala Lumpur.



8a. Michael and Ruco showcasing their talented vocal in the singing performance.



8b. Michael and Ruco showcasing their talented vocal in the singing performance.





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9. Michael signing autograph to his Malay little fans.



10. Michael and Ruco attending another loyalty event at Kuantan.



11. Michael loves kids and does not mind putting on the funny headband at all.



12. Winners of the games receiving prizes from the artistes.



13. Michael and Ruco signing autographs for their adoring fans.



14. The artistes taking group photos with the Malay fans.





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15. Laughing Gor is highly welcomed by the local audiences.



16. Kenneth and Ruco meeting fans at the promotion event at Kuala Lumpur.



17. Kenneth is not only good at acting but also singing.



18. Kenneth and Ruco presenting autographs to their fervent Malay fans at the mall show.



19. The artistes playing onstage games with the lucky Malay



20. Kenneth and Ruco making appearance at the member only fan



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audiences.

club party for Astro subscribers.



21. Kenneth and Ruco posing together for a group picture with fans.



22. The charisma of the artistes has attracted thousands of fans to every venue they appear.

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