

About ELTA

Establishment Date	March 28, 2000
Company Director	Chen, Ying Chun
Capital Amount	NT\$265.35 million
Number of Employees	around 200 people
Initial Public Offering	March 26, 2024
Company Address	4F, No. 41, Section 1, Zhonghua Rd., Zhongzheng District, Taipei City, Taiwan

Main Business Activities

1. Operation and Agency of Video-Related Channels
Production and Agency of Video-Related Content
Streaming Services and Subscriptions for Video Content
2. Sub-Licensing of Video Content and Related Services
3. New Media Video Advertising Placement
4. AI & Sports Technology Video Integration Development
Projects

Patent-Developed Product



A Cloud-Based Digital Video
Storage System Tailored for
Sports Broadcasting

Key Operational Content



16 self-operated channels
10 Overseas Agency Channels
MOD、Hami Video
Flagship Brand in Sports Broadcasting

Innovative Multi-Screen Service



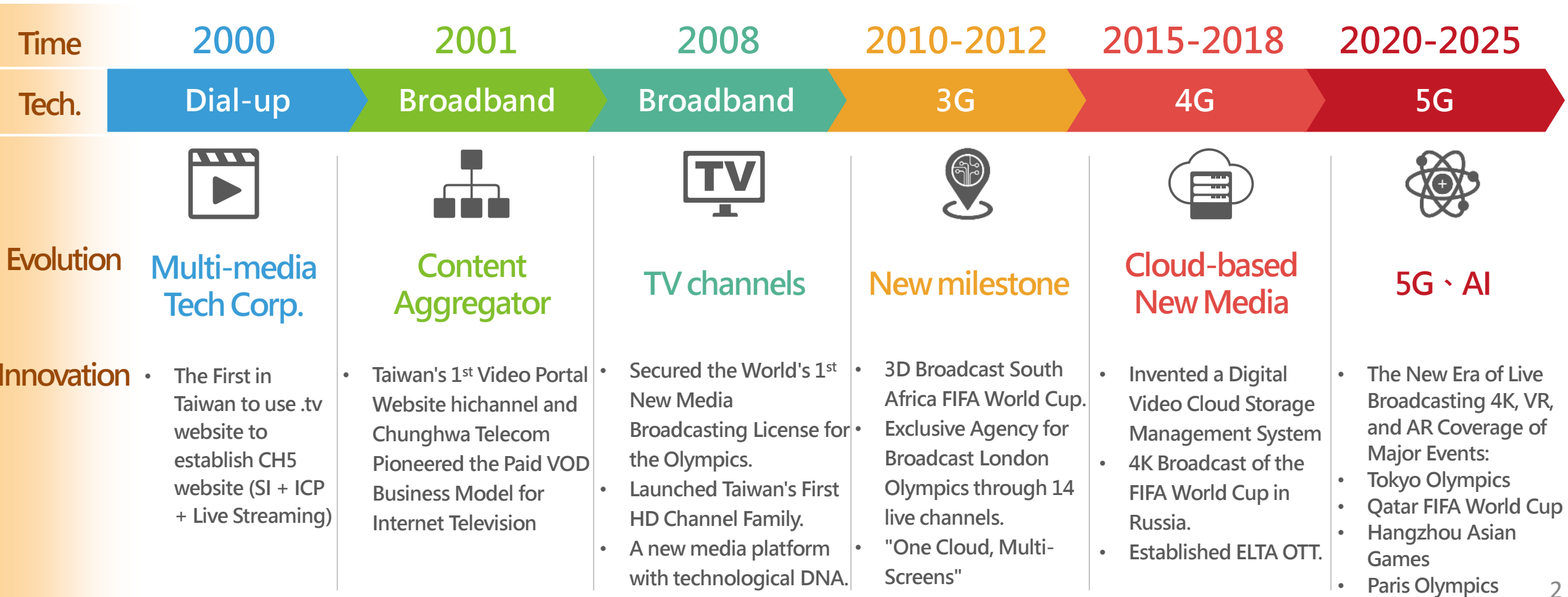
Computer / Pad / Phone 

Sports-Centric Cloud
Streaming Video Service (OTT)

Taiwan's Original Digital New Media, Partnering with Chunghwa Telecom to Build Taiwan's No. 1 Sports Broadcasting Platform

About ELTA

Key Development Milestones : Born in the Internet, Thrived in the Cloud, Mastered in Mobility



Viewing Platforms

Offering multiple platforms for watching sports and entertainment programs, ensuring that you can easily enjoy exciting content anytime, anywhere, whether at home or on the go. A variety of viewing plans are available, allowing users to choose the option that best suits their preferences.



Chunghwa Telecom MOD

Chunghwa Telecom MOD offers multiple channels, including ELTA Sports 1, 2, 3, and 4, as well as ELTA Drama Channel and ELTA General Channel. Users can watch these channels via set-top boxes.



Hami Video

Hami Video offers subscription services for ELTA Sports live broadcast. Users can watch ELTA programs on smartphones, tablets, or computers.



ELTA OTT

Users can subscribe to ELTA.tv live channels and on-demand content through ELTA OTT, including a variety of programs such as sports events, dramas, variety shows, and movies.

You can watch it Anytime, Anywhere !

Innovative Business Model

The First

New media company with sports broadcasting at its core

1. Leading with sports to create an innovative broadcasting model, becoming a flagship brand in the market.
2. A business model that is supplemented by drama and variety shows.

New business model that successfully integrates MOD & OTT

1. Abandoning the traditional cable television market, focusing on advertising as the main revenue source.
2. The main sources of revenue are profit-sharing from MOD viewership and OTT membership subscriptions, with advertising as a supplementary income.

New media platform offering diverse viewing channels through multi-screen and cloud technology

1. Comprehensive integration of upstream, midstream, and downstream industries.
2. Providing multi-screen and cloud-based viewing channels on platforms such as MOD and OTT through digital cloud technology.
3. Collaboration between ELTA OTT and Hami Video OTT to offer a variety of viewing platform options.
4. Allowing events to be watched Anytime, Anywhere via digital cloud technology on various platforms and devices (such as smartphones, computers, tablets, and connected TVs), offering a multi-screen experience that feels like being immersed on-site to cheer for the athletes.

Achievements



Partnering with Chunghwa Telecom to integrate technological innovations and create Taiwan's No. 1 sports broadcasting platform.



Broadcasting 9 Olympic Games, 4 FIFA World Cups, operating 8 self-owned channels, and representing 10 international channels.



With a base of over 2.4 million digital followers, we aim to create a positive cycle for the local sports broadcasting industry through new media.



By forming cross-industry alliances and leveraging AI technology trends, we aim to enhance broadcast quality and create fan benefits through AI-powered perspectives.