

## 廣播業的持續發展

## Sustaining the Development of the Broadcasting Industry

## 數碼地面電視服務的發展

## 擴大數碼地面電視的覆蓋範圍

自數碼地面電視服務於2007年年底在本港推出後，兩家本地免費電視節目服務持牌機構——亞洲電視和無線電視已逐步完成了共29個發射站的建設工程，到2012年年底止，覆蓋本港人口約98%。數碼地面電視不僅讓更多市民能享用更佳畫面和視聽功能（包括高清電視和環迴音響），更提供更多的電視頻道<sup>3</sup>，從而為市民帶來更多的節目選擇和增值服務（例如隱閉式字幕、電子節目指南、互動服務等）。

通訊局於2012年6月決定批准亞洲電視和無綫電視的申請，把豁免提供數碼地面電視覆蓋全港的規定延至2013年12月31日，其中的附帶條件是兩家持牌機構的數碼地面電視服務須在2012年年底前至少覆蓋全港98%的人口，以及在2013年9月前至少覆蓋全港99%的人口，與模擬電視廣播服務的滲透率相若。



截至2012年年底，本港共建有29個數碼地面電視發射站，令數碼地面電視服務覆蓋全港總人口98%。  
A total of 29 DTT transmitting stations have been established by the end of 2012, bringing DTT service coverage to 98% of the total population.

## 數碼電視節目頻道編碼標準的更改

因應亞洲電視和無線電視的聯合申請，把四條以數碼模式同步廣播的電視節目頻道的編碼標準，由MPEG-2更改為H.264，我們協助通訊局檢討和修訂了其《電視通用業務守則 — 技術標準》。以H.264編碼後，畫像質素有所提高，同時有機會提供更多節目頻道，以及引入高清電視和立體電視等更先進的服務。通訊局已批准更改編碼標準，有關更改由2012年10月起生效。

## 推出數碼聲音廣播服務

三家數碼聲音廣播持牌機構——香港數碼廣播有限公司（DBC）、新城廣播有限公司（新城）和鳳凰優悅廣播有限公司（鳳凰優悅），根據牌照規定於2012年正式推出數碼聲音廣播服務。截至2013年9月底，該三家持牌機構與港台合共提供16條數碼聲音廣播頻道（DBC七條、新城兩條、鳳凰優悅兩條和港台五條）。數碼聲音廣播頻道會逐步增至18條。

數碼聲音廣播傳輸網絡由七個主要發射站組成，分別位於筆架山、青山、九龍坑山、金山、飛鵝山、南丫島和歌賦山，並於2012年6月正式投入服務。

在2012年10月至2013年1月期間，DBC因股東意見分歧而暫停其數碼聲音廣播服務。我們協助通訊局對DBC採取規管行動，並因其違反牌照條件而向其施加罰款合共港幣280,000元。DBC於解決分歧後，由2013年1月28日起全面復播。

3 亞洲電視和無線電視目前提供共11條數碼地面電視節目頻道，包括高清電視和標清電視頻道。

## The Development of Digital Terrestrial Television Services

### *Extending the DTT Coverage*

Since the launch of DTT services in late 2007, the two domestic free television programme service licensees, namely ATV and TVB, have constructed in phases a total of 29 transmitting stations, bringing the overall DTT coverage to around 98% of the population by the end of 2012. More people can now enjoy better quality pictures and enhanced audio-visual features, including high-definition television (HDTV) and surround sound, with more programming choices available from additional television channels<sup>3</sup> and value-added services (such as closed captioning, electronic programme guide, interactive services, among others).

The CA decided in June 2012 to grant approval to the applications from ATV and TVB for exemption from territory-wide coverage of DTT services up to 31 December 2013 subject to the conditions, among others, that their DTT services should be extended to cover at least 98% of the population by end 2012, and then at least 99% of the population, that is, with penetration on a par with that of analogue television, by September 2013.

### *Change of Coding Standard for Digital Television Programme Channels*

In response to a joint application by ATV and TVB, we assisted the CA in reviewing and revising the Generic Code of Practice on Television Technical Standards to allow for a change in the coding standard for four digital simulcast television programme channels from MPEG-2 to H.264. The use of H.264 coding enhances picture quality and opens up the possibility of providing more programme channels and introducing enhanced services such as HDTV and three-dimensional television. The CA approved the change to the coding standard, and this took effect in October 2012.



## Roll-out of Digital Audio Broadcasting Services

The three DAB licensees, namely Digital Broadcasting Corporation Hong Kong Limited (DBC), Metro Broadcast Corporation Limited (Metro) and Phoenix U Radio Limited (Phoenix U Radio), formally launched DAB services in 2012 in accordance with the licence requirements. As of the end of September 2013, the licensees and RTHK provided a total of 16 DAB channels (7 by DBC, 2 by Metro, 2 by Phoenix U Radio and 5 by RTHK). The number of DAB channels will gradually increase to 18.

The DAB transmission network, comprising seven principal transmitting stations located at Beacon Hill, Castle Peak, Cloudy Hill, Golden Hill, Kowloon Peak, Lamma Island and Mount Gough, was officially launched in June 2012.

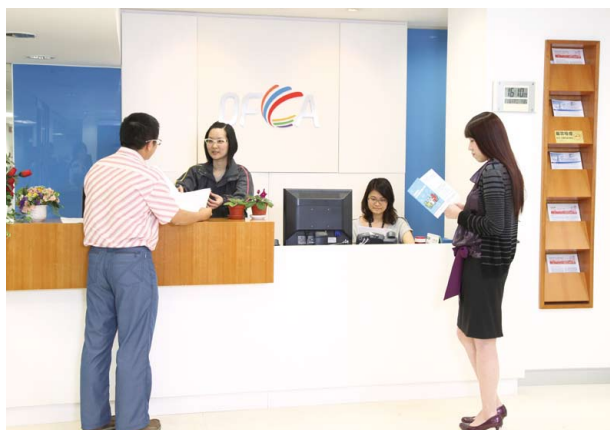
Between October 2012 and January 2013, DBC suspended its DAB service arising from a dispute among shareholders. We assisted the CA in taking regulatory action against DBC and imposed on it financial penalties totalling \$280,000 for breaches of licence conditions. Following the settlement of the dispute, DBC resumed its full-fledged broadcasting service on 28 January 2013.

<sup>3</sup> ATV and TVB are currently broadcasting 11 DTT programme channels, including both HDTV and standard definition television channels.

## 處理廣播投訴

通訊局不會就廣播內容作預先審查，而是採取投訴主導的方式，確保廣播內容符合有關法例、牌照條件和通訊局所發出的業務守則等規定。作為通訊局的執行部門，我們協助通訊局根據《廣播（雜項條文）條例》的規定和通訊局的廣播投訴處理程序處理有關廣播內容的投訴。

在2012／13年度，我們處理了1 625個個案（涉及49 184宗投訴）<sup>4</sup>。當中，有41個個案（涉及45 752宗投訴）提交通訊局廣播投訴委員會處理，然後由通訊局審議和裁決。經由通訊局審議的投訴個案的詳情，已在通訊局網站公布。通訊事務總監根據通訊局授予的權力處理餘下的1 584個個案（涉及3 432宗投訴）。這些投訴涉及輕微違規，或其指控並不構成違例情況，或不屬《廣播（雜項條文）條例》第11(1)條的管轄範圍，即投訴內容並不涉及違反有關法例、牌照條件或業務守則的情況。



通訊辦處理市民對廣播和電訊事宜的查詢及投訴。  
OFCA handles public enquiries and complaints on broadcasting and telecommunications matters.

## 牌照管理

有關無線網絡電視有限公司的本地收費電視節目服務牌照的續期申請，行政長官會同行政會議根據前廣管局的建

議，於2012年8月批准牌照的續期申請。續期後的牌照有效期為12年，由2013年2月23日至2025年2月22日。

我們亦處理了兩宗分別來自健康衛視有限公司和亞太第一衛視傳媒集團有限公司的非本地電視節目服務牌照的申請，以及一宗由恩雨之聲有限公司提出，續領其他須領牌電視節目服務牌照以為香港的酒店房間提供電視節目服務的申請。

## 檢討業務守則

我們協助通訊局定期檢討業務守則，藉以向廣播機構提供有關節目、廣告和技術標準的指引。在本年度，除如上文所述更改《電視通用業務守則 — 技術標準》外，通訊局亦修訂了電視和電台業務守則，以放寬本地免費電視節目服務在外購作直接轉播的頻道中，處理出現在節目內的廣告材料的規定；並要求清楚識別以節目形式拍攝的電視廣告；以及釐清電視和電台宣傳廣告的宣傳片是否計算在廣告時限內的規定。

## 本地免費電視節目服務的公眾參與活動

行政長官會同行政會議於2010年就兩家本地免費電視節目服務持牌機構的牌照進行中期檢討時，通過前廣管局的建議，當中包括定期舉辦公眾參與活動，收集市民對持牌機構所提供的電視節目質素和種類的意見。首次公眾參與活動已於2010年年底／2011年年初舉行。我們協助通訊局於2013年2月至5月舉行第二次公眾參與活動；是次活動分兩階段進行，第一階段是邀請市民提交書面意見，第二階段則舉行專題小組討論會。通訊局於2013年8月發表報告，列出在兩個階段公眾參與活動所收集到的意見，以及持牌機構就收集所得意見作出的回應和跟進。

4 為確保運作效率，針對同一廣播內容的類似投訴或相關指控會歸納為一個個案，以一併處理。

## Handling of Broadcast Complaints

The CA does not pre-censor broadcast content, but adopts a complaint-driven approach to ensure that broadcast content is in compliance with the legislation, the licence conditions and the codes of practice issued by the CA. As the executive arm of the CA, we assist the CA in handling complaints about broadcast materials in accordance with the provisions stipulated in the B(MP)O and the CA broadcast complaint handling procedures.

In 2012/13, we dealt with 1 625 cases (49 184 complaints)<sup>4</sup>. Among them, 41 cases (45 752 complaints) were referred to the BCC of the CA and then to the CA for consideration and determination. Details of the complaint cases considered by the CA have been published on the CA website. The Director-General of Communications handled the remaining 1 584 cases (3 432 complaints) under the power delegated by the CA. These complaints were related to breaches of a minor nature, or allegations which did not constitute any breach or were outside the remit of section 11(1) of the B(MP)O, that is, the substance of the complaints did not involve a contravention of the legislation, licence conditions or codes of practice.

## Licence Administration

Based on the then BA's recommendation on the application for the renewal of the domestic pay television programme service licence of TVB Network Vision, the Chief Executive in Council approved the licence renewal application in August 2012. The validity period of the renewed licence is 12 years, from 23 February 2013 to 22 February 2025.

We also processed two applications for non-domestic television programme service licences from Health TV Company Limited and One TV Media Global Limited, and one application for the renewal of other licensable television programme service licence from Showers of Blessing Evangelistic Ministry (Hong Kong) Limited for the provision of television programme services in hotel rooms in Hong Kong.

## Review of Codes of Practice

We assist the CA in conducting regular reviews of the codes of practice to provide guidance to broadcasters on programme, advertising and technical standards. During the year under review, in addition to the change to the Generic Code of Practice on Television Technical Standards mentioned above, the CA also amended the codes of practice for television and radio in order to relax the requirement governing commercial references within programmes for channels acquired for direct re-transmission on domestic free television programme services; to require clear identification of television advertisements presented in a programme style; and to make clear the applicability of the advertising time-limit to promos for television and radio advertisements.

## Public Engagement Exercise on Domestic Free Television Programme Services

In the context of the mid-term review of the domestic free television programme service licences in 2010, the Chief Executive in Council approved, among other things, the recommendations by the then BA to engage the public, on a regular basis, to collect their views on the quality and variety of the television programmes provided by the licensees. The first public engagement exercise was conducted in late 2010/early 2011. We assisted the CA in conducting the 2013 public engagement exercise between February and May 2013. The exercise adopted a two-stage format: an invitation for submission of written views from members of the public at stage one, and the conduct of focus group meetings at stage two. In August 2013, the CA published a report on the views collected during the two stages and the licensees' responses and follow-up actions to the views collected.

<sup>4</sup> To ensure operational efficiency, complaints with similar or related allegations against the same broadcast material are handled together and counted as a single case.