

7

對外關係與社區關係 External and Community Relations

參與國際及地區會議

通訊辦一直積極參與多個國際及地區組織的活動，派員出席於世界各地舉行的相關電訊會議及論壇，並與這些組織保持緊密聯繫。

在2012/13年度，我們共出席19個論壇／會議。舉辦這些論壇／會議的地區及國際組織包括國際電信聯盟（國際電聯）、亞太經濟合作組織（亞太經合組織）、亞太地區電信組織（APT）和國際通信協會。這些會議包括世界電訊標準化大會、國際電信世界大會和國際電聯第12屆全球監管機構專題研討會。我們將繼續參與亞太經合組織電訊及資訊工作小組和APT的活動，藉以改善亞太區內電訊及資訊基礎建設。

與內地及海外政府機構交流

在2012/13年度，我們接待了四個來自世界各地的代表團，就有關通訊服務的各項事宜交流意見及經驗。訪港代表團包括丹麥文化部、新加坡媒體發展管理局、以色列通訊部和蒙古通信監管委員會。

年內，我們與新加坡資訊通信發展管理局、澳門電信管理局和廣東省通信管理局舉行年度雙邊會議，並禮節性拜訪

國家廣播電影電視總局、工業和信息化部、以及澳洲通訊及媒體管理局。

與傳媒及社區保持聯繫

通訊辦一向積極向市民介紹我們的工作。在2012/13年度，我們發出了36份新聞稿，其中21份關於通訊局在舉行列會後所作出的主要決定，其餘則屬通訊辦對傳媒查詢和有關主要措施及活動的回應。我們亦在本地主要報章發表了一篇文章，闡述對一項重要電訊事宜的意見。此外，我們在通訊辦網站登載通訊事務總監在公開研討會、活動和業界會議上發表的演辭和簡報，這有助我們把信息傳遞給業界和公眾。

公眾教育

我們到學校舉辦講座，介紹香港不同類別的電視節目服務，以及講解觀眾可如何明智選看電視節目。過去一年，我們為七所小學和三所中學的同學舉辦了共十次講座。

參與有關通訊的社區活動

2012年9月，通訊辦聯同其他15個政府部門和遠足組織，參與一年一度由民眾安全服務隊舉辦的「山嶺活動



通訊辦與海外通訊規管機構就各項規管事宜交流意見，保持良好關係。

OFCA maintains good ties with overseas counterparts by exchanging views with them on various regulatory matters.

Participation in International and Regional Conferences

OFCA takes an active part in the activities of, and maintains close contact with, a number of international and regional organisations, particularly by participating in relevant telecommunications conferences and fora around the world.

In 2012/13, we attended a total of 19 conferences/meetings organised by regional and international organisations, including the International Telecommunication Union (ITU), Asia-Pacific Economic Cooperation (APEC), Asia-Pacific Telecommunity (APT) and the International Institute of Communications (IIC). These events included the World Telecommunication Standardisation Assembly, the World Conference on International Telecommunications and the 12th Global Symposium for Regulators of the ITU. We will continue to participate in the activities of the APEC Telecommunications and Information Working Group (APEC TEL) and APT with the aim of improving the telecommunications and information infrastructure in the Asia-Pacific region.

Exchanges with Authorities in the Mainland and Overseas Administrations

In 2012/13, we received four delegations from different parts of the world that came to exchange views and experiences on various issues relating to communications services. These included delegations from the Ministry of Culture of Denmark, the Media Development Authority of Singapore, the Ministry of Communications of Israel, and the Communications Regulatory Commission of Mongolia.

During the year, we held annual bilateral meetings with the Infocomm Development Authority of Singapore, the Bureau of Telecommunication Regulations of Macau, and the Guangdong Communications Administration. Courtesy visits were also paid to the State Administration of Radio, Film and Television and Ministry of Industry and Information



通訊辦於2012年10月6日出席由國際通信協會舉辦的國際規管機構論壇。

OFCA attended the International Regulators Forum organised by the IIC on 6 October 2012.

Technology, and to the Australian Communications and Media Authority.

Media and Community Relations

We always take an active role in keeping the public informed of our work. In 2012/13, we issued 36 press releases, 21 of which concerned major decisions made after the regular CA meetings, while the others were on the OFCA responses to media enquiries and subjects relating to major initiatives and events. We also published an article in major local newspapers elaborating our views on a significant telecommunications issue. The speeches and presentations made by the Director-General of Communications at public seminars, events and industry conferences have been published on our website. This has helped in disseminating our messages to the industry and the public.

Public Education

We conduct school talks on different categories of television programme service in Hong Kong and on how the audience can make informed viewing choices. During the past year, we gave ten talks to students at seven primary schools and three secondary schools.



通訊辦贊助「2012香港世界電訊及資訊社會日」，並安排學生參觀無線電監察中心。

OFCA sponsored WTISD 2012 and arranged a visit to the Radio Monitoring Unit for students.



通訊辦每年均參與「山嶺活動安全推廣日」，宣傳香港在郊野公園的通訊系統。

Every year OFCA promotes Hong Kong's communications systems in country parks through its participation in the "Mountaineering Safety Promotion Day".

安全推廣日」，以推廣遠足安全。通訊辦在是次活動的主題是「郊遊前準備好 聯繫方法要知道」，於所設立的攤位展有數碼地圖，顯示各條遠足徑的流動電話網絡覆蓋情況，並通過互動遊戲、資訊展板和現場示範，介紹如何選擇適合遠足時使用的通訊器材。

此外，通訊辦亦積極支持業界的各項活動。年內，通訊辦除了擔任不同活動的支持機構外，還贊助了兩項大型業界活動：分別與香港通訊業聯會和香港無線科技商會合辦「香港世界電訊及資訊社會日」及「WiFi安全話咁易計劃」，前者是香港通訊業聯會的周年活動，藉着有趣的比

賽項目，加深本港年青人對資訊及通訊技術發展的認識。「WiFi安全話咁易計劃」則通過在全港各區進行一系列調查、舉辦公眾講座和設立官方網站，加深公眾對WiFi 保安的認識。

諮詢委員會的工作

電訊諮詢委員會

通訊辦於2012年6月成立了三個諮詢委員會——電訊規管事務諮詢委員會、無線電頻譜及技術標準諮詢委員會、電訊服務用戶及消費者諮詢委員會。這些委員會為相關及有興趣人士提供固定和正式途徑，讓他們就各項電訊措施及政策的制訂和實施事宜向通訊辦提供意見。

諮詢委員會的委員來自電訊業界的不同界別、相關政府部門及非政府組織，以及社會大眾。對不時出現的高技術性和複雜事宜，這組合有助收集具均衡代表性的意見。委員任期為兩年。

三個諮詢委員會截至2013年3月31日的委員名單見附錄B。

電視及電台廣播諮詢計劃

電視及電台廣播諮詢計劃的目的，是為通訊局就電視及電台節目進行的公眾諮詢提供意見，獲委任的組員來自全港18區。在2012/13年度，通訊辦邀請組員就下列業務守則的檢討提出意見：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安排；以節目形式拍攝的電視廣告的識別；以及有關宣傳電視及電台廣告的宣傳片是否計算在廣告時限內。組員亦獲邀請在2013年的公眾參與活動中，就兩家本地免費電視節目服務持牌機構所提供的電視節目質素和種類發表意見，收集所得的意見是通訊局諮詢程序的一部分。

Participation in Communications Activities

In September 2012, OFCA joined hands with 15 other government departments and hiking organisations to participate in the annual campaign “Mountaineering Safety Promotion Day” organised by the Civil Aid Service to promote hiking safety. At the event, operating under the theme: “Be Prepared for Your Outing: Know more about Communications in Country Areas”, OFCA set up a booth featuring digital maps showing mobile network coverage along individual hiking trails and providing tips on the selection of appropriate communications devices for hiking by means of interactive games, informative display panels and live demonstrations.

OFCA is also a keen supporter of various industry activities. During the year under review, in addition to acting as supporting organisation for a range of programmes, OFCA sponsored two industry campaigns: the World Telecommunications and Information Society Day (WTISD) and the SafeWiFi Campaign, co-organised by CAHK and the Hong Kong Wireless Technology Industry Association respectively. WTISD is an annual campaign launched by CAHK to promote the youth community’s awareness of information and communications technology developments in Hong Kong through a programme of interesting competitions. The SafeWiFi Campaign, on the other hand, aims to enhance public awareness of WiFi security through a series of territory-wide surveys, the organisation of a public seminar and the creation of an official website.

The Work of Advisory Committees

Telecommunications Advisory Committees

Three advisory committees — the Telecommunications Regulatory Affairs Advisory Committee, the Radio Spectrum and Technical Standards Advisory Committee and the Telecommunications Users and Consumers Advisory Committee — were established under OFCA in June 2012. These committees provide a regular and formal

channel for concerned and interested parties to advise OFCA on the formulation and implementation of various telecommunications measures and policies.

Members of the advisory committees are drawn from different parts of the telecommunications industry, relevant government departments and non-governmental organisations, as well as from the general public. This helps provide a balanced representation of views on sometimes highly technical and complex issues. The term of service is two years.

The membership lists of the three advisory committees as at 31 March 2013 can be found in Appendix B.

Television and Radio Consultative Scheme

The role of the Television and Radio Consultative Scheme is to provide qualitative input on television and radio programming to the CA’s public consultation process. Members are appointed from the territory’s 18 districts. In 2012/13, OFCA invited members’ views on the review of codes of practice on commercial references within programmes on channels acquired for direct re-transmission on domestic free television programme services; identification of television advertisements adopting a programme style; and the applicability of advertising time-limits to promos for television and radio advertisements. Members were also invited to give their views during the 2013 public engagement exercise on programme quality and variety provided by the two domestic free television programme service licensees. The views collected formed part of the CA consultation process.