

2

廣播業的發展

Development of the Broadcasting Industry

廣播服務意見調查

通訊辦委託獨立調查公司於2024年就廣播服務進行意見調查以掌握公眾收看和收聽習慣的變化，並收集他們對廣播服務的意見。調查範圍涵蓋免費電視、本地收費電視節目服務及聲音廣播持牌機構提供的服務。調查結果已於2025年2月公布。



通訊局在2025年2月公布一項有關廣播服務意見調查的主要結果。

CA released the major findings of the Broadcasting Service Survey in February 2025.

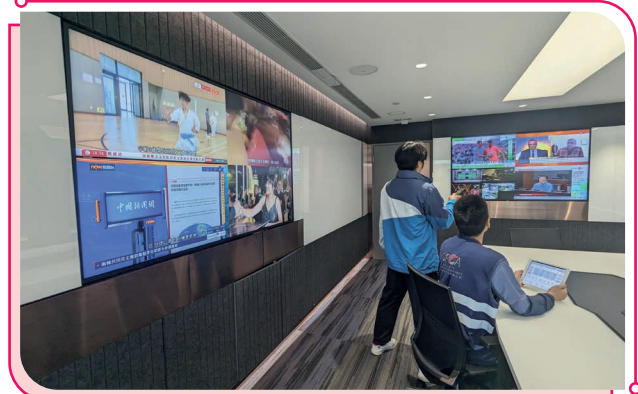
是次調查顯示，雖然市民收看免費電視節目的情況仍屬普遍，但互聯網媒體及其他網上服務的出現和日益普及，對傳統廣播服務構成重大挑戰。調查顯示有89.5%受訪者曾於調查前一個月收看免費電視節目，而收聽電台節目的受訪者有38.8%。電視觀眾平均每天收看2.6小時免費電視節目，電台聽眾則平均每天收聽2.2小時電台節目。此外，調查顯示受訪者普遍滿意持牌廣播機構提供的節目種類。

調查所得的資料和統計數據將成為通訊局處理將在2027年及2028年牌照屆滿的主要電視及聲音廣播牌照續期申請的重要參考依據。

牌照管理

免費電視牌照續期申請

香港電視娛樂、無線電視及有線寬頻開電視的免費電視牌照有效期將分別於2027年3月、2027年11月及2028年5月屆滿。根據《廣播條例》（第562章），免費電視持牌機構須於其牌照有效期屆滿前不少於24個月向通訊局提交牌照續期申請。



通訊辦職員正監測數碼地面電視訊號。

Staff members of OFCA monitoring the digital terrestrial television signals.

通訊局在收到牌照續期申請後，會展開處理程序。通訊局亦會展開公眾諮詢工作，包括在2025年第三季就三家免費電視持牌機構服務進行綜合諮詢，以收集公眾對有關服務的意見。諮詢工作包括公眾問卷調查、電視暨網上公眾諮詢會和專題小組討論會。在通訊辦的協助下，通訊局會分別評估三家免費電視持牌機構的過往表現及投資計劃，並在參考業界和公眾的意見後，以期在2026年3月或之前就三家持牌機構的牌照續期申請向行政長官會同行政會議提交建議。





Broadcasting Service Survey

OFCA commissioned an independent survey firm to conduct a survey on broadcasting services in 2024. The purpose of the survey was to track changes in public viewing and listening habits and gather opinions on broadcasting services. It covered the services provided by free TV, domestic pay television programme service and sound broadcasting licensees. The survey findings were released in February 2025.

The survey findings reveal, amongst other things, that while free TV service remains prevalent among public viewers, the availability and growing popularity of Internet-based media and other online services are posing significant challenges to traditional broadcasting services. 89.5% of respondents had watched free TV programmes, and 38.8% had listened to radio programmes in the month prior to the survey. On average, they spent 2.6 hours per day watching free TV programmes and 2.2 hours per day listening to radio programmes. The findings also indicated that respondents were generally satisfied with the variety of programmes offered by licensed broadcasters.

The information and statistics obtained from the survey will serve as a valuable reference for CA in processing licence renewal applications from major TV and sound broadcasting licensees whose licences are due to expire in 2027 and 2028.

Licence Administration

Applications for Renewal of Free TV Licences

The free TV licences of HKTVE, TVB and i-CABLE HOY are due to expire in March 2027, November 2027 and May 2028 respectively. Under the Broadcasting Ordinance (Cap. 562), free TV licensees are required to submit licence renewal applications at least 24 months before their licence expiry.



通訊辦職員在檢測行車隧道轉播的無線電訊號與聲音廣播訊號的兼容性。

Staff members of OFCA testing the compatibility of radio signals re-broadcast in the tunnel with sound broadcasting signals.



通訊辦職員使用無線電傳播模擬軟件，進行電視訊號覆蓋評估。

Staff members of OFCA using radio propagation simulation software to conduct television signal coverage assessment.

Upon receipt of the licence renewal applications, CA will initiate the review process. CA will also conduct public consultation exercises to gauge public opinion on the services, including a consolidated consultation for the three free TV licensees in the third quarter of 2025. The consultation will include a public opinion survey, a televised online public hearing and focus group discussions. OFCA will assist CA in reviewing the past performance and future commitments of the licensees, as well as the views of the industry and the public, with the aim of submitting recommendations to CE in C on the licence renewal applications by March 2026.

2

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非本地電視節目服務及其他須領牌電視節目服務牌照的續期申請

在2024／25年度，通訊辦處理了兩宗非本地電視節目服務牌照的續期申請，以及一宗為香港酒店房間提供電視節目服務的其他須領牌電視節目服務牌照的續期申請。上述申請均已獲通訊局批准。

跨境協調廣播頻率

通訊辦定期與內地當局舉行會議，以協調可供廣東和香港使用的廣播頻率。通訊辦指配了一組完整的FM頻率予香港電台（港台），以推出一條新的調頻（FM）節目頻道（即粵港澳大灣區之聲）。港台已就該頻道於2024年12月完成了覆蓋全港的廣播。



時任通訊局主席譚允芝女士於2025年3月底完成任期。通訊局副主席（商務及經濟發展局常任秘書長）黃少珠女士及成員（通訊事務總監）梁仲賢先生代表通訊局，感謝譚允芝女士多年來對通訊局的工作及業界的发展作出重大貢獻。

Ms Winnie Tam, then CA Chairman completed her term of office in end March 2025. Ms Maggie Wong, CA Vice-Chairman (Permanent Secretary for Commerce and Economic Development) and Mr Chaucer Leung, CA Member (Director-General of Communications) expressed gratitude to Ms Tam on behalf of CA for her unrivalled contribution to the work of CA and the development of the industries over the years.



通訊局定期舉行會議，討論有關廣播及電訊業的規管事宜。

CA holds meeting regularly to discuss regulatory issues related to broadcasting and telecommunications industries.

為配合香港數碼地面電視服務未來的發展，通訊辦會繼續與內地當局協調，以物色更多數碼地面電視頻道供本港使用。

處理廣播投訴

按照慣例，通訊局不會預先審查廣播內容，而是採用投訴主導的方式，以確保廣播內容符合現行法例、牌照條件和通訊局所發出的業務守則。作為通訊局的執行部門，通訊辦根據《廣播（雜項條文）條例》（第391章）（《廣播（雜項條文）條例》）的規定及通訊局的廣播投訴處理程序，協助處理有關廣播內容的投訴。

在2024／25年度，通訊辦處理了1 090個個案（涉及2 561宗投訴）¹。與2023／24年度的數字（1 783個個案，涉及8 216宗投訴）比較，本年度所處理的個案數目和投訴宗數分別大幅減少了39%和69%²。當中，有五個個案（涉及752宗投訴）轉交通訊局轄下廣播投訴委員會處理，其後提交通訊局審議和裁決。所有經由通訊局審議的投訴個案，已在通訊局網站公布。通訊事務總監在通訊局授權下處理餘下的1 085個個案（涉及1 809宗投訴），這些個案涉及輕微違規，或有關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條文）。

¹ 為確保運作效率，涉及同一事宜／廣播內容而指稱相近的投訴，會歸納為同一個案。

² 投訴宗數大幅減少，主要原因是2023／24年度的其中一個個案涉及超過4 600宗投訴。



Renewal of Non-domestic Television Programme Service and Other Licensable Television Programme Service Licences

In 2024/25, OFCA processed two applications for renewal of non-domestic television programme service licences and one application for renewal of other licensable television programme service licence for television programme services provided in hotel rooms in Hong Kong. All these applications were approved by CA.

Cross-boundary Coordination for Broadcasting Frequencies

OFCA holds regular meetings with the Mainland authorities to coordinate broadcasting frequencies for use in Guangdong and Hong Kong. Regarding the launch of a new FM programme channel (i.e. Radio The Greater Bay) by Radio Television Hong Kong (RTHK), OFCA assigned the full set of FM frequencies to RTHK, which completed the territory-wide broadcasting of the channel in December 2024.

To support the future development of Digital Terrestrial Television (DTT) services in Hong Kong, OFCA will continue to coordinate with the Mainland authorities to identify additional DTT frequency channels for use in Hong Kong.

Handling of Broadcast Complaints

It is the standing practice that CA does not pre-censor broadcast content. Instead, it adopts a complaint-driven approach to ensure that broadcast content complies with prevailing legislation, licence conditions and the codes of practice it has issued. As the executive arm of CA, OFCA assists in handling complaints about

broadcast materials in accordance with the provisions in the Broadcasting (Miscellaneous Provisions) Ordinance (Cap. 391) (B(MP)O) and the broadcast complaint handling procedures of CA.

In 2024/25, OFCA handled 1 090 cases (involving 2 561 complaints)¹, which represented a significant decrease of 39% in the number of cases and 69% in the number of complaints processed², as compared with the figures in 2023/24 (1 783 cases, involving 8 216 complaints). Among these, five cases (involving 752 complaints) were referred to the Broadcast Complaints Committee under CA for consideration before submission to CA for deliberation and determination. All complaint cases considered by CA are published on its website. The remaining 1 085 cases (involving 1 809 complaints) relating to minor breaches or allegations which did not constitute any breach or fell outside the remit of section 11(1) of the B(MP)O (i.e. the substance of the complaints did not involve contravention of relevant legislation, licence conditions or provisions in the codes of practice), were handled by the Director-General of Communications under CA's delegated authority.



通訊辦職員正在處理收到的廣播投訴。

Staff members of OFCA handling broadcast complaints.

¹ To ensure operational efficiency, complaints with similar allegations relating to the same issue or broadcast material are grouped and counted as a single case.

² The significant decrease in the number of complaints was mainly due to the fact that there was a case in 2023/24 that involved over 4 600 complaints.