

Draft
Generic Codes of Practice for Television
and
Draft Radio Codes of Practice

Consultation Period
(22.9.2000 - 4.11.2000)

Broadcasting Authority

Draft Generic Codes

- ◆ **Reflect the new regulatory regime of Broadcasting Ordinance**
- ◆ **Replace codes which were applicable to services based on the delivery mode**

Objectives of Draft Generic Codes

- ◆ to provide a clear and transparent regulatory framework
- ◆ to replace obsolete and outdated provisions
- ◆ to bring the codes in line with international best practices

Format of Draft Generic Codes

- ◆ **set out the standards for different categories of services in ONE document**
- ◆ **advantages:**
 - simplify administration
 - more user friendly

Regulatory Approach of Draft Generic Codes



- ◆ **Degree of regulation related to**
 - target audience of service & their expectations
 - degree of viewer control over the service received

Draft Generic Codes

- ◆ **Largely built on existing codes**
e.g. provisions on taste & decency, sex & violence, impartiality & fairness, language & program information etc.
- ◆ **Relax or remove regulatory restrictions which are outdated**
e.g. restrictions on advertising time

Draft Radio Codes



- ◆ To bring the existing radio codes in line with the standards adopted in Generic Codes

41 submissions received (as at 31 Oct)

- **main provisions regarding streamlining of existing codes and relaxation of restrictions which are obsolete are generally agreeable**
- **public debate has centred on :-**
 - ◆ **impartiality**
 - ◆ **conflict of interest**
 - ◆ **personal view programs**

Impartiality

- clarify existing requirement & reduce scope of subjective interpretation
 - ◆ **existing requirement:**
 - every program dealing with issues of public importance must attempt to be impartial
 - ◆ **proposed provisions:**
 - not necessary to achieve impartiality in one single program
 - due impartiality means adequate or appropriate to the subject matter and type of program

Impartiality



- similar requirement in UK, Australia, New Zealand, Canada, etc.
- provide BROAD principles rather than specific requirements
- more FLEXIBLE than the existing version

Conflict of Interest



- safeguard impartiality and fairness
- viewers/listeners' right to know
- in line with overseas practices, e.g. UK and Australia
- licensees to keep a register of such interests
- due diligence test

Personal View Programs



- enable viewers/listeners to recognise that opinions are personal views
- similar requirements overseas, e.g. codes of UK's ITC and Radio Authority
- means of identification is a technical issue

BA welcomes your comments



- ◆ consultation period will close on
November 4
- ◆ BA will examine carefully all submissions
before finalising the Codes for
promulgation



End