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- to replace obsolete and outdated provisions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 Relax or remove regulatory restrictions which are outdated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

