For Information
On 10 June 2002

Legislative Council
Panel on Information Technology and Broadcasting

Progress Report on Publicity and Public Education Campaign on
Availability of New Telecommunications and
Broadcasting Services and
Operators' In-building Access

Purpose

In late 2001, the Government launched a publicity and public education campaign on availability of new telecommunications and broadcasting services, and on in-building access by the fixed telecommunications network service (FTNS) operators. This paper aims to brief Members on the latest progress of the campaign. Pursuant to Members' request, we will also take the opportunity to update Members on the implementation of the class licence on in-building systems.

Background

2.   Under our liberalization policy, there are now a total of ten local FTNS operators in the market. For services, there are over 250 licensed Internet Service Providers providing different types of internet services. Consumers and businesses benefit from quality services at competitive prices brought about by increased competition in a liberalized market. A wide range of innovative and new telecommunications and broadcasting services like broadband internet services, wireless LAN services, video-conferencing services, telecommunications services for "intelligent homes", pay TV services and free-to-air satellite TV services are now available at competitive prices.

3.   To enable consumers to access these new telecommunications and broadcasting services, we improved in 2000 the statutory provisions in the Telecommunications Ordinance which govern access to buildings by the operators to install equipment for the provision of such services. In February 2000, the Office of Telecommunications Authority (OFTA) further set up an In-building System Section to coordinate and facilitate network operators' access to buildings for the purpose of extending the networks to reach customer's premises.

4.   With the appropriate regulatory regime in place, we consider it of uttermost importance that the public are fully aware of the availability of new telecommunications and broadcasting services, and understand the access arrangement in order to gain the full benefit of the new services. As such, the OFTA launched in late 2001 a publicity and public education campaign. Our objectives are two-fold :

(a)   to promote public awareness about the availability of and benefits from telecommunications and broadcasting services; and

(b)   to enhance public understanding of how building owners should handle new network operators' requests for installing new telecommunications networks in the common part of their buildings.

Key Messages of the Publicity and Public Education Campaign

5.   The key messages of the campaign comprise:

(a)   that new telecommunications technologies and liberalisation of the local FTNS market are making possible a variety of choices for telecommunications and broadcasting services to enable speedy and easy communications ;

(b)   that the Government is facilitating the telecommunications infrastructure upgrading of your buildings by means of legislation, coordination, mediation and monitoring so that you may gain access to a variety new telecommunications and broadcasting services; and

(c)   that if Incorporated Owners (IOs)/Building Management Companies (BMOs) cooperate with the network operators in the process of infrastructure upgrading, the benefits of availability of choices, including the improvement of service quality and reduction in prices due to competition, will be enjoyed by all.

The Publicity and Public Education Campaign

6.   OFTA's publicity efforts are divided into two stages. The first stage started from November 2001, the so-called **lead-in publicity** which focused on conveying the first key message as set out in paragraph 5(a) above, i.e. availability of a wide range of new telecommunications and

broadcasting services. The second stage started from February 2002, which marked the formal commencement of the **publicity and public education campaign**. Details are set out in the ensuing paragraphs.

Lead-in Publicity

7.   To help promote public awareness of the benefits brought by new telecommunications and broadcasting services, the OFTA has undertaken the following activities as lead-in publicity :

(a)   participation in a series of exhibitions and community events to publicise the benefits brought about by new telecommunications and broadcasting services such as easy application of e-commerce, e-learning, e-entertainment and the formation of an 'intelligent home'. They included the Innovation Expo in November 2001, the Internet Week roadshow in December 2001, Serving the Community Festival in January 2002, and four roving shows organised by the Information Technology and Services Department from December 2001 to January 2002;

(b)   contribution in the production of a Government-sponsored television variety show in December 2001 on the new digital age which featured, inter alia, 'intelligent homes' and 'upgrading telecommunications networks for buildings';

(c)   organisation of an e-game competition in December 2001 to publicise the importance of an 'intelligent home'.

(d)   sponsoring the production of two series of radio programmes coupled with repeated broadcast of short messages by Radio Television Hong Kong (Radio 2) and the Commercial Radio (CR 1) respectively to promote consumer education on smart use of telecommunications services. The series on Radio Television Hong Kong, named 'Special Agents Telecom', ran from January to February 2002, with broadcast of related short messages until March, while the one on the Commercial Radio, titled 'Mini-series Telecom', started from end of January and will last until summer. The broadcast schedules and sub-themes for individual episodes of the two series of radio programmes are at **Annexes 1 and 2** for members' reference; and

(e)   A new telephone hotline (8102 4100) was set up and publicised in the radio programmes in (d) above to answer enquiries on telecommunications and broadcasting services.

The Campaign

8.   On 25 February 2002, the OFTA launched the publicity and public education campaign by the broadcast of the radio API (Announcement of Public Interest).   Using the slogan '*Enrich Your Living. Gain Access to New Telecom Services*', the API publicises the message that consumers will gain benefits from the increase of telecommunications operators, and in order to enjoy these benefits, they should allow operators to upgrade the telecommunications facilities of their buildings. Since then, the OFTA has launched a series of media publicity and undertaken various community liaison work.

9.   For media publicity, OFTA has made use of TV and radio to publicize consumer education messages about the use of telecommunications and broadcasting services, as well as access arrangements for installation of telecommunications equipment by operators for the provision of such services. They include the radio programmes mentioned in paragraph 7(d) above, and a TV API launched on 15 April 2002. Moreover, OFTA co-operated with the Television Broadcast Limited in producing short segments on the use of telecommunications services for the infotainment programme 'i-Files' (   ). The segments, covering six topics, were broadcast every Wednesday evening from 17 April to 23 May 2002 in the programme.

10.   Apart from mass media publicity, the OFTA has undertaken intensive community liaison work with the IOs/BMOs. The aim is to brief them on the arrangements of how operators may access buildings to install their equipment for the provision of telecommunications and broadcasting services, and the benefits for allowing access by the operators. The work includes :

(a)   In collaboration with the Home Affairs Department, the OFTA hosted two regional building management seminars in Central and Yaumatei on 'Know More about Upgrading the Telecom Infrastructure of Your Building' in February and April 2002. Additional ones are being planned;

(b)   From 25 April 2002, OFTA representatives has started to brief all District Councils (or their committees as requested

by District Council chairmen) on the current publicity and public education campaign and answer District Council members' questions; and

(c) OFTA has continued to make use of its established community and public relations channels to publicise messages related to the benefits from having choices of telecommunications and broadcasting services.   Examples are the meetings between OFTA's In-building System Section with IOs/BMOs, visits to OFTA's Radio Monitoring Unit and participation in exhibitions like the Information Infrastructure Expo in March 2002.

Achievement of the Campaign

11.   Although the campaign is still in progress, we already see an encouraging response from the public. Our hotline (8102 4100) received 436 calls from 1 February 2002 to 13 May 2002. Among them, 78% were about new telecommunications and broadcasting services and matters related to gaining access to such. This reflects an enhancement of public interest in the availability of these services.

12.   With our liaison work with the IOs/BMOs, we also see more IOs/BMOs becoming interested in new network operators' access and services. From 1 December 2001 to 30 April 2002, OFTA's In-building Systems Section attended 153 meetings with IOs and BMOs to brief them on the multi-operator environment and matters related to operators' access to buildings, and to act as a mediator between them and operators. This represents a 35% increase over the 113 meetings attended in the five months before the lead-in publicity.

Way Forward

13.   We intend that the campaign will continue until September/October this year. After launching intensive mass media publicity, we will concentrate efforts on community liaison work to have face-to-face communication with the IOs/BMOs/consumers. Highlights currently planned include a roadshow to be held in Shatin from 28 to 30 June and then in Kowloon later in the summer, and a show-cum-seminar on 4 August 2002 at the Hong Kong Central Library. We will also continue to organise seminars and exhibitions at various districts to publicise the key messages of the campaign and to answer queries.

Implementation of Class Licence for In-building Telecommunications System

14.   On 8 April 2002, Members were briefed on the OFTA's consultation on the creation of a class licence for in-building telecommunications system. The consultation ended on 30 April 2002. A total of 14 submissions were received. The OFTA is now studying the submissions received before deciding on the way forward.

Office of the Telecommunications Authority
June 2002

"Special Agents Telecom" on RTHK Radio 2
Radio Programme for Consumer Education

	Broadcasting Date	Topics
1.	14/01/2002 (Mon)	General tips on the use of mobile phones - Selecting mobile phone services
2.	16/01/2002 (Wed)	General tips on the use of mobile phones - Signing or cancelling a contract
3.	18/01/2002 (Fri)	General tips on the use of internet services - Prevention of receiving SPAMs
4.	21/01/2002 (Mon)	General tips on the use of internet services - Prevention of unwanted connection to the IDD function
5.	23/01/2002 (Wed)	General tips on the use of IDD & roaming services
6.	25/01/2002 (Fri)	Etiquette for using mobile phones
7.	28/01/2002 (Mon)	About 3G Services
8.	30/01/2002 (Wed)	Enrich your living. Gain Access to New Telecom Services (1)
9.	01/02/2002 (Fri)	Enrich your living. Gain Access to New Telecom Services (2)
10.	04/02/2002 (Mon)	Enrich your living. Gain Access to New Telecom Services (3)

"Mini-series Telecom" on Commercial Radio CR1
(as at 1 June 2002)

	Broadcasting Period	Topics and Contents
1.	28/01/2002 (Mon) – 03/02/2002 (Sun)	**Mobile phone services** - Factors to consider when selecting services, pre-paid SIM cards - Points to note when signing or cancelling service contracts
2.	04/02/2002 (Mon) – 10/02/2002 (Sun)	**IDD services** - IDD locks - Points to note when selecting IDD services
3.	11/02/2002 (Mon) – 17/02/2002 (Sun)	**Internet services** - How to prevent from receiving SPAMs
4.	18/02/2002 (Mon) – 24/02/2002 (Sun)	**IDD & roaming services** - Points to note when selecting roaming services
5.	25/02/2002 (Mon) – 03/03/2002 (Sun)	**Mobile phone services** - Promotional SMS - Charges (peak/non-peak hours)
6.	04/03/2002 (Mon) – 10/03/2002 (Sun)	**Internet services** - Prevention of unexpected IDD charges
7.	01/04/2002 (Mon) – 07/04/2002 (Sun)	**Broadband vs narrowband services** - General knowledge about & benefits of using broadband services
8.	08/04/2002 (Mon) – 14/04/2002 (Sun)	**i-Home benefits (1)** - Remotely monitor home safety and security - Remotely control home appliances
9.	15/04/2002 (Mon) – 21/04/2002 (Sun)	**i-Home benefits (2)** - Conducting video conferencing for easier communication - Continuing business at home
10.	22/04/2002 (Mon) – 28/04/2002 (Sun)	**i-Home benefits (3)** - 24-Hour e-learning & "research centre" - More choices of TV programmes
11.	29/04/2002 (Mon) – 05/05/2002 (Sun)	**Facilities installation by new telecom operators** - Wireline and Wireless Technologies
12.	06/05/2002 (Mon) – 12/05/2002 (Sun)	**Facilities installation by new telecom operators (Repeat) -** Wireline and Wireless Technologies
13.	13/05/2002 (Mon) – 19/05/2002 (Sun)	**Will every household have choices?** - Universal Service Obligation

	Broadcasting Period	**Topics and Contents**
14	20/05/2002 (Mon) – 26/05/2002 (Sun)	**How do new telecom operators install facilities?** - COP issued by OFTA
15.	27/05/2002 (Mon) – 02/06/2002 (Sun)	**Can-dos and cannot dos of telecom operators & OFTA's role reiterated**
16.	24/06/2002 (Mon) – 30/06/2002 (Sun)	**The world of intelligent living** - Learn more at our community events
17.	To be confirmed	**The world of intelligent living** - Learn more at our community events
18.	To be confirmed	**The world of intelligent living** **-** Learn more at our community events