

**Asia Television Limited's views on
Public Service Broadcasting ("PSB")**

(1) Our position

- (a) PSB should not occupy the spectrum and airtime of any commercial licensees. PSB can make use of the digital terrestrial broadcasting platform to be launched in 2008 to provide its own services and run its own channel.
- (b) PSB should not rely on advertising revenue and/or commercial sponsorships to provide services.

(2) Our opinion

- (a) The models such as BBC (UK) and NHK (Japan) could be considered. The Government may establish a regulatory committee, duly authorized by it to formulate the policy regarding its programmes and to forecast and manage expenditures.
- (b) PSB's source of funds could be from the government's subsidies, license fees from subscribers, donations (on non-commercial basis) from individuals/corporations, and/or through distribution of its programmes, teaching materials and rental of equipment, etc.
- (c) PSB shall not focus on advertising revenues and ratings as commercial broadcasters to provide its services. It shall provide many varieties of programmes, including :-
 - i、 Non-commentary and comprehensive introduction of the government's policies;
 - ii、 Promoting artistic, educational and cultural development, act as a platform for the public to :-
 - pursue education for life.
 - increase awareness of the history and culture of their homeland and the world.
 - interact with different kinds of performing arts
 - iii、 A platform for people from various classes, races and societies to express their view and opinion.