



Government approves another licence for ATV

The Chief Executive in Council (CE in C) today (May 25) approved Asia Television Limited (ATV) to hold a non-domestic television programme service licence in addition to its existing domestic free television programme service licence.

Under the Broadcasting Ordinance (Cap.562), a domestic free television programme service licensee is disqualified from holding another television licence unless approved by the CE in C on public interest grounds.

ATV has applied to the Broadcasting Authority for a non-domestic television programme service licence for broadcasting its Home channel into Mainland as a pay TV service via satellite. ATV has, at the same time, applied for CE in C's pre-requisite approval for it to hold another television licence in addition to its domestic free television programme service licence.

A spokesman for the Commerce, Industry and Technology Bureau said that in considering ATV's application, the Government has taken into account the effect on competition; the programme choice of local viewers; development of the broadcasting industry, and the overall benefit to the economy.

"ATV's plan to broadcast its Cantonese Home channel into the Mainland will not have any adverse effect on competition and programme choice of local viewers.

"Granting ATV the pre-requisite approval to facilitate its venture to tap the potential of the Mainland market is positive to its business.

"More importantly, facilitating local broadcasters to expand their services across the border will help enhance Hong Kong's role as the gateway to the Mainland for broadcasters as well as Hong Kong's position as a regional broadcasting hub," the spokesman said.

Under the Broadcasting Ordinance, there are four categories of television licences: domestic free and domestic pay television programme service licences are issued by the CE in C while non-domestic television programme service and other licensable television programme service (e.g. TV services for hotel rooms) licences are issued by the Broadcasting Authority.

The Broadcasting Authority has already approved in principle ATV's application for a non-domestic television programme service licence. Following CE in C's approval, it will issue the licence to ATV.

Ends/Tuesday, May 25, 2004

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Broadcasting Authority grants ATV a non-domestic TV programme service licence

The following is issued on behalf of the Broadcasting Authority:

The Broadcasting Authority (BA) today (May 25) granted a non-domestic licence to Asia Television Limited (ATV) for it to launch a pay TV service in the Mainland by broadcasting its Home channel across the border via satellite, in pursuant to section 8(2) of the Broadcasting Ordinance, following the Chief Executive-in-Council's approval for ATV to hold a non-domestic television programme service licence in addition to its existing domestic free television programme service licence.

The licence is valid for a period of 12 years from June 1, 2004, to May 31, 2016. To date, the BA has granted a total of 14 licences to non-domestic television programme service providers.

Ends/Tuesday, May 25, 2004

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