

**For discussion  
on 29 January 2008**

**Legislative Council Panel on  
Information Technology and Broadcasting**

**Consultation on the implementation framework of  
mobile television services and  
development of digital audio broadcasting in Hong Kong**

**Purpose**

This paper briefs Members on the latest development of digital broadcasting technologies in Hong Kong, and the Administration's plan to launch a second consultation on the development of mobile television.

**Background**

2. Our broadcasting policy objectives are to enhance programming choice of the public and to facilitate innovation and investment in the broadcasting market. Compared to analogue broadcasts, digital broadcasting enhances spectrum efficiency and offers opportunities of new and wider range of services to the viewing and listening public. Hong Kong has been embracing such technological development and is an early adopter in advanced digital broadcasting technologies. Cable and satellite television services in Hong Kong are digitized, and we are the leader in the adoption of Internet Protocol Television technology with the highest penetration in the world (over one million subscribing households). Our free-to-air terrestrial television broadcasters also commenced providing digital service in December 2007.

**Mobile Television**

3. The international trend now focuses on the next wave of

digital broadcasting technologies for mobile reception. Combining mobility and television to provide multimedia anywhere anytime, mobile television exemplifies media convergence and opens up opportunities for more content and programming choices for the viewing public in Hong Kong.

4. While Hong Kong is leading in the adoption of third generation mobile telephony technology and mobile phones are already capable of receiving multimedia contents streamed to them (known as “streaming-type mobile television”), we note that point-to-multipoint broadcasting technologies for mobile reception (known as “broadcast-type mobile television”) are also developing rapidly in overseas markets. The latter is more spectrum efficient when broadcasting audio-visual content to mobile devices, but involves allocation of additional frequency spectrum.

5. The Government sees its role in facilitating the introduction of innovative broadcasting services and conducted the first round of consultation on mobile television in early 2007 to gather public’s views. We received 23 submissions and the majority of the respondents support the early introduction of mobile television services in Hong Kong. All the submissions are uploaded to the website of the Commerce and Economic Development Bureau (CEDB) <[www.cedb.gov.hk/ctb](http://www.cedb.gov.hk/ctb)> for public information. Broadcasters and telecommunications operators have also expressed their interest in rolling out mobile television services in Hong Kong. There is market interest in the development.

6. Taken into account these responses and overseas development, CEDB and the Office of the Telecommunications Authority will launch on 29 January 2008 a second public consultation on the development of mobile television services, and will brief Members on the same date.

### **Digital Audio Broadcasting**

7. Digital audio broadcasting can be provided as an ancillary

service of mobile television by sharing the same band of frequency spectrum. It does not necessarily have to be developed as a stand-alone service. The Administration will cover this subject in the briefing on mobile television.

**Communications and Technology Branch  
Commerce and Economic Development Bureau**

**Office of Telecommunications Authority**

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