



**Communications and Technology Branch**  
**Commerce and Economic Development Bureau**  
The Government of the Hong Kong Special Administrative Region

**OFTA**  
  
電訊管理局

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# **Digital Terrestrial Television (DTT)**

## **Latest Progress of Implementation**

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**Legislative Council**

**Panel on Information Technology and Broadcasting**

**11 May 2009**



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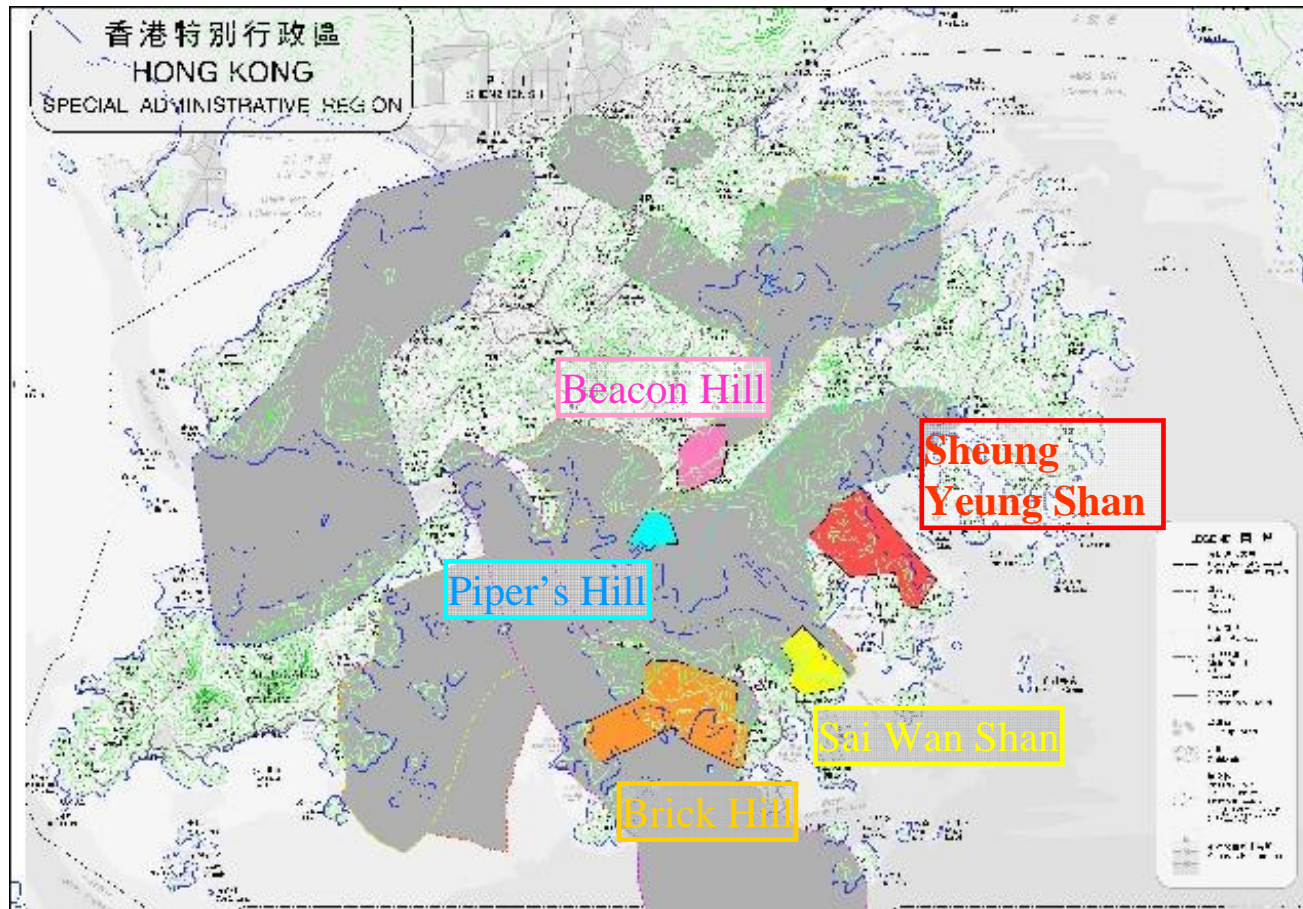


# DTT Transmitting Stations

- Currently 7 transmitting stations covering 18 districts and serving 75% of the population
  - ◆ Temple Hill
  - ◆ Kowloon Peak
  - ◆ Golden Hill
  - ◆ Castle Peak
  - ◆ Cloudy Hill
  - ◆ Lamma Island
  - ◆ Mount Nicholson
- 5 new stations will be launched in 2009 expanding coverage to 85% with an additional 700 000 people
- 2010-2011 – build 17 more transmitting stations with an ultimate coverage on a par with that of existing analogue coverage



# New Coverage Map (2009)





# Coverage and Reception Database

- OFTA provides on-line database covering information about
  - DTT coverage
  - Building readiness for DTT reception
- By mid-April 2009, over 390 000 visits with 1.94 million searches recorded

http://app1.ofta.gov.hk - Database for Coverage and Reception Information of Digital Terrestrial - Microsoft Internet Explorer

OFTA Office of the Telecommunications Authority  
電訊管理局 The Government of the Hong Kong Special Administrative Region Asia's world city HONG KONG

Database for Coverage and Reception Information of Digital Terrestrial Television Services

Building List

Total no. of record(s) matching the search criteria : 5 Search Again

Page : 1 of 1 Printer-Friendly List

Address	District	DTT Coverage Estimate	Building Readiness	More Information
59A-59C PUBLIC SQUARE STREET	YAU TSIM MONG	○		①
60 PUBLIC SQUARE STREET	YAU TSIM MONG	✓		①
71 PUBLIC SQUARE STREET	YAU TSIM MONG	✓		①
BROADWAY CINEMATHEQUE, 3 PUBLIC SQUARE STREET	YAU TSIM MONG	✓		①
YAU MATI KAIFONG ASSOCIATION SCHOOL, 80 PUBLIC SQUARE STREET	YAU TSIM MONG	✓		①

Remarks:

- DTT Coverage Estimate
  - ✓ denotes that based on the computer simulation, DTT signals are receivable at the building.
  - denotes that based on the computer simulation, DTT signals are only marginally receivable at the building. Residents of the building are advised to check about the actual reception with the contractor of the communal aerial broadcast distribution (CABD) / in-building coaxial cable distribution system (IBCCDS), if any, via the building management office or the incorporated owners.
  - \* denotes that based on the computer simulation, the building is not within the intended coverage areas of the announced DTT stations.


For those who have any questions concerning DTT Coverage Estimate, please call OFTA's hotline at 8102 4100


- Building Readiness
  - Ready** denotes that the CABD / IBCCDS of the building is capable of receiving and distributing DTT signals.
  - Works in progress** denotes that the building is in the process of upgrading its CABD / IBCCDS for DTT reception.
  - Not applicable** denotes that there is no CABD / IBCCDS in the building.
  - " (blank)" denotes that information is not available.
- Please click ① in the record for the possible sources of DTT signals if they are receivable at the building.
- The DTT Coverage Estimate has taken into account the DTT transmission from Castle Peak, Cloudy Hill, Golden Hill, Kowloon Peak, Lamma Island, Temple Hill and Mount Nicholson. Although the station at Temple Hill has been put into service since 31 December 2007, the next six stations will only be launched in July / August 2008.





# DTT Programme Channels

ATV 	
Channel number	Programme Channel
11	Home
12	HD aTV
13	Infortainment channel (to be launched in July 2009)
14	CTI-Asia
15	CCTV 4
16	World

TVB 	
Channel number	Programme Channel
81	Jade
82*	J2
83*	iNews
84	Pearl
85*	High Definition Jade

\*Associate with interactive TV services

Simulcast



## DTT Receivers

- As of April 2009, 158 models are authorised to use the “higher-tier” label
  - 89 are set-top boxes
  - 69 are integrated digital TV sets



- Set-top Box
  - popular with digital recording capability and allow storage of recorded programmes with built-in or external storage devices
  - price ranges from \$900 - \$1,500
- Integrated digital TV (iDTV) sets
  - about 15 brands of products available in the market



## Public Response

- DTT is well recognised and accepted by the public
- The Beijing Olympic Games last August served as a catalyst to boost take-up rate
- 1/3 Households (around 770 000) are receiving DTT  
(according to a public survey conducted in March 2009)





# Publicity

- Announcements of public interest (APIs) via TV and radio
- Leaflets and posters
- Dedicated website [www.digitaltv.gov.hk](http://www.digitaltv.gov.hk)
- Briefings for District Councils (February to July 2008)
- Education kits for students (mid 2008)
- Joint consumer education with Consumer Council
- New portal for public education (2nd half of 2009)
- Enquiry hotline : 2961 6333





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**Thank You!**

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