



立法會

LEGISLATIVE COUNCIL

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圖文傳真 FACSIMILE

5 May 2010

Mr Ambrose HO, SC, JP
Chairman of the Broadcasting Authority
c/o Television and Entertainment Licensing Authority
39/F, Revenue Tower
5 Gloucester Road
Wanchai
Hong Kong

Dear Mr HO,

Panel on Information Technology and Broadcasting

The recent media reports about the sponsorship of a radio programme by a certain political party and a paid radio announcement appealing to the audience to join the march against the proposal on constitutional reform have raised public concern on the regulation of sponsorship of radio programmes and advertising. There is also concern that sponsored programmes and paid announcements of such nature might amount to political propaganda. In this connection, Dr Hon Samson TAM Wai-ho, Chairman of the Legislative Council Panel on Information Technology and Broadcasting, has instructed the Secretariat to write to the Broadcasting Authority (BA) to seek its advice on the following:

- (a) details of the current regulatory regime, if any, governing sponsorship of radio programmes and/or advertising generally, and sponsorship and/or advertising of a political nature in particular;
- (b) whether sound broadcasting licensees are required under the Telecommunications Ordinance (Cap. 106), the Broadcasting Authority Ordinance (Cap. 391) or any other legislation and/or relevant codes of practice issued by the BA and/or licence conditions to seek the BA's approval for sponsorship of radio programmes and advertising; and if so, whether the BA's approval has been sought in respect of the sponsored programme and announcement in question;

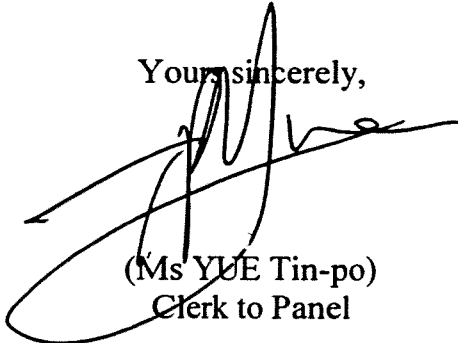
- (c) whether the sponsored programme and/or the announcement in question amount to political sponsorship or advertising of a political nature and whether the programme or announcement concerned contravenes any provisions of the relevant legislation, codes of practice and/or licence conditions; and
- (d) whether the BA has received any complaints against any sponsored programme and/or announcement of a political nature; if so, the action that has been/is to be taken by the BA.

I should be grateful if the BA would provide a written response (in both Chinese and English) as soon as possible, and forward the soft copy of the response to Ms May LEUNG at mleung@legco.gov.hk.

Meanwhile, the BA is requested to inform the Panel in writing of any new developments on the matter.

With best regards,

Yours sincerely,



(Ms YUÉ Tin-po)
Clerk to Panel

c.c. Dr Hon Samson TAM Wai-ho, JP (Panel Chairman)

Miss Elizabeth TSE, JP
Permanent Secretary for Commerce and Economic Development
(Communications and Technology)

Mr Vincent LIU, JP
Commissioner for Television and Entertainment Licensing

Miss Kathleen AU
CEO(Admin), Communications and Technology Branch
Commerce and Economic Development Bureau