



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

OFTA

電訊管理局

LC Paper No. CB(1)996/10-11(01)



Digital Terrestrial Television (DTT)

Progress Update on Implementation

Legislative Council

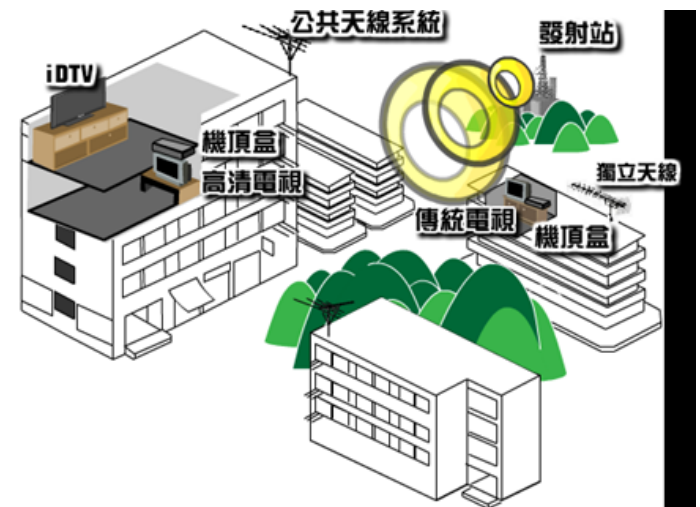
Panel on Information Technology and Broadcasting

10 January 2011



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DTT Network Rollout

- 8 new fill-in stations were launched early this year
- Coverage is expanded from 85% of the population last year to currently 89% (i.e., about 6.2 million people, up by 300,000 as compared with 5.9 million people at end 2009)

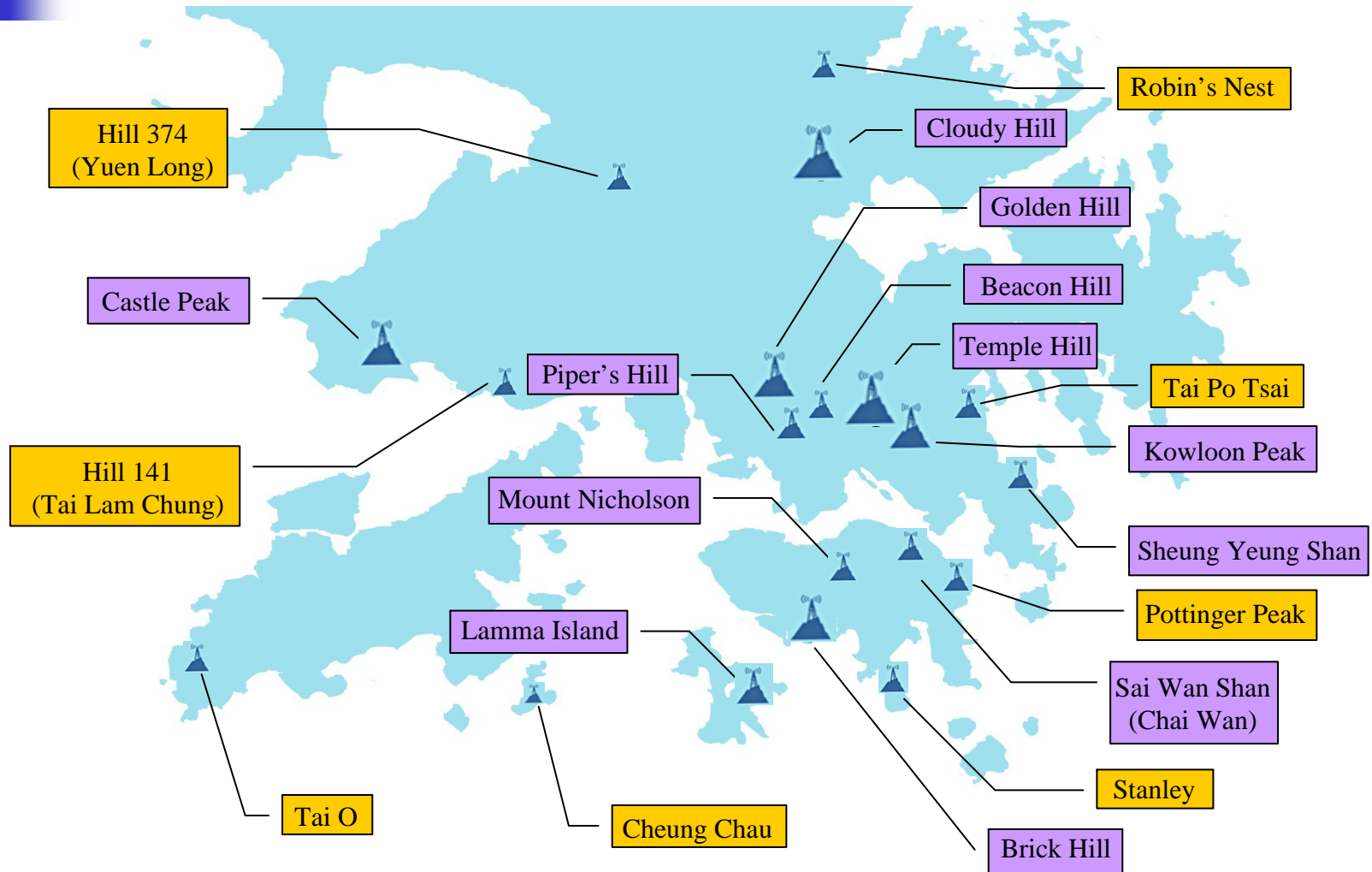


Newly Covered Areas

| Station name | Coverage Areas |
|-----------------------------|---|
| Hill 374 (Yuen Long) | Yuen Long, Mong Tseng Wai, Shui Bin Tsuen |
| Pottinger Peak | Shek O, Hok Tsui (Cape D'Aguilar) |
| Stanley | Stanley, Red Hill |
| Cheung Chau | Cheung Chau |
| Hill 141 (Tai Lam Chung) | Tai Lam Chung |
| Tai Po Tsai | Tai Po Tsai |
| Robin's Nest | Shan Tsui, Yim Liu Ha, Luk Keng, Ping Che , Kwan Tei |
| Tai O | Tai O |



Location Map of DTT Stations



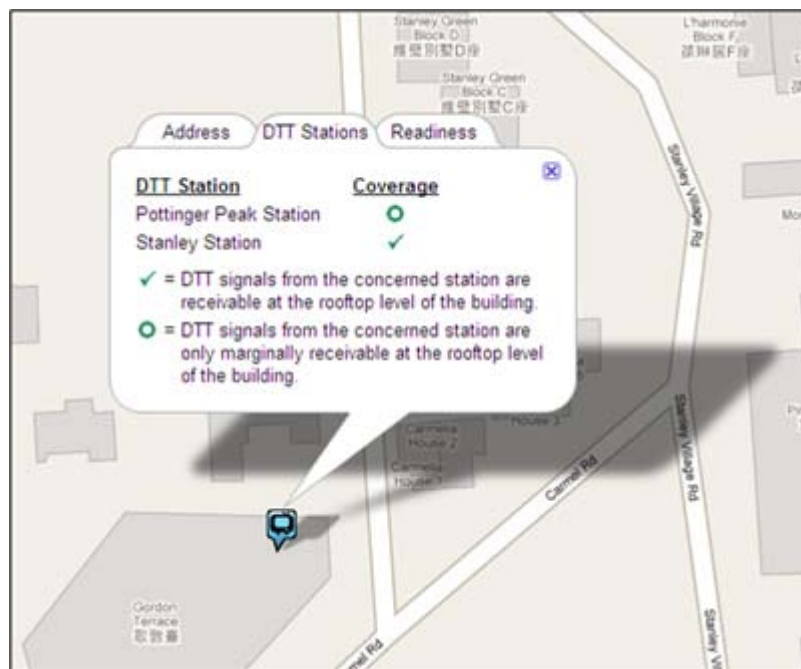


DTT Network Rollout

- Build 9 more fill-in stations by end 2011
- Ultimate coverage will be on a par with that of existing analogue coverage
- Will study how to improve the TV reception in those remote areas currently suffering from unsatisfactory analogue TV reception

Coverage and Reception Database

- OFTA has updated its on-line database with information about coverage and building readiness for DTT reception
- Facilitate graphical search by clicking a location on the map
- By mid-December 2010, more than 500 000 visits with over 2.2 million searches recorded



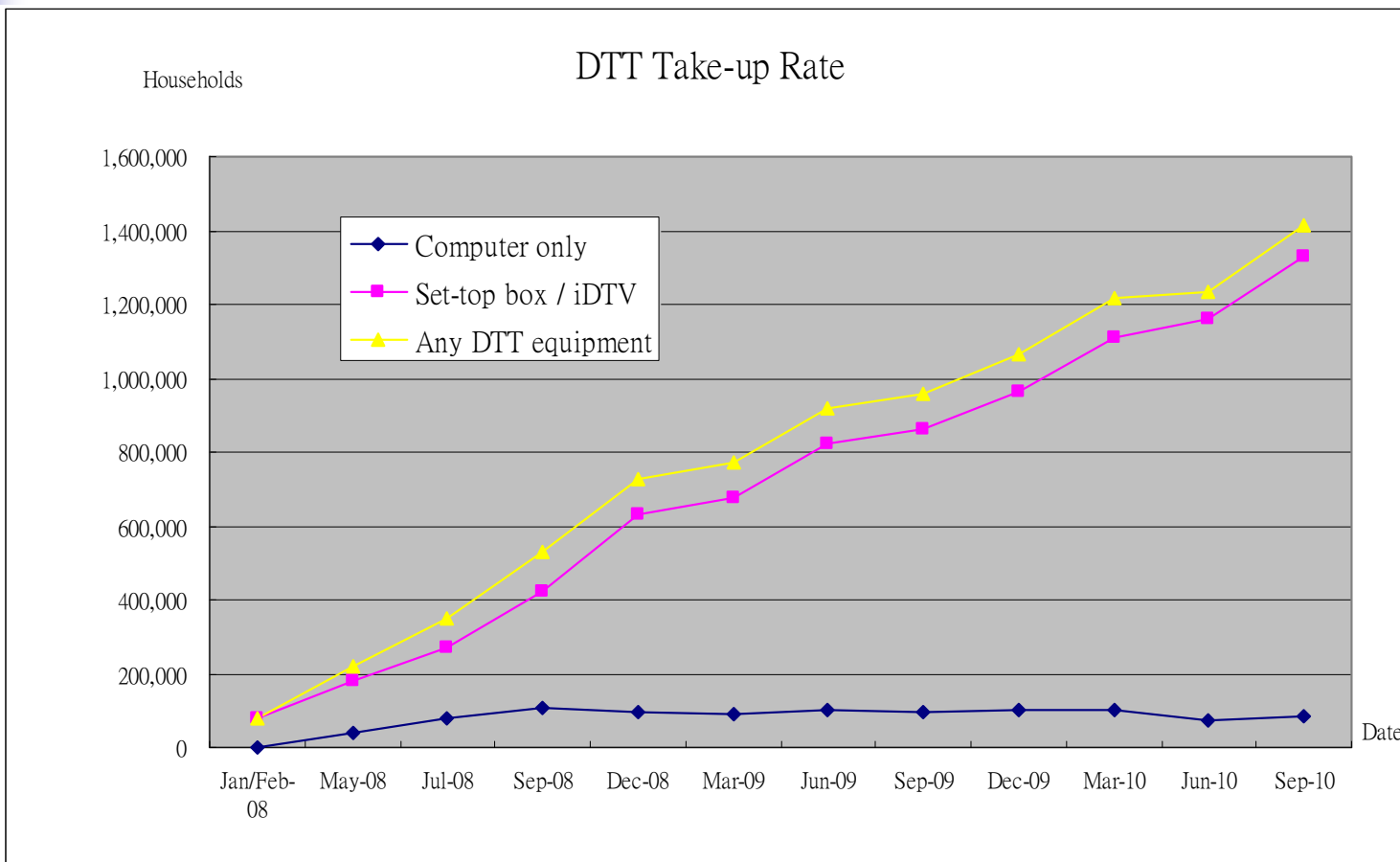


Public Response

- DTT is well recognised and accepted by the public. Take-up rate keeps growing at a steady pace.
- About 61% families (around 1.4 million households) are receiving DTT (according to a public survey conducted in September 2010)





DTT Take-up Rate (2008-2010)





DTT Programme Channels

| ATV  | |
|---|-------------------|
| Channel number | Programme Channel |
| 11 | Home |
| 12 | HD Channel |
| 13 | TVS |
| 14 | CTI-Asia |
| 15 | CCTV 4 |
| 16 | World |
| 17 | SZTV |

| TVB  | |
|---|----------------------|
| Channel number | Programme Channel |
| 81 | Jade |
| 82* | J2 Channel |
| 83* | I News |
| 84 | Pearl |
| 85* | High Definition Jade |

* With interactive TV services

Simulcast

DTT Receivers

- As of mid-December 2010, 199 models are authorised to use the “higher-tier” label
 - 60 are set-top boxes
 - 139 are integrated digital TV sets
- Set-top Box
 - Average price keeps falling and is currently around \$700~\$800
 - Mostly used as a personal video recorder (PVR)
- Integrated digital TV (iDTV) sets
 - Over 90% flat panel TV sold in the retail market are iDTV
 - Average price drops by more than 10% as compared with that of last year





Publicity

- Leaflets and posters
- Dedicated website
www.digitaltv.gov.hk
- Joint letters with ATV and TVB to owners incorporations or property managers of buildings under new coverage
- Enquiry handling
 - hotline : 2961 6333
 - E-mail : dtv@ofta.gov.hk





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Thank You!
