



LC Paper No. CB(4)781/12-13(01)

Your Ref 來函檔號:

Our Ref 本函檔號: OFCA/B/BR 309/1

(Translation)

By Post & Fax (3151 7052)

13 June 2013

Panel on Information Technology and Broadcasting
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong
(Attn: Ms Denise Lau)

Dear Ms Lau,

**Issues Relating to the Arrangement for Collecting Public Views
on the Quality and Variety of Programmes Provided by
the Two Domestic Free Television Programme Service Licensees**

Thank you for your email dated 31 May 2013 referring to us the letter dated 30 May 2013 from Honourable Charles Mok to the Chairman of the Legislative Council Panel on Information Technology and Broadcasting on the captioned issue. As per your request, the replies of the Communications Authority ("CA") to the questions raised in Honourable Mok's letter are set out below.

2013 Public Engagement Exercise

The arrangements for the 2013 public engagement exercise were the same as those for the 2010/2011 exercise. The 2013 exercise has adopted a two-stage format. During stage one, members of the public were invited to submit their written views on the quality and variety of free television programmes. In stage two, members of the public, including academics, television production veterans and representatives from concern groups, etc. were invited to participate in focus group discussions. With the whole public engagement exercise lasting for more than three months and the different formats adopted in

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the two stages, the exercise should provide ample opportunity for members of the public to express their views.

The CA has widely publicised its invitation of written views from members of the public in stage one through press release, print advertisements and banners on various websites. At the end of the six-week invitation period, the CA received a total of about 7,600 submissions.

The focus group discussions in stage two, which were held in May 2013, aimed at encouraging in-depth discussions between the participants and representatives of the free television broadcasters. As in the last public engagement exercise, the CA would forward all the views collected in the two stages of the public engagement exercise to the two free television broadcasters for responses and follow-up. Upon completion of the exercise, the CA would publish a report on its website, summarising the views collected and the responses from the two broadcasters.

Focus Group Discussions

As in the 2010/2011 public engagement exercise, the 2013 public engagement exercise included two focus group discussions. The CA has invited a total of 107 individuals or representatives from concern groups to participate in the focus group discussions. For the first session, 38 television and film production veterans, journalism and communications academics, commentators on TV and film, and representatives of social welfare organisations were invited. For the second session, 69 members of the public including students, representatives of the parent-teacher associations, and individuals of different vocational background were invited.

Opening-up of Consultation Exercise

The public engagement exercise has adopted a two-stage format. During stage one, members of the public were invited to submit their written views on the quality and variety of free television programmes. Any individuals and organisations could submit their

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views in this stage. The focus group discussions in stage two were intended for in-depth discussions so that the two free television broadcasters could have the opportunity to receive direct feedbacks from individuals who were conversant with the topics under discussion (e.g. television production veterans and journalist and communications academics) as well as from members of public of different sectors and background.

The CA will take into account the subject and nature of each consultation exercise in deciding the appropriate arrangement for collecting public views.

Yours sincerely,

Signed

(Miss Katy Fong)
Secretary,
Communications Authority

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