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By Fax

4 December 2012

Ms Yue Tin-po  
Clerk to Panel on  
Information Technology and Broadcasting  
Legislative Council  
1 Legislative Council Road  
Central, Hong Kong  
(Fax: 28400269)

Dear Ms Yue,

**Special Meeting of the Panel on Information Technology and  
Broadcasting (ITB Panel) on 24 November 2012**

I refer to the captioned meeting during which the Administration was requested to provide information on the comparison between Digital Broadcasting Corporation Hong Kong Limited (DBC) and the other digital audio broadcasting (DAB) licensees in terms of total investment, manpower, programme hours and audience ratings.

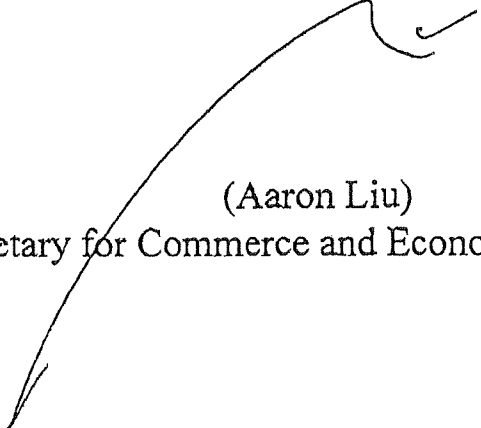
In this connection, I enclose at **Annex** a table setting out the requested information on DBC, Metro Broadcast Corporation

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Limited (Metro) and Phoenix U Radio Limited (Phoenix), for Members' reference. Please note that we do not possess information on the audience ratings of the licensees providing DAB service.

Grateful if you would help convey the information to Members of the Panel. Thank you.

Yours sincerely,



(Aaron Liu)  
for Secretary for Commerce and Economic Development

C.C.

Office of the Communications Authority (Attn: Miss Katy Fong)

AnnexComparison between sound broadcasting licensees providing digital audio broadcasting services<sup>1</sup>

	DBC	Metro	Phoenix
<b>Total investment over six years<sup>2</sup></b>	\$620 million (comprising capital investment of \$78 million and operating expenses of \$542 million)	\$134.2 million (comprising capital investment of \$20.7 million and operating expenses of \$113.5 million)	\$203 million (comprising capital investment of \$13 million and operating expenses of \$190 million)
<b>Manpower<sup>3</sup></b>	around 330		
<b>Weekly programme hours at formal launch of service</b>	1 176 hours	168 hours	168 hours

Notes:

- <sup>1</sup> The licensees had soft launched / formally launched their services at different times. DBC soft launched its services beginning in August 2011 and formally launched its services in September 2012. Metro formally launched its digital audio broadcasting service in September 2012. Phoenix soft launched its services in December 2011 and formally launched its services in January 2012.
- <sup>2</sup> The figures are the total proposed investments set out in the proposals of the three licensees in their applications for sound broadcasting licences to provide digital audio broadcasting services. They are higher than the investments pledged by the licensees in their Six-year Investment Plans which cover only capital investments and programming investments but not other operating expenses like general and administrative expenses.
- <sup>3</sup> The figure also includes the total number of staff employed by Metro for its analogue sound broadcasting service. As the manpower of individual licensees is internal information of the companies concerned, we have only set out the total number of staff members of the three licensees.