

**2014 Policy Address**  
**Policy Initiatives of**  
**Communications and Technology Branch,**  
**Commerce and Economic Development Bureau**

**Our Vision**

The Government's vision is to develop the economy to encourage industries to expand and thrive. In relation to communications, technology and creative industry, we work to further the development of technology-based industries, seek to maintain our position as Asia's leading digital city and at the same time enhance Hong Kong's position as a regional communications hub. We would continue to foster the development of creative industry with a view to building Hong Kong into a regional creative capital.

**New Initiatives**

**Information and Communications Technology (ICT)**

***ICT Professional Recognition Framework***

2. In November 2012, the Government set up a Task Force on ICT Professional Development and Recognition under the Digital 21 Strategy Advisory Committee (D21SAC). The objective of the Task Force is to explore the feasibility of establishing a framework for ICT professional recognition in Hong Kong, with reference to international practices and frameworks of other economies. After critically examined the major ICT professional qualification schemes as well as ICT qualification and competency frameworks available locally and overseas, the Task Force has come up with a proposal on a unified ICT professional recognition framework in Hong Kong. The Task Force will consult different stakeholder groups on the proposal and then proceed to public consultation.

***Next Government Data Centre Complex***

3. We have completed the technical feasibility study and a high level work plan on establishing a new government data centre complex to support the long-term demands of data centre services in

bureaux/departments. OGCIO will continue to work with the Architectural Services Department on preparation of the requirement specification and arrangement for architecture and building design of the complex.

## **Creative Industries**

### ***Encourage cinema patronage for Hong Kong produced movies***

4. With the rapid development of the film production industry in the Mainland and the emergence of competitors in the region, the film industry of Hong Kong is facing ever keener competition. We are formulating measures to encourage cinema patronage for Hong Kong-produced movies and build up an audience base which is supportive to local films in order to support the local film industry, as part of the ongoing review of the Film Development Fund (FDF).

## **On-going Initiatives**

### **Information and Communications Technology (ICT)**

#### ***New Strategy for IT Development in Hong Kong***

5. The Digital 21 Strategy was first promulgated in 1998 as the blueprint for ICT development in Hong Kong. It has since been updated thrice in 2001, 2004 and 2008. With the advent of wireless and multi-platform technologies, cloud computing, Internet of Things and big data in recent years, we have reviewed and formulated the new 2014 Digital 21 Strategy. The “Smarter Hong Kong, Smarter Living” Strategy sets out the framework for Hong Kong to leverage on new technologies to propel continuous economic and social development on various fronts, and to deliver intuitive and integrated e-services to the public with a view to fostering a thriving ICT industry. We will promulgate the new Strategy in 2014 and implement the initiatives.

#### ***International IT Fest***

6. We collaborated with the local ICT industry to organise Hong Kong's first-ever International IT Fest in April 2013, showcasing Hong Kong's ICT achievements and promoting Hong Kong's image as a leading ICT hub in the Asia Pacific region. IT Fest 2013 featured 25

events in areas where Hong Kong is developing fast, increasing public awareness and appreciation of the vibrant development and achievements of the local ICT industry. We will continue to work with the ICT industry to organise the IT Fest 2014 on 7-20 April. So far, around 30 international and local events have been confirmed, of which many are targeted for the general public, startups and students.

### ***City-wide Wi-Fi for the Public and Visitors***

7. To further advance Hong Kong's position as a highly connected city, we will extend the free GovWiFi service to more government premises including leisure locations and popular focal points, like beaches, major district parks and harbourfront promenades. GovWiFi services are currently provided at more than 2 300 hotspots in 430 government premises. We target to increase to some 600 premises of over 3 000 hotspots in the coming two years. We will also work with other public organisations to provide Wi-Fi services at their premises (such as public hospitals) through facilitating partnership with commercial Wi-Fi operators. Furthermore, we will promote a common Wi-Fi branding, e.g. "WiFi@HK", for Wi-Fi services which are offered by the public and private sectors completely free or free for a certain period of time, to make it easier for the public and visitors to search and access free public Wi-Fi services in Hong Kong.

### ***Facilitating and Promoting Cloud Computing Services and Standards Development***

8. We have established the "Expert Group on Cloud Computing Services and Standards" to drive cloud computing adoption and development in Hong Kong. We launched a cloud information portal in 2013 to disseminate a number of guidelines and checklists, including the Practice Guide for Procuring Cloud Services, for reference by the cloud service providers and users. We have also organised conferences and forums through the exchange platform of Guangdong-Hong Kong Cloud Expert Committee to discuss on cloud computing development and standards in the two places. In 2014, we will continue to collaborate with the industry, academia and professional bodies to arrange experience sharing and training programmes, and promote the adoption of related guidelines and best practices to strengthen the awareness and confidence of enterprises in using cloud services, as well as to develop local expertise. We will also continue to cooperate closely with the Guangdong counterpart in various ways to promote cloud computing

development and explore the co-development of cloud computing standards and guidelines.

### ***Information Security***

9. The Government attaches great importance to information security and cyber security. The Office of the Government Chief Information Officer (OGCIO) hosted an information security roundtable with information security consultants and experts in August 2013 to discuss Hong Kong's information security landscape, and solicit their suggestions on improvement. In November 2013, OGCIO collaborated with the Hong Kong Computer Emergency Response Team Coordination Center (HKCERT), local critical Internet infrastructure service providers, mobile network operators and some Government departments to conduct a cyber security drill for testing and raising the incident response capability of industry stakeholders and Government departments against cyber attacks.

10. The Government keeps abreast of global information security trend and development at all times. Through the one-stop INFOSec portal and other channels, reference information and latest security news are provided to raise the awareness of enterprise and citizens on the importance of information security, strengthen their knowledge and ability to protect their computer systems and devices from cyber attacks.

11. In April 2014, we will host an ISO (International Organization for Standardization) technical committee meeting in Hong Kong. In this meeting some 300 security experts from over 30 economies will discuss the development of information security techniques and associated standards. Local information security industry can take this opportunity to enhance their understanding on information security standards, as well as strengthen the promotion and driving of the adoption of information security standards by organisations.

### ***Data Centre Development***

12. To support the development of data centres, the government has allocated over 15 hectares and has reserved two hectares of land in Tseung Kwan O for the development of high-tier data centres since 2010. With Government's support, the Tseung Kwan O Industrial Estate is now housing a cluster of 12 high-tier data centres. The first one-hectare data centre site at Tseung Kwan O was sold in October 2013 at a premium of \$428 million. Moreover, two incentive measures were implemented

since June 2012 to encourage the conversion of industrial buildings into data centres and the development of high-tier data centres on existing industrial lots. The response from the industry is encouraging. So far, eight applications were received, of which five have been approved. Furthermore, through the Data Centre Facilitation Unit, we have been providing one-stop support to assist interested organisations to set up data centres in Hong Kong. The Unit liaises with various Government departments to address industry-wide concerns, and streamline and fine-tune regulatory requirements to better accommodate the unique operational needs of data centres. We will continue our efforts to facilitate the development of data centres to provide the necessary infrastructure to support the sustainable development of various economic sectors.

### ***New Hosting Infrastructure for E-Government Services***

13. In April 2011, the Finance Committee of the Legislative Council approved a funding commitment of \$135,000,000 for the development of a new hosting infrastructure with higher hosting capacity for e-government services. The new infrastructure was rolled out in September 2013. Apart from supporting more than 100 existing e-Government services, there are three newly added services running on this new infrastructure. Besides, as at December 2013, at least eight new e-Government services were planned to be launched on the infrastructure in the coming year.

### ***Government Cloud Computing Strategy***

14. OGCIO has launched the Government Cloud Platform (GovCloud) in the end of 2013 as scheduled. GovCloud is the Government's first major private cloud initiative and an important central IT infrastructure with full cloud computing functions. It provides computing resources, including server, storage and network resources, and a stable and reliable environment for bureaux/departments to develop and host their e-government services. Through adopting cloud computing technologies, GovCloud brings about the benefits of cost saving, time saving and enhanced agility in meeting the growing demand of bureaux/departments on IT resources. This will expedite development and delivery of e-government services. GovCloud initially supports the development of electronic recordkeeping and collaborative working systems for shared use by bureaux/departments. It will be progressively rolled out to support more e-government services. A total of \$242 million has been earmarked to implement GovCloud services in

the coming five years.

15. In 2014, we will continue the implementation of the Government Cloud Computing Strategy and ride on the newly-established Government Cloud Platform (GovCloud) to launch various shared applications and services, including electronic information management, collaborative working and e-procurement, for use by government bureaux/departments.

### ***Next Generation of E-Government Services***

16. The number of accounts on MyGovHK, the personalised platform on the Government's one-stop portal, has continued to grow since its launch in December 2010, reaching 125 000 in December 2012 and 187 000 in December 2013. Apart from enriching the portal's functions, features and information, we will develop a mobile version of MyGovHK in the first quarter of 2014. Users of smartphones, tablet computers and screen readers will be able to browse the portal contents smoothly.

17. In view of the increasing popularity of smart phones and mobile devices, bureaux/departments have to date rolled out 83 mobile applications (apps) and 68 mobile websites. OGCIO will continue to support bureaux/departments to develop quality mobile services so that the public can use e-government services anytime, anywhere.

18. At the same time, the Data.One portal (<http://Data.One.gov.hk>) has been providing 15 data types, encompassing over 2000 datasets. Through the app competition and publicity programmes, promotion of value-added re-use of PSI helps to tap community wisdom to process or mesh different types of data so as to come up with innovative products and services, bringing convenience to the public and positive social outcomes. PSI also creates business opportunities and spurs growth of the ICT industry. By empowering a smart city through making beneficial use of public data, the value-added re-use of PSI is conducive to Hong Kong's development as a knowledge-based economy. In this connection, we will make all Government information released for public consumption in digital format by default in the long run.

### ***Enhancing the Adoption of ICT among SMEs***

19. To enhance Hong Kong's competitiveness, the Government has been implementing various programmes since 2004 to encourage SMEs

to adopt ICT to increase efficiency and productivity. To date, we have completed 21 projects, including electronic business applications, websites and training, benefiting about 18 000 SME practitioners from various sectors.

20. In 2013, we supported two projects under the Sector-specific Programme (SSP), which would benefit SMEs in the land transport and logistics sectors. One project is a mobile and cloud-based application for fleet management, while the other is an application to enhance the logistics of flag-bag collection by leveraging on mobile and cloud technologies. These two projects commenced in December 2013 for completion in early 2015. We will continue to support projects under the SSP on innovative adoption of ICT to enhance the operational efficiency and business opportunities of SMEs in 2014-15.

21. Cloud computing allows SMEs to adopt ICT solutions that are suitable for their scale of operation with low start-up costs and lesser onus in subsequent system maintenance and upgrading, thereby enhancing their competitiveness. We launched a portal on cloud computing (InfoCloud) in January 2013 to provide SMEs with useful information on cloud computing, user guides and best practices. To further step up our promotional effort to drive the adoption of cloud computing services by SMEs, we will conduct a cloud promotion programme by offering training and incentives to uplift the awareness of cloud computing among SMEs and facilitate them to better understand the benefits of using cloud computing and how to select cloud services, so as to encourage SMEs to make use of cloud-based services and applications to enhance their operational efficiency and business opportunities.

### ***ICT Manpower Development***

22. We supported the “iCity” Project in 2013 to stimulate interests in ICT among youngsters through a series of competitions and activities and the production of TV series. We set up the “Student IT Corner” website in November 2013 to provide information about IT studies, IT careers and IT motions, so as to enhance students’ understanding of the ICT industry and its prospects. We have just put on air a new TV drama series entitled ‘IT Champions’ on the contribution of ICT professionals to Hong Kong’s social and economic development.

23. The Government will continue to work closely with the industry and academia to implement various measures to facilitate the continuous upgrading of the overall quality and competitiveness of Hong Kong’s ICT

talents.

### ***Collaboration with the Mainland***

24. Hong Kong will continue to work closely with the Mainland in three key areas, namely cross-boundary e-commerce facilitation, technology collaboration and technology exchange. In cross-boundary e-commerce facilitation, the Mutual Recognition of Electronic Signature Certificates issued by Hong Kong and Guangdong was made a standing arrangement in August 2012. This can further help develop the secured cross-boundary e-commerce in the two places. In technology collaboration, we will continue to develop and promote the use of cloud computing standards, best practices and guidelines, and certification in Guangdong and Hong Kong, and to promote the relevant work programme and collaboration projects. In technology exchange, we and our ICT industry jointly participate in exhibitions, forums and conferences in the Mainland to promote ICT products and services of Hong Kong with a view to creating business opportunities for local industry. Moreover, we and the Economic & Information Technology Commission of Guangdong Province signed "the Agreement on Information Framework Co-operation" in September 2013 to further strengthen the collaboration of informatisation in Guangdong and Hong Kong.

### ***Digital Inclusion***

25. We are implementing a comprehensive digital inclusion programme to help under-privileged groups, with special focus on the elderly and persons with special needs, to exploit the opportunities made possible by ICT advancement. We will encourage wider ICT adoption in the silver hair community by recognising the achievement of elderly persons who have made good use of ICT in their daily lives, and organising outreach programmes for those with limited mobility. Response to the Web Accessibility Recognition Scheme launched last year was encouraging. We provided free advisory services to over 100 participating organisations, of which 70 organisations from different sectors were awarded for successfully implementing web accessibility in their websites. We will continue with the Scheme to entrench web accessibility as an integral requirement of web design, and extend the coverage of the Scheme from websites to mobile apps in view of the increasing adoption of mobile devices among persons with disabilities. We have also supported the development of seven mobile apps for different under-privileged groups including the visually impaired, the



hearing impaired, the physically handicapped, children with intellectual disabilities, autistic children, ethnic minorities and the elderly. We will continue to produce more apps for the under-privileged to help them leverage ICT to enhance their quality of life and broaden their social circles. In addition, we have been implementing the “i Learn at home” Internet Learning Support Programme to help students with needs acquire affordable computers and internet access services, and provide them with user and social support on the healthy and effective use of the Internet for learning. In light of the findings of a recent review on the implementation arrangements, we will introduce a greater variety of product offerings to meet different learning needs, and strengthen provision of technical support services to help eligible families make effective use of the Internet for learning.

## **Creative Industries**

### ***Review of the Film Development Fund and the Film Guarantee Fund***

26. We are reviewing, in consultation with the Film Development Council and relevant stakeholders, the way forward of the FDF and the Film Guarantee Fund (FGF) as the means to support the development of the local film industry. We kick-started the review in October 2013 with a view to completion by mid-2014.

### ***Taking forward the First Feature Film Initiative***

27. To nurture new talents for the local film industry, the First Feature Film Initiative (FFFI) was launched in March 2013 on a pilot basis. Following the announcement of the results of the screenplay and production proposal competition, the three winning film directors and their production teams have started working on the pre-production of the films. Principal photography of the films will commence in mid-2014 and it is anticipated that the films will be ready for theatrical release by the end of 2014. A review of the FFFI will be conducted by CreateHK after theatrical release of the films.

### ***Promoting the Comix Home Base and the PMQ***

28. The Comix Home Base (CHB) at Wan Chai and the PMQ at Hollywood Road, Central are two new additions to Hong Kong’s creative landmarks. To tie in with the opening of the CHB in July 2013, Create Hong Kong (CreateHK) collaborated with the animation and comics sectors to present the “Hong Kong Ani-Com Summer 2013” in July and

August with 14 programmes to engage members of the general public and ani-com lovers. The programme attracted over 900 000 participants in total. CreateHK will continue to support the promotion of the CHB as part of the efforts to drive the development of Hong Kong's animation and comics sectors.

29. The PMQ is being revitalised from the former Police Married Quarters on Hollywood Road for opening in the first half year of 2014. Upon completion, the PMQ will provide over 100 studios for designers and practitioners of creative industries to create, display and sell creative products, as well as space for organising exhibitions and activities on design and creativity. CreateHK will closely liaise with the operator of PMQ to assist in the promotion of the PMQ to the local and overseas communities. CreateHK will also explore supporting suitable events to be held at PMQ through the CreateSmart Initiative.

## **Broadcasting Service**

### ***TV Broadcasting***

30. The Government will continue to promote the development of Digital Terrestrial Television (DTT) in Hong Kong. The two domestic free television programme service (free TV) licensees launched their respective DTT services in end 2007 and are responsible for constructing the DTT network in order to provide a territory-wide coverage. The latest DTT network coverage stands at around 99%, on par with that of the analogue TV broadcasting. The DTT take-up rate has reached about 82% of the total households. We will continue our publicity efforts to further boost up the DTT take-up in Hong Kong.

31. Following the Chief Executive (CE) in Council's decision to grant approval-in-principle for the applications of Fantastic Television Limited (Fantastic TV) and HK Television Entertainment Company Limited (HKTVE) for a domestic free television programme service licence, the Communications Authority (CA) will review the further information submitted by Fantastic TV and HKTVE, and submit to the CE in Council recommendations on whether a licence should be formally granted to Fantastic TV and HKTVE respectively under the Broadcasting Ordinance (Cap.562). Upon receipt of the CA's recommendation, the CE in Council will make a decision as soon as possible.

### ***Digital Audio Broadcasting***

32. In September 2012, the three licensed commercial broadcasters together with Radio Television Hong Kong (RTHK) formally launched their digital audio broadcasting (DAB) services. In line with our policy to support the development of DAB, we will continue to organise publicity campaigns to promote the DAB service.

### ***Public Service Broadcasting by RTHK***

33. RTHK has been embarking on various new development initiatives to fulfill its mission as the public service broadcaster of Hong Kong. For the DTT service, RTHK commenced the channel trial run on 12 January 2014. RTHK will be providing DTT services with three high definition TV channels. At the beginning of the channel trial run, RTHK TV 31 (main channel) will broadcast 8.5 hours daily (from 5 pm to 1:30 am) every Monday to Friday, and 13.5 hours daily (from 12 noon to 1:30 am) every Saturday and Sunday. RTHK TV 31 is an integrated channel offering programmes on current affairs, education, information, culture and arts and drama. RTHK TV 32 will live broadcast Legislative Council meetings every Wednesday, as well as other important press conferences and news of public interest. RTHK TV 33 will relay the China Central Television 9 Documentary Channel. For the DAB service, RTHK will continue to work with other DAB operators to enhance the DAB transmission network. As regards the pilot project on community involvement in broadcasting service, RTHK will strengthen promotion to draw wider public awareness and participation. For the construction of the New Broadcasting House, we are considering the way forward having regard to recent discussions at the Public Works Subcommittee.

### ***Review of Control of Obscene and Indecent Articles Ordinance (COIAO)***

34. The second round of public consultation on the review of the COIAO was concluded in July 2012, with approximately 1 000 submissions received. We briefed the Legislative Council Panel on Information Technology and Broadcasting on the summary of the views

collected on 14 January 2013. We are mapping out the way forward.

## **Telecommunications Service**

### ***3G Spectrum Re-assignment***

35. The Communications Authority and the Secretary for Commerce and Economic Development jointly announced in November 2013 the re-assignment arrangements for the frequency spectrum in the 1.9 – 2.2 GHz band for the provision of 3G mobile services upon expiry of the existing assignments in October 2016. A hybrid administratively assigned cum market-based approach will be adopted. We are in the process of preparing the necessary legislative amendments to implement the arrangements, and the auction for spectrum to be re-assigned through market-based approach is expected to be conducted in the fourth quarter of 2014.

### ***Safeguarding Consumers' Interests***

36. The Customer Complaint Settlement Scheme for the telecommunications industry aims to resolve deadlock billing disputes between telecommunications service providers and their customers. After the two-year trial period ends in October 2014, we will assess the effectiveness of the scheme and map out the way forward. Meanwhile, we will also continue to monitor the effectiveness of other regulatory or publicity initiatives (e.g. guidelines for the implementation of fair usage policy, measures to prevent mobile bill shock, etc.) to safeguard consumers' interests.

## **The Way Forward**

37. As set out in the Chief Executive's Policy Address, we will re-initiate the setting up of a new Innovation and Technology Bureau. This is in response to the calls from the technology sector that a new Bureau should be set up to champion Government's efforts in promoting the development of innovation and technology and information technology in Hong Kong. We would consult the relevant Panels of the Legislative Council once the detail proposals are finalised.

**Communications and Technology Branch  
Commerce and Economic Development Bureau  
16 January 2014**