

31 October 2013

The Honorable Wong Yuk-man
Chairman, Legislative Council Panel on
Information Technology and Broadcasting
Legislative Council Complex 1
Legislative Council Road Central
Hong Kong

Dear Mr Wong,

**Public Hearings for the Renewal of the Domestic Pay Television
Programme Service Licence of PCCW Media Limited**

The existing domestic pay television programme service licence ("licence") of PCCW Media Limited ("PCCW Media"), which was granted on 25 September 2003, will expire on 26 September 2015. The PCCW Media has submitted an application to the Communications Authority ("CA") for renewal of its licence on 25 September 2013.

Pursuant to Section 11 of the Broadcasting Ordinance (Cap. 562), the CA shall submit recommendations to the Chief Executive in Council ("CE in C") on PCCW Media's licence renewal application. For this purpose, the CA is going to conduct a public consultation exercise from 1 November 2013 to 30 November 2013 on the services provided by PCCW Media, so that the CA can take public views into account when formulating recommendations to the CE in C. As part of the public consultation exercise, the CA will conduct two public hearings to obtain public feedback on the services of PCCW Media. Details of the two public hearings are as follows:

Hong Kong Island session

Venue: Leighton Hill Community Hall, Happy Valley
Date: 14 November 2013 (Thursday)
Time: 7:00 p.m. to 9:00 p.m.



Kowloon and New Territories session

Venue: Mong Kok Community Hall, Mong Kok
Date: 22 November 2013 (Friday)
Time 7:00 p.m. to 9:00 p.m.

The CA would like to invite you and Members of the Legislative Council Panel on Information Technology and Broadcasting to attend the public hearings. Our staff will contact the Clerk to the Panel in relation to the attendance by the Panel Members. Copies of the publicity material for the public hearings are attached for your reference, please.

Yours sincerely,

(Miss Katy Fong)
Secretary,
Communications Authority

Encl.

c.c. Secretary for Commerce and Economic Development
(Attn : Mr Aaron Liu)

Clerk to Legislative Council Panel on Information
Technology and Broadcasting
(Attn : Ms Yue Tin-po)

**Public Consultation Exercise for
the Renewal of
the Domestic Pay Television
Programme Service Licence of
PCCW Media Limited
1 - 30 November 2013**

Give your
views in writing by
post, fax or email

**Public Hearing
(Hong Kong Island Session):**
14 November 2013 (Thursday)

**Public Hearing
(Kowloon and
New Territories Session):**
22 November 2013 (Friday)

Consultation Period:

1 - 30 November 2013

Please give your views in writing:

Post: 20/F, Wu Chung House, 213 Queen's Road East,
Wan Chai, Hong Kong
Fax: 2507 2219
Email: consultation-pccwmedia@ofca.gov.hk

Details of Public Hearings:

Hong Kong Island Session

Venue: Leighton Hill Community Hall
133 Wong Nai Chung Road
Happy Valley, Hong Kong

Date: 14 November 2013 (Thursday)
Time: 7:00 p.m. - 9:00 p.m.

Kowloon and New Territories Session

Venue: Mong Kok Community Hall
L2, Mong Kok Complex,
557 Shanghai Street, Mong Kok

Date: 22 November 2013 (Friday)
Time: 7:00 p.m. - 9:00 p.m.

Please call 2961 6489 or visit the Communications Authority's website at www.coms-auth.hk for reservation. Reservation starts from 31 October 2013. The public hearings will be conducted in Cantonese. English interpretation and sign language services may be provided upon request by participants when making reservation.



Background

In September 2003, the Chief Executive in Council (CE in Council) granted the existing domestic pay television programme service licence of PCCW Media Limited (PCCW Media) with a validity period of 12 years from 26 September 2003 to 25 September 2015. Under the Broadcasting Ordinance (Cap.562), the Communications Authority, the statutory body that regulates the broadcasters in Hong Kong, shall process PCCW Media's licence renewal application and submit its recommendations to the CE in Council. Following established practices, the Communications Authority will carry out a comprehensive assessment of the performance of PCCW Media with a view to making recommendations to the CE in Council on the licence renewal.

Purpose

The purpose of the public consultation exercise is to obtain comments and opinions from members of the public on the performance of PCCW Media. The Communications Authority will take into account the public views received in making recommendations to the CE in Council on the licence renewal.



Your Views are Important

Your views are useful and valuable to the Communications Authority.

- Are you satisfied with the programme quality of PCCW Media?
- What kinds of programmes on PCCW Media do you like?
- To what extent has PCCW Media complied with the licence conditions and programme and advertising standards?
- Do you have any suggestions or comments?

Please send your written comments to us by 30 November 2013.

The public hearings form an important part of the public consultation exercise. Members of the Communications Authority and senior management of PCCW Media will attend the public hearings to listen to your views. Please join us and make reservation for the public hearing.





通訊事務管理局
COMMUNICATIONS
AUTHORITY

**Public Consultation Exercise for
the Renewal of
the Domestic Pay Television
Programme Service Licence of
PCCW Media Limited
1 - 30 November 2013**



www.coms-auth.hk

Consultation Period:

1 - 30 November 2013

Please give your views in writing:

Post: The Communications Authority
c/o Office of the Communications Authority
20/F, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong
Fax: 2507 2219
Email: consultation-pccwmedia@ofca.gov.hk

The Public Hearings

Hong Kong Island Session

Venue: Leighton Hill Community Hall
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Background

The existing domestic pay television programme service licence of PCCW Media Limited (PCCW Media), which was granted by the Chief Executive in Council (CE in Council) in September 2003, will expire after 25 September 2015. Pursuant to the Broadcasting Ordinance (Cap. 562), the Communications Authority (CA), the statutory body that regulates the broadcasters in Hong Kong, shall process PCCW Media's licence renewal application and submit recommendations to the CE in Council. Following established practices, the CA will carry out a comprehensive assessment of the performance of PCCW Media against the various statutory requirements and licence conditions with a view to making recommendations to the CE in Council on the licence renewal.

Purpose

The purpose of the public consultation exercise is to obtain comments and opinions from members of the public on the performance of PCCW Media. In accordance with established procedures, the CA has decided to gauge public views on the television programme service of PCCW Media through various means including public hearings, an opinion survey and inviting written submissions from members of the public. The CA will take into account the public views received in making recommendations to the CE in Council on the licence renewal.

The Public Hearings

Basic rules to be observed

- The Chairman will decide on the order of the speakers.
- In order to accommodate as many speakers as possible, each will have not more than 3 minutes to express their views.
- The public hearing is not intended to be a question-and-answer session for the CA or the licensee. The public hearing is intended to obtain comments and opinions from members of the public on the performance of the licensee. The opinions expressed at the public hearing will be collated into a report for publication.
- Participants should respect the right of others to freely express their views at the hearing and should not disturb or interrupt the conduct of the hearing by whatever means, including holding up/waving placards or banners.

Programme rundown

6:45pm	Admission for members of the public
7:00pm	Welcoming remarks by the Chairman of the CA
7:10pm	Presentation by PCCW Media
7:25pm	Comments from the floor
9:00pm	End of public hearing

Written Submissions

Members of the public may also submit their opinions on the performance of PCCW Media in writing to the CA Secretariat by post, by fax or by email (please refer to page 1 for details). Views received will normally not be treated as confidential. The CA may publish the submissions received in whole or in part (unless otherwise specified) without seeking the permission of or providing acknowledgement to the party making the submission.

Topics to be raised

Views will be sought on the performance of PCCW Media and the television programme service it offered in the past. To assist members of the public to express their opinions on the licensee's service, a summary of the licensee's service, the current regulatory requirements for the type of licence concerned, the complaints records and the licensee's investment plan are set out in this brochure for information.

The Licensed Service of PCCW Media

PCCW Media currently provides a total of 178 television channels and 38 video-on-demand services offering a variety of programmes including news, movies, sports, documentaries, children programmes and infotainment programmes, etc. The list of channels (as at September 2013) provided by PCCW Media is set out below *-

*PCCW Media's licensed service is delivered over the passive optical network (PON) and digital subscriber line (DSL) broadband network operated by Hong Kong Telecommunications (HKT) Limited.

Name of Channel	Name of Channel	Name of Channel
General Entertainment	38 Xing Kong	20 STAR Sports
1 now HK	39 Australia Network	21 Fox Sports Plus HD
2 now 101	40 CCTV - 4	22 Fox Sports News
3 now Entertainment	41 Southern Television	23 STAR Cricket
4 now Mango	42 Creation TV	24 STAR Cricket Live Plus
5 now Hairun	43 unb	25 EuroSport
6 DIVA Universal	44 Phoenix Chinese Channel	26 EuroSports news
7 Syfy	45 Dai Ai Television	27 NBA TV
8 Thrill	46 HKSTV Jingpin Channel	28 Setanta Sports Channel
9 BBC Lifestyle	47 One TV	29 All Sports Network
10 Phoenix Hong Kong Channel	48 KBS World	30 now Golf 1
11 HKSTV Zhonghe	49 NHK World Premium	31 now Golf 2
12 Animax	50 TV5 Monde ASIE	32 now Golf 3
13 AXN	51 GMA Pinoy TV	Movies
14 beTV	52 GMA Life TV	1 HBO HD
15 Sony Entertainment Television	53 Colors	2 HBO Hits
16 Fox	54 STAR Plus	3 HBO Family
17 Li	55 Life OK	4 HBO Signature
18 KIX	Sports	5 HBO
19 Lifetime	1 PLTV	6 Cinemax
20 Universal Channel	2 now621	7 Fox Movies Premium
21 Fox Crime	3 now622	8 Turner Classic Movies
22 FX	4 now623	9 MGM
23 Crime & Investigation Network	5 now624	10 Fox Family Movies
24 Channel M	6 now625	11 Movie Movie
25 Asian Food Channel	7 now Sports Prime	12 now Baogu Movie Channel
26 STAR World	8 now Sports 1	13 China Movie Channel
27 BBC Entertainment	9 now Sports 2	14 STAR Chinese Movies
28 Warner TV	10 now Sports 3	15 SCM Legend
29 E!	11 now Sports 4	16 Celestial Movies
30 Fashion TV	12 now Sports 5	17 Celestial Classic Movies
31 Beijing TV	13 now Sports 6	18 Zee Cinema International
32 Jiangsu Satellite TV	14 now Sports 7	19 STAR Gold
33 ETTV Asia Channel	15 MUTV	News
34 Star Chinese Channel	16 now Sports HD	1 CNN International
35 Pearl River Channel	17 Fox Sports Extra	2 HLN
36 CTI Asia Channel	18 STAR Sports Plus	3 Fox News Channel
37 Dim Sum Channel	19 Fox Sports	4 BBC World News

Name of Channel

- 5 Channel News Asia
- 6 Sky News
- 7 Al Jazeera English
- 8 EuroNews
- 9 France 24
- 10 now News
- 11 DW
- 12 Phoenix InfoNews Channel
- 13 CNC
- 14 CCTV - News
- 15 ETTV Asia News
- 16 NHK World TV
- 17 France 24 (French)
- 18 ABP News

Learning / Documentary

- 1 Discovery HD World
- 2 Discovery Channel
- 3 Animal Planet
- 4 Discovery Science
- 5 Discovery Turbo
- 6 TLC
- 7 Discovery Home & Health
- 8 National Geographic Channel
- 9 Nat Geo Wild
- 10 Nat Geo Adventure
- 11 National Geographic Channel HD
- 12 BBC Knowledge
- 13 The Biography Channel
- 14 History
- 15 History HD

Children

- 1 Disney Channel
- 2 Disney Junior
- 3 Turner Cartoon Network
- 4 Nickelodeon
- 5 Discovery Kids
- 6 Toonami
- 7 BBC Cbeebies
- 8 BabyTV

Music

- 1 MTV Southeast Asia
- 2 Channel [V] International
- 3 Channel [V] China
- 4 V Taiwan
- 5 KMTV
- 6 Channel [V] India

Promotion

- 1 now Video Express
- 2 Movie Trailer Channel
- 3 Watch N' Learn

Name of Channel

- 4 Moov Concert / MV
- 5 Sports Promotion Channel
- 6 Adult Promotional Channel
- Business**
- 1 CNBC
- 2 Bloomberg Television
- 3 now Business News Channel
- 4 now Data
- 5 China Business Network

Adult

- 1 Ice Fire
- 2 KiMoChi
- 3 Channel Adult
- 4 Playboy TV

Information

- 1 Traffic Channel
- 2 Weather Channel
- 3 Flight Info Channel
- 4 Lucky 88

Internet / Interactive

- 1 YP502
- 2 now Games
- 3 Snaap TV!
- 4 Easywatch

Event

- 1 now Direct

Shopping

- 1 now Shop

Video-on-demand Services**Sports**

- 1 now Select – Golf Select
- 2 now Select – More Sports
- 3 now Select – La Liga
- 4 now Select – FA Cup
- 5 now Select – ATP World Tour /WTA
- 6 now Select – NBA
- 7 now Select – Fox Sports Star Sports
- 8 now Select – PGA
- 9 now Select – now Sports /
Hong Kong Football
- 10 now Select – BPL

Movies

- 1 now Select – Video Express First
- 2 now Select – Video Express Unlimited
- 3 now Select – HBO on Demand
- 4 now Select – SCM Choice
- 5 now Select – Celestial Movies
- 6 now Select – now Baogu Movies
- 7 now Select – Movies Movies on Demand
- 8 now Select – Fox Movies Premium

Adult

- 1 AV-On-Demand
- 2 AV-On-Demand – Maxing
- 3 AV-On-Demand – Prestige
- 4 AV-On-Demand – Hustler
- 5 AV-On-Demand – Idea Pocket
- 6 AV-On-Demand – Glay'z
- 7 AV-On-Demand – Moodyz

General Entertainment

- 1 now Select – now HK
- 2 now Select – now 101
- 3 now Select – now Entertainment
- 4 now Select – now Mango
- 5 now Select – now Hairun

Children

- 1 now Select – Watch n Learn
- 2 now Select – Watch for Fun
- 3 now Select – CN On Demand
- 4 now Select – Disney Channel @ Play

Learning / Documentary

- 1 now Select – National Geographic Channel
Video On Demand

Business & News

- 1 now Select – now Business News Channel /
now News

Music

- 1 now Select – moov Concert / Music

Information / Promotion

- 1 now Select – now Tips

Highlights of Existing Programming and Advertising Requirements

Programming Requirements

General Principles

1. Licensees should ensure that their programmes are handled in a responsible manner and should avoid needlessly offending audiences by what they broadcast. In the presentation of television programmes, certain basic standards must be observed.

Scheduling

2. The licensees should ensure that the programmes on their licensed services are suitable for their likely audience. Nothing which is unsuitable for children or young viewers should be shown in programmes or on channels targeting children or young viewers. Programme material which is suitable for viewing by adults only should be clearly labelled as such.

Crime

3. Criminal activities, when depicted, must be consistent with and reasonably related to plot and character development. Crime should not be portrayed in a favourable light and criminal activities should not be presented as acceptable behaviour, nor should criminals be glorified.
4. The presentation of criminal techniques in such a way as to be instructional or invite imitation should also be avoided.
5. Scenes containing detailed instructions for, or illustrations of, the use of illegal drugs, harmful devices or weapons are not permitted.
6. Scenes showing triad ceremonies, rituals, hand signs and paraphernalia including cryptic poems and icons may only be permitted in programmes restricted for adult viewing.
7. Glorification of the power of triads and membership in a triad society should be avoided.

Gambling

8. Depictions of gambling should not be presented in a manner that would encourage gambling.

Adult Programmes

9. The licensee may include adult material in its licensed service subject to sufficient safeguards against children's access to such material. The licensee must devise a scheme to the satisfaction of the CA to ensure that children will not be exposed to adult material. No obscene material may be included in the television programme service. Obscenity includes also violence, depravity and repulsiveness.

Films Classified as Category III by the Film Censorship Authority

10. Where a Film Censorship Authority certification exists for the version of a film proposed for showing on programme services, it may be used as a guide to programming. The responsibility for ensuring the acceptability of a film ultimately rests, however, with the licensee. Subject to the rules set out in the Generic Code of Practice on Television Programme Standards, the licensee may show films which have been classified as Category III by the Film Censorship Authority under the Film Censorship Ordinance (Cap. 392) in the form as approved for exhibition as adult programmes. However, films which the Film Censorship Authority has refused to approve for exhibition should not be shown on programme services at all.

Use of Language

11. Bad language should not be used in programmes or on channels targeting children or young viewers. In other programmes or on other channels, the use of crude expressions with sexual connotations, more explicit adult jokes and other offensive language must be appropriate to the story line or programme context. The use of downright offensive language may only be permitted in programmes or on channels restricted for adults provided it is appropriate to the story line or programme context and not overly frequent and impactful.

Sex and Nudity

12. Depictions of sexual behaviour or nudity must be incidental, extremely discreet and absolutely necessary to the story line or programme context when they are included in programmes or on channels targeting children or young viewers. Intimate sexual behaviour may be implied or simulated and must not be grossly offensive in other programmes or on other channels. Sexually explicit scenes may only be shown in programmes or on channels restricted for adults.

13. Depictions of hard core material, or sexual acts with offensive perversion, are not permitted.

Violence

14. Physical and psychological violence, or violent or assaultive language which threatens or encourages the use of violence may not be presented in such a manner as to cause alarm or distress to children or young viewers in programmes or on channels targeting children or young viewers. Realistic depictions of violence must be appropriate to the programme context when they are shown in other programmes or on other channels. In any programmes or on any channels restricted for adults, violence with a higher degree of realism or impact may be depicted when justified by the context.

15. Sustained or excessively detailed acts of violence are not permitted.

Protection of Children

16. The licensee should be vigilant on the likely effects of all material shown on television on children.

17. The licensee should ensure that scenes likely to frighten, unnerve or cause pain to children should not be permitted in programmes targeting children.

Advisory Announcement

18. A programme or channel intended for viewing solely by adults should be clearly labelled as such.

19. Any programme containing material which is unsuitable for children or is likely to disturb some audience should carry an advisory or cautionary announcement together with a descriptive statement of problematic content.

Promotional Material for Adult Programmes or Channels

20. Promotional material for a programme or a channel showing material of an adult nature should be scheduled so as to be consistent with the nature of surrounding programmes, having regard to the likely audience of such programmes. Such promotional material should not be permitted on a channel targeting children and in or adjacent to a programme targeting children. Such promotional material included in or adjacent to a programme other than an adult programme should not include excerpts or other material that is not suitable for persons under 18 years of age.

Accuracy and Impartiality

21. The licensees should ensure that news is presented with accuracy and due impartiality. Correction of factual errors should be made as soon as practicable after the original error, or at the end of the current programme or the beginning of a subsequent programme.

22. The licensee must ensure that due impartiality is preserved as respects news programmes and any factual programmes or segments thereof dealing with matters of public policy or controversial issues of public importance in Hong Kong (except personal view programmes).

Fairness

23. The licensees have a responsibility to avoid unfairness to individuals or organisations featured in factual programmes, in particular through the use of inaccurate information or distortion.

Personal View Programmes

24. "Personal view programmes" are programmes in which the programme hosts and, sometimes, individual contributors put forward their own views. The nature of a personal view programme must be identified clearly at the start of the programme.

25. Facts must be respected and the opinion expressed, however partial, should not rest upon false evidence.

26. A suitable opportunity for response to the programme should be provided. Licensee should be mindful of the need for a sufficiently broad range of views to be expressed in any series of personal view programmes.

Privacy

27. The licensee shall only collect material for broadcast purpose by means which are lawful and fair in the circumstances of the case.

28. Children should not be questioned to elicit views on private family matters, nor asked for expressions of opinion on matters likely to be beyond their judgement.

Indirect Advertising

29. No undue prominence may be given in any programme to a product, service, trademark, brand name or logo of a commercial nature or a person identified with the above so that the effect of such reference amounts to advertising. References to a sponsor or exposure of its product(s)/service(s) within programmes are subject to paragraph 5 of the advertising requirements below.

Advertising Requirements

Advertising Time

1. There is no restriction on the amount of advertising time broadcast.

Restrictions on Advertising Materials

2. Television advertising should be legal, clean, honest and truthful.
3. The content, presentation and placement of all advertising material must comply with the Generic Code of Practice on Television Programme Standards.
4. Advertising material should be clearly identifiable as an advertisement. Distinctions must be maintained between advertisements and programmes. Advertisements (including sponsorship and product placement) built into programmes of channels acquired for direct re-transmission which are produced primarily for reception outside Hong Kong but which do not contribute to any advertising revenue of the licensee may deviate from this restriction where the licensee can demonstrate that compliance is not feasible without interrupting the licensee's television programme services.
5. All sponsorship must be clearly identified at the beginning and/or end of the programme and/or within the programme as part of a programme title, programme segment title or programme feature title, or by display of sponsorship references alongside the sponsorable material. Programmes of channels acquired for direct re-transmission provided by the licensee may deviate from this restriction but only when the licensee can demonstrate that this is unavoidable.
6. News programmes, programmes and announcements broadcast at the direction of the CA, religious service and other devotional programmes must not be sponsored.
7. All factual claims and best-selling claims should be capable of substantiation.
8. Advertisements for the following products or services (including but without limitation to) are not acceptable:
 - (a) firearms and associated equipment;
 - (b) fortune tellers and the like;
 - (c) undertaker or others associated with death or burial (except advertisements for columbaria);
 - (d) unlicensed employment services, registries or bureaux;
 - (e) organisations/companies/persons seeking to advertise for the purpose of giving betting tips;
 - (f) betting (including betting pools) except advertisements for lotteries, football and horse race betting which are authorised by or under the Betting Duty Ordinance (Cap. 108) and related publications and pre-recorded information services;

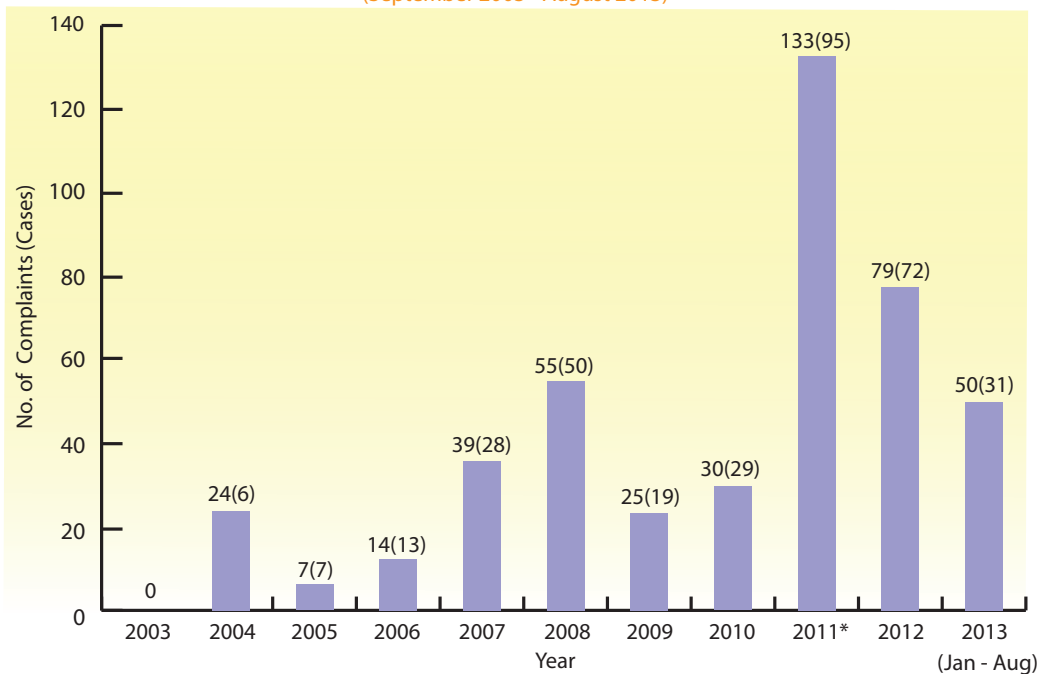
- (g) night clubs, dance halls, massage parlours, sauna houses, bath houses or similar establishments in which hosts or hostesses are employed for the primary purpose of attracting or entertaining customers or in which floor shows or other live performances or activities involving sexual behaviour of whatever nature are presented;
 - (h) escort services in general and dating services targeting young persons under the age of 18;
 - (i) pay per call information services which offer adult material of a sexual nature. The restriction is not applicable to licensed services restricted for adult viewing;
 - (j) medical preparations listed in Part I of the Schedule to the Poisons List Regulation (Cap. 138B) and Schedule 1 to the Antibiotics Regulations (Cap. 137A);
 - (k) smoking cessation (excluding nicotine replacement therapy);
 - (l) prevention or treatment for any disease of hair or scalp (excluding prevention or treatment of dandruff by means of external applications);
 - (m) pregnancy testing services;
 - (n) clinical laboratory testing services;
 - (o) relief or cure of alcoholism and drug addiction;
 - (p) cosmetic surgery and slimming or weight reducing measures involving the use of medical preparations; and
 - (q) procurement of miscarriage or abortion.
9. Indirect advertising of the unacceptable product or service is unacceptable.
10. Liquor advertising should not be shown in proximity to children's programmes; or programmes which, in the opinion of the CA, target young persons under the age of 18.
11. Particular care should be taken over advertising which is broadcast within or in close proximity to programmes targeting children; which is broadcast in a channel targeting children; or in which children are to be employed.
12. Subliminal advertising is not permitted.

Complaints Records

Complaints about Programme Materials

During the period from September 2003 to August 2013, a total of 456 complaints (involving 350 cases) relating to programme standards were received and processed by the CA (and the former Broadcasting Authority (BA)¹, collectively referred to as 'the Authority' below), of which 425 or 93.2% of them were classified as unsubstantiated, outside remit or minor breaches by the Director-General of Communications (DG Com) (and the former Commissioner for Television and Entertainment Licensing (CTEL)² before 1 April 2012) under delegated authority. On the remaining 31 complaints processed by the Authority, 17 complaints or 3.7% (involving 9 cases) of the total number of complaints received were substantiated and sanctions were imposed on PCCW Media.

Complaints on Programme Materials on PCCW Media
(September 2003 - August 2013)



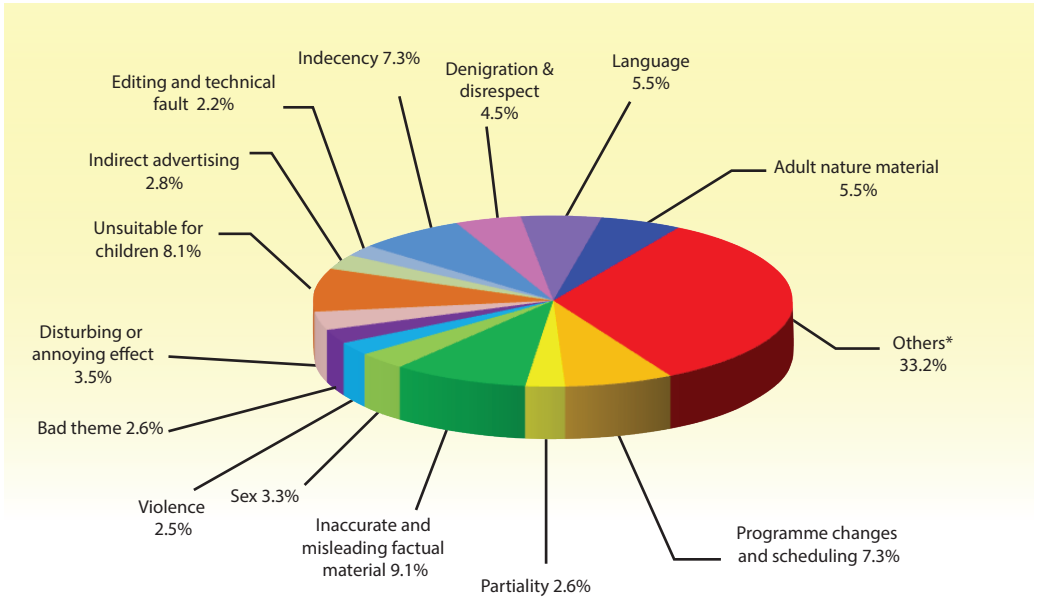
*The increase in the number of complaints in 2011 was mainly due to the complaints received about the quiz show "ATM" (ATM. 撒錢). The substance of the complaints included misleading questions, inaccurate answers and alleged foul expression uttered by a host, etc.

¹ The CA was established on 1 April 2012 as the unified regulator for both broadcasting and telecommunications sectors by taking over the functions of the former BA and the Telecommunications Authority.

² The Television and Entertainment Licensing Authority headed by CTCL has been replaced by the Office of the Communications Authority (OFCA) headed by the DG Com since 1 April 2012. The OFCA is the executive arm and secretariat of the CA.

A breakdown of the nature of complaints on programme materials is as follows –

Nature of Complaints on Programme Materials on PCCW Media (September 2003 - August 2013)

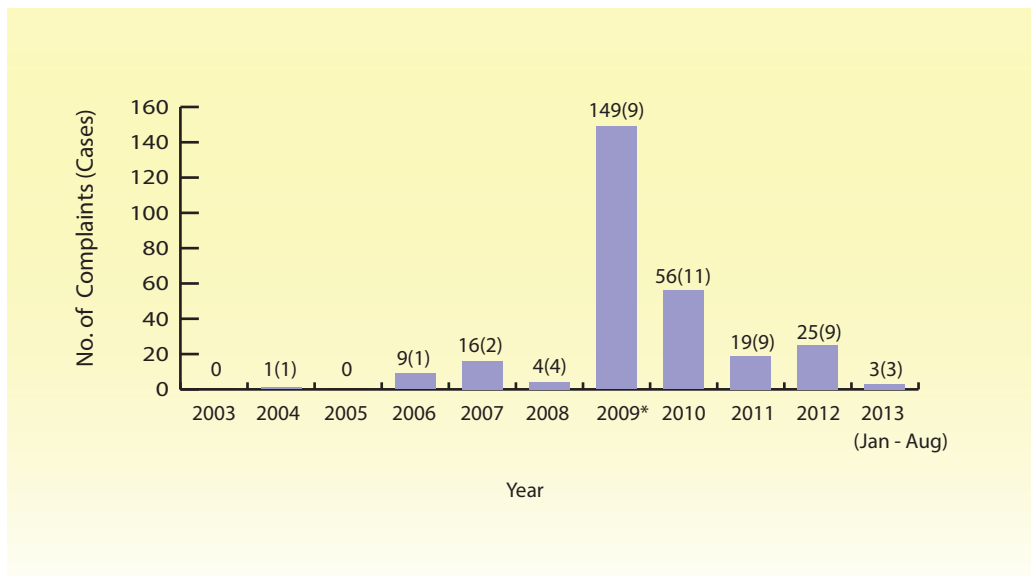


* Others (each less than 2%) include inappropriate broadcast time, horror and incorrect information, etc.

Complaints about Advertising Materials

During the period from September 2003 to August 2013, a total of 282 complaints (involving 49 cases) relating to advertising materials were received and processed by the Authority, of which 230 or 81.6% (involving 43 cases) were classified as unsubstantiated, outside remit or minor breaches by the DG Com (and the former CTCL). On the remaining 52 complaints, the Authority found 12 complaints or 4.3% (involving four cases) of the total number of complaints received substantiated and imposed sanctions on PCCW Media.

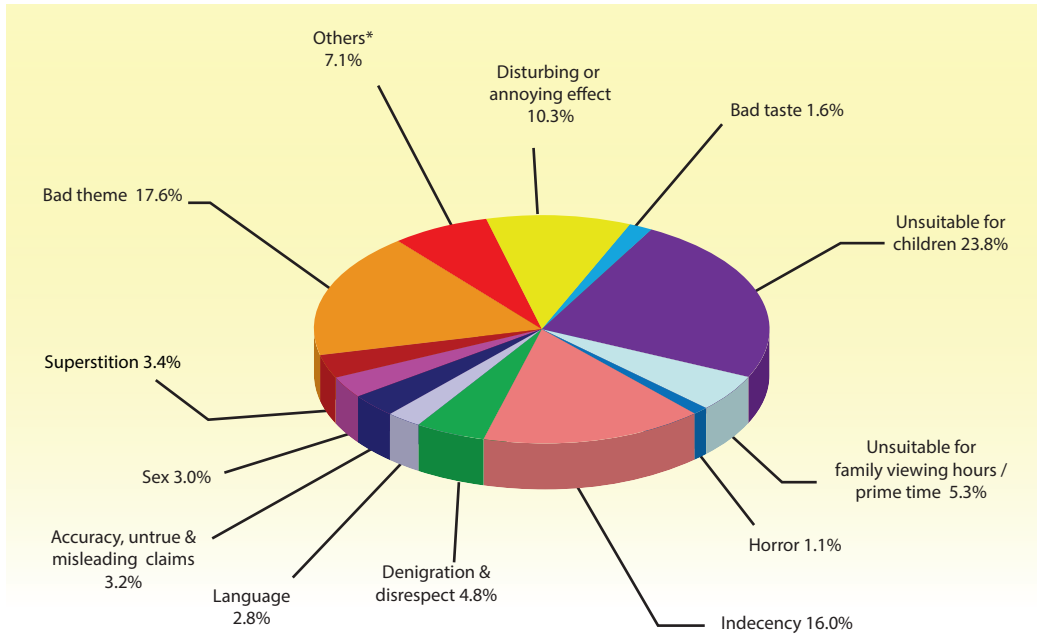
Complaints on Advertising Materials on PCCW Media (September 2003 - August 2013)



* The surge in the number of complaints in 2009 was due to the large number of complaints received about the advertisement for a beauty treatment, which contained allegedly indecent materials unsuitable for children and youth. These complaints were classified as unsubstantiated.

A breakdown of the nature of complaints on advertising materials is as follows –

Nature of Complaints on Advertising Materials on PCCW Media (September 2003 - August 2013)

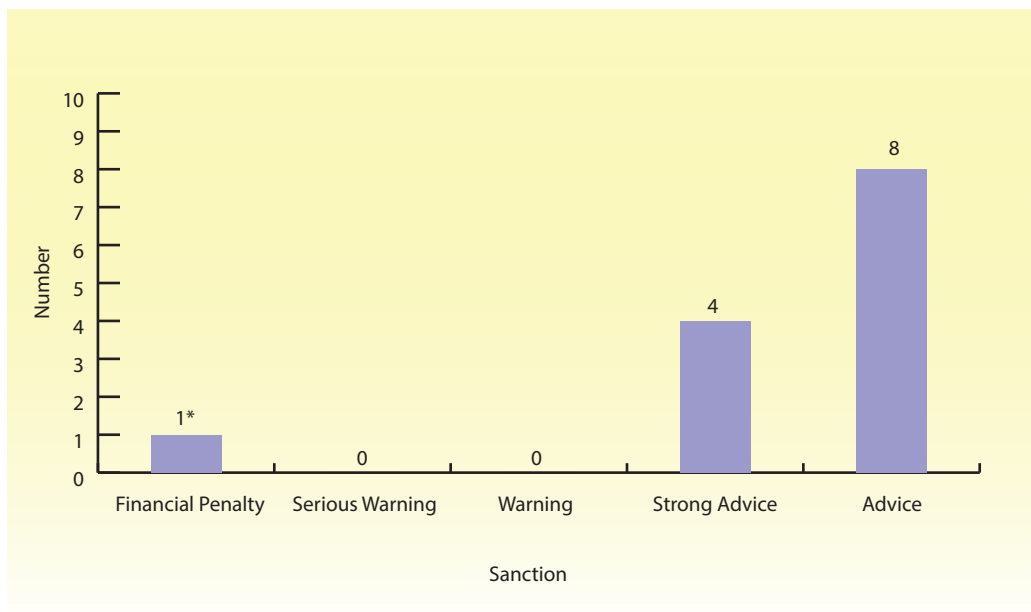


*Others include violence, indirect advertising, adult nature material, programme changes and scheduling, etc.

Sanctions Imposed by the Authority on PCCW Media

During the period from September 2003 to August 2013, the Authority imposed 13 sanctions on PCCW Media for violations of programme and advertising standards. A breakdown of the sanctions is set out in the following chart –

Sanctions Imposed by the Authority on PCCW Media



*The financial penalty was related to the broadcast of the movie "Erotic Ghost Story" (聊齋艷譚) on the licensee's on-demand service, which contained explicit sex and nudity scenes unsuitable for viewers under the age of 18. The licensee had failed to provide sufficient safeguards against children's access to, and proper labeling of and advisory statement for the movie.

Details of the complaints considered by the Authority are available at http://www.coms-auth.hk/en/complaints/handle/broadcasting_services/complaints_ca/index.html.

PCCW Media's Submission on Investment Plan

The investment plan proposed by PCCW Media for the period 2015 to 2021 vis-à-vis 2009 to 2015 are set out below –

	26.9.2015 – 25.9.2021	26.9.2009 – 25.9.2015
Programming and Production Cost	\$9,500M - \$12,950M	\$8,830M - \$9,220M
Capital investment	\$910M - \$1,040M	\$990M - \$1,010M
Total	\$10,410M - \$13,990M	\$9,820M - \$10,230M

