

國際唱片業協會(香港會)有限公司



INTERNATIONAL  
FEDERATION OF  
THE PHONOGRAPHIC  
INDUSTRY  
[HONG KONG GROUP]  
LIMITED

5<sup>th</sup> March, 2004

The Hon Sin Chung-kai  
Chairman  
Legislative Council  
8 Jackson Road  
Central  
Hong Kong

Dear The Hon Sin Chung-kai,

**Re: Second Consultation Paper on Digital Terrestrial Broadcasting**

The IFPI Hong Kong Group representing the record industry in Hong Kong is pleased to have the opportunity to submit our views on the further development of the Digital Terrestrial Broadcasting policies in Hong Kong.

Our views would remain the same as our initial submission during the first consultation of Digital Terrestrial Broadcasting, that would be to focus on the impact of technological advancement that brings about new ways of using contents in broadcasting. While many of our concerns on protection of copyright may be covered under the Copyright Ordinance now and in the future, we note that some form of protection may be better addressed by provisions under the Broadcasting Ordinance. Issues that are more appropriately addressed here may cover the technical standards towards treatment of rights management of contents in diffusion and transmission, provision of advance electronic programme guide, etc.

As digital convergence is happening at a rapid pace where distribution of contents is an integral part of digital business models, the contents industry is looking forward to the development of Broadcast and Cable Transmission policies as part of the digital agenda in due course.

Thank you for your attention.

Yours truly,  
For and on behalf of the International Federation of the  
Phonographic Industry (Hong Kong Group) Ltd

A handwritten signature in black ink, appearing to read 'Ricky Fung', written over a large, faint circular stamp or watermark.

Ricky Fung  
Chief Executive Officer