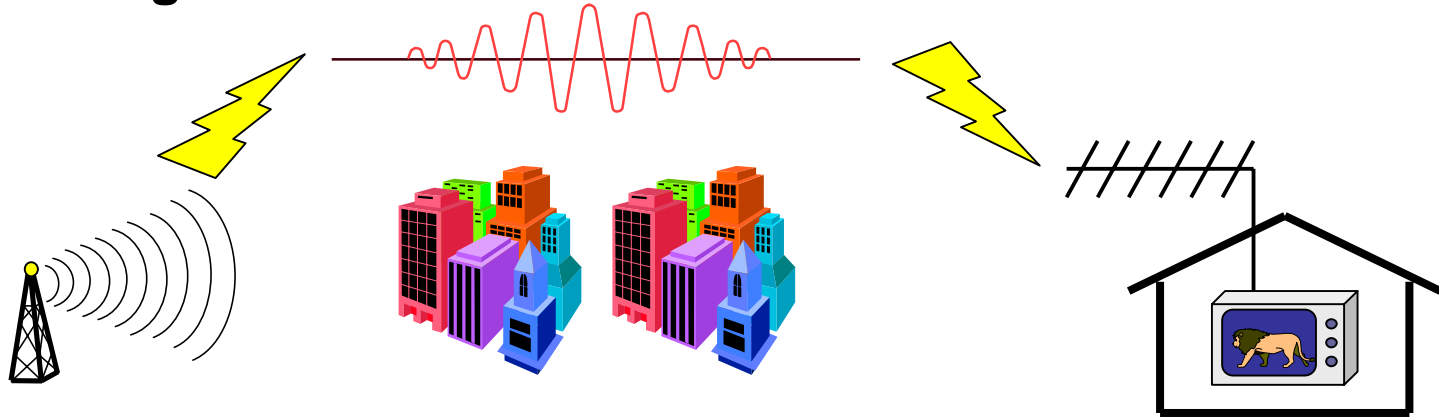


**Second Consultation on
Digital Terrestrial Broadcasting
in Hong Kong**

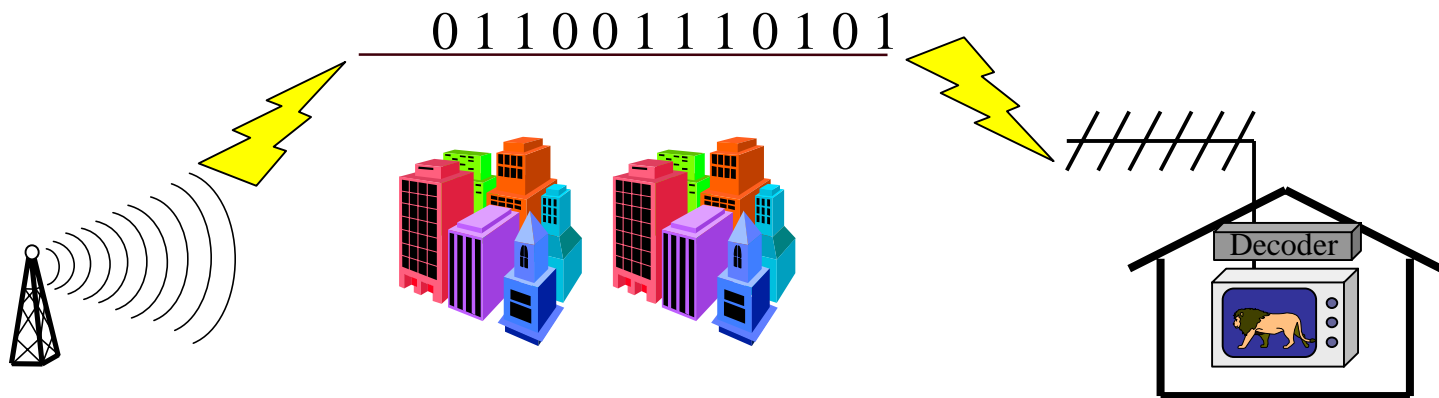
**Briefing for the LegCo ITB Panel
5 December 2003**

Analogue TV vs Digital TV

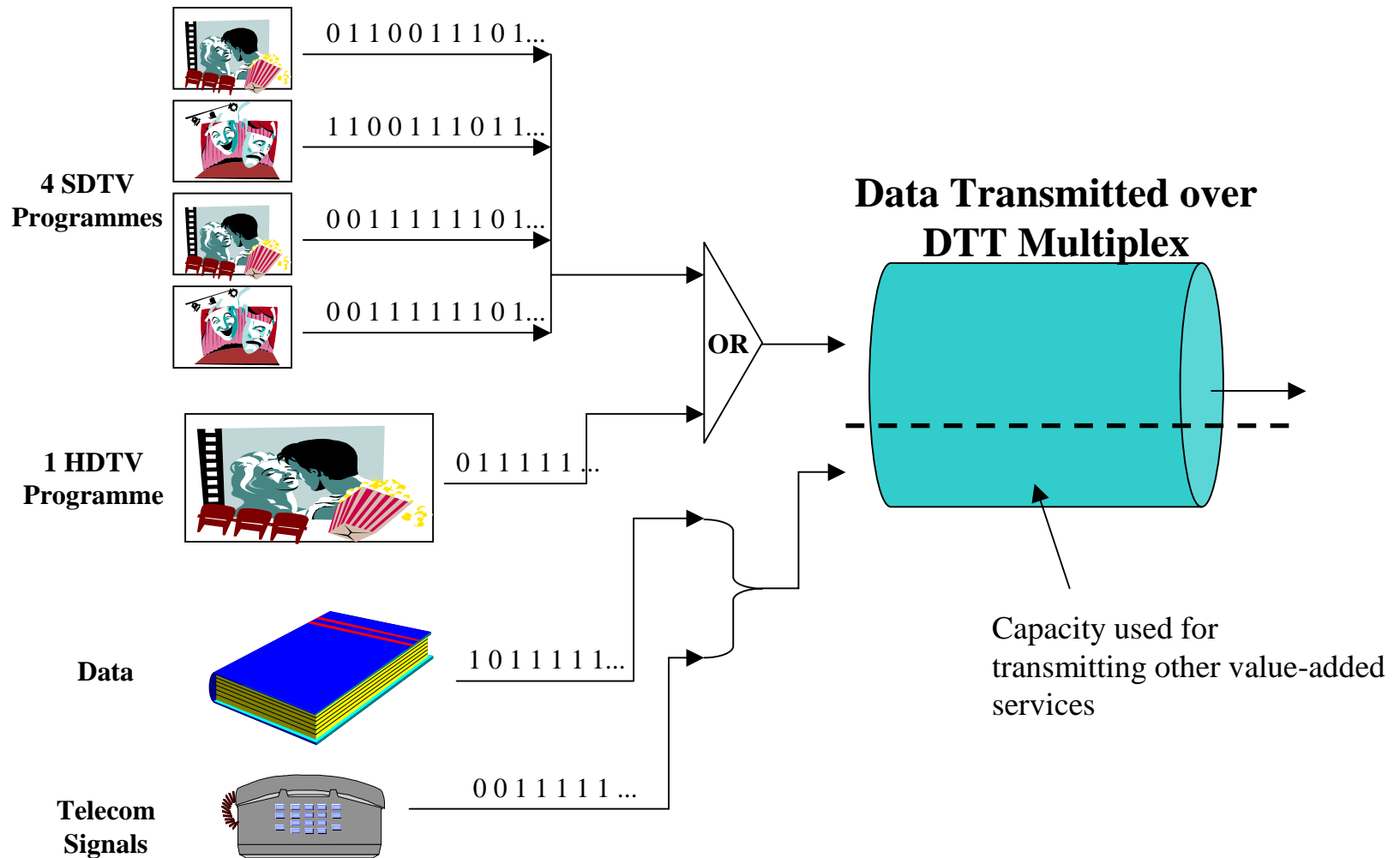
Analogue Terrestrial Television Transmission



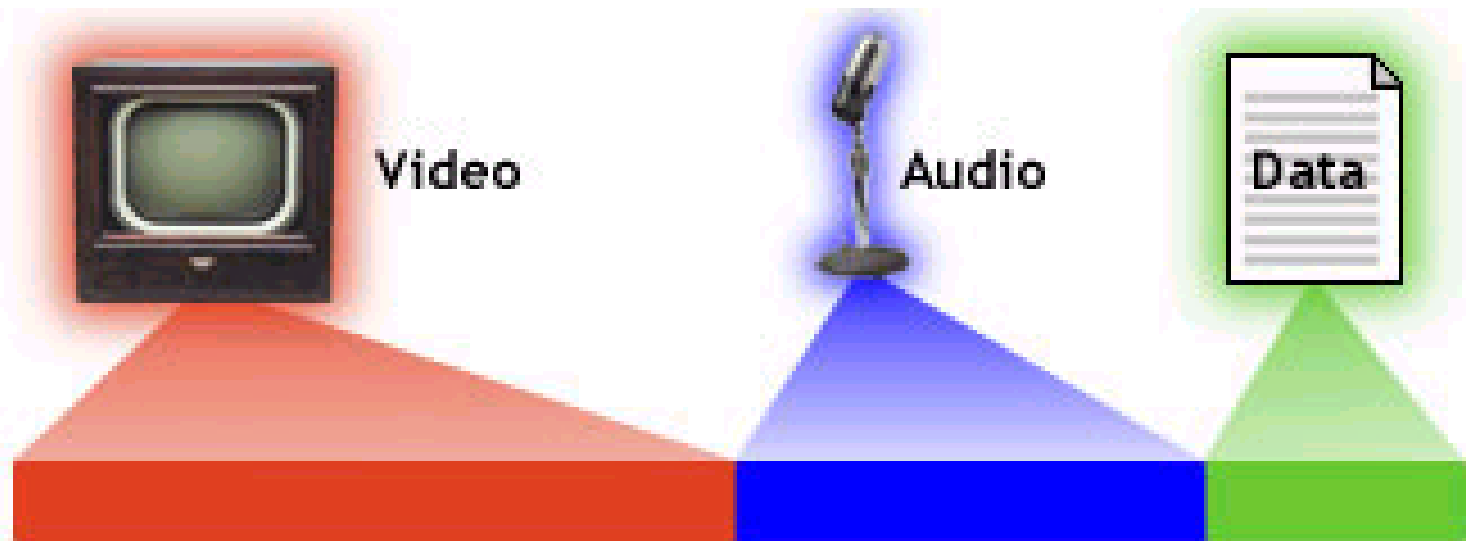
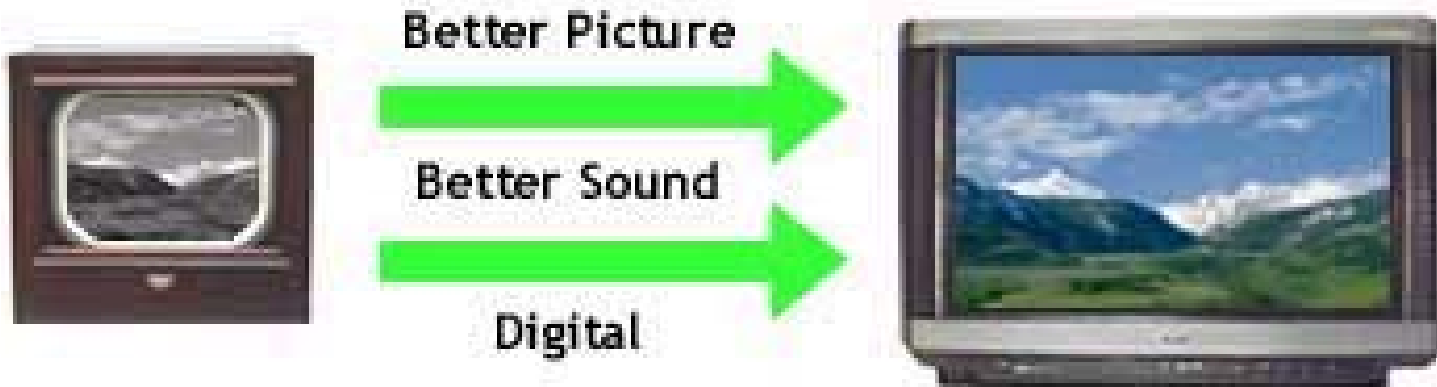
Digital Terrestrial Television Transmission



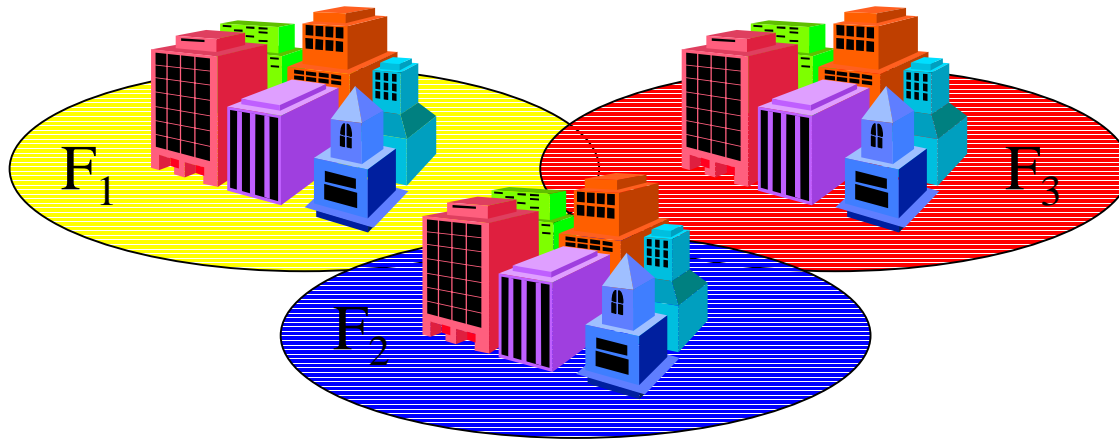
Capabilities of Digital Terrestrial TV (DTT)



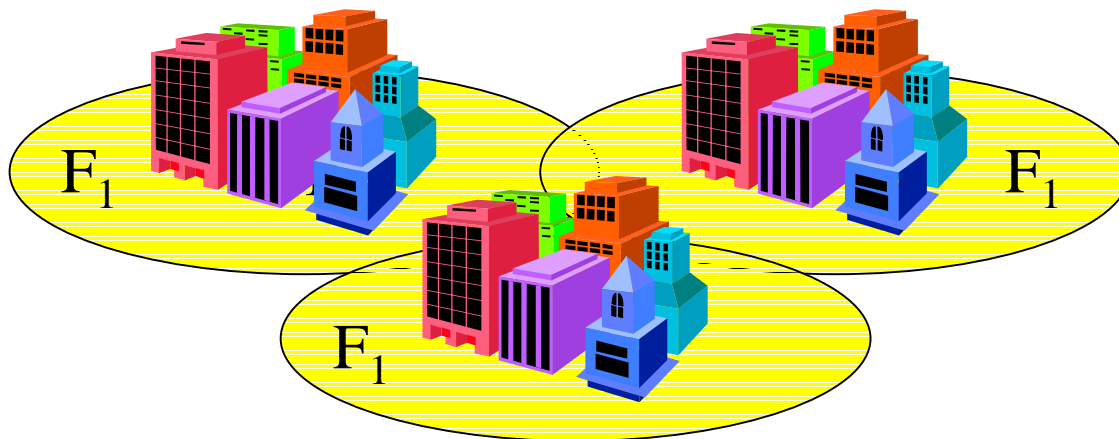
Benefits of DTT



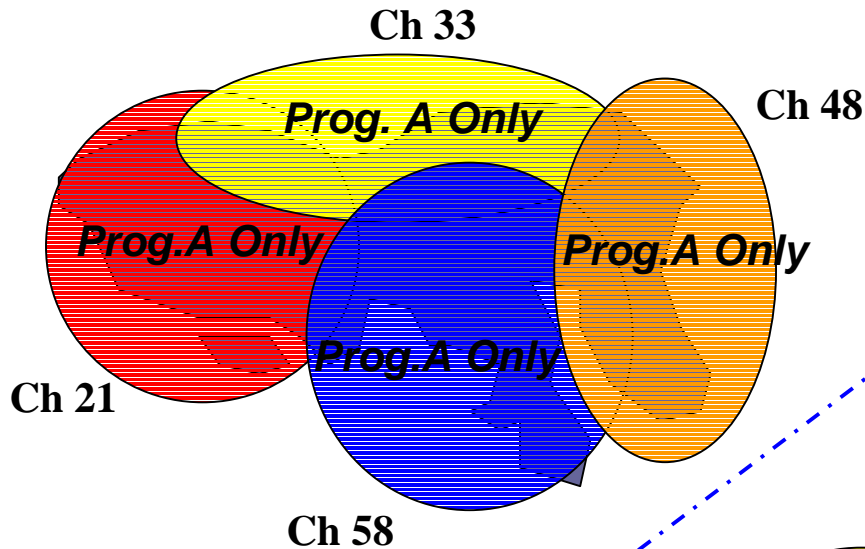
Multiple Frequency Network (MFN) Configuration



Single Frequency Network (SFN) Configuration

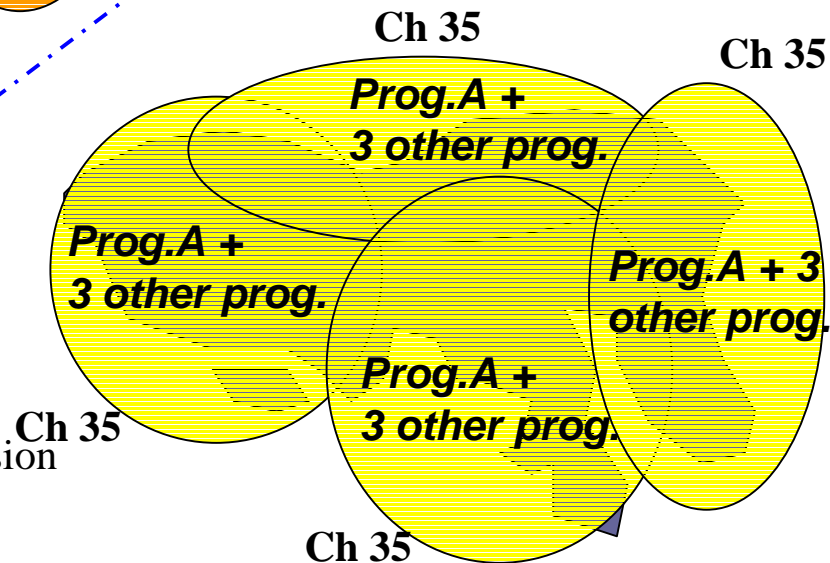


DTT Saves More Spectrum

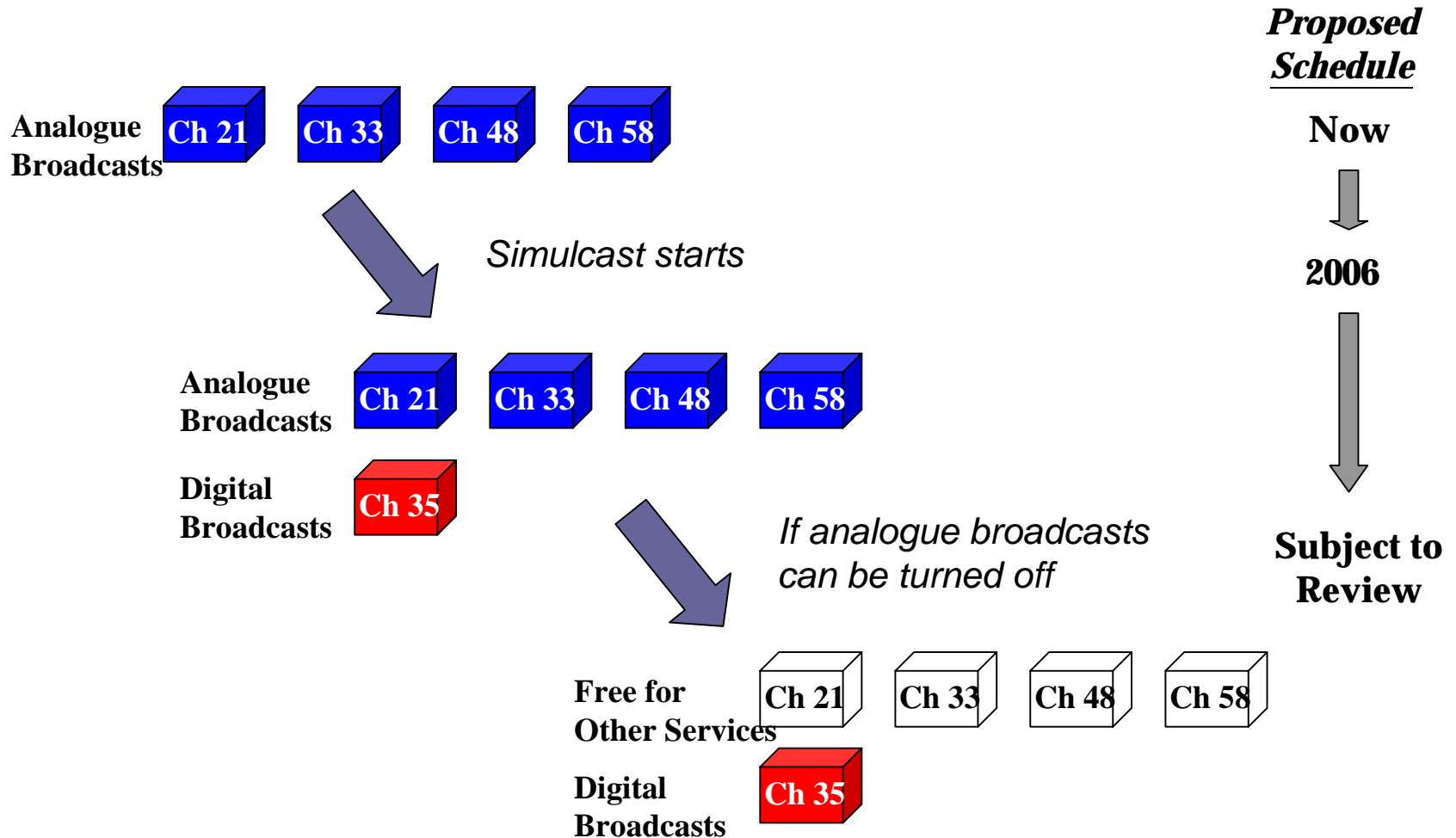


- Analogue TV must use MFN
- e.g. Programme A will need 4 different channels for full coverage

- DTT supports SFN
- e.g. Programme A only needs 1 channel for full coverage, Ch 33, 48 & 58 can be freed for other use
- 1 channel can support 4 standard definition TV programmes by compression technology



Simulcast



Background

- ⌚ Last consultation in December 2000
- ⌚ 23 submissions received with most proposals supported
- ⌚ Issues for further consultation
 - Transitional arrangements for DTT
 - Licensing framework for DTT
 - Technical standard for DTT

Policy Considerations

- ∞ Smooth digital migration of existing terrestrial TV services
- ∞ Opportunities for newcomers
- ∞ Business-friendly, high operational flexibility
- ∞ Availability of digital services for viewers in a reasonable timeframe
- ∞ Spectrum efficiency

Proposals for DTT Maintained

- ⌚ Multiplex operators, programme service providers and additional services providers to be separately licensed
- ⌚ Up to 25% of the capacity of a multiplex may be reserved for additional services
- ⌚ High definition TV and mobile reception not mandatory at the initial stage
- ⌚ ATV and TVB to simulcast their analogue programme channels until analogue switch-off
- ⌚ Analogue switch-off date not prescribed, but to be decided after review (5 years after simulcast or take-up reaches 50%)

Issues for Further Consultation

(1) Transitional Arrangements for DTT

- ⌚ 4 SFN and 1 MFN multiplexes available
- ⌚ ATV and TVB to share the MFN multiplex for simulcast. 4 SFN multiplexes for application (ATV and TVB may apply)
- ⌚ ATV and TVB to start simulcast in 2006, reach territory-wide coverage of simulcast in 2008, and promote viewer take-up of DTT

Issues for Further Consultation

(2) Licensing Framework for DTT

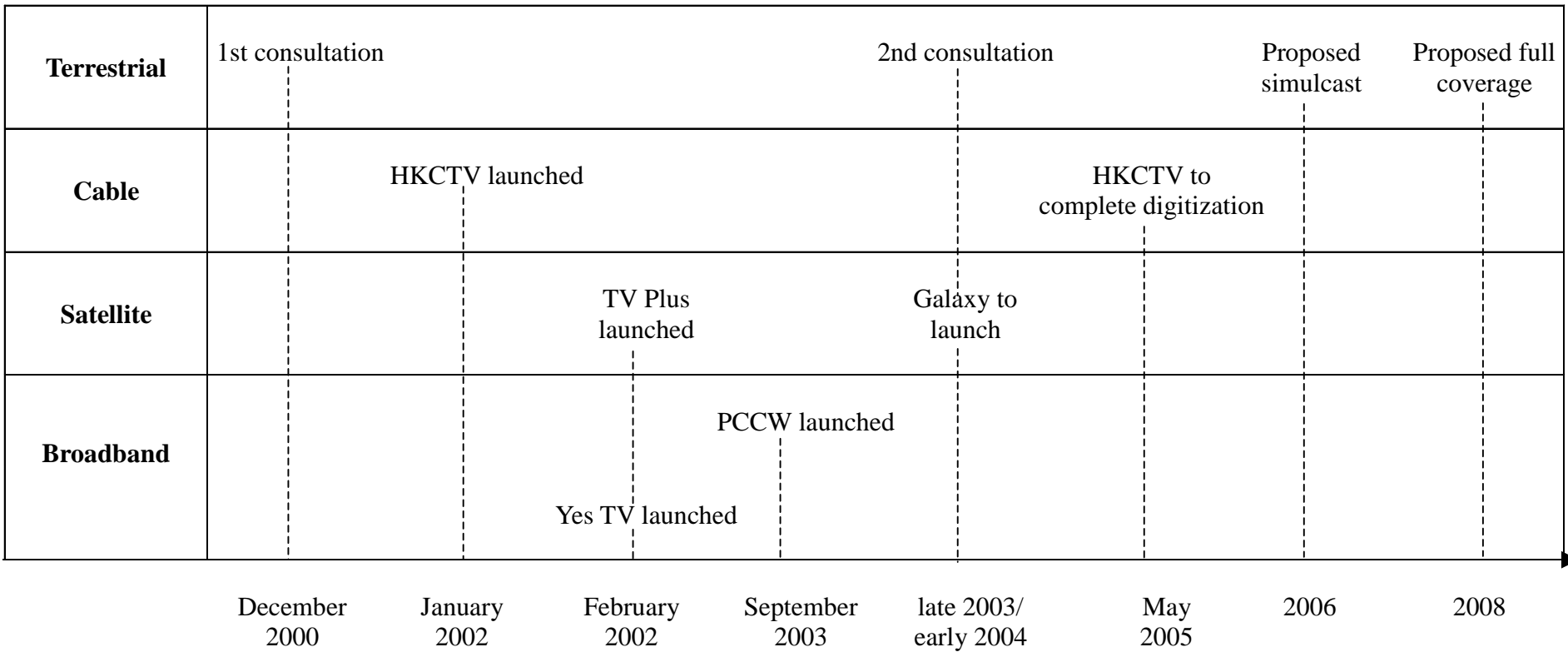
- ⌚ No ceiling on the number of multiplexes an operator may run and on the capacity a TV programme service licensee may occupy
- ⌚ All TV programme services licensed under the Broadcasting Ordinance could be carried on multiplexes
- ⌚ Impact on competition and efficient use of spectrum will also be considered when assessing applications for multiplexes

Issues for Further Consultation

(3) Technical Standard for DTT

- ⌚ DVB-T be the recommended standard
- ⌚ But multiplex operator may propose another standard
- ⌚ In any case, ATV and TVB are required to start simulcast in 2006 and achieve territory-wide digital coverage of simulcast in 2008

Digital TV in HK



Digital Audio (DA) Broadcasting

- ∞ Maintain our proposals in the last consultation:
 - Launch of DA broadcasting should be market-driven
 - Allow existing commercial broadcasters to continue their AM/FM broadcast
 - Welcome applications for service trials

Thank you