

**Television Broadcasts Limited**

**Television Broadcasts Limited's (TVB) Presentation**  
**On the Progress in the Implementation of Digital Terrestrial Television (DTT)**  
**In Hong Kong**

Submission to the Legco Panel on Information Technology and Broadcasting  
For the Meeting on 18 July 2006

Mr Chairman, Honourable Members of the ITB Panel and Legislative Council,

We would like to report the good news that our DTT implementation plan is in progress, slightly behind schedule, but is expected to be able to meet the launch date of before the end of 2007.

As you know, TVB and ATV are working together in building the infrastructure and developing the transmission network crucial to the implementation of DTT in Hong Kong. Besides meeting the end of 2007 launch date, we have to achieve 75% network coverage by the end of 2008, for which we will be building six principal transmission stations on hill-top sites on Temple Hill, Golden Hill, Cloudy Hill, Castle Peak, Kowloon Peak and Lamma Island.

We must thank Members of the ITB Panel, the Administration, especially CITB, OFTA, CAD and all Government bureaux and departments involved for their advice and help in the approval process. TVB, as site manager for the Temple Hill Main Transmission Station, has succeeded to obtain Town Planning approval and Land Grant for the site development on 19 May and late June. Subsequently we have obtained the various Government consents necessary for site formation and foundation work for Temple Hill. And, we are close to awarding the construction contract. Our original target practical completion date for the infrastructure of the Temple Hill DTT Station is January 2007 so that we could have 6 months for technical trial and transmission test. Trial and tests would include signal reliability and coverage. At a later stage of the technical trials, we would be able to let the public know the extent of the DTT coverage of the signals, for the MFN and SFN transmission and for both HDTV and SDTV formats, from Temple Hill. Viewers or their contracted technicians could adapt, retune, or replace their antennae or in building coaxial cable distribution systems for DTT reception. SMATV operators and set-top-box manufacturers

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and vendors, and different industries involved on the reception side would also be able to test their systems and products, etc.

We hope that the Temple Hill DTT station could be technically ready for transmission after the end of June 2007, so that TVB and ATV could start launching their digital simulcast of existing channels and new HDTV and multi-channel programme services anytime in the second half of 2007.

The next milestone we must achieve is 75% DTT coverage by the end of 2008, for which the other five principal stations would have to be completed by the end of 2008. ATV and TVB are working closely with various Government departments, for the necessary approvals and consents, towards this deadline with regards to the other 5 principal stations. We hope that first of these remaining stations could be technically ready for transmission within the first half of 2008.

At this point in time, we are hopeful in meeting the DTT launch date and implementation milestones. We would need the continuing help and support from all Government bureaux and departments involved in meeting the tight schedule.

Thank you.