



**港九電器商聯會有限公司**  
**HONG KONG & KOWLOON ELECTRICAL APPLIANCES MERCHANTS ASSOCIATION LTD.**  
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2<sup>nd</sup> June, 2007

Clerk to Panel on Information Technology and Broadcasting  
Legislative Council Secretariat  
Legislative Council Building,  
8, Jackson Road,  
Central,  
Hong Kong.

Attn : Ms. Annette Lam

Dear Ms. Lam,

**Submission on Digital Terrestrial Television Broadcasting in Hong Kong**

We refer to your letter (CB1/PL/ITB) dated 18 May 2007 and would like to give our submission in both English and Chinese as follows:

According to the implementation framework for digital terrestrial television (DTT) promulgated by the government, the two incumbent domestic free television broadcasters are required to launch DTT by the end of 2007. Office of The Telecommunications Authority (OFTA) issued a draft specification for DTT receivers to solicit views from various participants in the trade and Hong Kong & Kowloon Electrical Appliances Merchants Association (HKKEAMA) has responded with our written views.

HKKEAMA opines that the DTT implementation time frame should be stuck to and receivers or television sets with built-in DTT receiving function should be available in the market for general viewers to select when DTT commences to broadcast towards the end of the year. To achieve high penetration in the commencement of DTT launch, the trade reckons that a set-top box with the OFTA required baseline specifications is an effective step in making the debut of DTT broadcast to the public. The primary target is for the public to receive and view the digital television programs in standard-definition and high-definition. Interactive service option available from DTT is currently not commonly adopted by other countries and may not be widely utilized



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by viewers and broadcasters in the commencing years. The trade has serious concern that incorporating the interactive feature at this early stage would only involve longer development time and higher costs for manufacturers which may eventually delay the availability of the finished products to meet the DTT launch while consumers may ultimately pay more on something that is not to the best value of their money.

There are only seven months away for the launch of DTT in Hong Kong towards the end of the year. The manufacturers and importers need time to develop the products based on the finalized OFTA specifications. HKKEAMA earnestly hopes that the finalized OFTA technical specifications for digital terrestrial television baseline receiver requirements could be available to the trade and public as early as possible and DTT could be launched smoothly as scheduled. .

Yours sincerely,

Peter K. L. Chu

Chairman

Hong Kong & Kowloon Electrical Appliances Merchants Association Ltd.