

Second Consultation on Development of Mobile TV Services



Communications and Technology Branch, Commerce and Economic Development Bureau and
Office of the Telecommunications Authority
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Digital Broadcasting Technology

- Hong Kong, a pioneer in adopting digital broadcasting technology
 - Digitalised satellite and pay TV services, with over 270 pay TV channels available
 - Officially launched digital terrestrial television service in end-2007. The number of free-to-air channels reaches 11 and is increasing.
 - World leader in IPTV, with over 1 million subscribers
- HKSAR Government supports introduction of new digital technology
 - Increasing broadcasting channels and widening programming choice





Mobile Television

- Exemplar of latest technology development and multimedia convergence
- Gaining momentum in the world
 - South Korea, UK, Italy, Japan, etc. have launched commercial mobile TV
 - Many others, including HK, are conducting technical trials
- Technology advances
 - Point-to-point streaming-type mobile TV on 2.5G/3G platform
 - **Point-to-multi-point broadcast-type mobile TV (DVB-H, T-DMB, MedioFLO) requiring additional spectrum**





First Round Consultation

- January to May 2007
 - CEDB received 23 submissions, the majority of which welcome early introduction of mobile TV into HK.
 - OFTA received 14 industry submissions expressing interest in bidding for spectrum.
 - Favourable market response to mobile TV services in HK



Implementation Framework for Second Consultation

- Joint consultation of CEDB and OFTA
 - CEDB seeks views on policy matters
 - TA carries out consultation on spectrum allocation under the Telecommunications Ordinance
- Views are sought on
 - Spectrum availability
 - Spectrum allocation
 - Spectrum assignment
 - Licensing arrangements
 - Sharing of hilltop resources and geographical coverage





Spectrum Availability

(for new broadcast-type mobile TV)

Band	Total no. of multiplexes available in HK	No. of multiplexes/ spectrum recommended to be released	No. of mobile TV channels
Band III	4 x 1.5 MHz	2	6 (T-DMB)
UHF	2 x 8MHz	1	20 (DVB-H)
L Band	8 x 1.5 MHz	Subject to Second Consultation outcome	N/A
Part of S Band	N/A	Pending the Mainland's decision on mobile satellite TV	N/A



Spectrum Allocation

(for new broadcast-type mobile TV)

- At least 50% of transmission capacity to carry mobile TV content, while the remaining capacity can be used to provide such new services as digital audio broadcasting (digital radio).
- To facilitate development of mobile TV and digital radio



Spectrum Assignment

(for new broadcast-type mobile TV)

- Auction
 - Simple pre-qualification process
 - No ownership or cross-holding restrictions
 - Rollout obligations as appropriate
 - Broadcast-type mobile TV using UHF and Band III spectrum should be required to provide territory-wide coverage.
- Levy of spectrum utilization fee



Licensing Arrangement

(for all types of mobile TV)

- Mobile TV Network (Telecommunications)
 - Carrier licence required under the Telecommunications Ordinance
- Mobile TV Content (Broadcasting)
 - Light-handed approach
 - Option 1: subject to general laws and self-regulatory codes of practice promulgated by the industry; and
 - Option 2: to amend the Broadcasting Ordinance for the Broadcasting Authority to issue licence and promulgate codes of practice to regulate mobile TV
 - Regulatory symmetry with respect to broadcast-type and streaming-type mobile TV to maintain a level playing field
- Digital audio broadcasting services, either on its own or as value added services ancillary to mobile TV, are subject to the existing sound broadcasting licensing regime.



Geographical Coverage

(for new broadcast-type mobile TV)

- Universal coverage similar to conventional free-to-air broadcasting services
- Sharing of hilltop resources (including sites and facilities) subject to mutual agreements through commercial negotiation, but the TA has the power to intervene



Way Forward

<i>Date</i>	<i>Action</i>
Jan – Apr 2008	Second round of public consultation
Jul 2008	Announcement of implementation framework
Second half of 2008	Preparation of subsidiary legislation under the Telecommunications Ordinance Preparation of legislative amendments to the Broadcasting Ordinance for licensing mobile TV (if necessary)
First half of 2009	Spectrum auction and licensing of the mobile TV services



Thank you
