



Communications and Technology Branch
Commerce and Economic Development Bureau
The Government of the Hong Kong Special Administrative Region

OFTA

電訊管理局

LC Paper No. CB(1)658/09-10(01)



Digital Terrestrial Television (DTT)

Latest Progress of Implementation

Legislative Council

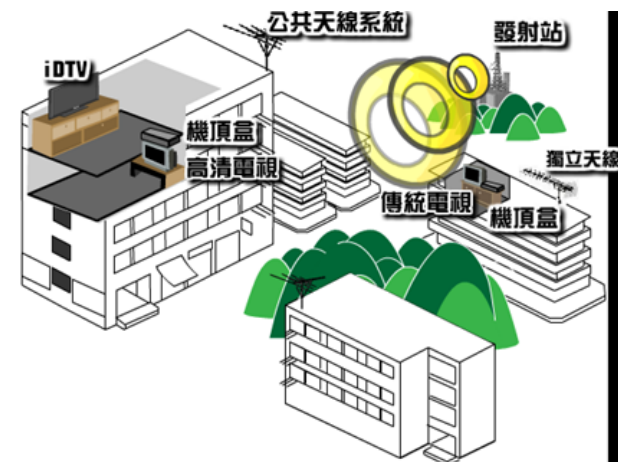
Panel on Information Technology and Broadcasting

14 December 2009



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- DTT Network Rollout
- DTT Services
- DTT Receivers (Market and Labelling Scheme)
- Public Response and Publicity





DTT Network Rollout

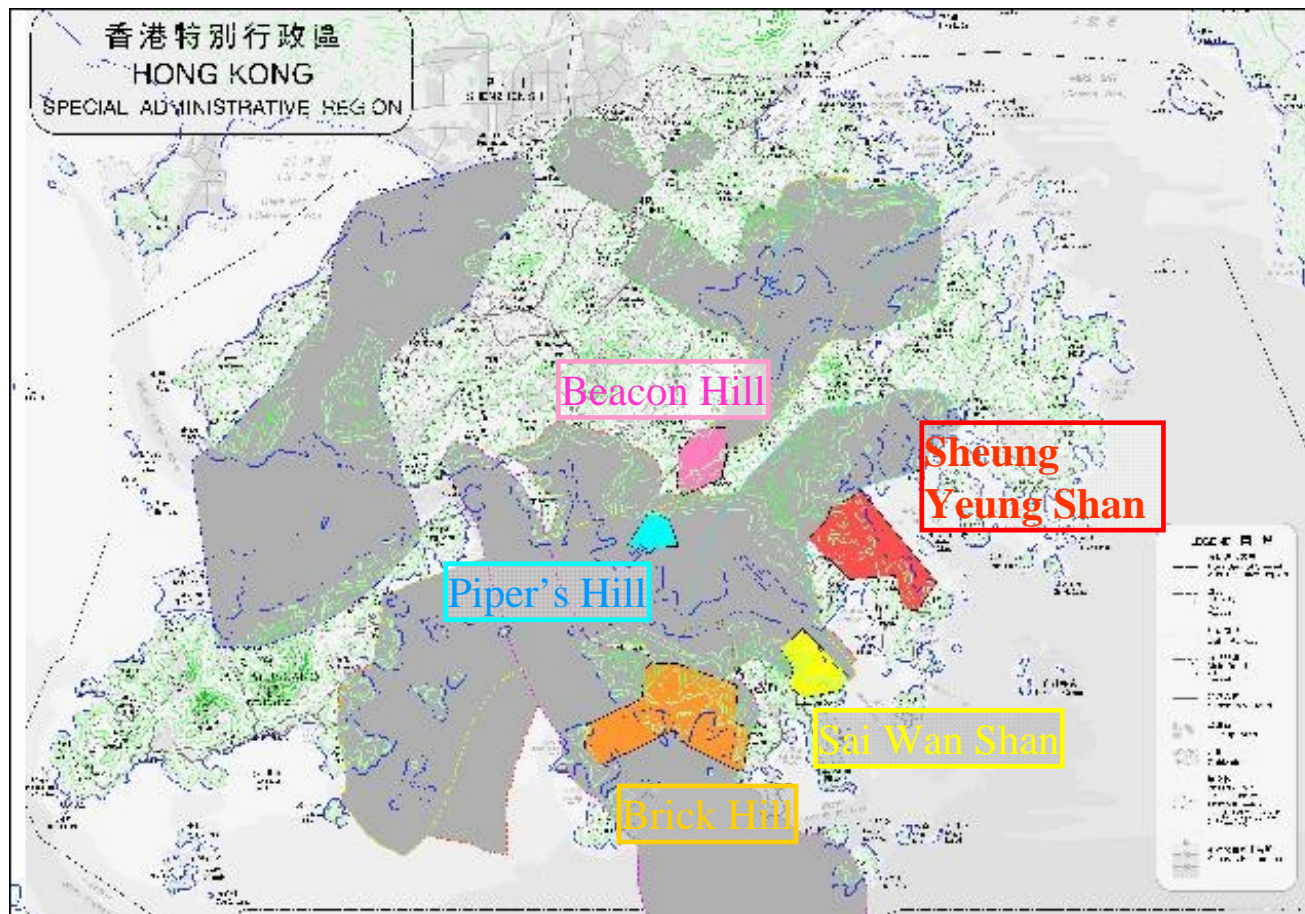
- Current DTT coverage – 75% of the population
- 5 new stations to be launched on 31 December 2009 with coverage expanded to 85% (about an additional 700 000 people)

Transmitting Stations	Intended Covered Areas
Sheung Yeung Shan	Tseung Kwan O, Sheung Yeung, Ha Yeung, Sheung Sze Wan
Sai Wan Shan (Chai Wan)	Chai Wan, Siu Sai Wan
Piper's Hill	Cheung Sha Wan, Sham Shui Po
Brick Hill	Aberdeen, Shouson Hill, Repulse Bay, Chung Hom Kok
Beacon Hill	Hin Tin, Tai Wai

- Build 17 more fill-in stations in 2010–2011 with ultimate coverage on a par with that of existing analogue coverage



New DTT Coverage (31 December 2009)





Coverage and Reception Database

- OFTA will update in early 2010 its on-line database with information about
 - DTT coverage
 - Building readiness for DTT reception

- By mid-November 2009, about 430 000 visits with over 2 million searches recorded



http://app1.ofta.gov.hk - Database for Coverage and Reception Information of Digital Terrestrial - Microsoft Internet Explorer

OFTA Office of the Telecommunications Authority
電訊管理局 The Government of the Hong Kong Special Administrative Region

Database for Coverage and Reception Information of Digital Terrestrial Television Services

Building List


Total no. of record(s) matching the search criteria : 38


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Address	District	DTT Coverage Estimate	Building Readiness	More Information
REPULSE BAY TOWERS, 119A REPULSE BAY ROAD	SOUTHERN	✓	Works in progress	ⓘ
REPULSE BAY VILLAS, 74A-74H REPULSE BAY ROAD	SOUTHERN	✓		ⓘ
REPULSE BAY VILLAS, 76 REPULSE BAY ROAD	SOUTHERN	✓		ⓘ
REPULSE BAY VILLAS, 78-80 REPULSE BAY ROAD	SOUTHERN	✓		ⓘ
BLOCK A, REPULSE BAY APARTMENTS, 101 REPULSE BAY RD.	SOUTHERN	○		ⓘ
BLOCK B, REPULSE BAY APARTMENTS, 101 REPULSE BAY RD.	SOUTHERN	○		ⓘ



DTT Programme Channels

ATV 	
Channel number	Programme Channel
11	Home
12	HD Channel
13	TVS
14	CTI-Asia
15	CCTV 4
16	World

TVB 	
Channel number	Programme Channel
81	Jade
82*	J2 Channel
83*	I News
84	Pearl
85*	High Definition Jade

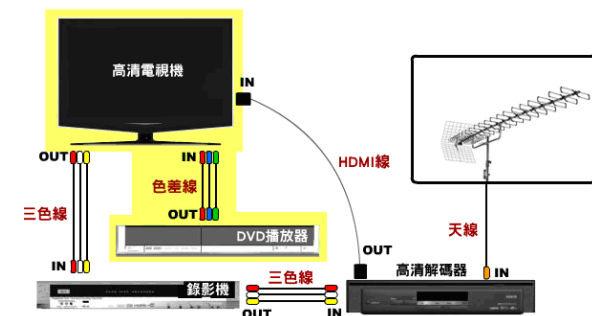
*Associate with interactive TV services

Simulcast



DTT Receivers

- As of November 2009, 214 models are authorised to use the “higher-tier” label
 - 102 are set-top boxes
 - 112 are integrated digital TV sets
- Set-top Box
 - average price keeps falling and is currently below \$1,000
- Integrated digital TV (iDTV) sets
 - Plenty of choices in the market with competitive price
 - Rate of using iDTV is increasing





Public Response

- DTT is well recognised and accepted by the public
- DTT take-up keeps growing in good pace. Some 41.9% households (around 960 000 families) are receiving DTT
(according to a survey conducted in September 2009)
- The survey showed that the majority of the public (about 80%) agreed that DTT provides better picture quality



Publicity

- Leaflets and posters
- Dedicated website
www.digitaltv.gov.hk
- Joint letters with ATV and TVB to owners incorporations of buildings under new coverage as well as residents
- New portal to enhance public education
- Enquiry hotline : 2961 6333





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Thank You!
