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7 July 2011

Ms Yue Tin Po  
Clerk to Panel on  
Information Technology and Broadcasting  
3/F, Citibank Tower  
3 Garden Road  
Hong Kong

Dear Ms Yue,

**Panel on Information Technology and Broadcasting  
Meeting held on 10 January 2011**

At the meeting of the Legislative Council Panel on Information Technology and Broadcasting held on 10 January 2011, the Administration was requested to:

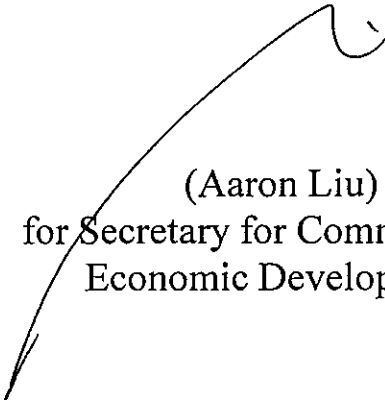
- (a) provide information on covered areas of digital terrestrial television (DTT) services and the locations of all fill-in stations (with the nine fill-in stations to be set up by end 2011), and the areas which were yet to be covered by such services;
- (b) provide information on the programme content and development plan of Asia Television Limited, Television

Broadcast Limited and Radio Television Hong Kong on increasing the production of High Definition television programme; and

- (c) provide information on the audience ratings of channel 13 (TVS), channel 14 (CTI-Asia), channel 15 (CCTV4) and channel 17 (Shenzhen Satellite Channel) in the past six months.

I attach our response to the above request at the Annex and should be grateful if you would circulate it to Members for their reference. Thank you.

Yours sincerely,



(Aaron Liu)  
for Secretary for Commerce and  
Economic Development

c.c.  
Director-General of Telecommunications  
(Attn: Mr C K Cheng)

Commissioner for Television and Entertainment Licensing  
(Attn: Mr Edmond Chui)

**Response to the follow-up items regarding  
digital terrestrial television (DTT) broadcasting**

***Covered areas and transmitting stations of DTT services***

At present, DTT signals are transmitted by 20 transmitting stations covering over 95% of the Hong Kong population across the 18 districts. The two free-to-air broadcasters, Asia Television Limited (ATV) and Television Broadcasts Limited (TVB), will further extend the DTT coverage by completing nine more fill-in stations by the end of 2011. The location of the transmitting stations, including the nine new fill-in stations, and the respective covered areas are set out in the table below.

DTT station	Covered areas
<i>(A) The 20 existing DTT transmitting stations</i>	
Temple Hill	Quarry Bay, North Point, Wan Chai, Central & Western, Yau Tsim Mong, Kowloon City, Wong Tai Sin, Sham Shui Po, Sha Tin, Cheung Chau, Discovery Bay
Kowloon Peak	Siu Sai Wan, Chai Wan, Shau Kei Wan, Sai Kung, Tseung Kwan O, Yau Tong, Kwun Tong
Golden Hill	Lai Chi Kok, Kwai Chung, Tsing Yi, Tsuen Wan, Ting Kau, Sham Tseng, Tsing Lung Tau
Castle Peak	So Kwun Wat, Tuen Mun, Lam Tei, Yuen Long, Tin Shui Wai, Tung Chung
Cloudy Hill	Ma On Shan, Ma Liu Shui, Tai Po, Fanling, Sheung Shui, Lo Wu
Lamma Island	Repulse Bay, Wong Chuk Hang, Ap Lei Chau, Aberdeen, Pok Fu Lam, Lamma Island
Mount Nicholson	Happy Valley, Causeway Bay, Wan Chai
Sheung Yeung Shan	Tseung Kwan O, Sheung Yeung, Ha Yeung, Sheung Sze Wan
Sai Wan Shan (Chai Wan)	Chai Wan, Siu Sai Wan

DTT station	Covered areas
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
Hill 374 (Yuen Long)	Yuen Long, Mong Tseng Wai, Shui Pin Tsuen
Potting Peak	Shek O, Hok Tsui (Cape D'Auguilar)
Stanley	Stanley, Red Hill
Cheung Chau	Cheung Chau
Hill 141 (Tai Lam Chung)	Tai Lam Chung
Tai Po Tsai	Tai Po Tsai
Robin's Nest	Shan Tsui, Yim Liu Ha, Luk Keng, Ping Che, Kwan Tei
Tai O	Tai O
<i>(B) The nine DTT fill-in stations to be completed by end of 2011</i>	
Hill 297 (Yuen Long)	Shap Pat Heung, Tai Tong
Hill 275 (Lantau Island)	Mui Wo, Pui O, Tong Fuk, Cheung Chau
Chiu Keng Wan Shan	Tiu Keng Leng
Ap Lei Chau Aberdeen	Ap Lei Chau, Aberdeen
Kau Wa Keng	Kau Wa Keng San Tsuen, Kau Wa Keng Old Village
Ying Pun	Ngau Tam Mei, Lin Tong Mei
Sham Tseng	Sham Tseng Village, Sham Tseng San Tsuen, Sham Tseng Kau Tsuen
Tung Chung	Lung Tseng Tau, Wong Ka Wai, Ha Ling Pei, Sheung Ling Pei, Ma Wan New Village,
Pok Fu Lam	Pok Fu Lam Village

2. After the completion of the 29 DTT transmitting stations and subject to the result of coverage validation being carried out by ATV and TVB, the following areas may yet to be covered by the DTT signals. These areas include Lau Fau Shan, Sha Kong Tsuen, Lung Kwu Tan, Ta Shek Wu, Chuen Lung, Lin Ma Hang, Ta Ku Ling, some remote areas in Sai Kung and Lantau South, etc. We will examine with

ATV and TVB any feasible and cost-effective solutions aiming for the provision of DTT services in these areas.

***Programme content and development plan of ATV, TVB and Radio Television Hong Kong on high definition television programme***

*ATV and TVB*

3. Following the mid-term review of the domestic free television programme service licences of ATV and TVB in 2010, ATV has committed to provide a minimum of 60 hours of high definition television (HDTV) programmes per week for 2010–2015 and TVB has committed to gradually increase the provision of HDTV programmes from 20 hours per week in 2009 to 120 hours per week by end of 2015. As at January 2011, the amount of HDTV programmes on the channels of ATV and TVB were 105 hours and 150 hours per week respectively, representing a respective increase of 91 hours and 136 hours as compared with December 2007 when DTT services were first launched. As regards programme content, the licensees provided HDTV programmes of different genres, including dramas, 24-hour news and finance programmes, infotainment programmes and documentaries.

*Radio Television Hong Kong*

4. Radio Television Hong Kong (RTHK) currently does not have its own television transmission network or any experience in the operation of a television station. It has an output of about 590 hours a year in terms of television production, which is broadcast through the two commercial domestic free television broadcasters. There is thus a practical need for RTHK to develop its DTT service in a progressive and step-by-step manner.

5. In the next few years, RTHK will be committed to establishing the DTT transmission network, including discussion with the two free-to-air television broadcasters on the renting of suitable hilltop transmission sites, purchasing transmitters and equipment, and conducting technical trials. Depending on works progress and discussion with the two free-to-air television broadcasters, RTHK expects that its basic transmission network can be established by

2013–2014 at the earliest. The Government has already agreed to provide additional resources to enable RTHK to increase its production of HDTV programmes from about 50 hours to not less than 200 hours per year starting from the current financial year. As regards programme content, the new HDTV programmes produced by RTHK will be mainly education, arts and culture, current affairs and information programmes.

6. Upon the establishment of the transmission network and subject to progress of the preparatory work and the resources needed for operating a television station, RTHK may develop its DTT services progressively according to the needs of the community and market condition.

***Audience ratings of DTT channel 13 (TVS), channel 14 (CTI-Asia), channel 15 (CCTV-4) and channel 17 (SZTV)***

7. Currently, neither the Broadcasting Ordinance (Cap.562) nor the licence conditions require the domestic free television programme service licensees to provide information on the audience ratings of their analogue and digital television channels. Nevertheless, ATV and TVB have each commissioned independent survey companies (Hong Kong University Public Opinion Programme in the case of ATV and CSM Media Research in the case of TVB) to conduct regular surveys to measure the number of viewers who watch their television programmes. As audience rating of ATV and TVB is now a subject of court proceedings between the two organisations, we do not consider it appropriate for the Government to provide such information at this stage. However, we notice that ATV and TVB would, at their own discretion, published audience ratings for their individual television channels from time to time.

Commerce and Economic Development Bureau  
Office of the Telecommunications Authority  
Television and Entertainment Licensing Authority

July 2011