

## **Summary of Public Views on Digital Audio Broadcasting Licence Applications**

A total of 130 written submissions from 129 individuals and a group were received during the consultation period from 9 July to 30 July 2010. The views collected are summarised as follows-

### **Corporate Requirements**

- The applications should comply with the statutory requirements, including restrictions on cross-media ownership.

### **Programming**

- DAB services should enhance sound quality of music programmes and provide entertainment for Filipinos and Indonesians.
- Frequency capacities should be reserved for the broadcast of BBC World and other foreign radio programmes.
- As an international city, Hong Kong should have a bilingual channel like the former FM Select (“精選 104”) about a decade ago.
- DAB service providers should be subject to the existing regulatory framework so as to prevent provision of vulgar programmes and excessive advertisements.
- The Government should encourage production of creative programmes on civic and national education by the new licensees.
- The DAB licensees should be required to provide a certain amount of news and current affairs programmes. The DAB services should broadcast not less than four minutes of news and financial news per hour.
- Programmes should not carry political propaganda. There is also concern that the additional channels might be used as political tools.
- The DAB operators should provide information about the programmes to be broadcast (including the names and broadcasting time) every two hours.
- The DAB channels should broadcast information about typhoon and other weather warning signals issued by the Hong Kong Observatory.
- The DAB service providers should broadcast road traffic information provided by the Transport Department on New Year’s Eve, Lunar New Year and other major festivals.

## **Language**

- While the DAB licensees should provide services mainly in Cantonese since it is the most commonly-used language in Hong Kong, they should also be encouraged to broadcast English and Putonghua programmes.

## **Technical Feasibility and Service Rollout**

- The government and three applicants should sponsor the public to purchase equipment for reception of DAB services.
- There is concern about the price of DAB receivers. The services should be easily received by the audience.
- In addition to audio programmes, the DAB licensees should endeavour to provide value-added services (such as electronic programme guide and lyrics) supported by DAB technology.
- The Government should provide necessary assistance to facilitate construction of DAB transmitters so that the licensees could launch services as soon as possible.
- The applicants should expedite their network rollout to achieve territory-wide coverage.
- The Government should grant a licence only if the applicant is able to provide the proposed service as soon as possible. Moreover, the Government should complete processing of the applications as soon as possible so as to enable early launch of services.

## **Financial Capability**

- There is doubt as to whether the proposed investments are sufficient.
- The Government should consider subsidising new radio stations in providing DAB services.

## **The DAB Applications**

### Comments on the three applications

- Licences should be granted to all the applicants so as to enhance the quality of broadcasting industry, promote competition and enable the applicants to provide more and better choices to Hong Kong people using a more advanced technology.

## Comments on the application of Metro Broadcast Corporation Limited (Metro)

- 105 respondents support Metro's application and 11 object to it. Their reasons are set out below –

### *Support for the application*

- Metro has the experience, capability and financial resources to provide DAB service.
- The proposed programmes are diversified, of educational value and suitable for the general public.
- Allocation of DAB frequency capacity to Metro would enable Metro to expand its service in addition to its existing AM and FM broadcasting.

### *Objection to the application*

- Metro is an existing broadcaster and its DAB service might not bring more diversity and competition. Metro will not provide 100% new programmes on the DAB channels.
  - Metro does not plan to make substantial investment in its DAB service
- Metro should avoid using the term “樂活” to describe the Metro DAB Channel 3 as this might create an impression that the Channel promotes hedonism and consumerism.

### Comments on the application of Wave Media Limited (Wave Media)

- 97 respondents support Wave Media's application and 18 object to it. Their reasons are set out below –

#### *Support for the application*

- Wave Media has the capability to provide DAB service.
- Wave Media has sincerity and vision to provide a platform for free expression of views and promotion of social harmony. Its proposed programmes are comprehensive and suitable for the general public.
- As the DAB technology is more advanced than the AM technology, Wave Media's plan to apply for a new licence is reasonable.

#### *Objection to the application*

- Wave Media lacks experience in the production of broadcasting programmes.
- There is doubt as to whether Wave Media is a political party.
- Wave Media should consider providing more music programmes in order to make best use of DAB technology which can support CD-quality music.
- Wave Media should consider providing an English channel on 24-hour news and financial programmes.
- Wave Media should consider providing DAB+ receivers to senior citizens who live alone free of charge.

### Comments on the application of Phoenix U Radio Limited (Phoenix U)

- 105 respondents support Phoenix U's application and 12 object to its application. Their reasons are set out below –

#### *Support for the application*

- Phoenix U has the capability, experience and financial resources to provide DAB services. Phoenix TV has a track record in producing good programmes.
- The proposed programmes are good and suitable for the general public.

- Phoenix U can leverage its operational experience in places outside Hong Kong to provide different types of programmes.
- Phoenix U's proposal to provide DAB service will increase local employment opportunity.

*Objection to the application*

- The proposed service does not contain sufficient Cantonese programmes and are therefore not suitable for Hong Kong, a city speaking mainly Cantonese.
- Phoenix U may have a political agenda.
- There are too many disqualified persons exercising control of Phoenix U.
- Phoenix U's application for exemption from the "non-subsidiary" requirement under the Telecommunications Ordinance should not be granted.