



*Consultation on Digital Broadcasting:  
Mobile Television and Related Issues*  
**數碼廣播：流動電視及相關事宜諮詢**

Introduction

引言

In response to the Government consultation paper on the provision of mobile television and other digital broadcasting services, Radio Television Hong Kong (RTHK) would like to present its views.

香港電台(港台)對政府提出有關流動電視及相關事宜的諮詢有以下意見。

RTHK supports the launch of mobile TV services as it will not only benefit the public, but provides existing broadcasters and new entrants alike with an improved media environment conducive to future development.

香港電台支持在本港推出流動電視服務，不單讓公眾受惠，更為現行及新的廣播機構的未來發展提供更理想的媒體環境。

Being the existing and sole public broadcaster in Hong Kong, RTHK is committed to providing non-commercial content for the public's benefit. We produce quality programmes encompassing information, education, culture and the arts. We provide news and current affairs programmes as well as specialized programming for minorities. Our services are free of charge, and we serve as a communication channel between the Government and the public.

香港電台是本港目前唯一的公營廣播機構，我們向以公眾利益為大前提，製作非商業性節目。我們製作優質的資訊、教育、文化及藝術節目；在提供新聞及公共事務節目的同時，也製作專項節目，為小眾社群服務。港台為公眾提供免費服務，也是政府與公眾的溝通渠道。

RTHK produces programmes of value free from commercial pressures. Our complementary services generate enhanced social value and offer an alternative to the output of commercial broadcasters.

港台不受商業壓力左右，製作優質的節目，向公眾提供商業製作的以外的選擇，並推動社會價值。

Due to the busy lifestyles and long commute-hours of Hong Kong people, the provision of mobile television services will enable both commercial broadcasters and RTHK to increase their audience reach. It would also help broadcasters reach a new generation of listeners and viewers.

基於本港生活節奏迅速，而市民又耗費不少時間於交通上，有利於流動電視服務的發展；港台及商營廣播機構均可以藉此拓展業務，爭取新一代受眾。

## Service Scope of Mobile Television

### 流動電視服務範疇

It is desirable for mobile TV to be integrated with DTT. Mobile TV technology will further enhance the interaction between programme providers and audiences.

可取的做法是將流動電視與數碼地面電視融合發展。透過流動電視技術，節目提供者與觀眾的互動關係可更為緊密。

In view of the increasing demand for arts, culture and educational content, as well as programmes for the youth, elderly, minority groups and the under-privileged, RTHK should be allocated a channel to provide digital terrestrial TV services for the broader community.

目前，公眾對文化、藝術及教育，以至迎合青年、長者、小眾及有弱勢社群口味的節目，都需求甚殷，因此，港台應獲分配一數碼地面電視頻道，服務廣大而多元社群。

RTHK would suggest that mobile TV of digital broadcasting should be a hybrid service carrying video, audio and data.

港台建議，數碼流動電視服務應採納混合模式，包涵視像、聲音及數據傳輸服務。

RTHK is committed to offering all of its radio channels, TV programmes and data – including textual news and information to the mobile TV services.

港台計劃為未來的流動電視服務平台，提供目前所有電台服務、電視節目以及數據資料，如新聞及相關資訊的文字版。

## Spectrum Availability

### 可供使用的頻譜

RTHK considers that Band III would be more favorable for wide-area coverage than L-Band due to its lower frequencies. L-band transmission is subject to higher levels of signal attenuation, for example, through buildings.

頻譜方面，港台認為低頻的 Band III 較諸 L-Band 覆蓋範圍廣泛，L-band 傳送的訊號會較易受外界因素，例如建築物的干擾而減弱。

RTHK's attitude towards the adoption of this technology is neutral: it could be either UHF or VHF. RTHK supports whichever frequency band and technology that best serve the public.

港台對頻譜技術採用 UHF 或 VHF 持中立態度，支持任何一種能為公眾提供更佳服務的頻譜及技術。

## Spectrum Allocation

### 頻譜編配

RTHK believes the industry and public sector, including regulators, should have time after this round of public consultation to conduct further discussions on finding the best way forward. No matter which option is chosen, RTHK should be given the priority to share in the channel capacity to better serve the public. Furthermore, the network

operator should be obliged to set up the necessary infrastructure, with comprehensive signal coverage, to offer the public universal reception access.

香港電台認為，最恰當的做法是在這次公眾諮詢後，讓公眾、業界，包括規管機構深化討論，共同尋求最理想的發展方向。無論結果如何，港台也應優先參與開發流動電視頻道，以更有效地服務公眾。此外，網絡供應者也有責任建立一個全面覆蓋的訊號系統，保障公眾接收的權利。

### Spectrum Assignment

#### 頻譜指配

By the same token, no matter how the operators are permitted to develop the available spectrum, they should be committed to allocating adequate channel capacity for RTHK within a clear and reasonable time frame.

同樣，無論營運者獲批以那一種方式發展指配的頻譜，營運者應承諾在明確及合理的時間內，分配足夠的頻道空間予香港電台。

### Licensing Arrangements

#### 發牌安排

We agree that mobile TV programme services should be licensed and regulated under the Broadcasting Ordinance, or another such ordinance with similar coverage.

我們同意，政府應透過廣播條例或未來同類法例，以發牌形式，規管流動電視服務。

### Conclusion

#### 結論

Digital broadcasting will inevitably become the next area of development in the media industry. RTHK is interested in participating in this new development in order to provide better services to the public. And, as a public broadcaster with nearly 80 years of experience, we are willing to offer a wealth of content to ensure richness in this hybrid mobile television offering.

無可置疑，數碼廣播將是業內未來新的發展方向，港台很樂意透過參與計劃，為公眾提供更好的服務；作為擁有近八十年經驗的公營廣播機構，我們將致力提供更豐富的節目內容，為未來的流動電視服務添上姿采。

Radio Television Hong Kong

香港電台

25.4.2007