

20th April, 04

Communications and Technology Branch
Commerce, Industry and Technology Bureau
Hong Kong Special Administrative Region Government

Re: Reply to DTT consultation paper 04

Dear sir/madam,

I have done video engineering for many years. I hope it is not too late to reply SAR proposal on DTT. Having read SAR's consultation paper, I **strongly support SAR's recommendation for adapting DVB-T** rather than mainland's standard, which seems an uncertainty. China wants to develop its own DTT & video compression standard because it can save huge IP charge for using DVB-T & Mpeg2, which can be understood. HK is an international city, it is VERY regrettable if we got to be a follower rather than a pioneer due to commercial reason. Many Asia countries such as Taiwan, Korea..., they have started DTT, when HK will start?

For the point of business, I understand TVB & ATV worry about their mainland audiences (more than the population of HK), if they adapt a standard that is different than China, it could affect mainland audiences to enjoy their programme, that could affect their income from advertisement & sales of dramas. However, the coverage of cable TV in China is very high, more than 90% in Guangtong, the reception of HK TV broadcasting can be converted into China's standard easily, and retransmit to mainland's audiences via cable TV. In fact, they are enjoying HK program in this way now.

I strongly disagree the statement from TVB "*As a responsible broadcaster, TVB must point out that the Government's proposed "Market-led" - "each-operator-to-decide" approach – on the DTT standard(s) for Hong Kong is most unacceptable in the interest of the general public.*"

I do not think it is "*interest of the general public.*" Instead, it is an interest of business.

I would like to advise SAR consider the real benefit of general public to determine the DTT standard, and it would not control by monopoly radio TV broadcasting provider.

Yours truly,

KK Jason