

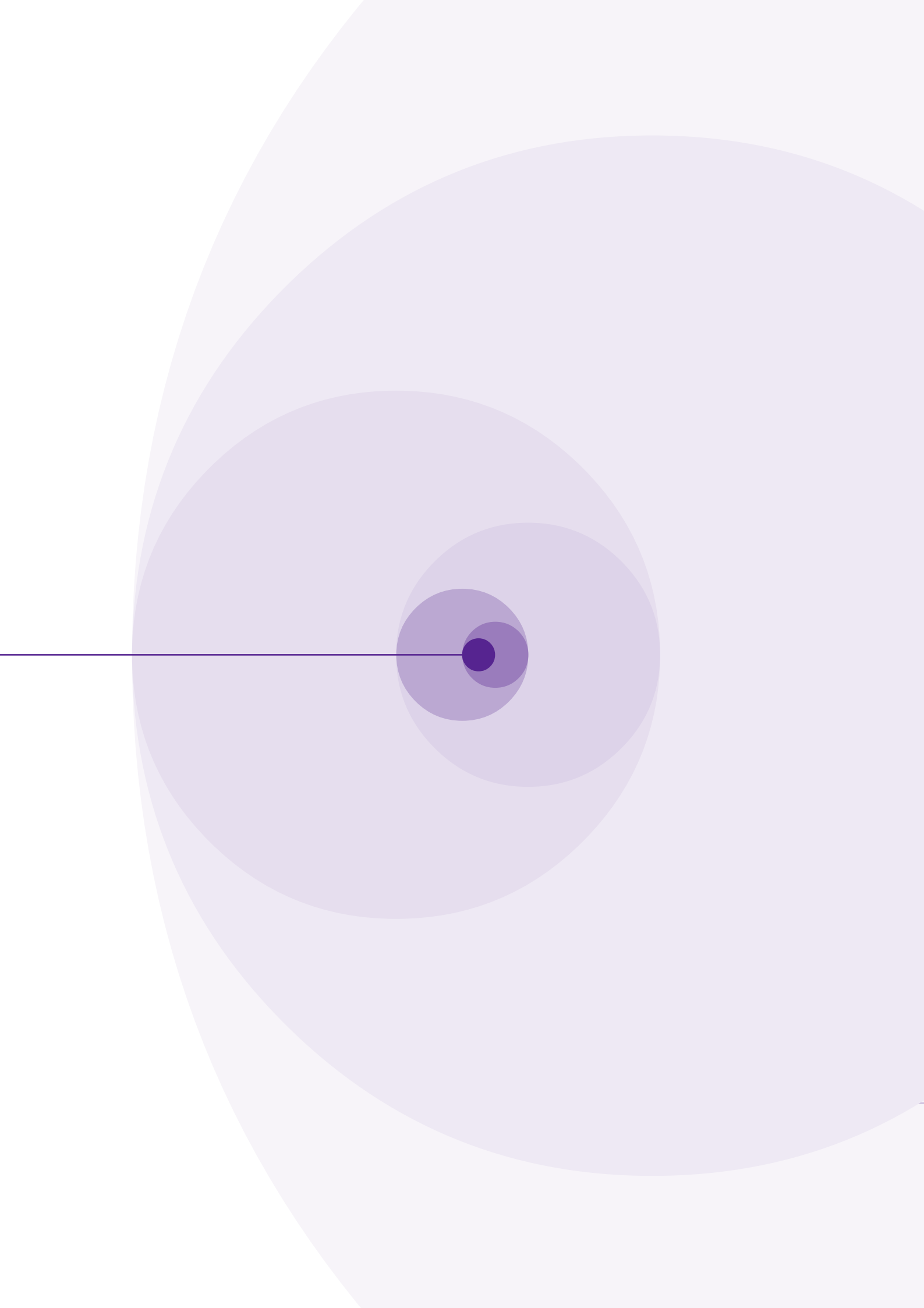


廣播事務管理局

Broadcasting Authority

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## 主席序言

## Chairman's Foreword

**對**本港廣播界來說，過去一年非常重要。政府在1998年完成電視政策檢討後，隨即宣布決定開放本地電視市場和重整現行發牌機制。這項政策將可提供一套對科技和傳送都維持中立的規管制度，有助容納科技匯流帶來的新服務，為業界提供前所未見的機會和發展前景。與此同時，為落實1998年電視政策檢討定出的政策，當局也積極投入《廣播條例草案》的草擬工作，使有關政策得有法理依據。

對於有機會參與1998年的檢討工作，並為新規管制度奠定基礎，廣播事務管理局（廣管局）感到很榮幸。

在內容管制方面，廣管局受命對現行業務守則加以檢討，以便配合《廣播條例草案》，制訂一套適用於各類電視節目服務的節目和廣告標準通用業務守則。廣管局已就此舉辦研討會，徵詢廣播機構對現行守則的意見。通用業務守則初稿的草擬工作，已跡近完成。

要廣播市場蓬勃發展，我們必須有真正可以公平競爭的環境。為方便持牌機構遵守《廣播條例草案》中有關維護自由競爭的條文，廣管局已著手草擬一套指引，以落實條文。

有關發牌工作方面，行政長官會同行政會議已根據本局的建議，在1999年5月為亞洲電視有限公司和電視廣播有限公司的商營電視廣播牌照續期。至於香港有線電視有限公司收費電視廣播牌照的中期檢討工作，亦將近完成。廣管局已於1998年底舉行公聽會，蒐集公眾對有線電視服務的意見。

當局在1999年7月接納了廣管局的意見，向亞太衛星輝煌有限公司發出第三個衛星電視上行及下行牌照。預計這個以香港為基地的衛星電視廣播機構將於2000年初推出服務。



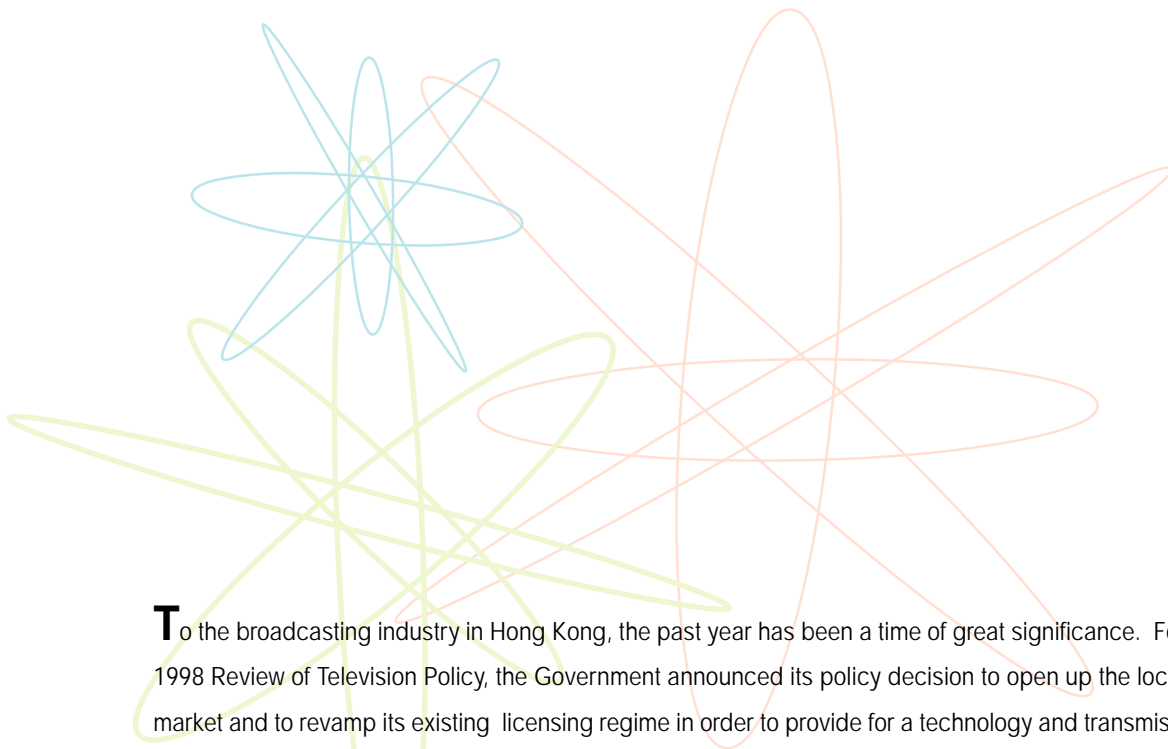


政府在去年聯同了兩間地面電視廣播機構，着手就數碼地面電視服務進行技術測試。為了盡早得知測試結果，廣管局已要求參與機構分階段向廣管局報告測試結果。

年內，我們繼續推行加強透明度和認責方面的工作。由1999年8月起，廣管局投訴個案簡報由雙月刊改為月刊，以為公眾提供最新資料。

對於各廣播機構和香港電台年來衷誠合作，政府機構大力支持，各委員悉力襄助局方執行職務，尤其得蒙杜國銓先生領導編輯委員會撰備本報告，謹在此一一致謝，作為結語。深信廣管局與香港廣播業界定會作好準備，從容應付2000年的新挑戰。

梁乃鵬太平紳士  
廣播事務管理局主席



**T**o the broadcasting industry in Hong Kong, the past year has been a time of great significance. Following the 1998 Review of Television Policy, the Government announced its policy decision to open up the local television market and to revamp its existing licensing regime in order to provide for a technology and transmission neutral regulatory framework to embrace new services made possible by convergence of technologies. This has resulted in the opening up of unprecedented possibilities and opportunities. Meanwhile, considerable work has been done to prepare for the introduction of the proposed Broadcasting Bill to give effect to those policy decisions arising from the 1998 Television Policy Review which require statutory backing.

The Broadcasting Authority is glad to have been closely involved in both the 1998 Review and the ground work for implementing the new regulatory regime.

In the area of content regulation, the Authority is charged with the task of conducting a review of the existing Codes of Practice with a view to issuing a set of Generic Codes of Practice on Programme and Advertising Standards for all categories of television programme services under the proposed Broadcasting Bill. A seminar was held by the Authority for broadcasters on the general approach to the review, and initial drafting of the Code was near completion.

Essential to a vibrant broadcasting market is a truly level playing field. To assist licensees to comply with the competition provisions in the proposed Broadcasting Bill, the Authority has also started the drafting of a set of guidelines for the enforcement of the competition provisions.

As regards licensing matters, upon the recommendations of the Authority, the Chief Executive in Council renewed the commercial television broadcasting licences of Asia Television Limited and Television Broadcasts Limited in May 1999. Work is also at an advanced stage in the mid-term review of the subscription television broadcasting licence of the Hong Kong Cable Television Limited. A public hearing was held in late 1998 to gather public opinion on Cable TV's service.



In July 1999, upon recommendations of the Authority, the Government granted the third satellite television uplink and downlink licence to APT Satellite Glory Limited. It is expected that this Hong Kong based satellite television broadcaster will launch its service in early 2000.

In the past year, the Government, in conjunction with the two terrestrial television broadcasters, started technical trials on Digital Terrestrial Television. To gain a first hand experience with the result of the trials, the Authority has invited the parties involved to present findings at different stages of the testing.

During the year, the Authority has continued its pursuit for increased transparency and accountability. Since August 1999, the bi-monthly complaints bulletin has been turned into a monthly issue to give more updated information to the public.

Lastly, I would like to take this opportunity to thank all broadcasting licensees and Radio Television Hong Kong for their contribution and cooperation during the year, government bodies for their support, and my fellow Members for their counsel in discharging the responsibilities of the Authority. My special thanks also go to Mr. Clement Tao who led the editorial board in preparing this report. I am confident that the Authority together with the broadcasting industry in Hong Kong will be ready to embrace new challenges in the year 2000.



**LEUNG Nai-pang, Norman, JP**  
Chairman, Broadcasting Authority



