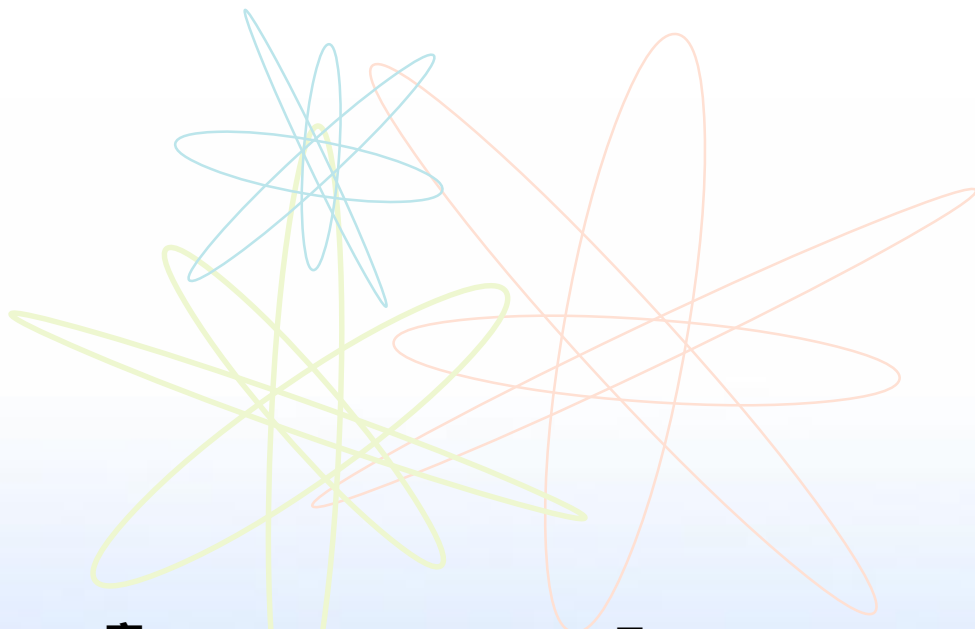




新紀元、新挑戰

The Millennium Challenges



廣播營運環境在 2000 年將會面對重大變化。由於科技進步而且廣播服務推陳出新，加上規管機制鼓勵創新和投資，消費者將可隨意選擇收看各式各樣優質節目。

廣管局將會盡力協助廣播機構適應新廣播環境。我們充分理解，廣管局有需要盡量聽取廣播機構的意見，因此會就通用業務守則和保障競爭指引的草擬工作，緊密徵詢他們的意見。我們的目標，是要在 2000 年頒布有關守則和指引。

未來一年，廣管局將會全力投入電視廣播牌照審批工作，以配合政府鼓勵新服務進軍市場的政策。我們準備在 2000 年上半年，向行政長官會同行政會議提交建議。

《廣播條例》日後如果通過，廣管局將會獲得授權，發出非本地電視節目服務和其他須領牌電視節目服務牌照。本局定會以專業精神，悉力執行這項新職責。

廣管局將會密切留意政府進行數碼地面電視技術測試的進展，並就各項標準在香港的表現，蒐集第一手資料。

The millennium will be greeted with dramatic changes to the broadcasting landscape. With advances in technology and services, together with a regulatory regime that encourages innovation and investment, consumers will enjoy unprecedented choice in quality programmes.

The Authority is determined to do its utmost to facilitate broadcasters in adjusting to the new broadcasting scene. We are keenly aware of the need to listen to their views and will consult them closely in the preparation of the Generic Codes of Practice and the guidelines on competition. Our target is to promulgate both the Codes and the guidelines in 2000.

The Authority will also devote the coming year to examining applications for television broadcasting licences made in response to the Government's invitation for new services. The Authority plans to make recommendations to the Chief Executive in Council in the first half of 2000.

Under the future Broadcasting Ordinance, if enacted, the Authority will be empowered to issue licences for non-domestic television programme services and other licensable television programme services. The Authority is determined to discharge this new dimension of regulatory power with professionalism and dedication.

The Authority will keep itself abreast of the technical trials on DTT conducted by the Government, and gain first hand information of the performance of various standards in Hong Kong.

我們充分明白，隨着新服務湧現而且競爭日趨激烈，廣管局有需要確保廣播服務的質素和為廣播服務所定的標準得以維持。為了加強廣管局與廣播機構在服務水平方面的溝通，我們將會採取行政措施，讓廣播機構有更多渠道，就節目收到的投訴，向本局提出書面和口頭申述。我們並會透過外展工作，與學校和家長教師會聯繫，加強公眾對節目分類的認識。

廣播業行將踏入新紀元，廣管局將會力克新挑戰，確保執行規管職責時，在服務類別、質素和尺度方面，都達到市民的期望。

The Authority is acutely aware of the need to maintain quality and standards in the face of the proliferation of services and intense competition. To further enhance communication between the Authority and broadcasters on the boundaries of acceptability, the Authority is set to implement administrative procedures to provide additional channels for broadcasters to make written and oral representation to the Authority in respect of complaints against their programmes. The Authority will also step up public education on programme classification by outreaching to schools and parent-teacher associations.

A new era in broadcasting is dawning. The challenge for the Broadcasting Authority is to ensure that its regulatory role continues to fulfil the expectation of the community for variety, quality and standards.



