

## **Broadcasting Ordinance (Chapter 562)**

Notice is hereby given that the Communications Authority ('CA') has received an application from Asia Television Digital Media Limited ('ATVDM'), a company duly incorporated in Hong Kong whose registered office is situated at 33 Dai Shing Street, Tai Po Industrial Estate, Tai Po, New Territories, Hong Kong, for a non-domestic television programme service licence for a term of 12 years.

The particulars of the application in this Notice, as set out below, are provided by ATVDM. By issuing this Notice, the CA is not to be treated as confirming the veracity of the particulars of the application nor are they to be treated as, in any way, accepting, approving, permitting or providing consent to the application. Nothing in this Notice shall affect or prejudice any powers, duties, discretion and rights of the CA.

### **1. COMPANY INFORMATION**

ATVDM was incorporated in Hong Kong on 8 November 2016. It is currently a wholly-owned subsidiary of Able Hero Global Limited and its ultimate parent company is Asia Television Holdings Limited, a publicly listed company in Hong Kong under the Stock Exchange of Hong Kong (Stock Code: 707). According to ATVDM's submissions, its management team comprises veterans who have 20 to 30 years of experience in production, broadcasting, content distribution, studio operation, and management consulting and auditing in the entertainment and media sector. ATVDM states in its submissions that its management team, along with its seasoned production and engineering professionals from the broadcasting sector possess relevant and sufficient expertise to control the quality of the production and to ensure compliance with relevant rules and regulations.

### **2. PROGRAMMING INFORMATION**

ATVDM plans to launch a 24-hour channel (in Chinese: 經典台; in English: Classic Channel) with a library of archived programmes with approximately 7 600 hours of drama series and 20 000 hours of variety and other entertainment programmes which were produced by Asia Television Limited during the period from 1957 to 2016. The library also comprises over 90 000 hours of news footage recording 60 years of historical events.

ATVDM states that the Classic Channel, mainly in Cantonese, will be running 24 hours a day, 7 days a week, with a 6- to 8-hour loop of programmes every day. Subtitles in Chinese and/or the local languages in the recipient countries/locations will be provided subject to the requirements of the local partners.

ATVDM plans to roll out the Classic Channel to ASEAN and other countries in different phases, with the first of which being Malaysia and Singapore planned to be launched within 2 to 3 months upon the grant of a non-domestic television programme service licence by the CA.

### **3. TECHNICAL INFORMATION**

ATVDM plans to uplink its service from Hong Kong to either Apstar-5C or Apstar-6C operated by APT Satellite Company Limited. The service footprint will initially cover the Asia-Pacific region at launch, and later to markets with significant Chinese population, i.e. Australia, USA, Canada, UK, etc. The channel will be encrypted and not for general reception in Hong Kong and Macau.

Members of the public may provide comments on ATVDM's application to the CA by **27 June 2019** by mail, fax or email as follows:—

The Communications Authority  
c/o Office of the Communications Authority  
20th Floor, Wu Chung House  
213 Queen's Road East  
Wan Chai  
Hong Kong  
Fax Number: 2507 2219  
2598 5509 (Confidential)

E-mail : [consultation-atvdm@ofca.gov.hk](mailto:consultation-atvdm@ofca.gov.hk)

All comments received will not be treated as being made in confidence unless specified otherwise. We may reproduce and publish the submissions received in whole or in part (except confidential information as marked) in any form without seeking the permission of or providing acknowledgment to the party making the submission.

6 June 2019

*Secretary, Communications Authority*