

## **Public Consultation on Application for Renewal of a Non-domestic Television Programme Service Licence**

Notice is hereby given that the Communications Authority (“CA”) has received an application from APT Satellite TV Development Limited (“APTTV”), a company duly incorporated in Hong Kong whose registered office is situated at 22, Dai Kwai Street, Tai Po Industrial Estate, Tai Po, New Territories, Hong Kong, for renewal of its non-domestic television programme service licence for a term of 12 years pursuant to section 11(2) of the Broadcasting Ordinance (Cap. 562).

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.

The particulars of the application in this Notice, as set out below, are provided by APTTV.

### **1. COMPANY INFORMATION**

APTTV was incorporated in Hong Kong on 9 May 1997. It is currently a wholly-owned subsidiary of APT Satellite Holdings Limited which is a publicly listed company in Hong Kong under the Stock Exchange of Hong Kong (Stock Code: 1045). APTTV submits that it has substantial experience in operating non-domestic television programme service.

The current 12-year licence of APTTV will expire on 26 February 2022.

### **2. PROGRAMMING INFORMATION**

APTTV submits to provide a non-domestic television programme service comprising not less than 41 satellite TV channels operating 24 hours a day. The service targets audiences in Asia, China, Europe, Africa, Middle East, and Australia, and will not primarily target Hong Kong. A variety of programmes including news, drama, variety shows, movies, entertainment, fashions, educational, lifestyle, travel, sports, food and cooking, science and technology, documentary, infotainment, agricultural, business and wild-life will be provided. These programmes are mainly sourced from China, India, Pakistan, Middle East, Indonesia, United States and other Asian countries.

### **3. TECHNICAL INFORMATION**

The service is proposed to be uplinked from Hong Kong to the satellites Apstar-5C, Apstar-6C, Apstar-7 and Apstar-9. The service footprint covers Asia, China, Europe, Africa, Middle East, and Australia.

Members of the public may provide views or comments on APTTV’s application in writing to the CA on or before 17 December 2020 through any of the following means:

By mail: The Communications Authority  
20/F, Wu Chung House  
213 Queen's Road East  
Wan Chai, Hong Kong

By fax: (852) 2507 2219  
(852) 2598 5509 (Confidential)

By email: [consultation\\_aprenewal@ofca.gov.hk](mailto:consultation_aprenewal@ofca.gov.hk)

All comments/views 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.

4 December 2020

Office of the Communications Authority