

**Broadcasting Ordinance  
(Chapter 562)**

Notice is hereby given that the Communications Authority has received an application from Health TV Company Limited (“Health TV”), a company duly incorporated in Hong Kong whose registered office is situated at Room 1902, 19/F, Allied Kajima Building, 138 Gloucester Road, Wan Chai, Hong Kong, for a non-domestic television programme service licence.

The particulars of the application in this Notice, as set out below, are provided by Health TV. Nothing in this notice shall affect or prejudice any powers, discretion and rights of the Communications Authority.

**1. COMPANY INFORMATION**

Health TV was incorporated in Hong Kong on 7 February 2011. The management team of Health TV comprises a group of executives who have acquired substantial practical experience in various areas of operations of television and media businesses, including programme production and scheduling, sales and marketing and human resources management. To ensure that its proposed service will comply with the laws and standards of the recipient territories, Health TV has established a compliance department responsible for vetting all programmes of Health TV.

**2. PROGRAMMING INFORMATION**

Health TV plans to broadcast a 24-hour Putonghua channel called Health TV channel providing health information programmes, talk shows, lifestyle and knowledge programmes, travel and food therapy programmes, documentaries on ecosystem and environmental protection, dramas, etc. Should a non-domestic television programme service licence be granted, Health TV plans to launch the channel within one month after grant of the licence. Depending on the market situation, Health TV may launch one to two more channels. The proposed service will target audiences in the Mainland and South East Asia and will not primarily target Hong Kong. The programmes will be principally produced in the Mainland.

**3. TECHNICAL INFORMATION**

The channels will be uplinked from Hong Kong to Apstar VI satellite. The service footprint covers the Asia-Pacific region. The service will be unencrypted and will be available for reception in Hong Kong.

Interested members of the public may forward their views on the application to the Communications Authority by 20 July 2012 via mail, fax or email as follows -

The Communications Authority  
c/o Office of the Communications Authority  
39<sup>th</sup> Floor, Revenue Tower  
5 Gloucester Road  
Wan Chai  
Hong Kong

Fax Number: 2507 2219  
2598 5509 (Confidential)

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

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29 June 2012

Katy FONG *Secretary, Communications Authority*