

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

Notice is hereby given that the Communications Authority has received an application from Sun Television Cybernetworks Enterprise Limited (“Sun TV”), a company duly incorporated in Hong Kong whose registered office is situated at 7/F Sino Favour Centre, 1 On Yip Street, Chai Wan, Hong Kong, for renewal of its non-domestic television programme service licence.

The current 12-year licence of Sun TV will expire on 7 November 2013. Sun TV has applied to renew its licence for a term of 12 years under section 11(2) of the Broadcasting Ordinance (Cap.562). The particulars of this application are set out below for reference:-

1. COMPANY INFORMATION

Sun TV is a company incorporated in Hong Kong on 17 January 2000. It is wholly-owned by Mr Chen Ping.

2. PROGRAMMING INFORMATION

Sun TV plans to continue to provide its non-domestic television programme service, comprising one 24-hour television channel in Putonghua featuring principally documentaries, history programmes and commentary programmes. The channel is unencrypted and targets Chinese audiences in the Asia Pacific region. It will not primarily target Hong Kong. Besides acquired foreign programmes, Sun TV broadcasts station-produced programmes. Sun TV has submitted that its station head is responsible for ensuring compliance with all regulatory requirements in providing the service and that Sun TV provides training to its staff from time to time as regards adherence to programme, advertising and technical standards.

3. TECHNICAL INFORMATION

The service is uplinked from Hong Kong to AsiaSat 3S satellite. The service footprint covers the Asia Pacific region.

Interested parties may make representations on the application to the Communications Authority by **9 July 2013** at the following means:-

- By mail: The Communications Authority
 c/o Office of the Communications Authority
 20/F, Wu Chung House
 213 Queen’s Road East
 Wan Chai, Hong Kong
- By fax: 2507 2219
 2598 5509 (Confidential)
- By e-mail: consultation-suntv@ofca.gov.hk

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25 June 2013

Katy FONG *Secretary, Communications Authority*