

**Broadcasting Ordinance
(Chapter 562)**

Notice is hereby given that the Communications Authority has received an application from Star China Media Limited (“Star China”), a company duly incorporated in Hong Kong whose registered office is situated at Unit 9A MG Tower, 133 Hoi Bun Road, Kwun Tong, Kowloon, Hong Kong, for a non-domestic television programme service licence of a term of 12-years.

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

1. COMPANY INFORMATION

Star China was incorporated in Hong Kong on 31 May 2010. Members of Star China’s management have over 20 years of experience in the operations of television and media businesses and its programme production team is headed by producers who have substantial experience in programme production.

2. PROGRAMMING INFORMATION

Star China plans to broadcast three 24-hour Putonghua channels, namely Xing Kong, Xing Kong International and Channel [V] (Mainland China). The three channels will broadcast films, dramas, animations, talk shows, entertainment news, singing and dancing contests and music programmes. Should a non-domestic television programme service licence be granted, Star China plans to commence providing the three channels within two months after the grant of licence to Star China. The proposed service will target audiences in the Asia-Pacific region and will not primarily target Hong Kong. Besides self-produced programmes, Star China will broadcast programmes supplied by local and overseas content providers. To ensure compliance with the regulatory requirements, Star China has established a dedicated team responsible for vetting all programmes broadcast by Star China. The team comprises well-trained specialised staff.

3. TECHNICAL INFORMATION

The channels will be uplinked from Hong Kong to Asiasat 3S. The service footprint covers the Asia-Pacific region. The channels will be receivable but not for general reception in Hong Kong.

Interested members of the public may forward their views on the application to the Communications Authority by 6 September 2013 via mail, fax or email as follows -

The Communications Authority
c/o Office of the Communications Authority
20/F, Wu Chung House
213 Queen’s Road East
Wan Chai
Hong Kong

Fax Number: 2507 2219
2598 5509 (Confidential)

E-mail: consultation-starchina@ofca.gov.hk

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16 August 2013

Katy FONG *Secretary, Communications Authority*