

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 Auspicious Colour Limited (“Auspicious”), a company duly incorporated in Hong Kong whose registered office is situated at 12/F, Harbour Centre, 25 Harbour Road, Wanchai, Hong Kong, for renewal of its non-domestic television programme service licence.

The current 12-year licence of Auspicious will expire on 16 September 2017. Auspicious 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

Auspicious is a company incorporated in Hong Kong on 18 March 2005. It is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited.

2. PROGRAMMING INFORMATION

Auspicious plans to continue to provide a non-domestic television programme service, comprising 22 24-hour television channels as at 10 June 2016 (10 in English, 3 in Hindi, 4 in Bengali, 1 in French, 2 in Urdu and 2 in multi-languages) featuring general entertainment, music, movies, sports, fashion, health and lifestyle, adult-nature, religious and news programmes. The service targets audiences in the Asia Pacific region and will not primarily target Hong Kong. The programmes are mainly sourced from the United States, the United Kingdom, Japan, France, India, Bangladesh and the Middle East. Auspicious has adopted various measures to ensure compliance of its service with the laws and standards of the recipient countries. Auspicious has required the channel providers to vet the channel contents in accordance with the relevant standards. Moreover, Auspicious carries out 24 x 7 monitoring of all the channels included in its service.

3. TECHNICAL INFORMATION

The service is proposed to be uplinked from Hong Kong to AsiaSat 4, AsiaSat 5, AsiaSat 7 and AsiaSat 8. The service footprint of AsiaSat 4, AsiaSat 5 and AsiaSat 7 covers the Asia-Pacific region whilst that of AsiaSat 8 covers South Asia.

Interested parties may make representations on the application to the Communications Authority by **6 July 2016** by 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-auspicious@ofca.gov.hk

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