

## **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 Phoenix Satellite Television Company Limited (“Phoenix”), a company duly incorporated in Hong Kong whose registered office is situated at No. 2-6 Dai King Street, Tai Po Industrial Estate, Tai Po, New Territories, Hong Kong, for renewal of its non-domestic television programme service licence.

The current 12-year licence of Phoenix will expire on 16 May 2018. Phoenix 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**

Phoenix is a company incorporated in Hong Kong on 16 November 1995. It is an indirect wholly-owned subsidiary of Phoenix Satellite Television Holdings Limited.

### **2. PROGRAMMING INFORMATION**

Phoenix plans to provide a non-domestic television programme service, comprising 4 24-hour television channels (2 in Mandarin, 1 in Cantonese and 1 in multi-languages) featuring news, general entertainment and movies. The service targets Chinese audiences in China and worldwide but will not primarily target Hong Kong. The programmes comprise self-produced and acquired programmes. Sources of acquired programmes are mainly from the United States, the United Kingdom, France, China, Hong Kong and Japan. Phoenix has submitted that it has established a standard and practices department to review the contents of all programmes and advertisements in order to ensure that its service is in compliance with the codes of practice issued by the Communications Authority and regulations of the recipient countries.

### **3. TECHNICAL INFORMATION**

The service is proposed to be uplinked from Hong Kong to AsiaSat 7. The service footprint covers the Asia-Pacific region.

Interested parties may make representations on the application to the Communications Authority by **10 April 2017** 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-phoenixtv2017@ofca.gov.hk

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