

**Broadcasting Ordinance  
(Chapter 562)**

Notice is hereby given that the Communications Authority (“CA”) has received an application from China Silk TV Road International Media Group Limited (“SRTV”), a company duly incorporated in Hong Kong whose registered office is situated on 16th Floor, Kowloon Building, 555 Nathan Road, Mong Kok, Kowloon, Hong Kong, for a non-domestic television programme service licence for a term of 12 years.

The particulars of the application in this Notice, as set out below, are provided by SRTV. By issuing this Notice, the CA is not to be treated as confirming the veracity of the particulars of the application nor are they to be treated as, in any way, accepting, approving, permitting or providing consent to the application. Nothing in this Notice shall affect or prejudice any powers, duties, discretion and rights of the CA.

**1. COMPANY INFORMATION**

SRTV was incorporated in Hong Kong on 9 June 2015. Most members of SRTV’s management team are from the media, advertising agencies and marketing companies, and have experience in managing media business. SRTV proposes to establish an internal monitoring and management department to ensure that its staff comply with the legal and regulatory requirements of the recipient countries and regions of its services.

**2. PROGRAMMING INFORMATION**

SRTV plans to broadcast nine 24-hour channels. It will provide an International Information channel within three months after the grant of the non-domestic television programme service licence. The remaining eight channels, namely Ceramic, Calligraphy and Painting channel, Eurasia channel, Travelling and Leisure channel, Mobile Device channel, Chinese Medicine and Regimen channel, Entertainment and Movie channel, Fine Shopping channel, and Culture of Family Name channel, will be launched in phases four months after the commencement of service.

The above channels will feature programmes about the culture, business and trade and travel information of countries and regions along the Belt and Road route, providing such programme genres as culture, finance, current affairs, consumer advice, variety shows, information, travel, food, sports, music, documentary, movie, etc.

The programmes will be mainly in Putonghua, English and Russian, etc. with subtitles and captions mainly in Chinese, English and Russian. The programmes comprise self-produced programmes, programmes co-produced with channel providers in countries and regions along the Belt and Road route and local providers, and acquired programmes.

**3. TECHNICAL INFORMATION**

The service of SRTV is proposed to be uplinked from Hong Kong to AsiaSat 7 or Apstar 7. The service footprint covers the Asia-Pacific region. The channels will be receivable but not for general reception in Hong Kong.

Members of the public may provide comments on SRTV’s application to the CA by **29 September 2017** by mail, fax or email as follows—

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

Fax Number: 2507 2219  
2598 5509 (Confidential)

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

All comments received will not be treated as being made in confidence unless specified otherwise. We may reproduce and publish the submissions received in whole or in part (except confidential information as marked) in any form without seeking the permission of or providing acknowledgement to the party making the submission.

8 September 2017

*Secretary, Communications Authority*