

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

Notice is hereby given that the Communications Authority (“CA”) has received an application from Starbucks (HK) Limited (“SHK”), a company duly incorporated in Hong Kong whose registered office is situated at 39th Floor, PCCW Tower, Taikoo Place, 979 King’s Road, Quarry Bay, Hong Kong, for renewal of its non-domestic television programme service licence for a term of 12 years pursuant to section 11(2) of the Broadcasting Ordinance (Cap. 562).

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.

The particulars of the application in this Notice, as set out below, are provided by SHK.

1. COMPANY INFORMATION

SHK was a company incorporated in Hong Kong on 15 June 1993. It is currently a wholly-owned subsidiary of HKT Limited which is a publicly listed company in Hong Kong under the Stock Exchange of Hong Kong (Stock Code: 6823). SHK submits that it has substantial experiences in operating television programme service. SHK has established a compliance team in ensuring that its staff comply with the legal and regulatory requirements of the recipient countries and regions of its service.

The current 12-year licence of SHK will expire on 3 January 2024.

2. PROGRAMMING INFORMATION

SHK submits to provide a non-domestic television programme service with one programme channel, viz. NOW Channel, broadcasting 24 hours a day. The programme channel broadcasts in Cantonese and English and provides a variety of programmes on financial information and general entertainment. The service targets audiences in the Mainland China and does not primarily target Hong Kong.

3. TECHNICAL INFORMATION

The service signals of SHK are sent from Hong Kong to the Mainland China through optical fibre and then uplinked in the Mainland China to satellite Apstar-6C. The service footprint covers the Asia-Pacific region.

Members of the public may give their views on the above application on or before **31 May 2023** by either of the following ways:

By mail: The Communications Authority
20/F, Wu Chung House
213 Queen's Road East
Wan Chai, Hong Kong
(Attn.: Broadcasting Section 31)

By fax: (852) 2507 2219
(852) 2598 5509 (Confidential)

By email: consultation-nondomrenew@ofca.gov.hk

All views 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.

17 May 2023

Office of the Communications Authority