

**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 Star China Media Limited (“Star China”), a company duly incorporated in Hong Kong whose registered office is situated at Unit A, 9/F, MG Tower, 133 Hoi Bun Road, Kwun Tong, Kowloon, 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 Star China.

1. COMPANY INFORMATION

Star China was a company incorporated in Hong Kong on 31 May 2010. Star China submits that it has substantial experiences in operating television programme service and programme production. Star China has established dedicated teams responsible for vetting all programmes broadcast by Star China and 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 Star China will expire on 19 November 2025.

2. PROGRAMMING INFORMATION

Star China submits to provide a non-domestic television programme service with three programme channels, namely Xing Kong (星空中國), Xing Kong International (星空國際) and Channel [V] (Mainland China), on a 24-hour basis. These television programme channels are broadcast in Putonghua and provide a variety of programmes on films, dramas, animations, talk shows, entertainment news, music, etc. The service targets audience in the Asia-Pacific region and does not primarily target Hong Kong.

3. TECHNICAL INFORMATION

The service signals of Star China are uplinked in Hong Kong to satellite AsiaSat 7. The service footprint covers the Asia-Pacific region.

Members of the public may provide views or comments on the above application in writing on or before **25 June 2025** through any of the following means:

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 comments/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.

11 June 2025

Office of the Communications Authority