



Home
What's New
About Us
Broadcasting
Film Services & Control of Obscene Articles
Telecommunications
Innovation and Technology
Publications and Press Releases
Estimates and Expenditure
Access to Information
Tender Notices
Links
Contact us



## Publications and Press Releases

### [ Press Releases ]

#### HK to launch digital terrestrial TV broadcasting in 2007

Hong Kong viewers will enjoy high-definition television (HDTV) programmes via digital terrestrial television (DTT) broadcasting in 2007.

The Chief Executive in Council has approved the policy of implementing DTT broadcasting. The major components of the framework are as follows:

\* The two incumbent terrestrial television broadcasters, namely Asia Television Limited (ATV) and Television Broadcasts Limited (TVB), will start simulcasting both analogue and digital terrestrial television services within 2007 at the latest.

\* Subject to further technical and market studies, the Government aims to switch off analogue broadcasting in five years after the commencement of simulcast.

\* If a national standard is not promulgated by the Mainland before the end of 2006, the Government will let the market decide on the selection of the technical standard. ATV and TVB have however indicated that they will adopt the European DVB-T technical standard for digital broadcasting by then in order not to further delay the rollout of DTT services.

\* Out of the five multiplexes available in Hong Kong, ATV and TVB will share one for digital migration, ie, simulcasting and will each take up one additional multiplex to launch new HDTV broadcasting services. The remaining two multiplexes will be assigned at a later stage after ATV and TVB have confirmed the technical feasibility of the Single Frequency Network configuration.

\* ATV and TVB shall extend the coverage of their digital networks to 75% of the area of Hong Kong within 2008 after the start of simulcasting within 2007 at the latest.

The Secretary for Commerce, Industry and Technology, Mr John Tsang, said today (July 9) that the objective of launching the DTT broadcasting was to enhance Hong Kong's broadcasting infrastructure to make Hong Kong a leading digital city, improve spectrum efficiency, and enhance the quality of broadcasting and communications services for the community.

"The framework provides a blueprint for the industry to roll out the digital transmission network and to introduce new television and multimedia services.

"Our priority is to ensure a smooth analogue-to-digital migration of existing terrestrial television services.

"This entails investment by the two incumbents in building and testing the digital broadcasting network, and launching new television or multimedia services to drive consumer take-up of DTT.

"When most TV households have switched over to DTT services, we may then consider switching off analogue broadcasting to release the spectrum for other communications services," Mr Tsang said.

Noting that digital television services were already available to viewers in Hong Kong via cable, satellite and broadband networks, Mr Tsang highlighted that the broadcasting industry will enter into a new era of full digitisation with the launch of DTT broadcasting.

"The implementation of DTT broadcast requires the tripartite involvement of the Government, the industry and the public. We will set up a government-industry working group to steer the implementation of DTT broadcasting," Mr Tsang said.