

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 Sun Television Cybernetworks Enterprise Limited (“Sun TV”), a company duly incorporated in Hong Kong whose registered office is situated at Flat 1201, 12/F, Sino Favour Centre, 1 On Yip Street, Chai Wan, 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 Sun TV.

1. COMPANY INFORMATION

Sun TV was a company incorporated in Hong Kong on 17 January 2000. Sun TV submits that it has substantial experiences in operating television programme service and programme production. Specifically, its manager is responsible for ensuring compliance with all regulatory requirements in providing the service and Sun TV provides training to its staff from time to time as regards adherence to the codes of practice on programme, advertising and technical standards.

The current 12-year licence of Sun TV will expire on 7 November 2025.

2. PROGRAMMING INFORMATION

Sun TV plans to continue to provide a non-domestic television programme service, comprising one 24-hour television channel in Putonghua featuring principally documentaries, history programmes and commentary programmes. The channel is

unencrypted and targets Chinese audiences in the Asia Pacific region. It does not primarily target Hong Kong.

3. TECHNICAL INFORMATION

Sun TV uplinks its service from Hong Kong to AsiaSat 9 satellite. The service footprint covers the Asia-Pacific region.

Members of the public may give their views on the above application on or before **16 September 2024** 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 21)

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.

3 September 2024

Office of the Communications Authority