

6

對外關係與社區關係 External and Community Relations

參與國際及地區會議

通訊辦以獨立成員或中國代表團成員身分積極參與多個國際及地區組織的活動，並與這些組織保持緊密聯繫。

在2013/14年度，我們共出席20個論壇/會議。舉辦這些論壇/會議的地區及國際組織包括國際電信聯盟（「國際電聯」）、亞太經濟合作組織（「亞太經合組織」）、亞太地區電信組織（「APT」）、國際通信協會和倫敦行動計劃。年內較大型的活動包括國際電聯第13屆全球監管機構專題研討會、就國際電聯2015年世界無線電通訊大會籌備工作舉行的跨地區工作坊、第11



通訊辦積極參與不同會議及研討會，與海外通訊規管機構保持緊密聯繫。

OFCA maintains close contact with overseas counterparts by active participation in various conferences and symposia.

屆國際電聯世界電信/信息通信技術指標專題研討會、國際電聯2013年世界電信展、國際規管機構論壇及國際通信協會年會。我們將繼續參與亞太經合組織電訊及資訊工作小組和APT的活動，以改善亞太區內電訊及資訊基礎建設為目標。

與中國內地及海外政府機構交流

在2013/14年度，我們在香港接待了五個中國內地及海外的代表團，就有關通訊服務的各項事宜交流意見及經驗。訪港代表團包括瑞士聯邦委員會、英國通訊局、泰國國家廣播及電訊委員會、中國工業和信息化部及新加坡資訊通信發展管理局。

年內，我們在廣州與廣東省通信管理局舉行年度雙邊會議，並禮節性拜訪北京的國家新聞出版廣電總局，以及工業和信息化部。

與傳媒及社區保持聯繫

我們主動向市民及傳媒介紹通訊辦的工作。在2013/14年度，我們舉行了七次傳媒簡介會和兩次背景簡介會，以協助傳媒更了解通訊局的職責及職能。我們亦發出了33份新聞稿，其中11份關於通訊局在舉行例會後所作出的主要決定，其餘則屬通訊局及通訊辦對傳媒查詢和有關主要措施及活動的回應。我們亦在通訊辦網站登載通訊事務總監在公開研討會、活動和業界會議上發表的所有演辭和簡報，這些措施有助我們把信息傳遞給業界和公眾，令他們更了解我們的工作。



通訊辦經常接待內地與海外的規管機構，就規管事宜交換意見及經驗。

OFCA often receives regulatory authorities from the Mainland and overseas to exchange views and experiences on regulatory issues.

Participation in International and Regional Conferences

OFCA participates actively in the activities of, and maintains close contact with, a number of international and regional organisations, either as an independent member of those organisations or as part of the Chinese delegation.

In 2013/14, we attended a total of 20 conferences/meetings organised by regional and international organisations, including the International Telecommunication Union (“ITU”), Asia-Pacific Economic Cooperation (“APEC”), Asia-Pacific Telecommunity (“APT”), the International Institute of Communications (“IIC”) and the London Action Plan. The more significant events of the year were the 13th Global Symposium for Regulators of the ITU, the ITU Inter-regional Workshop on World Radiocommunication Conference 2015 Preparation, the 11th ITU World Telecommunication/ ICT Indicators Symposium, the ITU Telecom World 2013, the International Regulators Forum, and the Annual Conference of the IIC. We will continue to participate in the activities of the APEC Telecommunications and Information Working Group and APT with the aim of improving the telecommunications and information infrastructure in the Asia-Pacific region.

Exchanges with Authorities of the Mainland of China and Overseas Administrations

In 2013/14, we received in Hong Kong five delegations from the Mainland and overseas and exchanged views and experiences on various issues relating to communications services. These delegations were from the Federal Council of Switzerland, the Office of Communications of the United Kingdom, National Broadcasting and Telecommunications Commission of Thailand, Ministry of Industry and Information Technology of the Mainland and the Infocomm Development Authority of Singapore.

During the year, we attended an annual bilateral meeting in Guangzhou with the Guangdong Communications Administration. We also paid a courtesy visit to the State General Administration of Press, Publication, Radio, Film and Television, and the Ministry of Industry and Information Technology in Beijing.

Media and Community Relations

We proactively keep the public and the media informed of our work. In 2013/14, we conducted seven media briefings and two background briefings, to help the media better understand the roles and functions of the CA. We also issued 33 press releases, 11 of which concerned major decisions made after CA meetings, while the others were

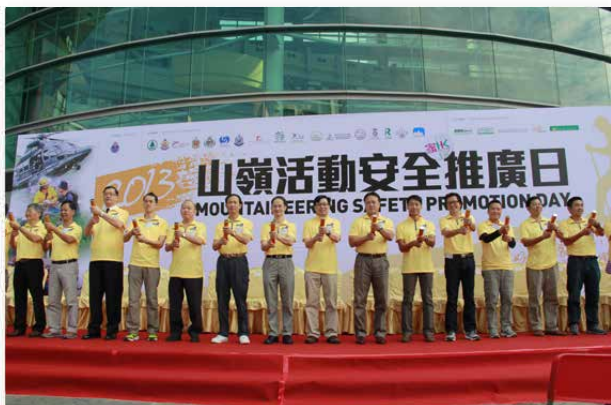
6

公眾教育

在報告期內，我們為四所小學和三所大學的學生舉辦了七次有關香港廣播服務的學校講座，以及為「社區參與廣播服務」⁵的參加者舉辦了三次講座。我們向小學學生講解香港不同類別的電視節目服務，以及觀眾可如何選看電視節目，向大學學生講解電視及聲音廣播服務的規管事宜，並向「社區參與廣播服務」的參加者講解規管電台服務的節目標準。

參與有關通訊的社區活動

2013年11月，通訊辦聯同其他16個政府部門和遠足組織，參與一年一度由民眾安全服務隊舉辦的「山嶺活動安全推廣日」，以推廣遠足安全。通訊辦以「郊遊前準備好 聯繫方法要知道」為主題設立攤位，推廣顯示各條遠足徑流動電話網絡覆蓋情況的數碼地圖，並通過示



通訊辦每年均參與「山嶺活動安全推廣日」，推廣在郊野公園內的有效通訊方法。
Every year, OFCA participates in the "Mountaineering Safety Promotion Day" to promote effective communications means in country parks.

5 「社區參與廣播服務」由政府設立，為有意製作電台節目的團體或人士提供撥款。在該計劃下製作的節目，會由香港電台數碼聲音廣播服務播放。



通訊辦贊助「2013香港世界電訊及資訊社會日」，並安排學生參觀無線電監察中心。
OFCA sponsored the WTISD 2013 and arranged a visit to the Radio Monitoring Unit for students.

範遠足時使用的有效通訊器材、互動問答遊戲和資訊展板，提供實用資訊。

通訊辦一直積極支持業界活動。除了擔任多項業界活動的支持機構外，通訊辦在2013／14年度還贊助了兩項大型業界活動：「香港世界電訊及資訊社會日」及「WiFi安全話咁易計劃」。「香港世界電訊及資訊社會日」是香港通訊業聯會舉辦的周年活動，旨在令青年人更深入認識資訊及通訊技術在日常生活和本港經濟發展所扮演的角色。「WiFi安全話咁易計劃」則由香港無線科技商會舉辦，通過在全港各區進行WiFi訊號偵測調查，提升公眾對WiFi保安的意識。相關的教育訊息和調查結果已在活動的專設網站和公眾講座發布。

諮詢委員會的工作

電訊諮詢委員會

通訊辦於2012年6月成立了三個諮詢委員會——電訊規管事務諮詢委員會、無線電頻譜及技術標準諮詢委員會、電訊服務用戶及消費者諮詢委員會。這些委員會為

on the CA's and OFCA's responses to media enquiries and subjects relating to major initiatives or events. The speeches and presentations made by the Director-General of Communications at public seminars, events and industry conferences have all been published on our website. These measures help disseminate our messages to both the industry and the public, and enable them to gain a better understanding of our work.

Public Education

During the reporting period, we gave seven talks concerning broadcasting services in Hong Kong to students at four primary schools and three universities, and three talks to participants of the Community Involvement Broadcasting Service ("CIBS")⁵. The primary students were briefed on the different categories of television programme services in Hong Kong and how audience could make informed viewing choices. The university students were briefed on the regulation of television and sound broadcasting services. CIBS participants were briefed on the programme standards governing radio services.

Participation in Communications Activities

In November 2013, OFCA joined hands with 16 other government departments and hiking organisations to participate in the annual campaign "Mountaineering Safety Promotion Day" organised by the Civil Aid Service to promote hiking safety. Taking on the theme "Be Prepared for Your Outing: Know More About Communications in Country Areas", OFCA set up a booth to promote digital maps showing mobile network coverage along individual hiking trails. Useful tips were also provided through the demonstration of effective communications devices for hiking, interactive quiz games and informative display panels.

⁵ CIBS was established by the Government to provide funding for groups or individuals interested in producing radio programmes. Programmes produced under the CIBS are broadcast on the digital audio broadcasting service of RTHK.

OFCA has always been keen to support the industry's activities. In addition to taking part in various industry campaigns as a supporting organisation, in 2013/14 OFCA sponsored two industry campaigns: the World Telecommunications and Information Society Day ("WTISD") and the SafeWiFi Campaign. WTISD is an annual campaign organised by CAHK to promote youth awareness of the role that information and communications technologies play in our daily lives and in Hong Kong's economic development. On the other hand, the SafeWiFi Campaign was organised by the Hong Kong Wireless Technology Industry Association to enhance public awareness of WiFi security by conducting a territory-wide war-driving survey. Educational messages and the results of the survey were disseminated through the event website and at a public seminar.



通訊辦亦贊助了另一項業界活動——「WiFi安全話咁易2013」，旨在提高大眾對WiFi無線保安的意識。

OFCA also sponsored another industry activity "SafeWiFi Campaign 2013", which aims to enhance public awareness of WiFi security.

The Work of Advisory Committees

Telecommunications Advisory Committees

Three advisory committees — the Telecommunications Regulatory Affairs Advisory Committee, the Radio Spectrum and Technical Standards Advisory Committee, and the Telecommunications Users and Consumers Advisory Committee — were established under OFCA in June 2012. These committees provide a regular and formal channel

6

業界、電訊服務用家及有興趣人士提供固定和正式途徑，讓他們就各項電訊規管措施及政策的制訂和實施事宜向通訊辦提供意見。

諮詢委員會的委員來自電訊業界的不同界別、相關政府部門及非政府組織，以及社會大眾，這有助就不時出現的高技術性和複雜事宜，提供平衡的意見。委員任期為兩年。

三個諮詢委員會於2014年3月31日的委員名單見附錄B。

電視及電台廣播諮詢計劃

設立電視及電台廣播諮詢計劃的目的，是就電視及電台節目事宜向通訊局進行的公眾諮詢提供意見，獲委任的組員來自全港18區。在2013／14年度，通訊辦邀請組員就業務守則規管電視及電台社論形式節目和個人意見節目的檢討提出意見。組員亦獲邀請在與電訊盈科媒體有限公司的本地收費電視節目服務牌照續期及亞洲電視和無綫電視的本地免費電視節目服務牌照續期有關的公眾諮詢中發表意見。

for the industry, the telecommunications service users and interested parties to advise OFCA on the formulation and implementation of various telecommunications regulatory measures and policies.

Members of the advisory committees are drawn from different parts of the telecommunications industry, relevant government departments and non-governmental organisations, as well as from the general public. This helps provide a balanced representation of views on sometimes highly technical and complex issues. The term of appointment is two years.

The membership lists of the three advisory committees as at 31 March 2014 can be found in Appendix B.

Television and Radio Consultative Scheme

The role of the Television and Radio Consultative Scheme is to provide qualitative input on television and radio programming to the CA's public consultation process. Members are appointed from the territory's 18 districts. In 2013/14, OFCA invited members' views on the review of codes of practice regarding the regulation of editorial programmes and personal view programmes on television and radio. Members were also invited to give their views during the public consultation exercises for the renewal of the domestic pay television programme service licence of PCCW Media Limited and the domestic free television programme service licences of ATV and TVB.