

1 總監報告

Message from the Director-General

“ 為推出第五代流動電訊服務作好準備是通訊辦於2017／18年度的首要工作重點。年內另一主要工作是協助通訊局檢討規管間接宣傳的業務守則。

Making preparations for the rollout of 5G mobile telecommunications services was undoubtedly the primary focus of our work in 2017/18. Another major task during the year was to assist the CA in reviewing the Codes of Practice governing indirect advertising. ”

王天予
Agnes WONG

通訊事務總監
Director-General of Communications



我欣然呈上通訊事務管理局辦公室（「通訊辦」）2017／18年年報。

市場概況

在回顧過去一年的工作前，讓我先概述通訊市場的整體情況。就電訊業而言，流動服務市場的競爭維持激烈。流動服務用戶總數超過1 800萬，滲透率逾240%，位居世界前列。流動數據市場持續蓬勃發展，流動數據總用量高達每月32 444太字節，相當於人均用量約為每月4.4吉字節。

固網市場亦為公眾提供全面和價格相宜的寬頻服務。香港目前約有266萬名固網寬頻服務登記用戶，住戶滲透率逾92%。在業界持續努力下，香港的寬頻服務用戶得以享用全球其中一個最先進的光纖網絡。本地光纖滲透率達75.6%，根據歐洲光纖到戶議會（Fibre to the Home Council Europe）於2018年2月發表的報告，該滲透率在65個經濟體系中排名第五。

廣播業亦有長足發展。隨着第三家免費電視持牌機構投入服務，本地免費電視服務的市場環境變得更為興旺。奇妙電視有限公司的粵語及英語頻道已分別於2017年5月14日及2018年7月30日啟播，為香港的電視觀眾提供更多節目選擇。

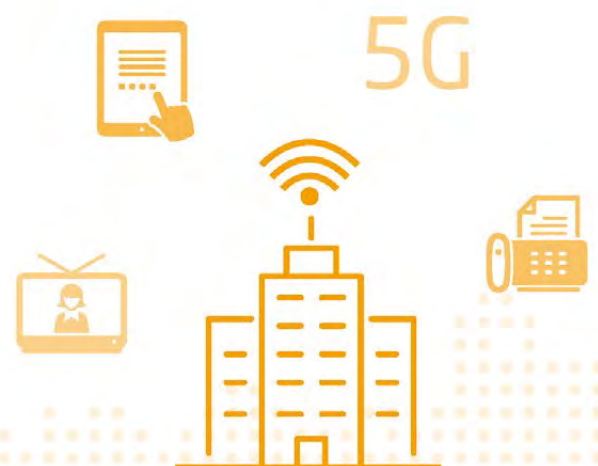
It gives me great pleasure to present the 2017/18 annual report of the Office of the Communications Authority ("OFCA").

Market Overview

Before reviewing our work in the past year, I would like to take a moment to present the overall picture of the communications market. In the telecommunications sector, the mobile service market remains highly competitive. The total number of mobile service subscribers has exceeded 18 million, representing a penetration rate over 240% and is one of the highest in the world. The mobile data market continues to flourish at a robust pace, with the total volume of mobile data usage amounting to 32 444 Terabytes per month, representing an average monthly consumption of about 4.4 Gigabytes per capita.

Our fixed-line market is also providing comprehensive and affordable broadband services to the public. There are about 2.66 million registered customers using fixed broadband services and the household penetration rate is over 92%. Due to the sustained efforts of the industry, Hong Kong broadband service users are able to enjoy one of the most advanced fibre-based networks in the world. The local fibre penetration rate has reached 75.6%, which ranks fifth in the Global Fibre to the Home Ranking out of 65 economies according to the report issued by the Fibre to the Home Council Europe in February 2018.

There has also been exciting development in the broadcasting sector. The domestic free television programme ("free TV") service landscape is further enriched by the launch of the third free TV licensee in Hong Kong. The Chinese and English channels of Fantastic Television Limited were launched on 14 May 2017 and



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2017／18年度的主要工作回顧

對通訊辦而言，2017／18年度是富挑戰和成果豐碩的一年，讓我重點介紹年內部分主要工作。

廣播服務

通訊辦在2017／18年度的其中一項主要工作，是協助通訊事務管理局（「通訊局」）檢討業務守則內規管間接宣傳和殯儀館及相關服務廣告的條文。檢討的目的是協助廣播持牌機構在廣播業競爭激烈的環境中增加廣告來源，並同時保障觀眾的利益。經考慮所收到的業界和公眾意見，通訊局決定由2018年7月27日起放寬電視節目中間接宣傳的規管，以及取消禁止播放殯儀館及相關服務廣告的規定。

年內，我們繼續處理關於廣播內容的投訴。在2017／18年度，通訊辦處理了超過4 340宗投訴（涉及逾1 860個個案），當中大多涉及輕微違規，或有關指控並不構成違例情況，或不屬相關條例的管轄範圍。通訊辦根據通訊局授予的權力，處理了大部分個案，並將10個個案提交通訊局審議和裁決。

電訊服務

為推出第五代（「5G」）流動電訊服務作好準備是我們於2017／18年度在電訊範疇的首要工作重點。通訊局於2017年3月公布為公共流動服務提供更多頻譜的工作計劃後，我們一直致力跟進相關的實工作，當中包括遷移現有頻譜指配、騰出合適的頻帶、協助通訊局就選定用作提供5G服務的多條頻帶的建議安排進行公眾諮詢等。截至目前為止，我們已選定多條頻帶內合共4 500兆赫的頻譜供5G服務使用。我們的目標，是在2018年年底公布相關頻帶的詳細指配安排的決定。



物聯網是新興技術，提供通訊平台及服務讓各式各樣的互聯智能裝置，毋須經人手操作而能自動產生、交換和處理數據。在2017／18年度，通訊辦支援通訊局設立用於提供無線物聯網平台及服務的新牌照制度，以促進物聯網的發展和便利推行智慧城市的相关措施。新牌照制度廣受業界歡迎，自2017年12月1日實施以來，通訊局已發出兩個牌照。

通訊辦在年內的另一項主要工作，是協助通訊局制訂在900兆赫和1 800兆赫頻帶內200兆赫頻譜，於2020年11月至2021年9月期間指配期屆滿後的重新指配安排。為此，我們協助通訊局進行公眾諮詢，並聯同商務及經濟發展局局長發出聲明，公布各自就指配安排和相關頻譜使用費所作的決定。我們將在2018／19年度繼續進行這次重新指配頻譜所涉及的工作。

公眾收費電話機是基本的電話服務，須由全面服務供應商根據《電訊條例》按照其全面服務責任提供。鑑於對公眾收費電話機服務的需求持續減少，我們協助通訊局於2017年6月就這項服務展開檢討，目標是在2019年完成檢討工作，以決定在全面服務責任下應保留的公眾收費電話機合理數目。

30 July 2018 respectively, providing Hong Kong viewers with more programme choices.

Highlights of our work in 2017/18

2017/18 has been a challenging and rewarding year for OFCA. I would like to highlight some of our major tasks in the year.

Broadcasting Services

One of the major tasks of the OFCA in 2017/18 was to assist the Communications Authority (“CA”) in conducting the review of the relevant provisions in the Codes of Practice governing indirect advertising and advertisements for undertakers and associated services. The review aimed at facilitating broadcasting licensees to diversify their source of advertising in light of the keen competition in the broadcasting industry while safeguarding the interests of viewers. After taking into account the views collected from the industry and the public, the CA decided to relax the regulations governing indirect advertising in television programmes, and to lift the prohibition on broadcast of advertisements for undertakers and associated services with effect from 27 July 2018.

During the year, we continued to handle complaints about broadcast materials. In 2017/18, OFCA handled more than 4 340 complaints (relating to over 1 860 cases). A vast majority

of these cases involved breaches of a minor nature, allegations which did not constitute any breach, or cases which fell outside the remit of the relevant ordinances. OFCA dealt with most of these cases under the powers delegated by the CA. 10 cases were submitted to the CA for consideration and determination.

Telecommunications Services

Preparation for the rollout of the fifth generation (“5G”) mobile telecommunications services was undoubtedly the primary focus of our work on the telecommunications front in 2017/18. Following the issue of a work plan by the CA in March 2017 on making available additional spectrum for public mobile service, we have been diligently following up on its implementation, which includes relocating existing spectrum assignments, clearing suitable frequency bands, assisting the CA in conducting public consultation on the proposed arrangements for the multiple frequency bands identified for the provision of 5G services, etc. Up till now, a total of 4 500 MHz of spectrum in multiple frequency bands have been so identified. Our target is to announce the decisions on the detailed assignment arrangements for these frequency bands by the end of 2018.

Internet of Things (“IoT”) is an emerging technology which enables the provision of communications platforms and services for interconnected devices to generate, exchange and consume data with minimal human intervention. In 2017/18, OFCA supported the CA in creating a new licensing regime for the provision of Wireless IoT platforms and services with a view to facilitating the development of IoT services and enabling various Smart City initiatives. The new licensing regime is well-received by the industry. Two licences have been issued since its implementation on 1 December 2017.

Another major task of OFCA during the year was to assist the CA in making arrangements for the re-assignment of the 200 MHz of spectrum in the 900 MHz and 1 800 MHz bands upon expiry of the existing assignments between November 2020 and September 2021. To this end, we have assisted the CA in



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保障消費者權益

儘管香港的消費者現時已享用林林總總具競爭力的電訊服務，我們相信，鼓勵服務供應商及營辦商提升服務質素同樣重要。為此，我們一直透過與業界合作，積極倡議推行各項措施，為消費者提供更佳保障。

設立「解決顧客投訴計劃」是通訊辦與通訊業界的主要組織香港通訊業聯會合作推行的重要保障消費者項目之一。該計劃由香港通訊業聯會營運、通訊辦資助經費，旨在提供一個具效率和經濟效益的方法，以調解方式協助消費者解決與其電訊服務營辦商之間陷入僵局的計帳爭議。

我們將繼續與業界緊密合作，探討其他措施，務求進一步加強保障消費者權益，以及改善電訊業的整體服務質素。

與此同時，為提高公眾對精明使用通訊服務的認識和協助公眾明智地選擇服務，我們在2017／18年度推出大型消費者教育活動，透過不同的活動和節目，例如公眾講座、社區講座、學校表演和巡迴展覽，向公眾傳遞各項消費者訊息。此外，我們設立名為「通訊達人・通訊辦」的Facebook專頁，透過社交媒體平台，進一步加強推廣消費者訊息。

未來的主要挑戰

展望未來，我們會繼續協助通訊局履行在廣播服務方面的規管職能，力求在為廣播持牌機構提供更佳營商環境與保障觀眾利益之間取得平衡。在電訊服務方面，我們會協助通訊局就計劃提供的頻譜敲定指配安排，並繼續選定更多頻譜，讓香港能夠準備就緒，迎接5G時代。一如以往，我們亦會繼續留意科技及市場的發展，支援通訊局更新和精簡規管及發牌制度，利便商業創新及投資。

最後，我衷心感謝通訊局成員在年內時加指導；通訊辦各諮詢委員會委員提供寶貴意見；以及包括電訊和廣播業界的各持份者鼎力支持我們的工作。我亦特別向全體同事致謝，他們盡忠職守，秉持專業精神，在過去一年致力實踐部門所訂的目標，並為日後的工作制訂各項新猷。

conducting public consultation, and issuing a joint statement with the Secretary for Commerce and Economic Development on the respective decisions on the assignment arrangements and the related spectrum utilisation fees. We will continue our work on this reassignment exercise in 2018/19.

Public payphone is a basic telephone service which the universal service provider is required to provide under the Universal Service Obligation (“USO”) in accordance with the Telecommunications Ordinance. In view of the diminishing demand for public payphone services, we assisted the CA to embark on a review of the services in June 2017. We target to complete the review in 2019 to determine the reasonable number of public payphones that should be retained subject to the USO.

Safeguarding Consumer Interests

While consumers in Hong Kong enjoy a wide range of competitive telecommunications services, we believe it is equally important to encourage service providers and operators to enhance their service quality. To this end, we have been actively championing measures to accord better protection to consumers through collaborations with the industry.

The establishment of the Customer Complaint Settlement Scheme is one of the significant consumer-protection projects implemented through the cooperation between OFCA and the Communications Association of Hong Kong (“CAHK”), the leading association of the communications industry. The Scheme is operated by CAHK with funding from OFCA. It provides an efficient and economic way to help consumers resolve bill disputes in deadlock with their telecommunications service operators through mediation.

We will continue to work closely with the industry to explore other measures which will further enhance consumer interests and improve the overall quality of service of the telecommunications industry.

At the same time, to enhance public awareness of the smart use of communications services and to assist the public to make informed service choices, we have launched a large-scale consumer education campaign in 2017/18 to relay to the public various consumer messages through different activities and programmes, such as public seminars, community talks, school performances and roving exhibitions. In addition, we host a Facebook Fan Page named “Communications Master • 通訊達人” to further enhance our publicity efforts in promoting the consumer messages through the social media platform.

Major Challenges Ahead

Looking ahead, we will continue to assist the CA in performing its regulatory functions on the broadcasting front, striking a balance between providing a more conducive business environment to broadcasting licensees and protection of the interests of viewers. On the telecommunications front, we will assist the CA to finalise the arrangements for assigning the planned supply of spectrum and to continue to identify additional spectrum to enable Hong Kong to gear up to the 5G era. As always, we will continue to keep track of technology and market developments and provide support to the CA in updating and streamlining the regulatory and licensing regimes to ensure that they are conducive to business innovation and investment.

Finally, I would like to express my gratitude to members of the CA for their guidance; members of the advisory committees of OFCA for their invaluable advice; and all stakeholders including those in the telecommunications and broadcasting sectors for their support throughout the year. My special thanks also go to all of my colleagues for their commitment and professionalism in accomplishing our goals in the past year and in developing new initiatives for the coming years.