

**Public Consultation on
Renewal of Domestic Pay Television
Programme Service Licence
(2 January – 1 February 2026)**

Information Document

Now TV Limited



www.coms-auth.hk

Preamble

The Communications Authority¹ (CA) will launch a one-month public consultation on the licence renewal application of the domestic pay television programme service of Now TV Limited (the Licensee) on 2 January 2026. This information document contains key information on the Licensee's service and applicable regulatory requirements, investment plan and past compliance records to assist the public in better understanding its service and expressing views.

The one-month public consultation will span from 2 January to 1 February 2026. Members of the public are welcome to submit their views **by 1 February 2026** through any of the following means -

Post Office of the Communications Authority
(Attn: Broadcasting Section 32)
20/F, Wu Chung House,
213 Queen's Road East,
Wan Chai, Hong Kong

Fax 2507 2219

Email paytv-pc@ofca.gov.hk

CA will also conduct a televised online public hearing (TOPH) on 17 January 2026 (Saturday) for members of the public to express their views, as well as an opinion survey. For details and registration of TOPH, please visit CA's website at www.coms-auth.hk. For enquiries, please contact us by phone at 2961 6641 or 2961 6649.

¹ CA is an independent statutory body established in 2012 under the Communications Authority Ordinance (Cap. 616) as a unified regulator for the telecommunications and broadcasting industries in Hong Kong.

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BACKGROUND

Domestic pay television programme service (pay TV) in Hong Kong is regulated and licensed under the Broadcasting Ordinance (Cap. 562) (BO). The Communications Authority (CA), an independent statutory regulatory body established under the Communications Authority Ordinance (Cap. 616), has the statutory function under the BO of recommending to the Chief Executive in Council (CE in C) on, amongst others, the application for and renewal of pay TV licence. CA is also obliged under the law² to carry out a public hearing to seek public views in relation to, amongst others, the application for renewal of pay TV licence.

2. The current 12-year pay TV licence of Now TV Limited (Now TV)³ is valid from 26 September 2015 to 25 September 2027. As specified in section 11(2) of the BO, a pay TV licensee shall submit to CA an application for the renewal of its licence not less than 24 months (or such shorter period as CA may specify in a particular case) before the date on which the period of validity of the licence expires.

3. Application for renewal from Now TV (the Licensee) has been received by CA within the abovementioned stipulated timeline. CA will, in accordance with the BO and established procedures, carry out a detailed assessment of the Licensee's past performance and renewal proposal and submit its recommendations to the CE in C within the third quarter of 2026.

PURPOSE

4. In order to obtain comments and opinions from the public on the performance of the Licensee in formulating its recommendations on the pay TV licence renewal application, CA will conduct a one-month public consultation from 2 January to 1 February 2026. In line with established practice, the public consultation covers a territory-wide opinion survey, a televised online public hearing as well as invitation for written submissions.

5. To facilitate members of the public to express comments and opinions on the performance of Now TV, key information on Now TV including its service and compliance records is set out in Part 1.

6. Apart from making recommendations to the CE in C on application for and renewal of pay TV licence, CA is responsible for ensuring continued compliance of the Licensee with the requirements of the prevailing legislation, licence conditions and codes of practice issued by CA on standards in areas including programme, advertising and technical matters. It deals with complaints about broadcast materials as provided under the law and imposes sanctions on the broadcasting licensee, if necessary. The major existing regulatory requirements applicable to pay TV are set out in Part 2 for background information.

² Section 11(4) of the BO.

³ The concerned pay TV licence was last renewed for 12 years from 26 September 2015 to 25 September 2027 under the name of PCCW Media Limited. PCCW Media Limited was renamed as Now TV Limited with effect from September 2024.

PART 1 - THE LICENSED SERVICE OF THE DOMESTIC PAY TELEVISION PROGRAMME SERVICE LICENSEE

1.1 Programme Channels

As at 1 December 2025, Now TV provides a total of 208 television channels (comprising 136 linear channels and 72 video-on-demand (VOD) channels)⁴ offering a variety of programmes including news, movies, sports, documentaries, children programmes and infotainment programmes, and has about 29 000 broadcast hours per week⁵. Of the 208 channels provided by the Licensee, about 20% were produced by the Licensee itself. A list of the channels provided by the Licensee (as at 1 December 2025) is set out below –

Linear Channels:

Channel No. & Name	551 Dragon TV	621 now Sports Premier League 1
	553 Sansha TV	622 now Sports Premier League 2
General Entertainment	555 Zhejiang Satellite	623 now Sports Premier League 3
102 Viu Channel	561 ABC Australia	624 now Sports Premier League 4
105 now Chinese Drama	711 NHK World Premium	625 now Sports Premier League 5
108 now Jelli	713 TV5Monde Style	626 now Sports Premier League 6
150 Animax	714 TV5Monde ASIE	627 now Sports Premier League 7
155 tvN	720 GMA Pinoy TV	630 now Sports Prime
156 KBS World	721 GMA Life TV	631 now Sports 1
162 ETTV Asia Channel	725 TFC	632 now Sports 2
502 BBC Lifestyle	771 Sony Entertainment Television	633 now Sports 3
512 AXN	772 Sony MAX	634 now Sports 4
513 HITS	774 Sony SAB	635 now Sports 5
517 Rock Entertainment	779 MTV India	636 now Sports 6
525 Lifetime	780 Colors	637 now Sports 7
526 Food Network	782 Zee TV	638 beIN SPORTS 1
527 Asian Food Channel	794 STAR Plus	639 beIN SPORTS 2
538 CTI Asia Channel	797 Star Bharat	640 MUTV
540 Shenzhen TV		641 now Sports 641
541 CCTV-1		642 NBA TV
542 CCTV-4	Sports	643 beIN SPORTS 3
543 GBA Satellite TV	611 now Sports 4K1	
545 CCTV-13	612 now Sports 4K2	
548 Phoenix Chinese Channel	613 now Sports 4K3	
	620 now Sports Premier League TV	

⁴ Unlike domestic free television programme service (free TV), the licence conditions of pay TV do not stipulate the number of channels the Licensee shall provide. The Licensee is only required to notify CA as soon as practicable of each and every change that the Licensee proposes to introduce to the line-up of channels.

⁵ The number is based on a sample week in December 2025.

644 beIN SPORTS 4
645 beIN SPORTS 5
646 beIN SPORTS 6
647 Now Sports 647
651 Now Sports 651
652 Now Sports 652
668 now 668
674 Astro Cricket
679 Premier Sports
680 now Sports Plus
683 now Golf 2
684 now Golf 3
Movies
111 HBO Hits
112 HBO Family
113 Cinemax
114 HBO Signature
115 HBO
116 Movie Movie
119 HITS Movies
133 now Baogu Movies
138 Now Baogu Superstars
781 Zee Cinema International
793 STAR Gold
News
316 CNN International
320 BBC News
322 Channel News Asia

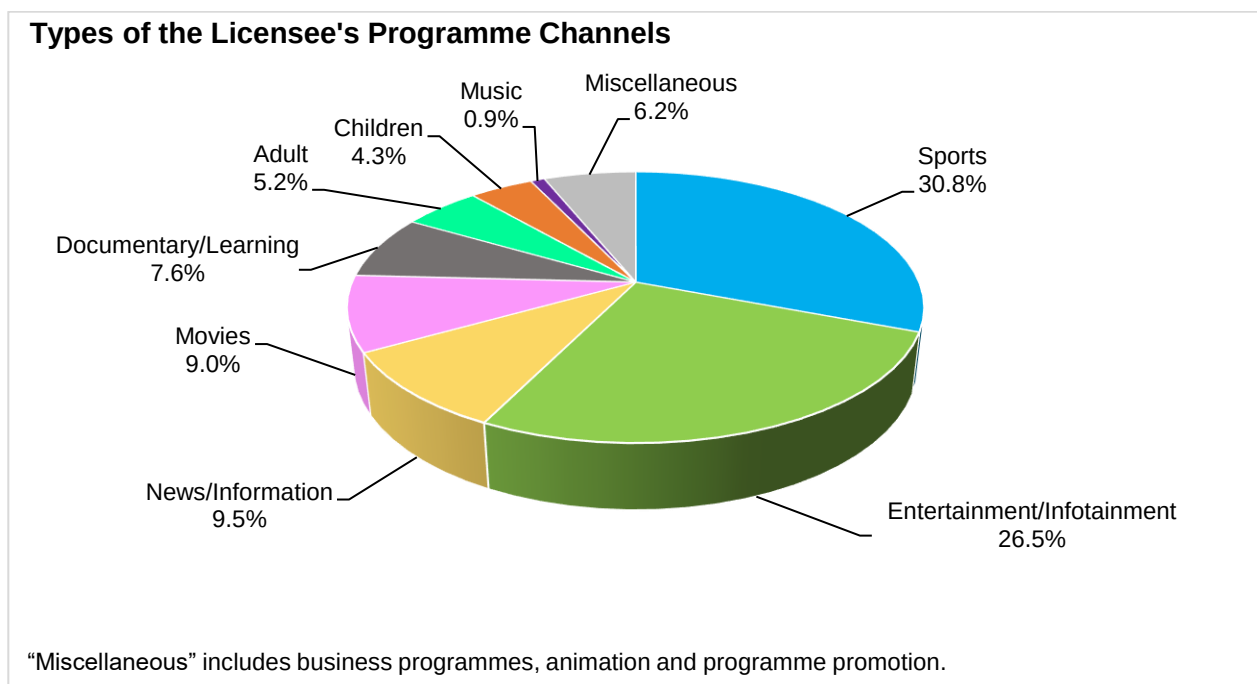
323 Sky News
324 DW English
325 Al Jazeera English
326 EuroNews
327 France 24
328 NHK World Japan
329 RT
330 China Global Television Network
332 now News
366 Phoenix InfoNews Channel
371 ETTV Asia News
715 France 24 (French)
722 GMA News TV International
785 Zee News
Learning / Documentary
200 Panda TV
208 Discovery Asia
209 Discovery Channel
210 Animal Planet
211 Discovery Science
212 DMAX
213 TLC
217 Love Nature
218 Love Nature 4K
220 BBC Earth
221 Outdoor Channel
222 Crime + Investigation
223 History
460 Da Vinci

Children
440 DreamWorks
443 Turner Cartoon Network
444 Nickelodeon
447 CBeebies
448 Moonbug
449 Nick Jr.
Promotion
106 now Video Express
168 MOOV Concert/MV
400 Watch N Learn
600 Sports Schedule Highlights
900 Adult Promotional Channel
Business
319 CNBC
321 Bloomberg Television
333 now Business News Channel
336 now Data
Live
331 now Direct
Adult
901 Ice Fire
903 Channel Adult

Video-On-Demand Channels:

Channel Name	NBA	Viu On Demand
		now Studio
Sports	Movies	Asian Food Network
Golf Select	Video Express First	HITS Replay
ATP World Tour/WTB	HBO max	Rock Entertainment
PGA	now Baogu Movies	
now 668	Movie Movie on Demand	Children
Snooker	now Baogu Superstars	Watch n Learn
now Sports Free Zone	tvN Movies VOD	Cartoon Network on Demand
MUTV	now Cinema	Nickelodeon On Demand
Premier League TV		CBeebies
La Liga	Adult	DreamWorks
beIN Sports	After Hour Entertainment	
UEFA Champions League	AV Pay Per View	Learning / Documentary
UEFA Europa League	Maxing	Love Nature On Demand
Premier Sports	Idea Pocket	Discovery On Demand
UEFA Europa Conference League & UEFA Youth League	Alice	BBC Earth On Demand
UFC	Moodyz	now Learn
ATP250/WTB250	S1	now True
LIV Golf League	KMP	Outdoor Channel
Astro Cricket On Demand	SOD	History & Crime + Investigation
WTT	Million	Panda TV
BWF		
W-Sport	General Entertainment	Business & News
Emirates FA Cup	now Chinese Drama	now News
now Sports Premier League TV	now Jelli	now BNC
Formula 1 World Championship	BBC First	
NFL	Viu TV	Music
MotoGP	tvN VOD	Moov Concert/MV
	AXN On Demand	
	BBC Lifestyle On Demand	
	Lifetime On Demand	

The different types of programme channels provided by Now TV in December 2025⁶ are shown in the following chart –



Now TV's licensed service is delivered over the passive optical network (PON) and digital subscriber line (DSL) via the broadband network operated by Hong Kong Telecommunications (HKT) Limited. According to the 2025 Interim Report of HKT Trust and HKT Limited, there were about 1 448 000 subscribers of Now TV service as at June 2025.

1.2 Compliance with Programming and Advertising Regulatory Requirements

Broadcast materials (both programme content and advertisements) are not subject to any previewing by CA. The editorial responsibility lies with the Licensee itself. It shall monitor and ensure strict compliance with the regulatory requirements provided in the codes of practice (governing programme standards, advertising standards and technical standards) updated by CA from time to time, the licence conditions and the relevant legislation. The major regulatory requirements applicable to pay TV service are set out in Part 2 of this information document⁷. As the statutory regulator on licensed television programme services under the BO, CA deals with complaints about broadcast materials and technical performance of broadcasting in accordance with the provisions stipulated in the Broadcasting (Miscellaneous Provisions) Ordinance (Cap. 391) (B(MP)O). Director-General of Communications (DG) has the delegated powers from CA to deal with complaints which are trivial or frivolous; which do not involve any breach of legislation, licence conditions or codes of practice; or falling outside section 11 of the B(MP)O. If there is prima facie evidence of a breach of legislation, licence conditions or codes of

⁶ The percentages shown above are calculated on the basis of the number(s) of programme channels within these individual categories of programme content broadcast under the Licensee's pay TV service as at 1 December 2025.

⁷ Given that subscription of pay TV service is voluntary and is by choice, and that sufficient safeguards are in place (e.g. the provision of a television programme service locking device as a mandatory requirement to prevent children's access to adult-only content), pay TV service is therefore subject to a less stringent control as compared to free TV service to allow a more relaxed regulatory regime for its content. For instance, pay TV service is not subject to the restrictions on content and advertising for the family viewing hours applicable to free TV service.

practice, the complaint may be referred to the Broadcast Complaints Committee⁸ for consideration and recommendation to CA. CA may, if necessary, impose sanctions on broadcasting licensees, including advice, strong advice, warning, serious warning and financial penalty. As an administrative procedure, CA accepts requests for review from any complainant who is dissatisfied with the decision of DG under CA's delegated authority on his/her complaint.

1.2.1 ***Complaints about Broadcast Materials***

During the period from 26 September 2015 to 1 December 2025 (the Relevant Period), CA processed a total of 588 cases (involving 658 complaints⁹) relating to the materials broadcast by the Licensee.

No. of Complaint Cases	No. of Complaints Involved
588	658

Of the 588 complaint cases processed during the Relevant Period, figures relating to **complaints about programme materials**¹⁰ processed (and those substantiated with sanctions imposed) are tabulated below –

No. of Complaint Cases about Programme Materials (substantiated case with sanction)	No. of Complaints Involved (substantiated complaint with sanction)
551 (4)	611 (5)

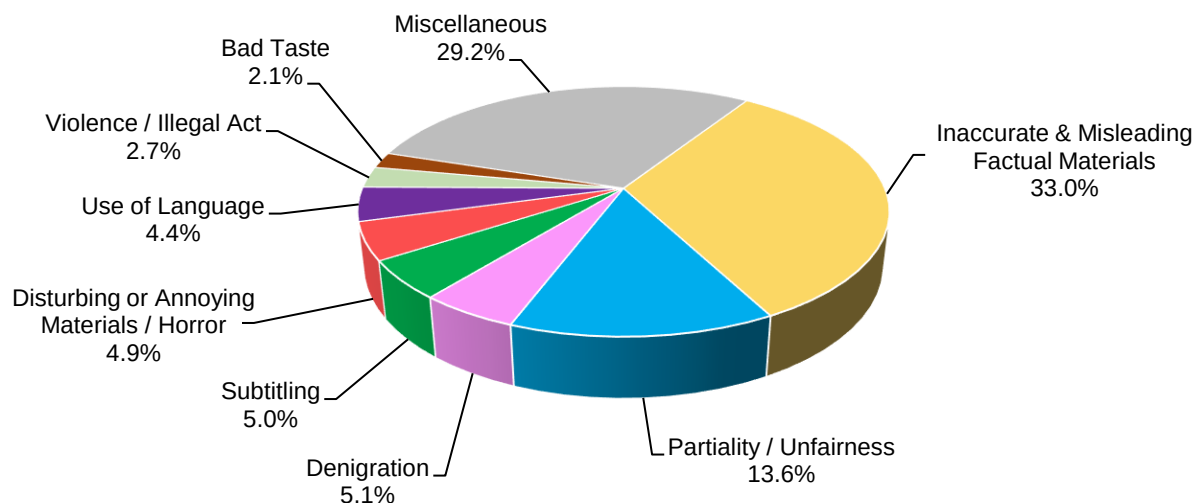
The major types of received complaints about programme materials are “inaccurate and misleading factual materials”, “partiality / unfairness” and “denigration”. A breakdown of processed complaint cases on programme materials by nature during the Relevant Period is shown in the following chart –

⁸ The Broadcast Complaints Committee is responsible for considering complaints about broadcast referred to it by CA and for making recommendations to CA regarding such complaints pursuant to section 11 of the B(MP)O.

⁹ To ensure efficiency of complaint handling, complaints relating to the same issue or broadcast material are grouped together for processing and counted as a single case, with the number of complaints received about the same case separately recorded.

¹⁰ Prior to 15 December 2023, the regulation of indirect advertising and product/service sponsorship was stipulated in both the then Generic Code of Practice on Television Programme Standards and Generic Code of Practice on Television Advertising Standards. In order to ensure continuity in reviewing the Licensee's performance over the Relevant Period as a whole, complaints on indirect advertising and product/service sponsorship were counted towards complaints about programme materials instead of advertising materials to avoid double-counting.

Nature of Complaint Cases about Programme Materials on the Licensee



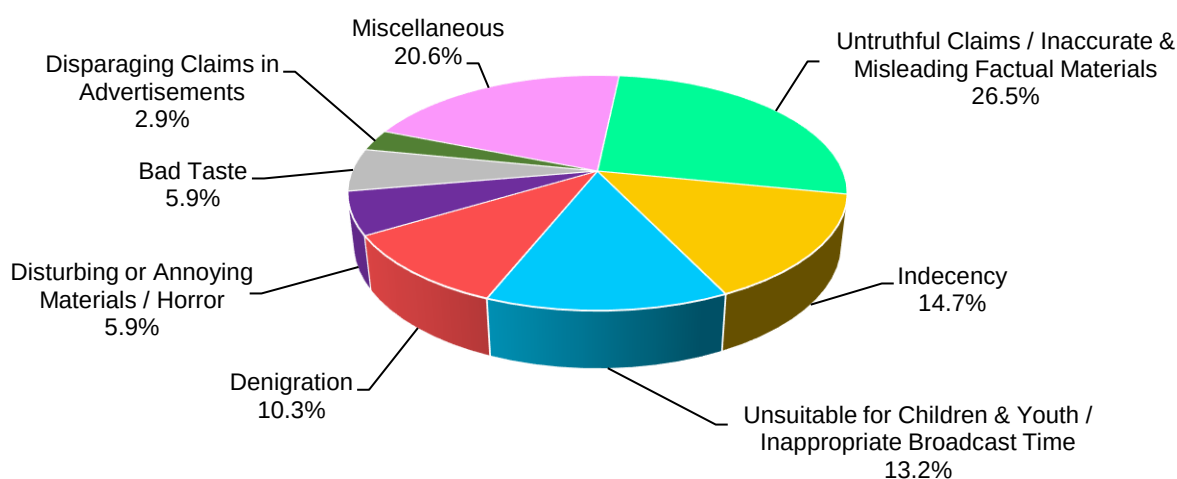
“Miscellaneous” includes indirect advertising, sex and nudity/indecency, bad theme, etc.

Of the 588 complaint cases processed during the Relevant Period, figures relating to **complaints about advertising materials** (and those substantiated with sanctions imposed) are tabulated below –

No. of Complaint Cases about Advertising Materials (substantiated case with sanction)	No. of Complaints Involved (substantiated complaint with sanction)
37 (1)	47 (1)

The major types of received complaints about advertising materials are “untruthful claims / inaccurate and misleading factual materials”, “indecency” and “unsuitable for children and youth / inappropriate broadcast time”. A breakdown of processed complaint cases on advertising materials by nature during the Relevant Period is shown in the following chart –

Nature of Complaint Cases about Advertising Materials on the Licensee



“Miscellaneous” includes illegal act, safety, broadcast frequency and indistinguishable advertisement, etc.

1.2.2 Sanctions Imposed on Complaints about Broadcast Materials

Of the 551 cases about **programme materials** processed during the Relevant Period, CA found four cases **substantiated** and imposed four sanctions. A breakdown of the sanctions imposed on the Licensee is set out in the following table –

Financial Penalty	Serious Warning	Warning	Strong Advice	Advice	Total
-	1 ¹¹	-	-	3	4

Of the 37 cases about **advertising materials** processed during the Relevant Period, CA found one case **substantiated** and imposed one sanction. A breakdown of the sanctions imposed on the Licensee is set out in the following table –

Financial Penalty	Serious Warning	Warning	Strong Advice	Advice	Total
-	-	-	-	1	1

1.3 Compliance with Technical Requirements

A pay TV licensee is required to comply with the technical regulatory requirements, including signal transmission, service reliability, loudness control, standby equipment and service coverage, etc., as stipulated in the BO, licence conditions and Generic Code of Practice on Television Technical Standards promulgated by CA. The Office of the Communications Authority, the executive arm of CA, monitors the licensees' technical performance through their regular returns and carries out investigations as necessary. Also, complaints about technical performance are handled by CA and DG under delegated powers from CA following the same approach as those about broadcast materials set out in Part 1.2.

1.3.1 Complaints about Technical Matters

Complaints on the Licensee about technical matters processed (and those substantiated with sanctions imposed) during the Relevant Period are tabulated below –

No. of Complaint Cases (substantiated case with sanction)	No. of Complaints Involved (substantiated complaint with sanction)
24 (1) ¹²	41 (18)

The major type of received complaints about technical matters is “editing / technical faults”.

¹¹ A serious warning was imposed on the Licensee for depiction of sexual violence in a programme broadcast on its Channel Adult in March 2017.

¹² It refers to a complaint case in respect of the outage of the pay TV service of the Licensee between February and March 2025.

1.3.2 Sanctions Imposed on Complaints about Technical Matters

Of the 24 cases processed during the Relevant Period, CA found one case substantiated and an advice was imposed on the Licensee in respect of the outage of its pay TV service in 2025.

1.4 Six-year Investment Plan

The investment commitments made by the Licensee for the first six-year period from 2015 to 2021 under the current 12-year licence term and the proposed new investment plan for the first six-year period (2027 to 2033) for the renewed licence term (if granted)¹³ are as follows –

	2015 - 2021 ¹⁴	2027 - 2033
	Investment commitments approved by the CE in C for the first six years of the current licence term	Investment proposed by the Licensee for the first six years of the renewed licence term
	(\$ million)	
Programming and Production Cost	11,523	6,650
Other Operating Expenditure	5,634	4,060
Capital Investment	995	455
Total	18,152¹⁵	11,165

To adapt to the rapidly-changing viewing behaviour, the Licensee planned to consolidate its linear channels, video-on-demand libraries and access to global streaming platforms under one single unified platform to provide subscribers with both global and local premium services. With the sharing of costs between its licensed pay TV service and its over-the-top services, the programming and capital investments for its pay TV service are expected to be significantly optimised, hence their proposed investment of \$11,165 million for the first six years of the renewed licence term is less than the \$18,152 million for the corresponding period of the current licence term. Yet, under its proposed investment plan, the Licensee will continue to provide a wide variety of programmes (sports, entertainment, children, infotainment and news, etc.) for its subscribers.

¹³ The Licensee applied to renew its licence for 12 years. In line with the established practice, applicant for renewal of pay TV licence is required to submit, as part of the renewal application, an investment plan for the first six years of the renewed licence term.

¹⁴ Pay TV licensee is only required to submit a six-year investment plan covering the first six-year period of the validity period given CA's light-handed and market-driven approach in the regulation of pay TV services and that unlike free TV licence, pay TV licence is not subject to a mid-term review after the first six-year period of the validity of the licence. The performance of the Licensee during the second six-year period of the validity period continued to be assessed to ensure compliance with the requirements under the licence, codes of practice and its pledges as stated in the licence.

¹⁵ The original investment commitment of the Licensee for the same period was \$23,548 million. The Licensee later submitted the updated investment plan for the same period with the total investment by the Licensee adjusted from \$23,548 million to \$18,152 million. In July 2020, CA approved the Licensee's updated investment plan noting the change as a result of its business plan to respond to the then latest market situation.

PART 2 - MAJOR EXISTING REGULATORY REQUIREMENTS

In evaluating the licence renewal application of the pay TV Licensee, CA will assess the past performance of the Licensee in complying with the regulatory requirements under the BO and its subsidiary legislation, licence conditions and requirements under the codes of practice promulgated by CA on programme, advertising and technical standards. CA processes all complaints against broadcasting licensees and if the complaints are substantiated, would consider imposing sanctions on broadcasting licensees for contravening the relevant regulatory requirements. Given that subscription of pay TV service is voluntary and is by choice, and that sufficient safeguards are in place (e.g. the provision of a television programme service locking device as a mandatory requirement to prevent children's access to adult-only content), pay TV service is therefore subject to a less stringent control as compared to free TV service to allow a more relaxed regulatory regime for its content. Major regulatory requirements applicable to pay TV service are summarised below.

2.1 Programme Requirements and Standards

2.1.1 General Programme Standards

- The Licensee should ensure that its programmes are handled in a responsible manner and that it should avoid needlessly offending audience by what it broadcasts. The Licensee should not include in its programmes any material which is indecent, obscene, of bad taste, denigrating or in contravention of the law.
- Given that subscription is voluntary and is by choice, and that the provision of a television programme service locking device¹⁶ is a mandatory requirement, sufficient safeguards are in place so as to allow a more relaxed regulatory regime for pay TV's content. Pay TV service is therefore subject to a less stringent content control compared to free TV service. For instance, pay TV service is not subject to the restrictions on content and advertising for the family viewing hours applicable to free TV service.

2.1.2 National Security Related Requirements

- The Licensee shall not broadcast any programmes that have the effect or likely effect of inciting, promoting, glorifying, encouraging, endorsing or sympathising with any act or activity endangering national security or otherwise contain any contents which are contrary to the interests of national security. In this connection, the Licensee shall ensure that the contents of its programmes would not have the effect or likely effect of promoting, encouraging or inciting others to use violence, advocating law breaking, provoking or deepening hatred, discrimination or hostility against the Central Authorities or the Government of Hong Kong Special Administrative Region, different classes, occupations, groups, races and members of the public, arousing others' antipathy or causing offence.

¹⁶ The locking device is a subscriber control facility to prevent unauthorised access to the service and content, serving to prevent for instance, children's access to adult-only content.

2.1.3 ***Scheduling***

- The Licensee should ensure that the programmes on its licensed service are suitable for their audience. Nothing which is unsuitable for children or young viewers should be shown in programmes or on channels targeting children or young viewers. Programme material which is suitable for viewing by adults only should be clearly labelled as such.

2.1.4 ***Protection of Children***

- The Licensee should be vigilant on the likely effects of all materials shown on television on children, and ensure that scenes likely to frighten, unnerve or cause pain to children should not be permitted in programmes targeting children.

2.1.5 ***Accuracy and Impartiality***

- News should be presented with accuracy and due impartiality. Correction of factual error should be made as soon as practicable after the original error, or at the end of the current programme or the beginning of a subsequent programme.
- The Licensee must ensure that due impartiality is preserved as respects news programmes and any factual programmes or segments thereof dealing with matters of public policy or controversial issues of public importance in Hong Kong (except personal view programmes, etc.).

2.1.6 ***Fairness***

- The Licensee has a responsibility to avoid unfairness to individuals or organisations featured in factual programmes, in particular through the use of inaccurate information or distortion.

2.1.7 ***Personal View Programmes***

- “Personal view programmes” are programmes in which the Licensee (including persons exercising control of the Licensee) and/or the programme hosts and/or, sometimes, individual contributors put forward their own views. The nature of a personal view programme must be identified clearly at the start of the programme. Facts must be respected and the opinion expressed, however partial, should not rest upon false evidence. A suitable opportunity for response to the programme should be provided. Licensee should be mindful of the need for a sufficiently broad range of views to be expressed in any series of personal view programmes.

2.1.8 ***Gambling***

- Depictions of gambling should not be presented in a manner that would encourage gambling.

2.1.9 ***Crime***

- Criminal activities, when depicted, must be consistent with and reasonably related to plot and character development. Crime should not be portrayed in a favourable light. The presentation of criminal techniques in such a way as to be instructional or to invite imitation should also be avoided. Depictions containing detailed instructions for, or illustrations of, the use of illegal drugs, harmful devices or weapons are not permitted. Depictions of triad ceremonies, rituals, hand signs, etc., and triad expressions not generally accepted in daily language, if necessary, may only be permitted in programmes restricted for adult viewing. Glorification of criminals, the power of triads and membership in a triad society should be avoided.

2.1.10 ***Use of Language***

- Obscene or profane language that is likely to offend a substantial portion of the audience is prohibited.
- Bad language should not be used in programmes or on channels targeting children or young viewers. In other programmes or on other channels, the use of crude expressions with sexual connotations, more explicit adult jokes and other offensive language must be appropriate to the story line or programme context. The use of downright offensive language may only be permitted in programmes or on channels restricted for adults provided it is appropriate to the story line or programme context and not overly frequent and impactful.

2.1.11 ***Sex and Nudity***

- Depictions of sexual behaviour or nudity must be incidental, extremely discreet and absolutely necessary to the story line or programme context when they are included in programmes or on channels targeting children or young viewers. Intimate sexual behaviour may be implied or simulated and must not be grossly offensive in other programmes or on other channels. Sexually explicit scenes may only be shown in programmes or on channels restricted for adults.
- Depictions of hard core material, or sexual acts with offensive perversion, are not permitted.

2.1.12 ***Violence***

- Physical and psychological violence, or violent or assaultive language which threatens or encourages the use of violence may not be presented in such

a manner as to cause alarm or distress to children or young viewers in programmes or on channels targeting children or young viewers. Realistic depictions of violence must be appropriate to the programme context when they are shown in other programmes or on other channels. In any programmes or on any channels restricted for adults, violence with a higher degree of realism or impact may be depicted when justified by the context.

- Sustained or excessively detailed acts of violence are not permitted.

2.1.13 *Adult Programmes*

- The Licensee may include adult material in its licensed service subject to sufficient safeguards against children's access to such material. The Licensee must devise a scheme to the satisfaction of CA to ensure that children will not be exposed to adult material. No obscene material may be included in the television programme service. Obscenity includes also violence, depravity and repulsiveness.

2.1.14 *Films Classified as Category III by the Film Censorship Authority*

- Where a Film Censorship Authority certification exists for the version of a film proposed for showing on programme services, it may be used as a guide to programming. The responsibility for ensuring the acceptability of a film ultimately rests, however, with the Licensee. Subject to the rules set out in the Generic Code of Practice on Television Programme Standards, the Licensee may show films which have been classified as Category III by the Film Censorship Authority under the Film Censorship Ordinance (Cap. 392) in the form as approved for exhibition as adult programmes. However, films which the Film Censorship Authority has refused to approve for exhibition should not be shown on programme services at all.

2.1.15 *Advisory Announcement*

- A programme or channel intended for viewing solely by adults should be clearly labelled as such.
- Any programme containing material which is unsuitable for children or is likely to disturb some audience should carry an advisory or cautionary announcement together with a descriptive statement of problematic content.

2.1.16 *Promotional Material for Adult Programmes or Channels*

- Promotional material for a programme or a channel showing material of an adult nature should be scheduled so as to be consistent with the nature of surrounding programmes, having regard to the likely audience of such programmes. Such promotional material should not be permitted on a channel targeting children and in or adjacent to a programme targeting children. Such promotional material included in or adjacent to a programme other than an adult programme should not include excerpts or other material

that is not suitable for persons under 18 years of age.

2.2 Advertising Requirements and Standards

2.2.1 *Broadcast of Announcements in the Public Interest and CA Publicity Material*

- The Licensee shall broadcast announcements in the public interest and publicity material for CA, as CA may provide or direct on such channel as CA may direct.

2.2.2 *General Advertising Standards*

- Advertising should be legal, clean, honest and truthful. Advertisements must be clearly distinguishable as such and advertisements must comply with the laws of Hong Kong.
- Advertising matter should be presented with courtesy and good taste. Disturbing material should be avoided.
- The content, presentation and placement of all advertising material must comply with the programme standards set out in Part 2.1.

2.2.3 *Factual and Best-selling Claims*

- All factual claims and best-selling claims should be capable of substantiation.

2.2.4 *Programme Sponsorship*

- A sponsored programme must be clearly identified as such.
- The Licensee may accept title sponsorship and product/service sponsorship (commonly known as “product placement”) subject to the basic principle that the sponsor identifications and/or exposure of the product(s)/service(s) within a programme are not obtrusive to viewing pleasure. The Licensee may include product placement within a programme provided that its exposure or use is presented in a natural and unobtrusive manner having regard to the programme context and genre, and there is no direct encouragement of purchase or use of product or service.
- News programmes, programmes, publicity material or announcements provided by the Government or CA, and religious services or other devotional programmes must not be sponsored. Sponsorship of children’s programmes and educational programmes requires special caution.

2.2.5 ***Unacceptable Products or Services***

- Advertisements for the following products or services (including but without limitation to) are not acceptable:
 - smoking products;
 - firearms and associated equipment;
 - fortune tellers and the like;
 - unlicensed employment services, registries or bureaux;
 - night clubs, dance halls, massage parlours, sauna houses, bath houses or similar establishments in which hosts/hostesses are employed for the primary purpose of attracting or entertaining customers or in which floor shows or other live performance or activities involving sexual behaviour are presented;
 - escort and dating services targeting young persons under 18;
 - pay per call information services which offer adult material of a sexual nature;
 - organisations/companies/persons which advertise for the purpose of giving betting tips;
 - betting (including betting pools) except advertisements for lotteries, football and horse race betting which are authorised by or under the Betting Duty Ordinance (Cap. 108) and related publications and pre-recorded information services;
 - medical preparations listed in Part 1 of Schedule 10 to the Pharmacy and Poisons Regulations (Cap. 138A) or Schedule 1 to the Antibiotics Regulations (Cap. 137A);
 - smoking cessation (excluding nicotine replacement therapy products);
 - prevention or treatment for any disease of hair or scalp (excluding prevention or treatment of dandruff by means of external applications);
 - pregnancy testing services;
 - clinical laboratory testing services;
 - relief or cure of alcoholism and drug addiction;
 - cosmetic surgery and slimming or weight reducing measures involving the use of medical preparations;
 - procurement of miscarriage or abortion; and
 - advertisement of a political or religious nature under the BO.
- Liquor advertising should not be shown in proximity to children's programmes or programmes targeting young persons under the age of 18.
- Advertisement for a medical preparation or treatment should not contain any reference to a prize competition or promotional scheme involving gifts, premium offers and samples.
- Products of a personal nature, such as female sanitary products and condoms, etc., should be presented with care and sensitivity.

2.3 Technical Requirements and Standards

2.3.1 *Interference with Other Services*

- The Licensee shall not use or operate any apparatus or equipment which causes interference with any authorised broadcasting or telecommunications services.

2.3.2 *Standby Equipment and Spare Parts*

- The Licensee shall provide and maintain adequate equipment and staff to ensure that any interruption to the service is avoided or minimised, and that necessary repairs or replacements are made or provided promptly.

2.3.3 *Technical Quality Standards and Reliability*

- The Licensee is required to make its own assessment of the technical quality of its service and to adopt procedures for ensuring high standards of technical quality.
- Timing differences between the sound and vision of the transmitted programmes should not be annoying to the viewer.
- Standards of reliability, measured in terms of service availability to viewers, must be maintained to levels that are as high as reasonably practicable.

2.3.4 *Loudness Control*

- The subjective volume should be consistent with the programme material whilst at the same time preventing excessive loudness.

Communications Authority
2 January 2026