

Summary of digital audio broadcasting services to be provided by the licensees

	Metro Broadcast Corporation Limited (Metro)	Digital Broadcasting Corporation Hong Kong Limited (DBC)	Phoenix U Radio Limited (Phoenix U)
Channels and language	<ul style="list-style-type: none"> ● Metro plans to provide three DAB channels – <p><u>(a) Metro DAB Channel 1</u> The channel aims to provide for consumers of financial news and information. The programmes will be in Cantonese as well as Putonghua. The programmes will be self-produced primarily.</p> <p><u>(b) Metro DAB Channel 2</u> A channel providing music of different genres. The language of broadcast is Cantonese, and Putonghua will be used in selected programmes. The programmes will be self-produced primarily.</p>	<ul style="list-style-type: none"> ● DBC plans to provide seven DAB channels – <p><u>(a) Talk Radio</u> One channel on commentaries and dialogue, mainly broadcast in Cantonese. The programmes will mainly be self-produced.</p> <p><u>(b) Ethnic Minorities Channel</u> One channel mainly in Filipino and Indonesian, with small portion in English and Cantonese. It also includes programmes in the language of ethnic minorities, especially for Pakistani, Nepalese and Indian residing in Hong Kong. The programmes will mainly be self-produced.</p>	<ul style="list-style-type: none"> ● Phoenix U plans to provide three DAB channels – <p><u>(a) Phoenix InfoNews U Radio (Subject to change)</u> A Putonghua channel on current affairs, economy, finance and social issues. All programmes will be locally produced.</p> <p><u>(b) Phoenix GHK U Radio (Subject to change)</u> A channel (around 70% Putonghua and 30% Cantonese) providing lifestyle information in Guangdong and Hong Kong. 80% of the programmes will be locally produced.</p>

	<p><u>(c) Metro DAB Channel 3</u> A lifestyle oriented channel addressing aspects of education, lifestyles, smart spending and harmonious society (ethnic groups). The language for the channel is Cantonese. The programmes will be self-produced primarily.</p>	<p><u>(c) 24-hour Music Channel</u> Two channels mainly for broadcasting songs in Chinese, English and foreign languages. Some of the broadcasting hours will be dedicated to programmes hosted by experienced DJ in English or Cantonese for promoting fine music. The programmes will mainly be self-produced.</p> <p><u>(d) 24-hour News & Market Update Channel</u> One channel mainly in Cantonese. 24-hour broadcasting providing real-time information on news, traffic, sports competition and stock markets, etc. The programmes will mainly be self-produced.</p> <p><u>(e) Leisure Life Channel</u> One channel mainly in Cantonese, with programmes on lifestyle and consumption. The programmes will mainly be self-produced.</p>	<p><u>(c) Phoenix Culture U Radio (Subject to change)</u> A channel on spreading Eastern culture, education, Putonghua learning and music. Regarding the languages of the music programmes, the proportion will be around 65% Putonghua, 30% Cantonese and 5% English. 80% of the programmes will be locally produced.</p>
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Launch date	<ul style="list-style-type: none"> ● Metro plans to launch Metro DAB Channel 1 by the end of 2011 or earlier and provide DAB Channel 2 and DAB Channel 3 respectively 12 months and 24 months after initial launch. 	<ul style="list-style-type: none"> ● DBC plans to launch seven DAB channels in phases by the end of 2011 or earlier. 	<ul style="list-style-type: none"> ● Phoenix U plans to launch the first channel (Phoenix InfoNews U Radio) by the end of 2011 or earlier. The second channel (Phoenix GHK U Radio) and third channel (Phoenix Culture U Radio) will be launched respectively six months and 12 months after initial launch.
Broadcasting hours	<ul style="list-style-type: none"> ● 24 hours daily broadcasting. 	<ul style="list-style-type: none"> ● 24 hours daily broadcasting. 	<ul style="list-style-type: none"> ● 24 hours daily broadcasting.

Investment	<ul style="list-style-type: none"> ● The estimated investment in the initial six years for launch of DAB services is \$134.2 million, comprising capital investment of HK\$20.7 million and operating expenses of HK\$113.5 million. 	<ul style="list-style-type: none"> ● The estimated investment in the initial six years for the launch of DAB service is HK\$620 million, comprising capital investment of HK\$78 million and operating expenses of HK\$542 million. 	<ul style="list-style-type: none"> ● Phoenix U projects to incur an accumulative expenditure of \$203 million for the first six years, comprising capital investment of HK\$13 million and operating expenses of HK\$190 million.
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