



PRESS RELEASE
FOR IMMEDIATE RELEASE

**Mobile Telecommunications Industry Promulgates
a Code to Promote Transparency in the Provision of Services by
Content Service Providers**

The mobile industry has become aware of a number of billing disputes between their customers and some of the independent Content Service Providers (CSPs). In response, the mobile operators have attempted to improve the transparency of the CSP contracts with their customers. As the next step in this process the Communications Association of Hong Kong has now issued a Code which addresses the cause of these complaints against the CSPs.

This Code will enhance consumer protection in several ways. First, the Code will require greater transparency in the sales practices of the CSPs so that users will know all the relevant charges. Users will therefore be clearly informed of all charges, how to 'opt in' to acquire a service, how to terminate a service, etc. Second, under the Code, an Administrative Agency (AA) will be set up to assess the continuing compliance of CSPs with the Code. Third, the mobile operators will only provide a billing service to those CSPs who pledge compliance, do comply with the Code and are so assessed by the AA. Fourth, the industry will facilitate dispute resolution.

"The mobile industry considers the content services provided by CSPs do enrich the user experience of customers. To address transparency concerns, the Code seeks to ensure that CSPs would operate in such a way that consumers are better informed of the service charges and the consent of the consumers is obtained before service activation. In addition, mobile network operators would ensure that dispute over content service charge will not affect the normal mobile phone services of the concerned subscribers," the spokesperson of the Communications Association of Hong Kong said.

"The mobile industry has been working closely with the Office of the Telecommunications Authority on the Code. Included in the Code are requirements for the CSPs to -

- (a) indicate prominently the chargeable nature of the services and when such charges start to apply;
- (b) provide clear charging information;
- (c) obtain clear consent from customers before service is provided;
- (d) set out clearly arrangement for unsubscribing or deregistering from the services. Such arrangements should be easy to understand and carry out;
- (e) if there is non-compliance, the AA may direct the CSPs to rectify the breach. Failure to comply may result in termination of the service of the CSPs on mobile operators' platform," the spokesperson elaborated.

"Mobile network operators would only enter into contracts with CSPs which comply with the Code, and would cancel contract with CSPs who breach the Code," the spokesperson emphasized.

The Code would take effect immediately, with relevant provisions to be implemented over the next few months when appropriate arrangements have been put in place. The AA will be set up as soon as possible.

“The mobile industry believes the Code will go a long way to address customers' concern. The industry will review the Code regularly to ensure it meets updated circumstances,” the spokesperson added.

For further information of the Code for the Provision of Chargeable Mobile Content Services, please visit: http://www.cahk.hk/News/296/Code_MCS.pdf

Communications Association of Hong Kong
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About Communication Association of Hong Kong (CAHK)

Communications Association of Hong Kong (CAHK) (formerly known as Internet & Telecom Association of Hong Kong) is a non-profit making organization incorporated on 27 May 1983, following the announcement of deregulation of the telecommunications products and services. CAHK is the association for Hong Kong's communications industries, with responsibilities across broadcasting, wire line and wireless communications, and other relevant business sectors in the domain of information communications technology (ICT). For more details, please visit www.cahk.hk .

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[新聞稿]
[即時發佈]

流動電訊業實施守則

以增加內容服務供應商提供服務的透明度

流動電訊業得悉有多宗關於其客戶與一些獨立內容服務供應商（內容供應商）的計帳糾紛。為此，流動網絡營辦商已試圖增加內容供應商與其客戶之間合約的透明度。作為下一步行動，香港通訊業聯會現公布一份守則，以處理這些針對內容供應商投訴的因由。

這份守則會在多方面提高對消費者的保障，第一，守則會要求增加內容供應商推銷行為的透明度，讓用戶知悉所有相關收費。用戶因而會獲清楚告知所有收費、如何“選擇”所需服務、以及如何終止服務等。第二，一個行政機構將根據守則成立，以評核內容供應商是否經常遵從守則。第三，流動營辦商只會向承諾遵從守則、遵從守則和經行政機構評核為遵從守則的內容供應商提供計帳服務。第四，業界會協助解決糾紛。

香港通訊業聯會發言人表示：「流動電訊業認為，由內容供應商提供的內容服務，能令客戶享用更多元化的服務。為處理消費者對收費透明度的關注，守則旨在確保內容供應商的經營方式，能使消費者更清楚知悉服務收費，並在服務啟動前取得消費者的同意。此外，流動網絡營辦商會確保內容服務收費爭議不會影響有關用戶的正常流動電話服務。」

發言人解釋：「流動電訊業與電訊管理局（電訊局）就訂立守則一事一直緊密合作，該守則對內容供應商訂有以下要求：

- (a) 明顯而清楚地顯示所提供的流動內容服務需要收費及何時開始收費；
- (b) 提供清晰的收費資料；
- (c) 先得到消費者的明確同意，才可提供服務；
- (d) 向流動內容服務用戶清楚說明終止服務的安排，而有關安排必須容易明白及執行；
- (e) 如發現內容供應商違反守則，有關行政機構會指示內容供應商糾正有關違規；若還沒有糾正違規，內容供應商在流動網絡營辦商的平台所提供的服務或會遭到終止。」

發言人強調：「流動網絡營辦商只會與遵從守則的內容供應商簽訂合約。如內容供應商違反守則，流動網絡營辦商會取消與內容供應商的合約。」

守則會即時生效，但一些相關條文則於未來數個月內待實施了適當安排後落實，而上述行政機構將盡快成立。

發言人補充說：「流動電訊業相信守則對處理客戶所關注的事宜大有幫助，業界會定期檢討守則，確保守則能配合最新情況的需要。」

有關流動電訊業之內容服務守則詳情，請瀏覽 http://www.cahk.hk/News/296/Code_MCS.pdf

香港通訊業聯會

二零一零年一月十一日

關於香港通訊業聯會

香港通訊業聯會(前身爲香港互聯網暨通訊業聯會)在政府宣佈對通訊產品及服務放寬管制後，成立於一九八三年五月廿七日。香港通訊業聯會是一家香港通訊行業之商會，其職責範圍包括廣播、有線及無線通訊和其他與資訊科技領域相關之商業部分。

新聞稿由 香港通訊業聯會 發放，如欲垂詢，請聯絡

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