



PRESS RELEASE  
FOR IMMEDIATE RELEASE

### **Administrative Agency Launches Its Services on 31 March 2010**

The Code for the Provision of Chargeable Mobile Content Services (the Code), promulgated by CAHK on Monday 11 January 2010, called for the establishment of an Administrative Agency (AA) to help Mobile Network Operators (MNOs) and Mobile Virtual Network Operators (MVNOs) ensure compliance of Content Services Providers (CSPs) with the Code. CAHK is pleased to announce that the services of the AA will be launched on 31 March 2010 with the kind support of MNOs, MVNOs and the Office of the Telecommunications Authority.

The Code provides that a CSP should obtain from the AA a letter of positive assessment (LPA) that the CSP is capable of complying and has pledged to comply with the relevant requirements of the Code. MNOs/MVNOs have committed to enter into commercial contracts only with CSPs who have obtained an LPA from the AA, for the delivery and billing of mobile content services (MCS).

Given that CSPs and MNOs/MVNOs would need some time to renew their existing contracts so as to incorporate the requirements of the Code, there will be a two-month grace period before the AA starts enforcing the Code. CSPs are urged to renew their contracts with their respective MNOs/MVNOs and apply to the AA for LPAs during the two-month grace period. CSPs should present to their respective MNOs/MVNOs valid LPAs by 31 May 2010 if they wish to continue the provision of MCS.

Online application for LPAs will be launched on the AA website on 31 March 2010. All the procedures relating to the application for an LPA can be found on the AA website at <http://www.aa.cahk.hk/>. Only on-line application will be accepted. Upon collection of completed information from CSPs, the AA will issue LPAs to successful applicants within 14 working

days. The AA will charge no fee for the first year of its services that is between 1st April 2010 and 31st March 2011.

End-users of MCS and MNOs/MVNOs can refer to the AA website for the list of valid LPA holders as of June 2010.

Communications Association of Hong Kong  
31 March 2010

## **About Communications 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](http://www.cahk.hk).

This press release is distributed by Communications Association of Hong Kong (CAHK).

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[新聞稿]  
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### 行政機構在 2010 年 3 月 31 日正式開始服務

根據香港通訊業聯會在 2010 年 1 月 11 日週一發佈的“對於提供收費移動內容服務的實施守則”(簡稱守則)，行政機構應運而生，以幫助流動網路營辦商和虛擬流動網路營辦商確保內容服務供應商能夠遵守此項守則。在各流動網路營辦商、虛擬流動網路營辦商、以及電訊管理局的大力支持下，香港通訊業聯會宣佈，行政機構的服務將在 2010 年 3 月 31 日正式開始。

這份守則規定，一個內容服務供應商需要得到由行政機構簽發的一張滿意紙 (Letter of Positive Assessment – LPA)，肯定其能夠，並承諾能夠遵守此守則的相關要求。流動網路營辦商和虛擬流動網路營辦商同意只與得到由行政機構簽發的滿意紙 (LPA) 的內容服務供應商簽定商業合同，為其流動內容服務提供輸送和收帳服務。

因為考慮到內容服務供應商和流動網路營辦商/虛擬流動網路營辦商需要時間來更新他們現有的合同以符合守則的要求，在行政機構強制執行守則前將有兩個月的寬限期。內容服務供應商需要在這兩個月的寬限期內儘快與相關流動網路營辦商/虛擬流動網路營辦商更新合同、向行政機構申請滿意紙 (LPA)。如果內容服務供應商想繼續提供流動內容服務，就需要在 2010 年 5 月 31 日或之前將有效的滿意紙 (LPA) 提交給相關流動網路營辦商/虛擬流動網路營辦商。

行政機構的網站將在 2010 年 3 月 31 日啟動，亦同時開始接受滿意紙 (LPA) 申請。我們只接受網上申請，所有相關程式都已刊登在行政機構的網站 <http://www.aa.cahk.hk/> 上。行政機構在收到內容服務供應商遞交齊備資料後，將在 14 個工作日內向成功申請的內容服務供應商

簽發滿意紙 (LPA)。行政機構於第一年 (由 2010 年 4 月 1 日至 2011 年 3 月 31 日) 之服務，費用全免。

流動內容服務以及流動網路營辦商/虛擬流動網路營辦商的終端用戶日後可在行政機構的網站上，參考截至 2010 年 6 月持有有效滿意紙 (LPA) 的內容服務供應商名單。

香港通訊業聯會  
2010 年 3 月 31 日

## 關於香港通訊業聯會

香港通訊業聯會(前身為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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