

Audiovisual Services – 2007 Liberalization Measures

1. How will the programme professionals in the broadcasting industry benefit from the 2007 liberalization measures?

In the past, an application for approval of a proposal for a Mainland-Hong Kong joint production of a television drama must include a synopsis of not less than 5,000 words in Chinese for each episode.

According to the liberalization measures under CEPA in 2007, for any proposal of television drama to be co-produced by the Mainland and Hong Kong programme production organizations, the minimum numbers of words in Chinese contained in the synopsis of each episode is revised to 1,500. This measure would save the administrative cost and time of the production company and facilitate flexibility in the production process.

2. How does a programme production organization apply for approval of a proposal for a Mainland-Hong Kong joint production of a television drama?

The Mainland party of the joint production shall report to the State Administration of Radio, Film and Television on the proposed topic of the jointly produced television drama and submit an application for the approval of a project proposal for the jointly produced television drama. The application shall include information on the co-production including synopsis of each episode, a list of major production personnel and production plan.