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**FOR IMMEDIATE RELEASE**

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Taipei, Taiwan

## **COMMUNICATIONS INDUSTRY SUPPORTS EVEN-HANDED REGULATION IN TAIWAN**

A communications industry forum in Taipei today gave renewed support for a transparent, even-handed approach to regulating Taiwan's pay-TV and broadband industries.

The high-level meeting was organized by the regional Cable and Satellite Broadcasting Association of Asia (CASBAA), the US-Taiwan Business Council (US-TBC) and the American Chamber of Commerce in Taipei (AmCham), which exchanged views and information with scholars, leaders of the legal community and representatives of government and the private sector. Among those participating were speakers from National Chiao Tung University and Yuan Ze University as well law firms Shay and Partners and Tsar and Tsai, along with accountancy firm PricewaterhouseCoopers.

At the summit conclusion, the private sector was united in its support for a new approach to regulating for Taiwan's multi-channel television and broadband industries through the implementation of the National Communications Commission (NCC).

"Taiwan is now at a cross roads at a time when the world's communications industry is booming thanks to digital deployment," said Marcel Fenez, the chairman of CASBAA and the Asia Pacific head of PricewaterhouseCoopers' Entertainment & Media Practice.

"The establishment of a new "converged" regulatory apparatus (the NCC) offers a chance for Taiwan to take its rightful place as a communications innovator. Meanwhile, we believe Taiwan needs a technology agnostic, open, competitive and market-based structure to promote industry growth," noted Mr Fenez.

"This is the time for a new beginning," said Richard Vuylsteke, the Executive Director of AmCham. "This is a fresh chance for Taiwan to take back its rightful leadership role at the head of Asia's communications and technology revolution."

"Underlying the meeting was one incontestable fact," said John Medeiros, the CASBAA VP for Government Relations and Regulatory Affairs, "The current Taiwan environment does not meet community demands for the latest technologies and the highest quality content."

According to CASBAA, broadcast channels supported by bandwidth-hungry high definition TV and interactive telecommunications services cannot be deployed unless there is significant new investment and an openness to new ideas.

The meeting of more than 60 industry leaders and government officials debated the opportunities for cable and satellite services that are emerging as Taiwan's communications sector digitises and introduces new consumer opportunities. "But without updating government policy, Taiwan's communications industry will under-perform on the promise of the digital revolution," said Mr Medeiros.

**About CASBAA -- [www.casbaa.com](http://www.casbaa.com)**

The Cable & Satellite Broadcasting Association of Asia is an industry-based advocacy group dedicated to the promotion of multi-channel TV via cable, satellite, broadband and wireless video networks across the Asia-Pacific. CASBAA represents some 110 Asia-based corporations, which in turn serve more than three billion people. Members include Taiwan Broadband Communications, EMC, CNS of

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Taiwan, as well as ABC Asia Pacific, ABN AMRO, AETN International (History Channel), AsiaSat, Astro (Malaysia), Bloomberg Television, China Entertainment Television, Comverse, Discovery Networks Asia, EMC, HBO Asia, IBM, MTV Networks Asia Pacific, Nokia, now Broadband TV, PricewaterhouseCoopers, Sony Pictures Television International, STAR Group, Sun Microsystems, Turner International Asia Pacific, UBC (Thailand), Walt Disney Television International, Zone Vision, AGB Nielsen, Anytime, Arianespace, Asian Food Channel, BBC Prime, Celestial Movies, CSM, ESPN Star Sports, Harmonic, Irdeto, MEASAT, MindShare, National Geographic, NDS, Tom Group, PanAmSat, Paul Weiss, Synovate and Time Warner.

**About AMCHAM Taipei -- [www.amcham.com.tw](http://www.amcham.com.tw)**

The American Chamber of Commerce in Taipei (AmCham) is a non-profit, non-partisan business organization dedicated to promoting the interests of international business in the Republic of China. In the 50-plus years since its founding, AmCham has become the largest, most effective business organization in Taiwan. With more than 800 members representing nearly 500 companies, AmCham speaks with collective authority on international business matters in every sector of the economy.

**About USTBC -- [www.us-taiwan.org](http://www.us-taiwan.org)**

The US-Taiwan Business Council is a membership-based non-profit association founded in 1976. The Council provides its members with business intelligence, access to a network of companies involved in business between Taiwan and the United States, and serves as a vital representative in dealing with investment, business development, and intellectual property matters.

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