

Complaint : Astro - be professional

Written by Administrator

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Saya penonton tetap kbs world. kecewa dengan tindakan pihak astro yang memberikan keistimewaan kepada pelanggan bangsa cina yang meminta agar beberapa rancangan di kbs world subtittlenya ditukar dari bahasa inggeris kepada bahasa cina. ♦ Saya tidak menyalahkan pelanggan cina, mereka ada hak menyuarakannya sebagai pelanggan astro.

Pada pandangan saya ♦ ASTRO yang tidak bertindak secara professional. Membuat sesuatu kerja secara mudah sahaja. Apa gunanya Fungsi Pelbagai : Bahasa dan Sari Kata yang diwujudkan? Ingatlah! pelanggan astro bukannya satu kaum saja. Oleh itu Pihak Pengurusan astro harus professional dalam semua hal.

NCCC Director : Aduan diatas telah kami panjangkan ke pihak Astro untuk perhatian dan tindakan. Berikut adalah maklumbalas yang telah kami terima dari pihak Astro.

Dear Darshan,

Please allow us to provide a response directly to NCCC as we are unable to trace the customer details from our records to ascertain whether the complainant is an Astro subscriber.

Referring to the complaint, we would like to inform NCCC that as the current technology only has capacity for one language on foreign channels, our channel provider KBS World is technically constrained to provide dual language subtitles.

To date, 70% of KBS World programmes including the popular dramas and mini series have English subtitles. As such, KBS World have included Chinese subtitles for programs titled Entertainment Weekly and Music Bank to cater to the Chinese speaking segment. These are the only two programmes on KBS World which have Chinese subtitles.

Nevertheless, we'd like to assure NCCC that we are also working towards providing dual subtitle tracks for the overseas channels in order to enable more viewers to enjoy the programmes.

Regards
Regulatory Affairs
ASTRO