

RTHK Annual Plan for 2015/16

Purpose

The purpose of this annual plan is to give the public an outline of the programming directions of RTHK for the year 2015/16, with a view to enhancing the accountability of the department and providing a basis for public scrutiny of the extent to which RTHK fulfills the public purposes and mission as set out in the RTHK Charter.

The public purposes of RTHK are -

- (i) to sustain citizenship and civil society;
- (ii) to provide an open platform for free exchange of views without fear or favour;
- (iii) to encourage social inclusion and pluralism;
- (iv) to promote education and learning; and
- (v) to stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people.

For details of RTHK's public purposes and mission, please refer to the RTHK Charter at: http://rthk.hk/about/pdf/charter_eng.pdf.

Overview

2. For 2015/16, RTHK will pursue objectives in the following four areas -

(a) Programme Direction

RTHK will continue to uphold the highest standard of quality programming, underlined with creativity and responsibility in

content development. RTHK will partner with government departments and non-government organizations to produce in-depth quality programmes that raise awareness on family core values, youth development, civic education, health issues; enhance public's knowledge about current affairs and social issues; and raise public's interest in science, technology and creativity.

In addition to the programming direction detailed below, RTHK will also continue to provide technical support, pool signal and/or coverage for major events in Hong Kong, including the anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), National Day, Chief Executive's Policy Address and the Financial Secretary's Budget Speech.

Details of the programming direction for 2015/16 are as follows -

- i) RTHK will produce, commission and acquire new quality programmes of interests for broadcasting through RTHK's analogue AM/FM and Digital Audio Broadcasting (DAB) channels, RTHK's Digital Terrestrial Television (DTT) channels and the local free television channels; and produce programming which can synergize the cross-media platforms;
- ii) RTHK will produce programmes related to political reform, District Council Election, the Voter Registration Campaign, the 70th Anniversary of the end of the World War II and the 25th Anniversary of the Promulgation of the Basic Law;
- iii) RTHK will produce programmes to foster social cohesion and

community harmony, in particular with focus on youth development;

- iv) The programming of RTHK will strive to strengthen the public's sense of belonging by cultivating their understanding of Chinese cultural heritage, history and national issues; and
- v) RTHK's programming will focus on the promotion of arts, culture, sports, public health, science and technology. RTHK will also produce programmes on issues relating to family values, the minorities, the under-privileged and the elderly.

(b) Future Development

- i) Radio services will introduce a News application to provide easy access to textual, audio and video news in Chinese and English;
- ii) RTHK will review the pilot project Community Involvement Broadcasting Service (CIBS) and map out the way forward;
- iii) Regarding the DTT network, funding for construction of 22 fill-in stations has been approved by the Legislative Council. The construction will be carried out by phases and target to complete in the first quarter of 2019. RTHK will co-operate with cable network operators to inter-connect and expand the DTT network to further extend its coverage. RTHK will also advise building owners on technical enhancement to expand the DTT network coverage;
- iv) The projects of restoring the archive and establishing the Media Asset Management (MAM) system will continue in the next few years; and
- v) RTHK will continue the re-planning of the construction of the New Broadcasting House in Tseung Kwan O with a view to

working out the most cost-effective revised proposal.

(c) Governance

RTHK will continue to strengthen its corporate governance and enhance public accountability by the following means -

- i) RTHK will continue to support the Board of Advisors and receive advice from the Board on issues pertaining to its terms of reference;
- ii) RTHK will continue to invite participation by stakeholders and the general public with a view to enhancing transparency and accountability. To gauge public needs and expectation, RTHK will conduct a series of consultations with the RTHK Programme Advisory Panel, hold focus group discussions, and collect public views through RTHK public feedback hotlines; and
- iii) RTHK will ensure that each of its units handles public funds in a responsible, prudent and cost-effective manner. The Systems Review Unit will continue to conduct internal audit to review operation and control measures.

(d) Human Resources

RTHK will continue to invest in human resources to prepare for various new developments, especially changes brought about by the use of multimedia. RTHK will recruit young and emerging talents to join the department. All-rounded multimedia training, leadership courses and expert seminars will continue to be organized to groom and upgrade on-air and on-screen talent as well as behind-the-scene media professionals.

Radio Services

3. RTHK operates seven analogue radio channels and will produce 55,525 hours of programmes of different genres in Cantonese, Putonghua and English in 2015/16. The five DAB channels provide the audience with a choice of better reception quality for the RTHK AM channels (Radio 7 (Putonghua), Radio 3 and Radio 5) through simulcast in DAB 31, DAB 33, and DAB 35 respectively. DAB 32 is a special Hong Kong edition produced by China National Radio (CNR) while DAB 34 relays the BBC World Service.

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
Radio 1 (FM)	News, information and general programming (Cantonese)	News and current affairs (46%), Information (20%) and Liberal education & national education (11%)
Radio 2 (FM)	Youth, entertainment, popular music and promotion of family and community projects (Cantonese)	Magazine programme (28%), Family and youth (16%), Music (30%) and Culture and education (9%)
Radio 3 (AM + DAB 33)	News, information and general programming (English)	News and current affairs (16%), General Entertainment (19%) and Music (51%)
Radio 4	Serious music and	Fine music (91%) and

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
(FM)	fine arts (Bilingual)	Arts and culture (7%)
Radio 5 (AM + DAB 35)	Elderly, cultural and education (Cantonese)	Elderly (11%), Traditional Chinese Opera (34%), Family and children (13%) and News and current affairs (20%)
Radio 6 (AM + DAB 34)	BBC World Service relay (English)	News, current affairs and Information (98%)
Radio 7 (Putonghua) (AM + DAB 31)	General programming, news and finance (Putonghua)	News (27%), Information (14%), Culture and education (14%) and Music (42%)
DAB 32	China National Radio Hong Kong Edition relay (Putonghua and Cantonese)	News, current affairs and information (85%) and Music (15%)

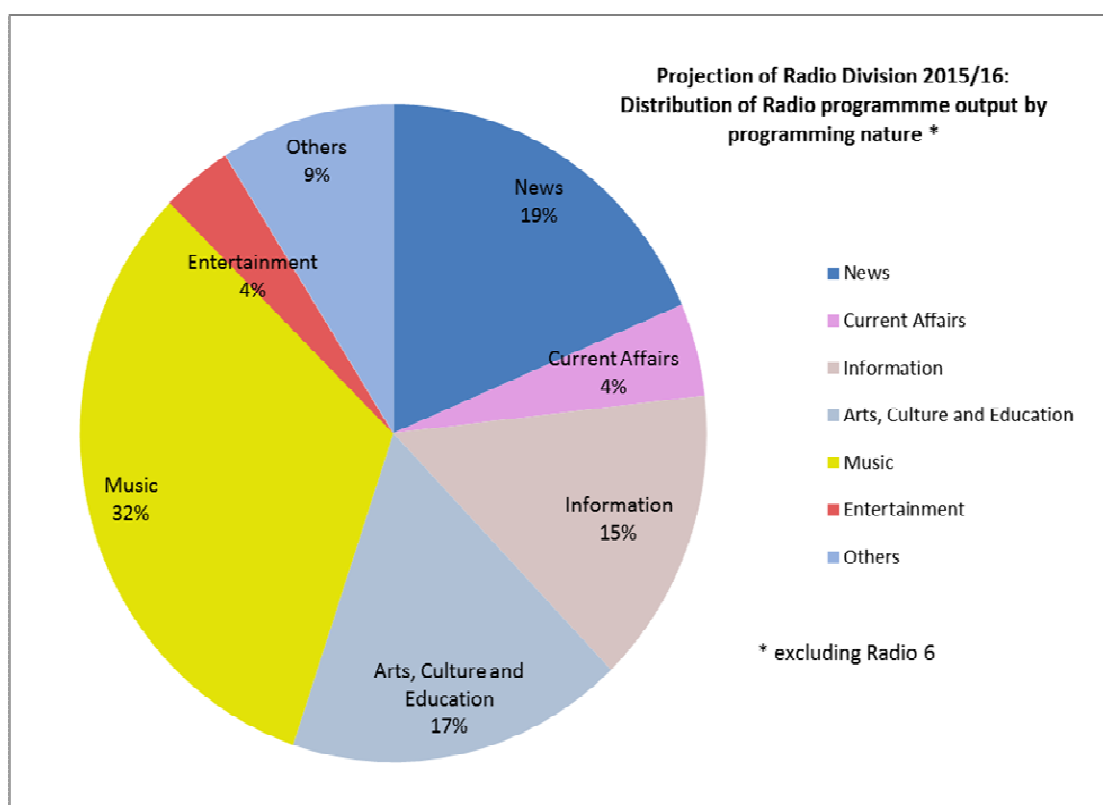
4. Highlights of radio programmes for 2015/16 are detailed below -

- i) Chinese Programme Services (CPS) will produce programmes focusing on public health:

- Radio 1 will strengthen its "Healthpedia 精靈一點" website, produce health related video to be shown on the RTHK radio mobile application (MINE) and hold health forums (e.g. Dengue fever, Ebola Virus) for the general public; and
 - Radio 5 and Putonghua Channel will produce health related tips and messages for the elderly audience;
- ii) The English Programme Services (EPS) plans to consolidate its strength with a strong emphasis on current affairs programmes by inviting leading journalists and commentators to be programme hosts or guests. New programmes on sports, arts and literature will also be introduced;
 - iii) Public Affairs Unit will produce specials to commemorate the 25th Anniversary of the Promulgation of the Basic Law with a focus on the understanding and significance of the Basic Law among the youth. A series of Election Forum will be produced before the District Council Election to introduce the candidates and raise the public's awareness of the election;
 - iv) Radio 1 will launch two outreach campaigns to promote Voter Registration. Special features to commemorate the 70th Anniversary of the end of World War II and a programme series on Hong Kong during the war will be produced;
 - v) Radio 2 will promote the importance of love, respect, family values and harmony through joint projects with the Family Council. In addition, Solar Project 2015 will be organized with focus on enabling the youth to better understand themselves and their aptitudes to lead a colourful life;
 - vi) Radio 4 will strengthen its connection with arts organizations. The Channel will support the Music Office under the Leisure and

Cultural Services Department in promoting fine music by visiting schools and organizing “Fine Music DJ@Schools” competition to nurture the public’s appreciation of fine music;

- vii) Radio 5 will introduce a pilot project to engage retirees to be trained as trainers of volunteer guides of tours for the elderly to visit the 18 districts of Hong Kong; and
- viii) The CIBS has invited various Consuls General in Hong Kong to take part in the programme series, “Learning Adventure”, in order to broaden our network with the non-Chinese speaking communities and boost public participation.



Television Services

5. RTHK Television Division produces quality programmes that inform, entertain and educate the public with topics ranging from arts and culture, education, social issues, health care to politics and public affairs. In 2015/16, RTHK plans to produce 2,164 programmes totaling 1,303 hours.
6. RTHK television programmes are transmitted on the analogue channels, Standard Definition (SD) and High Definition (HD) channels of the two free-to-air broadcasters, i.e. Television Broadcasts Limited (TVB) and Asia Television Limited (ATV). To maximize audience reach, selected RTHK programmes are broadcast on other broadcast platforms, including Cable TV, NOW TV, Hong Kong Broadband and TVB Network Vision. Annual transmission is estimated to be 18,611 hours. RTHK's own DTT channel network coverage has reached about 75% of Hong Kong's population at present.

RTHK TV 31 is a flagship channel which offers general programming on current affairs, education, arts and culture. RTHK TV 32 is a live event channel which covers Legislative Council meetings every Wednesday, other important local press conferences, international news and events of public interest. RTHK TV 33 is a relay of China Central Television (CCTV) 9 Documentary International Channel.

7. Highlights of television programmes for 2015/16 are detailed below –

- i) Television Division will continue to provide pool feed signal of Government events and produce programmes relating to voters registration and District Council Election;
- ii) RTHK will continue to partner with various government bureaux /departments and non-governmental organizations to produce series of high quality dramas such as: “Elite Brigade III” (partnered with Fire Services Department) aims to arouse public’s awareness of fire prevention. “A Wall-less World V” (partnered with Labour and Welfare Bureau) depicts the challenges facing the individuals with disabilities. “SFC in Action III” is a series in collaboration with Securities and Futures Commission through dramatized real cases to let audience know about the pitfalls of the financial market. “IPCC Files” is a series of dramatized real cases to introduce the main functions of Independent Police Complaints Council. Flagship programme “Below the Lion Rock 2015” will also be produced to showcase the Lion Rock spirit in contemporary Hong Kong;
- iii) On Chinese heritage and culture, the documentary series “Cultural Heritage IV – Ancient Capitals” presents the ancient capitals in the Mainland through historic, geographical and social standpoints. Combining the archival footage, historic landmarks and architecture, coupled with computerized animation, a new series of “The History of Hong Kong III” presents some reenacted significant historic moments;
- iv) On arts and culture, “Pop-up Canton Pop 2015” and “Music on

the Move” explore the past and future of Hong Kong’s pop music. “Pop Culture Icons” introduces the different facets of pop culture, including movies, television soaps, canto-pop, comics, advertisements and newspapers. A second series on “Chinese Writers” will be produced featuring important Chinese writers whose works have great influence on the society. RTHK will continue to cover performances on classical music, opera and dances; and will also produce weekly programmes “The Works”, “Chinese Works”, “Artspiration” and “Arts On Air” to provide audience with information and reviews of visual and performing arts, design, literary and other contemporary works;

- v) On social, political and economic issues: live current affairs magazine programme “This Week”, one-on-one interview programme “Face to Face” in Chinese and “In Conversation”, an interview programme in English, all provide in-depth analysis of important local and international news and current affairs;
- vi) Health Education will continue to be one of the key themes of RTHK programming. “Health and Wealth” provides medical information, both Chinese and Western ones and explores different treatments. “Smart Elderly” encourages general public to face aging in a positive way. “Questioning to the Death” will be a series unraveling the mystery of death;
- vii) Family, Youth and Children education programme “Parenting” is a series which provides parenting tips. “All in a Family” invites different family members to share the conflicts they have in life. “Happy Childhood” let children be guides to introduce their

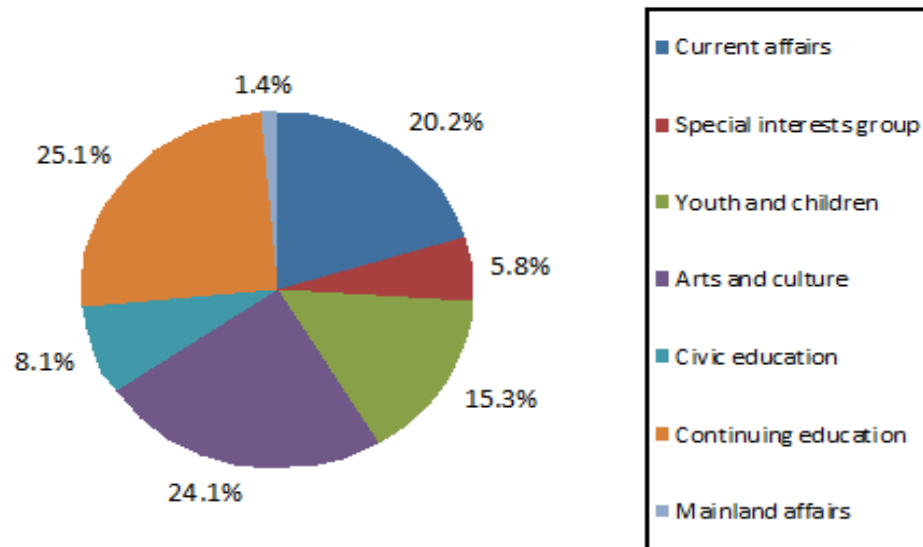
community. “Perfect Puzzle” introduces local and foreign cases about children’s rights in order to raise the audience’s concern on this topic. “Hong Kong Stories - Dream Chasers” looks at how the post-1980 young people establish their own business, and the process through which they live their dreams;

- viii) Other general education programmes include “Mandatory Provident Fund (MPF) 5 minuters” which explores how MPF operates; the protection it offers and reveals the various traps in execution. “Women with Dreams” explores the states of women in different social strata. “Working Women” demonstrates the real cases of women working in sectors dominated by men and reveals how women shine in work and how they balance their career and family. “Mock Trial” is a general civic education programme which simulates the court procedures, from which students can learn about the local judicial procedures and rethink the meaning of law and justice. “Primary School Quiz 2015” (co-organized with Hong Kong Youth Cultural and Arts Foundation Limited) challenges the students’ intellect and promotes their cooperation;
- ix) Environmental and science documentaries such as “City of Underground” demonstrate how the underground world is affecting our daily life. “Hong Kong Geographic” features the natural landscapes of Hong Kong which may soon be disappearing;
- x) “Movies of Our Times” which features RTHK classics will

allow audience to reminisce the old days as in the drama “Under the Same Roof” and “City Story”; “Revisit Chinese Opera” introduces the behind-the-scenes of Chinese Opera and presents the classic acts. “Below the Lion Rock Classics” shows the classic drama with scholars’ introduction; and

- xi) RTHK will continue the production of RTHK ETV programmes for students of different levels, including pre-primary, primary, junior and senior secondary to support their respective curricula and learning needs. The programmes produced for primary and secondary schools cover the eight learning areas and cross-curricular issues. Apart from subject-based programmes, “Education Magazine” is also produced to cover the latest developments in education and curriculum reforms. Besides migrating progressively towards HD production, RTHK will also increase the quantity of ETV programmes with subtitles to cater for learners’ diversity.

Projection of TV programme output by programming nature 2015/16



New Media Services

8. RTHK official website (<http://rthk.hk>) provides live-stream and archive of radio and television programmes for 12 months from the date of broadcast for easy access by the public (except relays of BBC World Service, China National Radio channels and CCTV Channel 9 Documentary International Channel). The popularity and importance of rthk.hk has grown steadily over time. The daily page-views reached an average of 5.4 million in late 2014 with an average of 340,000 visits per day, of which 28% were users from overseas. The website and mobile applications have proven to be a popular and effective source of information about Hong Kong for local and overseas communities. They also add value to radio and television broadcast through re-packaging of content into web-based services like podcasts, mobile applications (with over 1.5 million downloads for RTHK On-The-Go; 168,000 downloads for RTHK Screen; 86,000 downloads for RTHK Mine recorded as at December 2014), smart TV sets and RTHK YouTube for archive viewing as well as interactive learning through the e-Learning Channel (with a monthly average of 2 million page-views recorded). RTHK will further enhance integration with other multimedia platforms with a view to reaching out to young and new audience.
9. eTVonline will continue to provide live simulcast of school programmes and non-curriculum based programmes to primary and secondary schools. It will also continue to launch various e-learning projects and

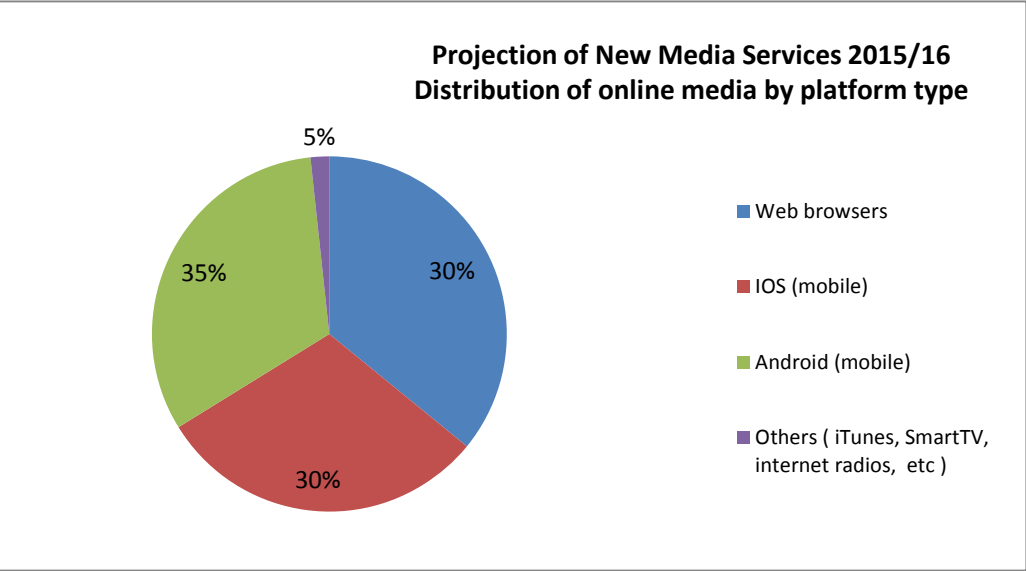
organize related activities on liberal studies, media education and civic education in collaboration with government bureaux and departments, schools and other organizations.

10. On the technology front, the New Media Unit will -

- i) Further extend high resolution mp4 video streaming services to all RTHK's TV programmes including the DTT channels (except for the CCTV Channel 9 Documentary International Channel) and HQ quality mp3 web streaming services to all RTHK radio channels including RTHK's DAB channels (except relays of BBC World Service and China National Radio channels);
- ii) Revamp RTHK online news including a new Automated Publishing System and a new mobile application. News in textual, audio and video formats will be delivered to internet-connected devices more efficiently;
- iii) Further open up the Internet platform to allow users to share audio and video contents, e.g., through the integrations with social media such as Facebook, YouTube and Twitter, etc. for sharing of RTHK contents through mobile devices and web browsers;
- iv) Produce web projects in HTML5 format to ensure multi-platform compatibility. Mobile device of all sizes with different operating systems will have full access to RTHK projects; and
- v) Develop a new Key Performance Indicator that combines online access figures with traditional ratings to accurately measure the overall audience reach of RTHK programmes.

11. On the content side, the New Media Unit will continue to support Radio

and Television Divisions on the five major programme directions as stated in paragraph 2(a) above. New Media Unit will also continue to support special online projects such as “RTHK Memory”, “Unusual Journey” and “Hong Kong Illustrators”.



Radio Television Hong Kong
April 2015