



RTHK Annual Plan for 2016/17

Purpose

The purpose of this annual plan is to give the public an outline of the programming directions of RTHK for the year 2016/17, 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 2016/17, RTHK will pursue objectives in the following four areas -

(a) Programme Direction

In accordance with the RTHK Charter, RTHK produces quality programmes that inform, educate and entertain the public in

wide-ranging topics, underlined with creativity and responsibility in content development. RTHK will partner with government departments and non-governmental 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, innovation 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 2016/17 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 analogue television channels, and the local free television channels; and produce programming which can synergize the cross-media platforms;
- ii) RTHK will produce special radio and television programmes on the Voter Registration Campaign, the 2016 Legislative Council Election, the 2017 Chief Executive Election and etc.;
- iii) RTHK will commence preparatory work on music and cultural

performances programmes for the celebration of the 20th Anniversary of the Establishment of the HKSAR;

- iv) RTHK will produce programmes to foster social cohesion and community harmony, in particular with focus on youth development;
- v) 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
- vi) RTHK's programming will focus on the promotion of arts, culture, sports, public health, environmental protection, 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 enhance the features of the RTHK News mobile application by adding live video news function, and produce video news clips for publishing on social network platforms;
- ii) RTHK continues the Community Involvement Broadcasting Service (CIBS) as an on-going service with dedicated air time on DAB 31 channel and promotes public participation through special events such as CIBS Day;
- iii) On the television services, RTHK has increased the broadcasting hours and programme genres of RTHK TV 31 in April 2016, and at the same time proceeded with the transmission of programmes of the DTT channels on the two analogue television channels vacated by Asia Television Limited;
- iv) Regarding the DTT network, RTHK has completed the

construction of 5 fill-in stations with signal coverage extended to about 80% of Hong Kong's population. The construction of the rest of the fill-in stations will continue by phases and target to complete in the first quarter of 2019. RTHK co-operates with the cable network operator to inter-connect and expand the DTT network to further extend its coverage. RTHK will continue to advise building owners on technical enhancement to facilitate their DTT reception; 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 a proposal which is the most cost-effective and responsive to the opinions of the Legislative Council Public Works Sub-Committee.

(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 emerging talent to join the department. All-rounded multimedia training, leadership courses, expert seminars and other studies 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 2016/17. 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 (19%) and Liberal education & national education (12%)
Radio 2 (FM)	Youth, entertainment, popular music and promotion of family and community projects (Cantonese)	Magazine programme (28%), Family and youth (15%), Music (30%) and Culture and education (10%)
Radio 3 (AM + DAB 33)	News, information and general programming (English)	News and current affairs (16%), General Entertainment (19%) and Music (51%)
Radio 4 (FM)	Serious music and fine arts (Bilingual)	Fine music (91%) and Arts and culture (7%)

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
Radio 5 (AM + DAB 35)	Elderly, cultural and education (Cantonese)	Elderly (11%), Traditional Chinese Opera (38%), Family and children (12%) and News and current affairs (19%)
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 (15%), Culture and education (13%) 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 2016/17 are detailed below:

- i) Chinese Programme Service (CPS) will produce programmes to document the history and development of local heritage:
 - Radio 1 will hold seminars with veteran film directors, artistes and scholars to share their experiences about Hong

Kong's creative industry;

- Radio 5 will introduce renowned Cantonese opera composers and their masterpieces over the past century, aimed to preserving the traditional Cantonese music culture; and
- The Radio Development & Culture and Education Unit will produce a series to document the artistic journey of local theatre masters by revisiting the history and development of this art form;

ii) The English Programme Service (EPS) plans to strengthen services to cater for ethnic minorities and women. A video competition co-organized with the Education Bureau for students will be introduced. Radio 4 will produce an oral history series on the local development of fine music;

iii) The Public Affairs Unit will produce programmes on One Belt One Road and organize deliberative forum “Voices from the Hall” on selected current issues of public interest;

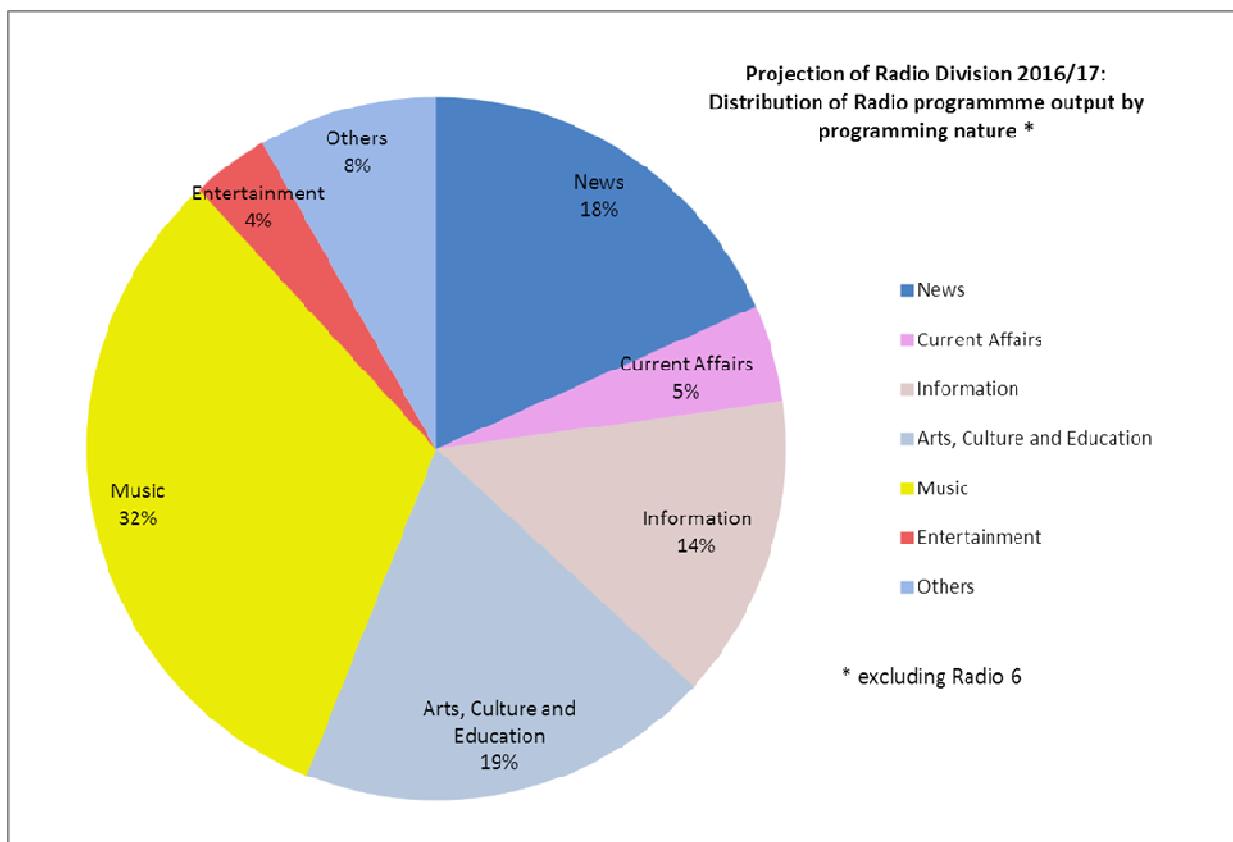
iv) Radio 1 and Putonghua Channel will produce specials for the Olympic Games in Rio de Janeiro;

v) Radio 1 will hold special seminars or talks on public health, organ donation campaign and climate change;

vi) Radio 2 will celebrate its 35th anniversary through the Solar Project 2016;

vii) Radio 4 will expand its horizons to invite artistes from overseas to perform fusion music in Hong Kong in the programme “Music Beyond Borders”. The Fine Music DJ@Schools Project will continue to provide a platform for students to learn fine music and Disc Jockeying related presentation skills;

- viii) Radio 5 will continue to promote the Age-friendly City Project and to preserve the legacy of Cantonese Opera;
- ix) Putonghua Channel will strengthen programming to let Putonghua speaking audience to understand local affairs and culture while enjoying RTHK programming, and assist new immigrants from the Mainland to adjust to living in the territory; and
- x) DAB 35 will launch an illustrated radio drama with the theme of the Paralympics to spread the caring spirit to a wider community.



Television Services

5. In 2016/17, RTHK plans to produce 2,557 television programmes totaling 1,369 hours.

6. 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, 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.

RTHK television programmes are transmitted on RTHK's own DTT and analogue television channels as well as the free-to-air channels of Television Broadcasts Limited (TVB). To maximize audience reach, selected RTHK programmes are broadcast on other broadcast platforms, including Cable TV, and NOW TV etc. Annual transmission is estimated to be 34,742 hours.

7. Highlights of television programmes for 2016/17 are detailed below:

i) RTHK will continue to partner with various government bureaux /departments and non-governmental organizations to produce series of high quality dramas on civic education such as: "Privacy Beyond Price 2016" (partnered with the Office of the Privacy Commissioner for Personal Data) aims to arouse public's awareness of the importance of protecting personal data; "Women Special" (partnered with Labour and Welfare Bureau) depicts the challenges and changes that women in different sectors of society are

encountering. “Life Companion” (partnered with Hong Kong Sheng Kung Hui Welfare Council Limited) depicts some touching stories about social workers and social affairs in nowadays Hong Kong. Flagship programme “Below the Lion Rock 2016” will also be produced to showcase the Lion Rock spirit in nowadays Hong Kong. A new sitcom drama series will be produced to reflect different daily life situations that might arise in Hong Kong;

- ii) RTHK will also collaborate with public broadcasters around the world to produce the “Big Cities”, a programme featuring a collection of human stories to reflect the various problems of the metropolises around the globe;
- iii) On the Mainland, heritage and culture, a new series of “China Stories” will be produced. Some of the episodes will be produced by commissioned producers, with dual purposes to explore different aspects of the Mainland and to nurture television production talents through this commissioning exercise. The documentary series “Cultural Heritage 2017” presents the beauty and vastness of the Mainland and Chinese culture;
- iv) To promote harmony within the community and to raise awareness of the minorities and the disabled, RTHK will produce “Hong Kong, My Home II”, “Sign Language Programme”, and will provide subtitles of ethnic language by stages for selected programmes to enhance reach to the ethnic minorities;
- v) On arts and culture, 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 produce “Arts on Air” by covering performances on classical music, opera and dances; and will also produce weekly programmes “The Works”, “Chinese Works” and “Artspiration” to provide audience with information and reviews of visual and performing arts, literary creation as well as features of various contemporary artistes;

- vi) On social, political and economic issues, “This Week”, “Hong Kong Connection”, “The Pulse” and “International Insight” as well as “This Morning”, a new daily live current affairs morning programme, all provide analysis of important local and international news and current affairs;
- vii) Health education will continue to be one of the key themes of RTHK programming. “Doctor and You” provides both Chinese and Western medical information and explores different treatments. “A Beautiful Mind” invites experts to analyze different emotional problems and conveys the message that psychological health is the root of happiness;
- viii) On family, youth and children education programmes, a new series of children programme will be tailor-made for the pre-school kids. “Hong Kong Teens” reveals the innermost world of youngsters in their formative years. “Teens Club” and “Knowledge Zone” unravel different kinds of knowledge and information targeted at the young audience. “Full Proof” will conduct interesting scientific experiments around the world; “Smart Elderly Travelogue” showcases the stories of the elderly’s travels and encourages audience to foster family cohesion by travelling with

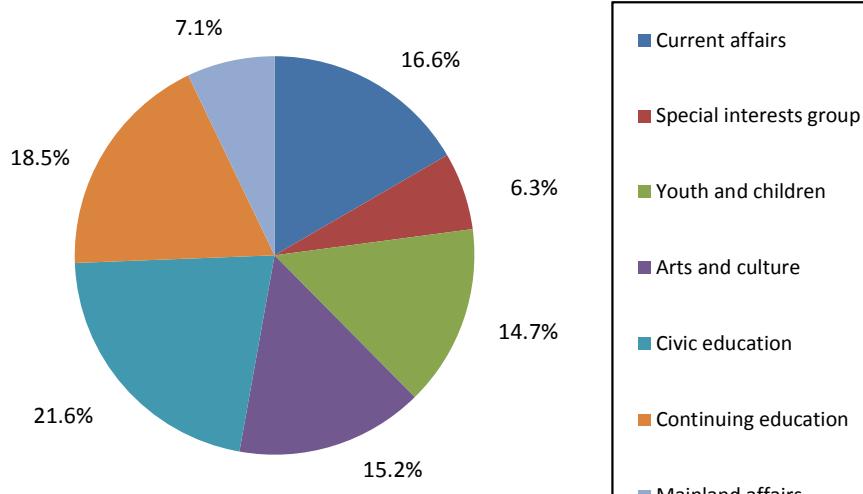
their senior family members;

ix) Other general education programmes include “Pet and I” which tells the stories of the pets and their caretakers; “Primary School Quiz 2016” (co-organized with Hong Kong Youth Cultural and Arts Foundation Limited) challenges the students’ intellect and promotes their cooperation; “Lifestyle Magazine 2016”, a brand new magazine programme aims at leading the audience to appreciate the pleasure of living and everyday life;

x) Environmental and science documentaries such as “Nature and Man in One 2016” will set off from Hong Kong to around the world for the ways to create a green city through energy saving, waste reduction and development of renewable energy; “The Green Journey” and “Explore More III” will find out how humans are related to nature; “Science and You” unravels the mysteries of the discoveries in science which are interwoven with our everyday life; and

xi) RTHK will continue the production of 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 8 learning areas and cross-curricular issues. RTHK will also increase the quantity of ETV programmes with subtitles to cater for learners’ diversity. Apart from subject-based programmes, “TV Teacher 2016” is also produced to introduce teachers with outstanding pedagogic practices in different subjects.

**Projection of TV programme output by programming nature
2016/17**



New Media Services

8. RTHK official website “rthk.hk” provides the simulcast of the 24-hour AM and FM radio channels and DAB 31, 33 and 35 channels, and more than 240 hours of Chinese and English television programmes every week. Other on-line services include on-demand archives of most radio, television and news programmes broadcast in the past 12 months, and a choice of original web contents produced by the New Media Unit.

RTHK manages 8 mobile applications, amongst which, “RTHK On The Go” is our flagship mobile application, covering news, live radio streaming and podcasts. “RTHK Screen” provides live webcast of RTHK TV 31 and 32 as well as video-on-demand; “RTHK Mine” carries radio programmes (live streaming and archive) and short videos; “RTHK News” provides news content in both Chinese and English in multi-media formats, and live relay of Radio 1 & Radio 3.

9. Highlights of new media development for 2016/17 are detailed below:

- i) Revamp of “rthk.hk”

Improve the web navigation to enhance online users’ experiences. A new layout of “rthk.hk” will be introduced to strengthen the image of RTHK;

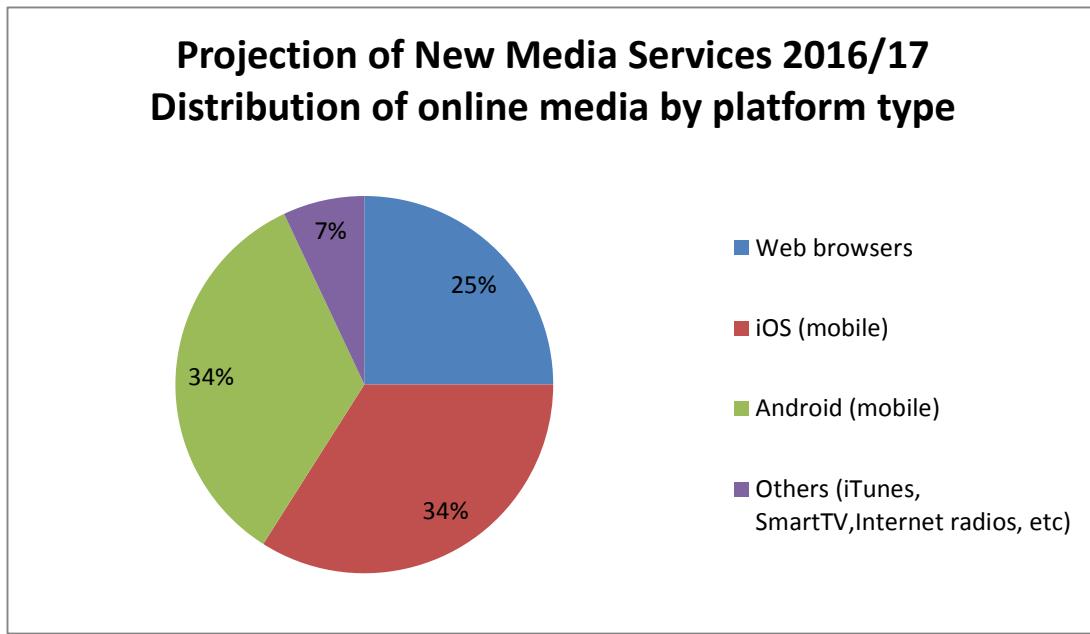
- ii) Revamp of “RTHK On The Go”

Enable this flagship mobile application to equip with the latest mobile technologies, including connectivity with social media and cloud streaming;

- iii) Further consolidate RTHK’s online platforms as a media content hub. This content hub allows various online platforms or partners to connect and distribute RTHK content easily;

- iv) Strengthen the crowd sourcing function through “rthk.hk” and our mobile applications;
- v) Further development of “RTHK News” application to allow newsroom to publish instant video news during field reporting;
- vi) More synergy projects will be developed by utilizing television, radio and new media platforms; and
- vii) Continue to enhance the web analytic tools to better capture users’ habit and measure the audience reach of RTHK programmes.

10. 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, family education and civic education in collaboration with government bureaux and departments, schools and other organizations.



Radio Television Hong Kong
April 2016