

RTHK Annual Plan for 2013/14

Purpose

The purpose of this annual plan is to give members of the public an outline of the programming directions of RTHK for the year 2013/14, 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.

Overview

2. For 2013/14, 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. 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, the Financial Secretary's Budget Speech and the ceremonial opening of the Legal Year.

Details of the programming direction for 2013/14 are as follows:

- i) RTHK will produce, commission and acquire new quality programmes of interests to the public for the Digital Audio Broadcasting (DAB) and

- the Digital Terrestrial Television (DTT) services;
- ii) RTHK will produce programmes to promote family core values and community harmony;
- iii) 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;
- iv) RTHK's programming will focus on the promotion of arts, culture, sports, science and technology as well as the creative industries. RTHK will also produce programmes on issues relating to the minorities, the under-privileged and the elderly; and
- v) In particular, a three-year pilot project Community Involvement Broadcasting Service (CIBS) aimed at encouraging the participation of the public, non-government organizations and the under-privileged in broadcasting will broadcast the first batch of CIBS programmes in the second quarter of 2013/14;

(b) Future Development

- i) For DAB services, two hours of new programmes daily for each of the DAB 31 and DAB 35 channels will be introduced;
- ii) For DTT services, RTHK will start transmission trial run in 2013/14 and progressively increase transmission hours subject to availability of resources and the completion of required DTT transmission infrastructure; and
- iii) The projects of restoring archive-at-risk and establishing the Media Asset Management (MAM) system will continue in the next few years. RTHK will also continue to forge ahead with the construction of the new Broadcasting House in Tseung Kwan O;

(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;
- 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; and

(d) Human Resources

In preparation for various new developments, RTHK will continue to invest in human resources. RTHK will recruit more young and emerging talent to join the department. More training, leadership courses and expert seminars will be organized to groom 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 1033 hours of programmes of different genres in Cantonese, Putonghua and English weekly.

Upon the launch of five DAB channels, the reception quality of the AM channels (RTHK Putonghua, Radio 3 and Radio 5) can be enhanced through the simulcast in DAB 31, DAB 33 and DAB 35 respectively, whereas DAB 32 is a special Hong Kong edition produced by China National Radio (CNR). DAB 34 relays the BBC World Service. On top of attracting audience from the existing AM channels, RTHK has also enriched the programme contents of the DAB channels by producing new types of programme and targeted in particular new audience groups.

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
Radio 1 (FM)	News, Current Affairs and Knowledge Channel (Cantonese)	News and current affairs (48%), Information (20%) and Liberal education & national education (10%)
Radio 2 (FM)	Family Channel, with emphasis on youth, community activities and music (Cantonese)	Magazine programme (25%), Family and youth (16%), Music (32%) and Culture and education (8%)
Radio 3 (AM +)	News and Information, General Programming	News and current affairs (16%), General Entertainment (19%) and Music (51%)

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
DAB 33)	Channel (English)	
Radio 4 (FM)	The only Fine Music Channel in Hong Kong (Bilingual)	Fine music (91%) and Arts and culture (7%)
Radio 5 (AM + DAB 35)	Elderly, Leisure, Cultural and Education Channel (Cantonese)	Elderly (11%), Traditional Chinese Opera (29%), Family and children (9%) and News and current affairs (27%)
Radio 6 (AM + DAB 34)	BBC World Service Relay (English)	News, current affairs and information (98%)
Radio 7 (AM + DAB 31)	News and Infotainment Channel (Putonghua)	News (27%) Information (8%)* Culture and education (19%)* and Music (43%)
DAB 32	China National Radio (Hong Kong Edition) Relay (Putonghua + Cantonese)	News, current affairs and information (85%) and Music (15%)

* Radio 7 reclassified the categories of "Information" and "Culture and Education" in 2012 to better reflect the nature of the programmes.

4. Highlights of radio programmes for 2013/14 are detailed below -

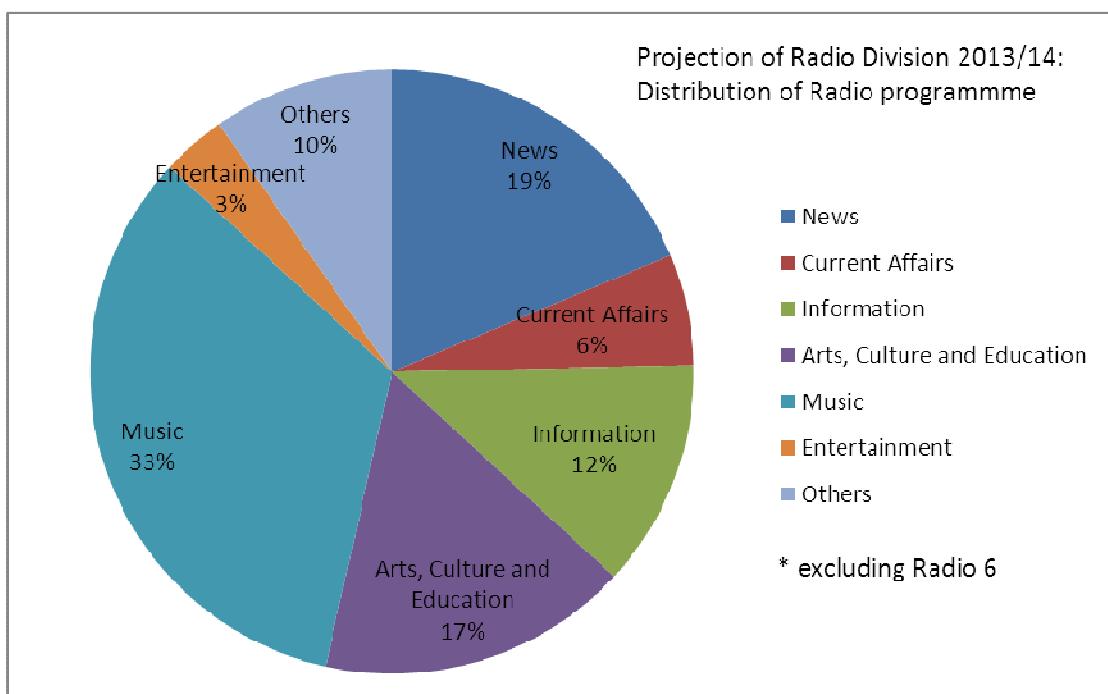
- i) Chinese Programme Service (CPS) plans to reposition the following channels:
 - Radio 1 as a "news, current affairs, and knowledge" 「新聞、時事、知識台」 channel;
 - Radio 5 as a mix of "Leisure and Traditional" 「優哉悠哉」 elderly channel. To cater for the growing population of young and educated retirees, programmes of leisurely nature are added to the traditional elderly programmes;
 - Radio 7 Putonghua Channel as a channel aiming to serve the new immigrants and will produce programmes which address current issues surrounding the community;
- ii) The English Programme Service (EPS) plans to develop new music applications for Radio 3 and Radio 4 for multi-media platforms;
- iii) Chinese News and English News units will produce specials for the 2nd anniversary of the Great East Japan Earthquake, the 10th anniversary of the outbreak of SARS, the 5th anniversary of the Sichuan earthquake, the 6th East Asian Games held in Tianjin China, and China's space programme development;
- iv) Public Affairs unit will produce programme "Voices from the Hall" focusing on subjects of public interests such as the policy address, housing issues and the development of the northeastern part of the New Territories;
- v) Radio 1 will produce new weekend late-night radio drama programmes 「週末午夜場」 for late-night audience;
- vi) Radio 3 will introduce a new bilingual programme for the Filipino

community;

vii) 2013 is a special anniversary year for some famous composers including Wagner, Verdi and Britten. Radio 4 will produce programmes to celebrate their birthdays. Looking ahead in 2014, Radio 4 will also produce a series of specials to celebrate Radio 4's 40th Anniversary;

viii) DAB 35 will introduce a new programme featuring audio-books (Cantonese version), bringing to listeners the joy of reading. DAB 31 will also introduce the audio-book programme (Putonghua version). A new programme introducing the natural environment of Hong Kong, featuring the sounds occurring in the natural environment, will be introduced in DAB 35; and

ix) Putonghua channel will host and produce programmes, "Successful New Immigrant Competition" 「成功新移民選舉」, and "Forum on New Immigrant Issues" 「新移民民生問題研討會」 to address issues that are pertinent to new immigrant communities.



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 2013/14, RTHK plans to produce 1,895 programmes totaling 786 hours.
6. RTHK television programmes are transmitted on the Standard Definition (SD) and High Definition (HD) channels of the two free-to-air broadcasters, i.e. TVB and ATV. To maximize audience reach, selected RTHK programmes are broadcast on other broadcast platforms, including Cable TV, NOW TV, Hong Kong Broadband Network and TVB Pay Vision. Annual transmission is estimated to be around 7,458 hours. Subject to the development of the DTT infrastructure, RTHK television programmes will be shown on RTHK's DTT channels by phases.
7. To better serve the public, RTHK will partner with government departments and non-government organizations to produce programmes that raise awareness on family core values, civic education, health issues; enhancing public's knowledge about current affairs and social issues; and raise public's interest in science, technology and creativity. Our major partners include: Securities and Futures Commission (SFC), Social Welfare Department, Office of The Ombudsman, Hong Kong Medical Specialists Association, SME Funding Schemes, Arts Development Council, Civil Service Bureau, Home Affairs Bureau, Home Affairs Department, and The Hong Kong Institution of Engineers.

8. Highlights of television programmes for 2013/14 are detailed below -

- i) On Chinese heritage and culture, “Kung Fu Quest III (功夫傳奇 III)”, “Cultural Heritage III (文化長河 III)”, “Cultural Journey II (人文風景 II), and ‘Food & Culture III (味之天下 III), will be produced to enhance public’s knowledge and interests in Chinese history, culture, traditional customs and culinary art; to document the Chinese emigrants’ struggle and road to success, “Roots Old and New - Stories of Chinese Emigrants III (華人移民史 III)” will be produced;
- ii) On arts and culture, RTHK will continue to cover performances on classical music, opera and dances; and will also produce weekly programmes “The Works (藝坊)”, “Chinese Works (藝坊星期天)” and “Artspiration (好想藝術)” to provide audience with information and reviews of visual and performing arts, design, literary and other contemporary works;
- iii) On social and economic issues, programmes like “All About Money IV (原來錢作怪 IV)”, “Rich Mate Poor Mate III (窮富翁大作戰 III)”, and “Face to Face (星期五主場) will be produced. Programmes on children issues and children rights will be produced to promote children protection. A one-hour special of “Hong Kong Connection 鏗鏘集” will be produced to commemorate the 35th anniversary of this RTHK flagship documentary. Moreover, high quality drama in HD will be produced: namely “SFC In Action II (證義搜查線 II)”, sponsored by the SFC with an aim to educate the public on their rights as investors, and the work of SFC in ensuring orderly securities and futures market operations in Hong Kong; “The Moment II (一念之間 II)” to raise awareness on family core values and family harmony; and a drama

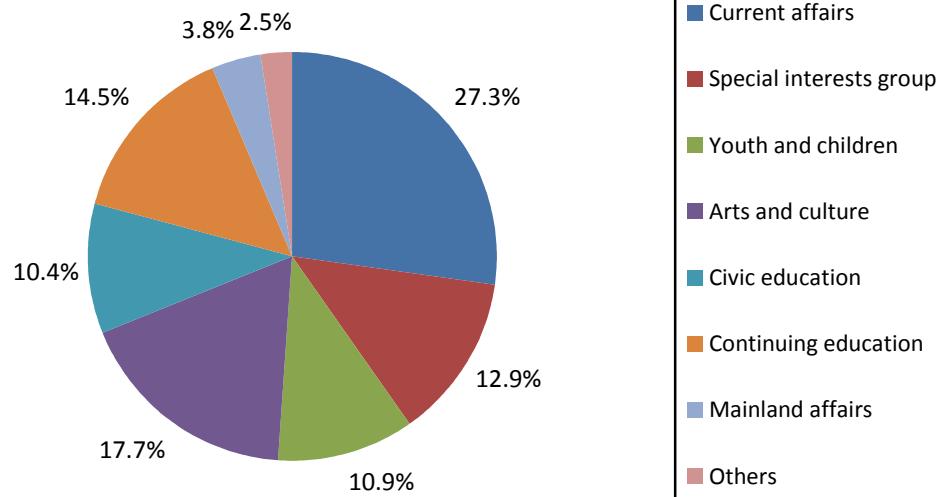
series sponsored by the Office of The Ombudsman with a view to ensuring that Hong Kong is served by a fair and efficient public administration which is committed to accountability, openness and quality of service;

- iv) To support, nurture and to provide a platform for Hong Kong's independent producers, RTHK has commissioned documentary, drama and animation programmes including: "Underwater Trade (海底交易)", "Stories About China (中國故事)", "The Critical Moment (燃眉時刻)" and "Graffiti as an Art Form (活在牆上); to foster creativity, "Kaleidoscope of Ideas (八花齊放)" continues to provide a platform for local animators to show their talent;
- v) To promote social integration of people with disabilities and to inspire people with disabilities to face life's challenges with courage, sign language has been added in "Look and Learn (識多一點點)" and "News Review (時事摘錄)" for audience with hearing impairment. A five-minute programme "Sign Language II (手語隨想曲 II)" will also be produced to enhance public understanding of hearing impairment;
- vi) Educational programmes will continue to be one of the key areas of RTHK programming. These include: health and medical programmes such as "Cancer Series II (癌變解碼 II)" and "Healthy Living (快樂人生)"; language programme such as "Chinese Made Efficient II (正斗中文 II)"; family education programme such as "Parenting (天下父母心)"; general education programmes such as "Environmental Protection", "Drug Battle (毒海浮生)", "Glamour of Sport VII (體育的風采 VII)", "Hong Kong Engineering & Dreams II (非凡工程夢 II)", and "Hong Kong Industries III (廠出驕陽 III)";
- vii) RTHK School ETV programmes are produced for primary schools and

secondary schools to support their respective curricula. RTHK will produce new programmes on school subjects such as Chinese Language, Putonghua, English, Mathematics and General Studies. RTHK will also produce cross-curriculum programmes for Education Bureau (EDB) and programmes to support Senior Secondary curriculum such as Mathematics, Sciences, and Other Learning Experiences. To promote healthy lifestyle for pre-primary school children, RTHK and EDB will collaborate with the Department of Health to produce a series of short programmes. Apart from curriculum-based programmes, the “Education Magazine” programme covering the latest developments in education and curriculum reform will also be produced for the teachers and the public; and

- viii) Subject to the completion of required DTT transmission infrastructure, RTHK plans to simulcast and repeat RTHK prime time programmes on free-to-air channels (TVB and ATV) on its DTT 31 HD channel; and to live transmit Legislative Council meeting every Wednesday on its DTT 32 SD channel.

Projection of TV programme output by programming nature
2013/14



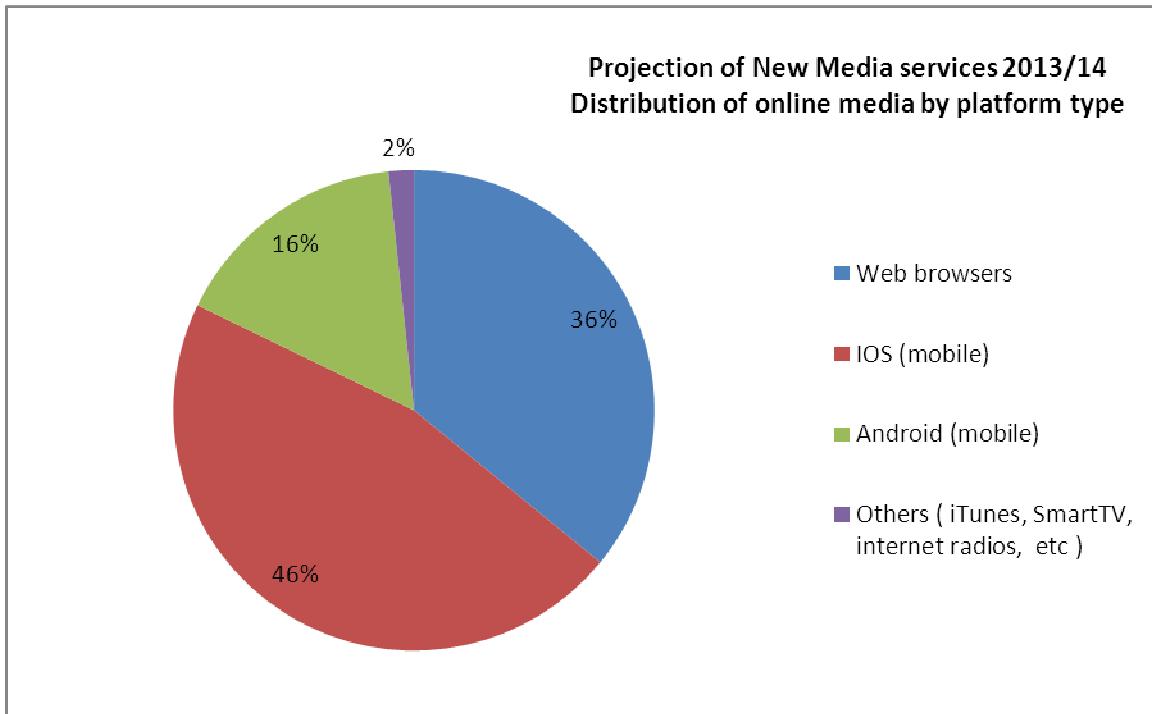
New Media Services

9. 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 and China National Radio channels). The popularity and importance of rthk.hk has grown steadily over time. The daily page-views reached an average of 3.8 million in late 2012 with an average of 280,000 visits per day, of which 35% were users from overseas. The website has proven to be a popular and effective source of information about Hong Kong for local and overseas communities. It also adds value to radio and television broadcast through re-packaging of content into web-based services like podcasts, mobile applications (with over 1 million downloads for RTHK On-The-Go recorded) 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.
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 and civic education in collaboration with the Education Bureau, schools, and other organizations.
11. On the technology front, the New Media Unit will carry out the following tasks:

- i) Extend high resolution mp4 video streaming services to all RTHK's TV programmes and HQ quality mp3 web streaming services will be extended to all RTHK radio channels including RTHK's DAB channels (except relays of BBC World Service and China National Radio channels);
- ii) Further develop mobile applications and podcasting to enhance the services to users of mobile devices; and add more mobile applications to support smart phones and smart televisions with different operating systems;
- iii) Further open up the Internet platform to allow users to share audio and video content, 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 HTML5¹ 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 an enhanced web-trends software to accurately measure the internet activities of rthk.hk.

12. 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 and will continue to co-ordinate with outside parties to develop special web projects for different interests groups. New Media Unit will also continue to support special online projects such as “RTHK Memory”, “Unusual Journey” and “Hong Kong Illustrators”.

¹ Web projects produced in HTML5 coding will be in a hybrid mode that can be accessed by all browsers and all operating systems.



Radio Television Hong Kong

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