

# **RADIO TELEVISION HONG KONG PERFORMANCE PLEDGE 2016 - 17**

This performance pledge summarizes the services provided by Radio Television Hong Kong (RTHK) and the standards you can expect. It also explains the steps you can take if you have a comment or a complaint.

## ***1. Hong Kong's Public Service Broadcaster***

RTHK is the sole public service broadcaster in the Hong Kong Special Administrative Region (HKSAR). Its primary obligation is to serve all audiences - including special interest groups - by providing diversified radio, television and internet services that are distinctive and of high quality, in news and current affairs, arts, culture and education. RTHK is editorially independent and its productions are guided by professional standards set out in the RTHK Producers' Guidelines.

### ***Our Vision***

To be a leading public service broadcaster in the new media environment

### ***Our Mission***

- ✧ To inform, educate and entertain our audiences through multi-media programming
- ✧ To provide timely, impartial coverage of local and global events and issues
- ✧ To deliver programming which contributes to the openness and cultural diversity of Hong Kong
- ✧ To provide a platform for free and unfettered expression of views
- ✧ To serve a broad spectrum of audiences and cater to the needs of minority interest groups

## ***2. Corporate Initiatives***

In 2016 - 17, RTHK will

- ✧ continue to enhance participation by stakeholders and the general public with a view to strengthening transparency and accountability; and will receive advice from the Board of Advisors on issues pertaining to its terms of reference;
- ✧ maximize return on government funding by further enhancing cost efficiency and productivity;
- ✧ continue to ensure staff handle public funds in a prudent and cost-effective

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manner;

- ✧ actively explore opportunities in generating revenue for the government from RTHK programmes and contents;
- ✧ provide media coverage and produce special radio, television programmes and related web content on topical issues of concern or interest to the public, including anniversary of the establishment of the HKSAR, National Day, Chief Executive's Policy Address, the Financial Secretary's Budget Speech, Voter Registration Campaign, the 2016 Legislative Council Election and the 2017 Chief Executive Election;
- ✧ produce, commission, repackage and acquire new quality programmes of interests to the public for broadcasting through the analogue and Digital Audio Broadcasting (DAB) radio channels and the Digital Terrestrial Television (DTT) channels and analogue television channels;
- ✧ proceed with transmission of programmes on the two analogue television channels vacated by Asia Television Limited (ATV) in April 2016;
- ✧ continue to extend the DTT network coverage by building the remaining fill-in stations and inter-connecting with cable network operator; and
- ✧ proceed with re-planning of the construction of the New Broadcasting House in Tseung Kwan O with an aim of working out a proposal which is the most cost-effective and responsive to the opinions of the Legislative Council Public Works Sub-Committee.

### ***3. Radio Services***

- (I) RTHK operates seven analogue radio channels (four in AM and three in FM) and produces about 1,000 hours of programmes weekly of different genres in Cantonese, Putonghua and English. Five DAB channels have been in operation since 2012, and audience has a choice of better reception quality for the RTHK AM channels through the partial simulcast in DAB 31, DAB 33 and DAB 35. One channel, DAB 32 is dedicated to relay the Hong Kong Edition of the China National Radio. Programmes of the Community Involvement Broadcasting Service, including those produced in ethnic minority languages, are broadcast on DAB 31.
- (II) For details of the programming direction of the Radio Division, please refer to the

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2016 - 17 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The radio performance targets in 2016 - 17 are as follows:

	2016 - 17 Targets*
Number of hours of programme output on analogue channels	55,525
Number of hours of news programme output	7,140
Number of output hours per programme staff	362.9
Number of community/educational projects organized	145
Number of hours of programme output on DAB channels	2,173

\*The indicators do not include the output hours on the relay of Legislative Council meetings.

## **4. *Television Services***

- (I) RTHK will produce around 2,557 television programmes, totaling 1,369 hours in 2016 - 17, which are shown on RTHK TV31 and TV31A (i.e. the analogue television channel vacated by ATV in April 2016), and partly on Television Broadcasts Limited (TVB)'s free-to-air terrestrial television channels. These programmes are also webcast on RTHK ON INTERNET ([rthk.hk](http://rthk.hk)), mobile application RTHK Screen, and broadcast on different pay television channels and other media platforms. RTHK will continue to keep abreast with the technological advancement and explore more outlets for transmission of RTHK productions to further enhance our audience reach.
  
- (II) For details of the programming direction of the Television Division in 2016 - 17, please refer to the 2016 - 17 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The television performance targets for 2016 - 17 are as follows:

	2016 - 17 Targets

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Number of programmes produced	2,557
Number of programmes per programme staff	12.5
Number of community/educational projects organized	65
Average viewership of RTHK prime-time programmes on TVB	610,436

**(III) School Educational Television (ETV) Service**

RTHK produces programmes on school ETV subjects for the Education Bureau (EDB) which are shown on TVB Pearl channel on weekdays from 9:00 a.m. to 10:00 a.m. during school term. The school programmes are also broadcast on RTHK TV 31 and 31A (analogue channel) simultaneously during weekdays from 3:00 p.m. to 4:00 p.m. The programmes can also be viewed at RTHK Website (<http://rthk.hk>), eTVonline (<http://etvonline.hk>), RTHK mobile application “RTHK Screen”, ETV website (<http://etv.edb.gov.hk>) and the HKEdCity (<http://etv.hkedcity.net>).

For details of the programming direction of ETV in 2016 - 17, please refer to the 2016 - 17 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The school ETV performance targets in 2016 - 17 are as follows:

	2016 - 17 Targets
Number of programmes produced	80
Number of programmes per programme staff	8.9
Number of primary schools benefited	430
Number of secondary schools benefited	310
Number of kindergartens benefited	290
Number of school children benefited	439,000

**5. *New Media Services***

(I) RTHK official website “[rthk.hk](http://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. A 12-month on-demand

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archive of most radio, television and news programmes is also available at [rthk.hk](http://rthk.hk). In addition, multimedia web contents and various distinctive web channels (such as e-Learning, Culture Web, RTHK Memory, Community Involvement Broadcasting Service, Age-Power, Teen Power and 100 Fun) are produced for public access through web, mobile devices and smart TV.

Besides, RTHK content can also be accessed through different mobile applications. “RTHK On The Go” covers news, live radio streaming and podcasts; “RTHK Screen” provides live webcast of RTHK TV31 and TV32 as well as TV31 programme catch-ups; “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 and Radio 3.

(II) For details of the programming direction of the New Media Services and eTVonline in 2016 - 17, please refer to the 2016 - 17 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The performance targets of the new media in 2016 - 17 are as follows:

	2016 - 17 Targets
Daily page view	5,100,000
Daily visits	330,000
Live webcast hours	1,000

The performance target of Teen Power in 2016 - 17 is as follows:

	2016 - 17 Target
Daily page view	65,000

The performance targets of eTVonline in 2016 - 17 are as follows:

	2016 - 17 Targets
Daily page view	65,000
Live webcast hours	350

## **6. Other Specific Services**

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## ***(I) Typhoon/Bad Weather Information***

RTHK radio channels broadcast updated weather information every 15 minutes when typhoon signal No. 8 or higher is issued. If schools need to be closed because of typhoon or bad weather, announcements will be made before 6:15 a.m. for morning classes and before 11:00 a.m. for afternoon classes on notification from the Government Information Services or other Government bureaux or departments.

Weather information (including temperature, humidity and weather icons) collected from the Hong Kong Observatory are displayed on RTHK TV32 24 hours a day. Typhoon signal No. 1 or higher and rainstorm signals (ember, red and black) are displayed on RTHK TV31, TV33, TV31A and TV33A as and when necessary.

## ***(II) Follow-up Action on Calls to Public Affairs Programmes***

Our radio channels act as a platform for the public to voice their opinions on topical issues. On-air calls that require action will be followed up, and a reply will be given or the matter will be referred to the appropriate authorities within 8 calendar days.

## ***(III) Captioning of TV Prime Time Programmes for the Hearing Impaired***

In 2016 - 17, RTHK will continue to provide 100% subtitling of prime time television programmes consistent with the licensing requirement of the commercial free-to-air terrestrial broadcasters.

## ***(IV) Advice on Radio and Television Reception***

For advice on problems with reception of our radio broadcasts, please contact our Duty Engineer at 2339 6440. For advice on coverage and reception of our DTT and analogue television broadcasts, please contact us at 3403 0431.

## ***(V) Video Library***

A loan service is available for non-profit making organizations, please contact our

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Librarian for details at 2339 7773. In addition, free viewing is also available at public libraries with audio-visual reference services. Please contact the public libraries direct.

## **(VI) *Audio Archives***

Selected radio programmes are available for borrowing from the City Hall Library and Shatin Central Library. For more details, please call our Librarian at 2339 6445.

## **(VII) *Service Hotline***

The RTHK Service Hotline 2272 0000 is an interactive voice response system which allows listeners to dial in to listen to news summary and radio programmes from any RTHK channels. Users can select content in Cantonese, English or Putonghua.

## **7. *Programme Advisory Panel Meeting***

In 2016 - 17, annual Programme Advisory Panel meeting will be held to collect views on programming development for radio, television and new media services. Some of the ideas raised may subsequently turn into programme initiatives or use as reference for future programme development.

## **8. *Producers' Guidelines and Programme Standards***

In September 1998, RTHK published a set of working guidelines to reflect and codify established editorial practices for producers to follow. The document was last updated in May 2015, and is available on the RTHK website <http://rthk.hk>.

RTHK is committed to complying with the Codes of Practice on programme standards issued by the Communications Authority. The Charter of RTHK setting out RTHK's voluntary compliance with the Codes was signed between the Chief Secretary for Administration, the Chairman of the then Broadcasting Authority and RTHK in August 2010.

## **9. *Effective Monitoring - Opinions, Suggestions and Complaints***

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RTHK welcomes opinions and suggestions and will also look into complaints to identify room for service improvements.

If you have opinions, suggestions or complaints, please write to us or leave your message with our Service Hotline at 3691 2388. Where a written reply is expected, we will acknowledge receipt within 10 calendar days and strive to issue a substantive reply within 30 calendar days or keep you informed of the progress if it may take longer for a substantive reply. If you feel that your case has not been dealt with adequately, you may write to the Director of Broadcasting at the address below. You may also lodge a complaint with the Broadcasting Branch of the Office of the Communications Authority if the matter is within their purview.

***10. For Contact or Further Information***

You can write to us at this address: Radio Television Hong Kong  
Broadcasting House  
30 Broadcast Drive, Kowloon

You can also contact our Corporate Communications Unit at:

Telephone Number: 2339 6402 or 2339 7669  
Fax: 2336 9314 or 2338 4151  
Email: [ccu@rthk.hk](mailto:ccu@rthk.hk)