

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

2012 – 13

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 Broadcaster

RTHK is the sole public 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 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 2012-13, 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, and the new initiative to facilitate community participation in broadcasting;
- ✧ 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 manner;

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

2012 – 13

- ✧ 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 the establishment of the new term of government, the 15th Anniversary of the Establishment of the HKSAR and the 2012 Legislative Council Election;
- ✧ be the host organizer of Asia-Pacific Broadcasting Union's (ABU) Asia-Pacific Robot Contest 2012 Hong Kong;
- ✧ be gearing up for the launch of new Digital Audio Broadcasting (DAB) and ancillary visual services in mid 2012;
- ✧ prepare for the launch of Digital Terrestrial Television (DTT) services by progressively increasing High Definition (HD) productions and subject to discussion with free TV broadcasters on rental of hilltop sites, will aim to fully develop the DTT transmission network by 2013/14; and
- ✧ continue to forge ahead with the planning for the re-provisioning of the Broadcasting House to the new premises at Tseung Kwan O, and the projects of restoring archive-at-risk and establishing the Media Asset Management (MAM) system have both commenced and will continue in the next few years.

3. *Television Service*

- (I) Each year, RTHK produces around 630 hours of television programmes which are shown by free terrestrial television stations. These programmes are also webcast on RTHK ON INTERNET (rthk.hk) and broadcast in different pay television channels and other media platforms. With the launch of Digital Terrestrial Television, RTHK will continue to keep abreast with the technological advancement and explore more outlets for transmission of RTHK productions on the Standard Definition and High Definition platforms to further enhance our audience reach.

For details of the programming direction of the Television Division in 2012-13, please refer to the 2012-13 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The television performance targets for 2012-13 are as follows:

	2012-13 Targets
--	-----------------

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

2012 – 13

Number of programmes produced	1,750
Number of programmes per programme staff	13.2
Number of community/educational projects organized	75
Average viewership of RTHK prime-time programmes	
On ATV	250,000
On TVB	900,000

(II) School Educational Television (ETV) Service

RTHK produces programmes on school ETV subjects for the Education Bureau (EDB) which are shown via the two free-to-air terrestrial television stations on weekdays from 8:30 a.m. to 10:30 a.m. and from 2:00 p.m. to 4:00 p.m. during school term. The programmes can also be viewed online at eTVonline (www.eTVonline.tv). RTHK's "Tutor Online" provides a platform through which students and teachers can interact and communicate.

For details of the programming direction of ETV in 2012-13, please refer to the 2012-13 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The school ETV performance targets in 2012-13 are as follows:

	2012-13 Targets
Number of programmes produced	117
Number of programmes per programme staff	9.8
Number of primary schools covered	491
Number of secondary schools covered	265
Number of kindergartens covered	226
Number of school children benefited	388,000

4. Radio Service

RTHK operates seven radio channels (four in AM and three in FM) and produces weekly 1,036 hours of programmes of different genres in Cantonese, Putonghua and English. The Digital Audio Broadcasting (DAB) trial run started in November 2011, it operates five channels and will be launched in mid-2012. Four of these DAB channels carry the simulcast of existing RTHK AM channels to improve reception quality. The

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

2012 – 13

fifth channel relays the Hong Kong Edition of the China National Radio.

For details of the programming direction of the Radio Division, please refer to the 2012-13 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The radio performance targets in 2012-13 are as follows:

	2012-13 Targets*
Number of hours of programming output	54,020
Number of hours of news programming output	7,020
Number of output hours per programme staff	429
Number of community/educational projects organized	150

*The indicators do not include the output hours of the five DAB channels.

5. *New Media Service*

<http://rthk.hk> provides live webcast of RTHK's news, radio and television programmes. A twelve-month on-demand archive of television and radio programme service is also available at rthk.hk. In addition, original multimedia web content items are produced for public access, including instant news, Podcast Station, internet television application, weekly live video webcast of Legislative Council meetings, and various distinctive web channels, such as e-Learning, Culture Web, Classics Channel, Chinese Culture Channel, A-Power and Teen Power. Smartphone and tablet users can also use mobile application RTHK OTG (RTHK On The Go), RTHK Prime or mobile site (m.rthk.hk) for accessing RTHK instant news, video podcasts and all live radio channels.

For details of the programming direction of the New Media Service and eTVonline in 2012-13, please refer to the 2012-13 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The new media performance targets in 2012-13 are as follows:

	2012-13 Targets
Daily hit rate	35,000,000
Number of daily visits	280,000
Number of webcast hours of special online projects	600

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

2012 – 13

Percentage of content items which related to Radio and TV	70%
Percentage of content items which are original web production	30%

The eTVonline performance targets in 2012-13 are as follows:

	2012-13 Targets
Daily hit rate	300 000
Daily page view	50 000
Webcast hours of special events	80

6. *Other Specific Services*

(I) *Typhoon/Bad Weather Radio Announcements*

RTHK broadcasts updated weather information every 15 minutes when typhoon signal No. 8 or higher is announced. 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.

(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 2012-13, RTHK will continue to provide 100% subtitling of prime time television programmes in compliance with the licensing requirement of the commercial free-to-air terrestrial broadcasters.

(IV) *Advice on Radio Reception*

For advice on problems with reception of our radio broadcasts, please contact our Duty Engineer at 2339 6440.

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

2012 – 13

(V) Video Library

A loan service is available for non-profit making organizations, please contact our 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 for radio programmes from any RTHK channels. Users have a choice of three languages (Cantonese, English and Putonghua) and can also record their opinions or complaints through the system.

7. *Advisory Panel and Public Meetings*

In 2012-13, focus group discussions, annual advisory panel and public meetings 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 June 2003, and is available from the RTHK website <http://rthk.hk>.

RTHK is committed to complying with the Codes of Practice on programme standards issued by the then Broadcasting Authority (BA) (now the Communications Authority). A Memorandum of Understanding setting out RTHK's voluntary compliance with the Codes was signed between the then BA, the then Information Technology and Broadcasting Bureau (now Commerce and Economic Development Bureau) and RTHK

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

2012 – 13

in October 1999.

9. Effective Monitoring - Opinions, Suggestions and Complaints

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 2272 0000. 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 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