

**Replies to initial written questions raised by Finance Committee Members in  
examining the Estimates of Expenditure 2015-16**

**Head 160 Radio Television Hong Kong  
Controlling Officer : Director of Broadcasting**

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**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)185**

**(Question Serial No. 1052)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (2) Public Affairs and General Television Programme

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

The financial provision for Public Affairs and General Television of RTHK for the financial year 2015-2016 is estimated to be \$414.3 million, which is a significant increase of 11.3% from the previous year. Please explain the reasons for such significant increase in financial provision, and advise in detail the hours of output and the unit cost.

Asked by: Hon CHEUNG Wah-fung, Christopher (Member Question No. 30)

Reply:

Provision for 2015-16 is \$41.9 million (11.3%) higher than the revised estimate for 2014-15. This is mainly due to increase in personal emoluments arising from filling of vacancies, increase in operating expenses on the digital terrestrial television services and other operating expenses and an increase of two posts in 2015-16. In 2015-16, the estimated hours of output for Public Affairs and General Television Programme are 1 303 hours, and the cost per hour is \$318,000.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)186**

**(Question Serial No. 1540)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme:

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

In 2015-16, Radio Television Hong Kong (RTHK) will continue to expand its services, including increase in high definition production, continuing to promote civic awareness amongst the public and supporting the Hong Kong Special Administrative Region Government's official events. In this regard, would the Government please inform this Committee of the following:

- (a) How many additional civil service staff will the Government recruit in 2015-16? Please give a breakdown by grade and rank. What is the increase over that of 2014-15? How much expenditure will be incurred?
- (b) How many additional non-civil service contract staff will the Government recruit in 2015-16? Please give a breakdown by grade and rank. What is the increase over that of 2014-15? How much expenditure will be incurred?

Asked by: Hon LAM Kin-fung, Jeffrey (Member Question No. 25)

Reply:

- (a) In 2015-16, Radio Television Hong Kong (RTHK) will have an increase of 3 non-directorate civil service (CS) posts, which are to replace corresponding non-civil service contract (NCSC) positions that have a long-term need. In 2014-15, RTHK was given 35 additional posts; i.e. 32 posts more than 2015-16. The cost of the additional posts in 2015-16, in terms of notional annual mid-point salary value, is about \$2.55 million. The breakdown of the 3 posts by rank is as follows:

<b>Ranks</b>	<b>Number of additional posts</b>
Principal Programme Officer	1
Senior Programme Officer	1
Principal Technical Officer	1

<b>Ranks</b>	<b>Number of additional posts</b>
<b>Total</b>	<b>3</b>

(b) In 2015-16, depending on operational needs, RTHK will employ NCSC staff and, where necessary, re-deploy internal resources to meet the requirement.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)187**

**(Question Serial No. 2767)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme:

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

In 2015-16, in relation to television services, Radio Television Hong Kong will continue to plan for the construction of the New Broadcasting House (New BH) in Tseung Kwan O. Please advise the relevant work progress and the estimated expenditure. Has any assessment been made on the latest project cost overrun due to the delay in construction of the New BH? Does the Government have plan to seek funding approval from the Legislative Council again? If so, what are the details? If no, what are the reasons?

Asked by: Hon LAM Tai-fai (Member Question No. 24)

Reply:

The funding application of the New Broadcasting House (New BH) Project of Radio Television Hong Kong (RTHK) was not supported by the Public Works Subcommittee (PWSC) of the Legislative Council in January 2014. Most PWSC Members agreed in principle that there was a need for a New BH but expressed concern over the estimated project cost and the scope. As such, RTHK and Architectural Services Department have been, since early 2014, reviewing the proposal having regard to the comments made by PWSC Members with a view to working out the most cost-effective proposal while at the same time addressing Members' comments.

We will take forward the New BH Project in accordance with the procedures on implementation of Government capital works projects. Upon completion of the review and internal planning, we will follow up the case in accordance with the established mechanism.

- End -

**CONTROLLING OFFICER'S REPLY****CEDB(CT)188****(Question Serial No. 2113)**Head: (160) Radio Television Hong KongSubhead (No. & title):Programme:Controlling Officer: Director of Broadcasting (Roy TANG)Director of Bureau: Secretary for Commerce and Economic DevelopmentQuestion:

Among the staff of Radio Television Hong Kong (RTHK), what are the respective numbers, percentages and emoluments of civil servants (CS) and non-civil service contract (NCSC) staff? Please advise the numbers of NCSC staff by post. Among the staff recruited this year, what are the respective numbers of CS and NCSC staff? What are the numbers of staff employed by internal recruitment and open recruitment respectively? What is the distribution of such posts by rank and what are the remuneration packages?

Asked by: Hon LAU Wai-hing, Emily (Member Question No. 8)Reply:

As at 31 December 2014, Radio Television Hong Kong (RTHK) had a total strength of 870 staff, including 605 civil servants (CS) (69.5% of the total staff) and 258 non-civil service contract (NCSC) staff (29.7% of the total staff). The remaining 7 staff are engaged under departmental contracts in the past.

The salaries of CS are as follows:

<b>Civil Service Ranks</b>	<b>Monthly Salaries of the Ranks</b>	<b>Staff Numbers</b>
Programme Officer Grade:		
Director of Broadcasting	\$214,000-\$220,350	1
Deputy Director of Broadcasting	\$168,300-\$183,700	1
Assistant Director of Broadcasting	\$144,700-\$158,250	2
Controller (Broadcasting Services)	\$121,900-\$133,300	4
Chief Programme Officer	\$94,905-\$109,340	12
Principal Programme Officer	\$77,905-\$91,590	24
Senior Programme Officer	\$60,690-\$74,690	63
Programme Officer	\$47,280-\$59,485	120
Assistant Programme Officer	\$24,380-\$45,150	194
Programme Assistant	\$12,540-\$23,210	22

Ranks in other grades:	\$11,060- \$183,700	162
<b>Total</b>		<b>605</b>

The salaries of NCSC staff are as follows:

NCSC Positions Comparable to Civil Service Ranks	Monthly Salaries	Staff Numbers
Programme Officer Grade:		
Principal Programme Officer	\$80,000	3
Senior Programme Officer	\$47,280-\$64,410	9
Programme Officer	\$29,720-\$49,515	21
Assistant Programme Officer	\$10,500-\$29,650	119
Programme Assistant	\$10,560-\$17,200	12
Ranks in other grades:	\$9,085-\$68,250	94
<b>Total</b>		<b>258</b>

As at 31 December 2014, a total of 76 CS were recruited. Among them, 39 were former NCSC staff of RTHK. The ranks and salaries of the 76 CS are as follows:

Civil Service Ranks	Monthly Salaries of the Ranks	Staff Numbers
Programme Officer Grade:		
Principal Programme Officer	\$77,905-\$91,590	1
Senior Programme Officer	\$60,690-\$74,690	1
Programme Officer	\$47,280-\$59,485	4
Assistant Programme Officer	\$24,380-\$45,150	69
Programme Assistant	\$12,540-\$23,210	1
<b>Total</b>		<b>76</b>

Meanwhile, a total of 73 persons were recruited as NCSC staff. Their comparable civil service ranks and salaries are as follows:

NCSC Positions Comparable to Civil Service Ranks	Monthly Salaries	Staff Numbers
Programme Officer Grade:		
Senior Programme Officer	\$47,630-\$58,775	3
Programme Officer	\$29,720-\$37,625	8
Assistant Programme Officer	\$10,500-\$20,600	31
Programme Assistant	\$10,560-\$11,235	3
Ranks in other grades:	\$9,930-\$43,120	28
<b>Total</b>		<b>73</b>

When determining the pay level of NCSC staff, RTHK follows the guidelines of the Civil Service Bureau and take into consideration the prevailing employment market, recruitment situation of relevant job categories and pay level of newly recruited civil servants of comparable civil service ranks. These factors may change from time to time. Experiences as well as qualifications required for individual NCSC positions may also differ. Hence, the salaries of serving and newly recruited NCSC staff may not be the same. RTHK will take into account the principle of internal parity when considering the offer of higher pay level to new NCSC staff of the same ranks.

Furthermore, RTHK will regularly review the pay of serving NCSC staff under the established mechanism. As some of the serving NCSC staff have longer service in RTHK, their salaries will be higher than the newly recruited NCSC staff.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)189**

**(Question Serial No. 2114)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme:

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Please list the estimate for Radio Television Hong Kong Board of Advisors in 2014-15. What are the work plans of the Board in 2015-16? What were the expenditures and work completed in the past year? Is there any plan of opening the meetings to the public so as to enhance transparency?

Asked by: Hon LAU Wai-hing, Emily (Member Question No. 9)

Reply:

Radio Television Hong Kong (RTHK) has all along provided secretariat support service through internal deployment of staff for the RTHK Board of Advisors (the Board) since its establishment in 2010. There is no separate estimate for the Board.

For the past year, the Board received briefings and offered its views on various RTHK development projects, including the projects on Community Involvement Broadcasting Service, programmes schedules during soft launch of Digital Terrestrial Television Channels, development of new media, as well as programming directions of school educational television programmes. The Board also received quarterly updates on programmes and complaints as well as the annual plan from RTHK. In addition, the Board members attended functions and events staged by RTHK so as to enhance their understanding of RTHK's operation.

In 2015-16, the Board will continue to conduct its activities in accordance with the Charter of RTHK.

The Board attaches great importance to enhancing the transparency of its work. The agenda, discussion papers, minutes of meetings and annual reports of the Board are all uploaded onto the RTHK website to inform the public about its work. The Board has no plan of opening up its meetings.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)190**

**(Question Serial No. 2116)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (1) Radio

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

The Government has indicated that it would introduce a new mobile application to enhance the news service. What are the expenditures and details? Will the Government provide a schedule for the public to understand the progress?

Asked by: Hon LAU Wai-hing, Emily (Member Question No. 11)

Reply:

Radio Television Hong Kong will start a trial run in mid-2015, and launch a new mobile news application, "RTHK NEWS", before the end of 2015, with a view to adding multi-media elements to mobile news. It will feature instant news photos and videos and provides users with the latest, the fastest and most accurate news 24 hours a day. The expenditure for the development of the mobile news application is \$270,000.

The new mobile application introduces a Podcast function, which allows users to listen to or download news and finance programmes produced by the News and Current Affairs Section instantly through mobile phones or tablets. These programmes include "Greater China Perspectives" that provides news coverage of popular cross-strait topics, "Around The World" that analyses current international situation, "Sports Today" that keeps abreast of sports news around the globe, "Wall Street Finance" and "A Bucket of Gold" that provide the latest financial and economic information, etc. Users can also watch video programmes produced by the News and Current Affairs Section such as "Video News", "Policy Address Forum", "Budget Forum" and "Investment Forum Month". News stories can be downloaded for offline-browsing. The page display can also be custom designed in accordance to the users' own preference.

In addition, users can provide news information to the News and Current Affairs Section through the new mobile application for their follow-up actions.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)191**

**(Question Serial No. 2117)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (1) Radio

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

In regard to the Community Involvement Broadcasting Service (CIBS), please inform the Committee of the following:

- (a) How many applicants have applied for the CIBS since its launch? How many successful applicants are there among them? Among the successful applicants, how many of them are ethnic minorities? What are the details?
- (b) Has the Government received any comments with regard to the CIBS? What are the details?
- (c) The Government has indicated that it would strengthen the promotion, what is the estimated expenditure concerned? What are the details?

Asked by: Hon LAU Wai-hing, Emily (Member Question No. 12)

Reply:

- (a) Since the launch of the CIBS, we received a total of 465 applications from the first to the fifth round. After the selection process of the first to the fourth round, applications from a total of 101 groups and 23 individuals were successful. The selection process for the fifth round is in progress now, awaiting results. From the first to the fifth rounds, we received a total of 68 applications under the theme of "ethnic minorities". 29 applications under this category were successful in the first to the fourth round selections. We do not classify applicants by their ethnic background.
- (b) From September to November 2014, RTHK conducted a focus group study in order to find out the awareness and opinions of the public and various sectors about the CIBS. The study also provided advice in various aspects on how to improve the quality of the

CIBS.

The participants of the focus group study had positive feedback on the CIBS. Candidates from both the successful and unsuccessful groups, the selection committee, and audience who had listened to the CIBS programmes were all of the opinion that the CIBS could involve community members to take part in producing programmes and voice their opinions. However, publicity of the CIBS and resources for administration support and training community producers had to be stepped up to achieve more social gain.

- (c) The estimated expenditure on promotion for 2015-16 will be about \$4 million. The budget will be used to cover advertising on major public transport facilities, mainstream newspapers and publications for ethnic minorities, culture magazines, internet platforms, social media, etc. The budget will also cover additional briefing sessions for the public and a large scale outreaching activities.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)192**

**(Question Serial No. 3161)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title): (000) Operational Expenses

Programme:

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Please give a breakdown of the estimated number of staff, annual emoluments, housing allowances and the expenses on visits and entertainment pertaining to the following posts in Radio Television Hong Kong in 2015-16:

Director of Broadcasting, Senior Personal Secretary to Director of Broadcasting, Deputy Director of Broadcasting, Departmental Secretary, Personal Secretary I, Chief Executive Officer, Senior Engineer, Engineer, Senior Technical Officer, Technical Officer, Senior Executive Officer, Executive Officer, Programme Officer, Senior Clerical Officer, Clerical Officer, Supplies Officer, Assistant Supplies Officer, Supplies Supervisor I, Head of News and Current Affairs, News Manager, Deputy Head/Chief Assignment Editor, Assistant Chief Assignment Editor, Assignment Editor, Deputy Head/Multi-media Chief Editor, Multi-media Assistant Chief Editor, Principal Sub-editor, Assistant Managing Editor, Deputy Head/Managing Editor, Head/Radio Development and Culture & Education Unit, Deputy Head/Radio Development and Culture & Education Unit, Producer, Head of Programme Service, Executive Producer, Deputy Head of Programme Service, Producer, Head of Corporate Development Unit, Head of Programme & Content Management, Business Development Officer, Head of Business Development, Senior Programme Officer, Programme Officer, Programme Officer/Record Library, Principal Programme Officer, Senior Programme Officer, Cameraman, Senior Editor, Editor, Senior Graphic Designer, Graphic Designer, Senior Animation Designer and Animation Designer.

Asked by: Hon LEUNG Kwok-hung (Member Question No. 618)

Reply:

The salaries of the staff of Radio Television Hong Kong (RTHK), including civil servants (CS), non-civil service contract (NCSC) staff and departmental contract staff, are determined by their respective civil service ranks or comparable civil service ranks. As at 31 December 2014, RTHK had a total strength of 870 staff, including 605 CS staff, 258 NCSC staff and 7 staff engaged under departmental contracts in the past.

The salaries of CS staff are as follows:

<b>Civil Service Ranks</b>	<b>Notional Annual Mid-Point Salaries</b>	<b>Staff Numbers</b>
Programme Officer Grade: Director of Broadcasting	\$2,644,200	1
Deputy Director of Broadcasting	\$2,139,600	1
Assistant Director of Broadcasting	\$1,843,200	2
Controller (Broadcasting Services)	\$1,552,800	4
Chief Programme Officer	\$1,222,560	12
Principal Programme Officer	\$1,017,240	24
Senior Programme Officer	\$819,000	63
Programme Officer	\$651,180	120
Assistant Programme Officer	\$411,660	194
Programme Assistant	\$219,720	22
Ranks in other grades:	\$160,200 - \$2,139,600	162
<b>Total</b>		<b>605</b>

The salaries of NCSC staff are as follows:

<b>NCSC Positions Comparable to Civil Service Ranks</b>	<b>Annual Salaries</b>	<b>Staff Numbers</b>
Programme Officer Grade: Principal Programme Officer	around \$960,000	3
Senior Programme Officer	around \$570,000 - 770,000	9
Programme Officer	around \$360,000 - 590,000	21
Assistant Programme Officer	around \$130,000 - 360,000	119
Programme Assistant	around \$130,000 - 210,000	12
Ranks in other grades:	around \$110,000 - 820,000	94
<b>Total</b>		<b>258</b>

The salaries of the staff engaged under departmental contracts in the past are as follows:

<b>Comparable Civil Service Ranks</b>	<b>Annual Salaries</b>	<b>Staff Numbers</b>
Programme Officer Grade: Assistant Programme Officer	around \$360,000 - 450,000	5
Programme Assistant	around \$200,000 - 250,000	2
<b>Total</b>		<b>7</b>

Housing allowances for CS staff of RTHK are not paid from Head 160 – RTHK.

In 2015-16, RTHK staff will undertake duty visits on the basis of operational need. At this stage, there are no definite plans for such visits. As regards official entertainment, the estimated expenditure for 2015-16 is \$120,000.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)193**

**(Question Serial No. 3275)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title): (000) Operational Expenses

Programme:

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Radio Television Hong Kong (RTHK) will have an increase of 3 non-directorate posts in 2015-16.

(a) Please provide details on the posts. What are the reasons for the creation of these posts?

(b) What is the annual expenditure for each post created?

Asked by: Hon LEUNG Kwok-hung (Member Question No. 619)

Reply:

In 2015-16, Radio Television Hong Kong (RTHK) will have an increase of 3 non-directorate civil service (CS) posts. These posts are to replace corresponding non-civil service contract (NCSC) positions which have a long-term need. These posts will be deployed for the production of TV programmes and providing technical support for new media services. The salaries of the 3 additional posts are as follows:

<b>Ranks</b>	<b>Number of additional posts</b>	<b>Salaries in terms of notional annual mid-point salary value</b>
Principal Programme Officer	1	\$1,017,240
Senior Programme Officer	1	\$819,000
Principal Technical Officer	1	\$713,820

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)194**

**(Question Serial No. 2672)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (2) Public Affairs and General Television Programme

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

- (a) In the past year, what was the average viewership of the digital terrestrial television (DTT) channels of Radio Television Hong Kong (RTHK)? What measures are there to market and promote RTHK DTT channels and boost viewership?
- (b) In the past year, how many arts and culture TV programmes were produced by RTHK? How many hours of such programmes were aired? What was the number of viewers? What were the expenditures and staffing establishment involved?
- (c) In the past year, how many sports TV programmes were produced by RTHK? How many hours of such programmes were aired? What was the number of viewers? What were the expenditures and staffing establishment involved?
- (d) In the coming year, how many arts and culture, and sports TV programmes does RTHK plan to produce respectively? What the details? What are the expenditures and staffing establishment involved?

Asked by: Hon MA Fung-kwok (Member Question No. 1.29)

Reply:

- (a) The digital terrestrial television (DTT) channels of Radio Television Hong Kong (RTHK) are still in the trial stage. Their transmission of signals can cover only about 75% of the population. TV viewers who want to watch RTHK DTT channels have to upgrade the communal aerial broadcast distribution (CABD) systems in their residential buildings. Regarding the production and scheduling of programmes, RTHK DTT channels are also different from commercial free-to-air DTT channels. RTHK broadcasts 8.5 hours each day from Monday to Friday, and 13.5 hours each day for Saturday and Sunday. Last year, the Legislative Council approved funds for the establishment of 22 DTT fill-in stations by phases over the next five years. It is estimated that the works will be completed by the first quarter of 2019. Since RTHK will not be able to extend its DTT signal coverage to over 90% of the population until

2019, the traditional viewership ratings survey cannot reflect the efficacy of the RTHK TV channels. Nevertheless, RTHK will continue to conduct the Television Programme Appreciation Index (AI) survey for its DTT programmes in order to gauge the quality and acceptance of RTHK TV programmes in a more precise and effective manner. According to the 2014 Television Programme AI survey, RTHK ranked above all other Hong Kong TV stations for its TV programmes. Also, RTHK will commission polling organisations to conduct surveys on a regular basis on the reception, awareness level, etc. of DTT channels, in order to help us improve and strengthen our service.

Regarding the promotion and publicity of the RTHK DTT channels, we have been maintaining contact since July 2013 with property management companies, property management offices, Owners' Corporations, antenna maintenance contractors, etc. to introduce DTT services to these estates. Briefing sessions are also held to promote antenna upgrading works. We have also contacted major estate management companies on a regular basis to promote DTT services reception.

Besides private properties, we have also contacted the Housing Department (HD) in September 2013 for upgrading the CABD systems in public housing estates. With the staunch support of HD, the upgrading work of the CABD systems in public rental housing estates under the management of HD within the signal coverage area have now been substantially completed.

In addition, RTHK operates a telephone hotline and an email services for the exclusive purpose of answering all sorts of enquiries from the public about reception of RTHK DTT channels. Publicity methods such as press conferences; radio and TV promotional trailers/videos; advertisements in newspapers, on MTR platforms and bus bodies; campaigns to approach the community such as "31 Red Ball" Project, on-site channel scanning service and roving exhibitions, etc. are adopted to promote the RTHK TV channels and the ways to receive DTT services. In 2015-16, we will continue to promote RTHK TV channels and the ways to receive DTT services through different means with a view to allowing more people to watch RTHK TV channels.

- (b) In 2014-15, RTHK has produced 1 345 hours of TV programmes, within which arts and culture programmes account for around 324 hours. Audience ratings vary in different channels. Prime-time programmes broadcast on Asia Television Limited has an average viewership of 77 928; and for those broadcast on Television Broadcasts Limited, the average viewership reaches 610 436. We do not formulate separate budget and staff establishment for arts and culture programmes.
- (c) In 2014-15, sports and health programmes account for around 35 hours. Audience ratings vary in different channels. We do not formulate separate budget and staff establishment for sports and health programmes.
- (d) In the coming year, the ratio of arts and culture, and sports and health programmes to be produced by RTHK will be similar to that in 2014-15.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)195**

**(Question Serial No. 2433)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (4) New Media

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

In the estimate of Radio Television Hong Kong (RTHK), it is mentioned in paragraph 53 that Matters Requiring Special Attention this year includes “improve the technical performance of rthk.hk for stable access by local and overseas users”. However, RTHK has not set targets for the number of page views of rthk.hk to be made by overseas users including users in Mainland China. As Hong Kong is part of China, RTHK has the responsibility to provide service to Mainlanders. Regarding this, please list out:

- (a) The number of page views of rthk.hk made by Mainland users in the past 3 years
- (b) The target for the number of page views of rthk.hk made by Mainland users for the current year
- (c) The amount of capital needed to improve the technical performance for stable access by Mainland users
- (d) The amount of capital needed to incorporate the “rthk.hk” hyperlink in the websites of different levels of government in Mainland China
- (e) Any plans to promote rthk.hk among Mainlanders and the budget needed

Asked by: Hon MO Claudia (Member Question No. 43)

Reply:

- (a) The average daily page views of rthk.hk of Radio Television Hong Kong (RTHK) in the past 3 respective years are:

In 2012-13, 3.6 million

In 2013-14, 4.3 million

In 2014-15, 4.8 million

Approximately 30% of them come from servers outside Hong Kong. However, as users in the Mainland could use servers from different regions to browse rthk.hk, RTHK cannot provide the number of page views made by them.

- (b) For 2015-16, the target average daily page views of rthk.hk is set at 5.1 million. However, RTHK cannot set a target number of page views of rthk.hk users outside Hong Kong.
- (c) RTHK will continue to improve the technical efficiency of rthk.hk, with a view to providing stable access for local and overseas users. For 2014-15, the amount of expenditure required for the advancement of access technique was around \$1 million.
- (d) RTHK does not have plans to ask other governments outside Hong Kong to incorporate the “rthk.hk” hyperlink in their websites.
- (e) The promotion of rthk.hk is mainly through RTHK TV, RTHK radio programmes, RTHK websites and social media. Other than that, we do not have plans to promote rthk.hk in any particular regions.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)196**

**(Question Serial No. 4131)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (2) Public Affairs and General Television Programme

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Please explain in detail the programmes included under the categories of civic education and Mainland affairs, and the reasons why Mainland affairs programmes only constitute such a low percentage.

Asked by: Hon QUAT Elizabeth (Member Question No. 94)

Reply:

The civic education programmes produced by Radio Television Hong Kong (RTHK) in 2014-15 include "Police Magazine", "Hope and Despair", "Ethos of the Hong Kong People", "Questioning the God of Death", "Below the Lion Rock Classic Repack", "The Neighbourhood", "Men from Mars", etc. And Mainland affairs programmes include "Chic China", "Disappeared Construction", "Cultural Heritage Ancient Capitals", "China Stories", "Cultural Heritage – Premium Edition", "Porcelain", etc.

Television programmes produced by RTHK, especially public and current affairs programmes, such as "This Week", "Hong Kong Connection", "LegCo Review" and "Pentaprism" often touch upon subjects concerning the Mainland. In addition, RTHK Channel 33 provides a 24-hour relay of China Central Television (CCTV)-9 Documentary to keep the audience abreast of the Mainland affairs.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)197**

**(Question Serial No. 2847)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (2) Public Affairs and General Television Programme

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Regarding the digital terrestrial television (DTT) of Radio Television Hong Kong (RTHK), can the Government inform this Committee of the following:

- (a) What is the current coverage percentage of DTT services in public and private housing developments? When the Government expects the coverage to reach 100%, in order that all the people of Hong Kong can view the TV programmes through DTT?
- (b) What are the current audience ratings of DTT?
- (c) After the launch of DTT, how many public comments has the Government received with regard to the services? What are the details of the comments?
- (d) Given that some members of the public have indicated that they had yet been able to receive DTT services, and property management issues were involved. Does the Government have any initiatives that allow the public to view DTT broadcasting programmes as early as possible?
- (e) What are the resources allocated to and details of the promotion of DTT in 2015-16?

Asked by: Hon SIN Chung-kai (Member Question No. 4)

Reply:

- (a) The digital terrestrial television (DTT) channels of Radio Television Hong Kong (RTHK) are still in the trial stage. Their transmission of signals can cover only about 75% of the population. TV viewers who want to watch RTHK DTT channels have to upgrade the communal aerial broadcast distribution (CABD) systems in their residential buildings. Last year, the Legislative Council approved funds for the establishment of 22 DTT fill-in stations by phases over the next five years. It is estimated that the works will be completed by the first quarter of 2019. By that time,

the RTHK DTT channels will be able to cover about 99% of the population.

- (b) Since RTHK will not be able to extend its DTT signal coverage to over 90% of the population until 2019, the traditional viewership ratings survey cannot reflect the efficacy of RTHK TV channels. Nevertheless, RTHK will continue to conduct the Television Programme Appreciation Index (AI) survey for its DTT programmes in order to gauge the quality and acceptance of RTHK TV programmes in a more precise and effective manner. According to the 2014 Television Programme AI survey, RTHK ranked above all other Hong Kong TV stations for its TV programmes. Also, RTHK will commission polling organisations to conduct surveys on a regular basis on the reception, awareness level, etc. of DTT channels, in order to help us improve and strengthen our service.
- (c) RTHK operates a telephone hotline and an email service for the exclusive purpose of answering all sorts of enquiries from the public about reception of RTHK DTT channels. Since the beginning of the trial run, RTHK has received over 8 000 enquiries from the public, the majority of which are about matters arising from reception of RTHK DTT channels.
- (d) Regarding the promotion and publicity of the RTHK DTT channels, since July 2013, we have been maintaining contact with property management companies, property management offices, Owners' Corporations, antenna maintenance contractors, etc. of estates of all sizes, so as to introduce DTT services to these estates. Briefing sessions are also held to promote relevant antenna renewal works. We have also contacted major estate management companies on a regular basis to promote RTHK DTT reception.

Besides private properties, we have also received staunch support from the Housing Department (HD). The upgrading work of the CABD systems in public rental housing estates under the management of the HD within the signal coverage area have now been substantially completed, and are ready to receive RTHK DTT broadcast.

Through frequent press conferences, radio and TV promotional trailers, advertisements in newspapers, on MTR platforms and bus bodies, campaigns to approach the community such as "31 Red Ball" Project, on-site channel scanning service and roving exhibitions, etc., RTHK promotes its TV channels and the ways to receive them.

- (e) In 2015-16, we will continue to market and promote RTHK DTT channels and their reception method by various means so that more members of the public can enjoy RTHK programmes. It is estimated that a provision of about \$4 million will be incurred.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)198**

**(Question Serial No. 2848)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme:

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Regarding the New Broadcasting House (New BH) project in Tseung Kwan O, will the Government inform this Committee:

- a) If Radio Television Hong Kong (RTHK) continues to operate on the Broadcast Drive, what will be the effects on its digitisation?
- b) What is the current progress of the development of the New BH? Does the Government already have a more cost-saving project proposal for submission to the Legislative Council for consideration? If so, what are the details and the works schedule? If not, what are the reasons?
- c) With respect to the development of the New BH, what are the expenditure and major work in 2015-16?

Asked by: Hon SIN Chung-kai (Member Question No. 5)

Reply:

The funding application of the construction of the New Broadcasting House (New BH) of Radio Television Hong Kong (RTHK) was not supported by the Public Works Subcommittee (PWSC) of the Legislative Council in January 2014. Most PWSC Members agreed in principle that there was a need for a New BH but expressed concern over the estimated project cost and the scope. As such, RTHK and Architectural Services Department have been, since early 2014, reviewing the proposal having regard to the comments made by PWSC Members with a view to working out the most cost-effective proposal while at the same time addressing Members' comments.

We will take forward the New BH project in accordance with the procedures on implementation of Government capital works projects. Upon completion of the review

and internal planning, we will follow up the case in accordance with the established mechanism.

Given the change of works schedule, prior to the commissioning of the New BH, we plan to implement a number of temporary measures to improve the facilities and working environment of RTHK premises along Broadcast Drive, in order to enhance the service level of public service broadcasting provided by RTHK (including digital audio broadcasting and digital terrestrial television broadcasting services). The relevant items are listed in 2015-16 Estimate of RTHK (including the upgrading of continuity studios for Chinese Programme Services of Radio Division, the establishment of virtual set studio, the refurbishment of Central Control Room, the development and backup of television Presentation System, etc.).

In 2015-16, the relevant expenditure on the development of the New BH will be covered by Head 160 - Radio Television Hong Kong without an itemised breakdown.

- End -

**CONTROLLING OFFICER'S REPLY**

**CEDB(CT)199**

**(Question Serial No. 1498)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (2) Public Affairs and General Television Programme

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Radio Television Hong Kong commenced programme transmission trials on the 3 digital terrestrial television (DTT) channels in 2014. Please inform this Committee of the numbers of viewers, the viewing rates and the relevant expenditures of the 3 channels in the past year.

Asked by: Hon TIEN Pei-chun, James (Member Question No. 58)

Reply:

The digital terrestrial television (DTT) channels of Radio Television Hong Kong (RTHK) are still in the trial stage. Their transmission of signals can cover only about 75% of the population. TV viewers who want to watch RTHK DTT channels have to upgrade the communal aerial broadcast distribution systems in their residential buildings. Regarding the production and scheduling of programmes, RTHK DTT channels are also different from commercial free-to-air DTT channels. RTHK broadcasts 8.5 hours each day from Monday to Friday, and 13.5 hours each day for Saturday and Sunday. Last year, the Legislative Council approved funds for the establishment of 22 DTT fill-in stations by phases over the next five years. It is estimated that the works will be completed by the first quarter of 2019. Since RTHK will not be able to extend its DTT signal coverage to over 90% of the population until 2019, the traditional viewership ratings survey cannot reflect the efficacy of the RTHK TV channels. Nevertheless, RTHK will continue to conduct the Television Programme Appreciation Index (AI) survey for its DTT programmes in order to gauge the quality and acceptance of RTHK TV programmes in a more precise and effective manner. According to the 2014 Television Programme AI survey, RTHK ranked above all other Hong Kong TV stations for its TV programmes. Also, RTHK will commission polling organisations to conduct surveys on a regular basis on the reception, awareness level, etc. of DTT channels, in order to help us improve and strengthen our service.

The revised financial provision for Public Affairs and General Television Programme in 2014-15 is around \$372 million, which covers all the funding for the original TV services and the 3 DTT channels on trial run.

- End -

**CONTROLLING OFFICER'S REPLY****CEDB(CT)200****(Question Serial No. 4577)**Head: (160) Radio Television Hong KongSubhead (No. & title): (000) Operational ExpensesProgramme:Controlling Officer: Director of Broadcasting (Roy TANG)Director of Bureau: Secretary for Commerce and Economic DevelopmentQuestion:

Please provide the following information on the hiring of “outsourced staff”:

	<b>2015-16 (the latest position)</b>
Total number of outsourcing contracts	( )
Total sum paid to outsourcing service companies	( )
The contract period of each outsourcing service company	( )
Number of outsourced employees hired through outsourcing service companies	( )
Distribution of outsourced staff posts (for example, customer services, property management, security, cleansing services, telecommunication technology, etc.)	
Monthly salary distribution of outsourced employees <ul style="list-style-type: none"><li>● \$30,001 or above</li><li>● Between \$16,001 and \$30,000</li><li>● Between \$8,001 and \$16,000</li><li>● Between \$6,501 and \$8,000</li><li>● Between \$6,240 and \$6,500</li><li>● Below \$6,240</li></ul>	( ) ( ) ( ) ( ) ( ) ( )
The outsourced staff's length of employment <ul style="list-style-type: none"><li>● More than 15 years</li><li>● From 10 to 15 years</li><li>● From 5 to 10 years</li><li>● From 3 to 5 years</li><li>● From 1 to 3 years</li><li>● Less than 1 year</li></ul>	( ) ( ) ( ) ( ) ( ) ( )
The percentage of outsourced staff against the total number of employees in the department	( )
The percentage of the total sum paid to outsourcing service companies against the total staff cost in the department	( )
Number of staff having received severance payment/long service payment/end-of-contract gratuities	( )
Total sum paid as severance payment/long service payment/end-of-contract gratuities	( )
Number of staff whose accrued benefits derived from employer's contributions to the Mandatory Provident Fund (MPF) Scheme were used to offset the severance payment/long service payment/end-of-contract gratuities	( )

	<b>2015-16 (the latest position)</b>
Total sum of accrued benefits derived from employer's contributions to the MPF Scheme which was used to offset the severance payment/long service payment/end-of-contract gratuities	( )
The number of employees with paid meal break	( )
The number of employees without paid meal break	( )
The number of employees working 5 days a week	( )
The number of employees working 6 days a week	( )

( ) increase and decrease in percentage as compared with the same period in 2014-15

Asked by: WONG Kwok-hing (Member Question No. 87)

Reply:

	<b>2015-16 (as at March 2015)</b>
Total number of outsourcing contracts	4 (same as 2014-15)
Total sum paid to outsourcing service companies	Around \$79.6m (+1.3%)
The contract period of each outsourcing service company	2 x 2 years 1 x 3 years 1 x 5 years
Number of outsourced employees hired through outsourcing service companies	Around 194 (same as last year)
Distribution of outsourced staff posts (for example, customer services, property management, security, cleansing services, telecommunication technology, etc.)	Staff engaged in cleansing and security services, engineers and technicians
Monthly salary distribution of outsourced employees ● \$30,001 or above ● Between \$16,001 and \$30,000 ● Between \$8,001 and \$16,000 ● Between \$6,501 and \$8,000 ● Between \$6,240 and \$6,500 ● Below \$6,240	Two of the contracts do not have the information required. In the other two contracts related to cleansing and security services, the monthly salaries of 33 full-time posts are between \$8,001 and \$16,000.
The outsourced staff's length of employment ● More than 15 years ● From 10 to 15 years ● From 5 to 10 years ● From 3 to 5 years ● From 1 to 3 years ● Less than 1 year	No information
The percentage of outsourced staff against the total number of employees in the department	Around 22% (same as last year)
The percentage of the total sum paid to outsourcing service companies against the total staff cost in the department	Around 20% (+0.2%)
Number of staff having received severance payment/long service payment/end-of-contract gratuities	No information
Total sum paid as severance payment/long service payment/end-of-contract gratuities	No information

	<b>2015-16 (as at March 2015)</b>
Number of staff whose accrued benefits derived from employer's contributions to the Mandatory Provident Fund (MPF) Scheme were used to offset the severance payment/long service payment/end-of-contract gratuities	No information
Total sum of accrued benefits derived from employer's contributions to the MPF Scheme which was used to offset the severance payment/long service payment/end-of-contract gratuities	No information
The number of employees with paid meal break The number of employees without paid meal break	No information
The number of employees working 5 days a week The number of employees working 6 days a week	The contracts require 6-day or 7-day service a week. Information on the work arrangement of individual employees is unavailable.

( ) increase and decrease in percentage as compared with the same period in 2014-15

- End -

**CONTROLLING OFFICER'S REPLY****CEDB(CT)201****(Question Serial No. 4578)**Head: (160) Radio Television Hong KongSubhead (No. & title): (000) Operational ExpensesProgramme:Controlling Officer: Director of Broadcasting (Roy TANG)Director of Bureau: Secretary for Commerce and Economic DevelopmentQuestion:

Please provide information regarding the hiring of "agency staff" as follows:

	<b>2015-16 (the latest position)</b>
The number of contracts on agencies	( )
Total contract value with each agency	( )
The contract period of the service provided by each agency	( )
Number of employees from the agencies	( )
Distribution of agency staff's positions	
Monthly salary distribution of agency employees	
● \$30,001 or above	( )
● Between \$16,001 and \$30,000	( )
● Between \$8,001 and \$16,000	( )
● Between \$6,501 and \$8,000	( )
● Between \$6,240 and \$6,500	( )
● Below \$6,240	( )
The agency staff's length of employment	
● More than 15 years	( )
● From 10 to 15 years	( )
● From 5 to 10 years	( )
● From 3 to 5 years	( )
● From 1 to 3 years	( )
● Less than 1 year	( )
The number of agency staff against the total number of employees in the department (in percentage)	( )
The total sum paid to agencies against the total staff cost in the department (in percentage)	( )
Number of staff having received severance payment/long service payment/end-of-contract gratuities	( )
Total sum paid as severance payment/long service payment/end-of-contract gratuities	( )

Number of staff whose accrued benefits derived from employer's contributions to the Mandatory Provident Fund (MPF) Scheme were used to offset the severance payment/long service payment/end-of-contract gratuities	( )
Total sum of accrued benefits derived from employer's contributions to the MPF Scheme which was used to offset the severance payment/long service payment/end-of-contract gratuities	( )
The number of employees with paid meal break	( )
The number of employees without paid meal break	( )
The number of employees working 5 days a week	( )
The number of employees working 6 days a week	( )

( ) increase and decrease in percentage as compared with the same period in 2014-15

Asked by: Hon WONG Kwok-hing (Member Question No. 88)

Reply:

	<b>2015-16 (As at March 2015)</b>
The number of contracts on agencies	No such plan (0%)
Total contract value with each agency	N.A.
The contract period of the service provided by each agency	N.A.
Number of employees from the agencies	N.A.
Distribution of agency staff's positions	N.A.
Monthly salary distribution of agency employees	N.A.
<ul style="list-style-type: none"> <li>● \$30,001 or above</li> <li>● Between \$16,001 and \$30,000</li> <li>● Between \$8,001 and \$16,000</li> <li>● Between \$6,501 and \$8,000</li> <li>● Between \$6,240 and \$6,500</li> <li>● Below \$6,240</li> </ul>	
The agency staff's length of employment	N.A.
<ul style="list-style-type: none"> <li>● More than 15 years</li> <li>● From 10 to 15 years</li> <li>● From 5 to 10 years</li> <li>● From 3 to 5 years</li> <li>● From 1 to 3 years</li> <li>● Less than 1 year</li> </ul>	
The number of agency staff against the total number of employees in the department (in percentage)	N.A.
The total sum paid to agencies against the total staff cost in the department (in percentage)	N.A.
Number of staff having received severance payment/long service payment/end-of-contract gratuities	N.A.
Total sum paid as severance payment/long service payment/end-of-contract gratuities	N.A.
Number of staff whose accrued benefits derived from employer's contributions to the Mandatory Provident Fund (MPF) Scheme were used to offset the severance payment/long service payment/end-of-contract gratuities	N.A.
Total sum of accrued benefits derived from employer's contributions to the MPF Scheme which was used to offset the severance payment/long service payment/end-of-contract gratuities	N.A.
The number of employees with paid meal break	N.A.
The number of employees without paid meal break	

The number of employees working 5 days a week The number of employees working 6 days a week	N.A.
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( ) increase and decrease in percentage as compared with the same period in 2014-15

- End -

**CONTROLLING OFFICER'S REPLY****CEDB(CT)202****(Question Serial No. 4579)**Head: (160) Radio Television Hong KongSubhead (No. & title): (000) Operational ExpensesProgramme:Controlling Officer: Director of Broadcasting (Roy TANG)Director of Bureau: Secretary for Commerce and Economic DevelopmentQuestion:

Please provide the following information on the employment of “non-civil service contract” (NCSC) staff:

	<b>2015-16 (the latest position)</b>
Total number of NCSC staff	( )
Distribution of NCSC staff's posts	
Total amount of expenditure on the salaries for NCSC staff	( )
Monthly salary distribution of NCSC staff	
● \$30,001 or above	( )
● Between \$16,001 and \$30,000	( )
● Between \$8,001 and \$16,000	( )
● Between \$6,501 and \$8,000	( )
● Between \$6,240 and \$6,500	( )
● Below \$6,240	( )
The NCSC staff's length of employment	
● More than 15 years	( )
● From 10 to 15 years	( )
● From 5 to 10 years	( )
● From 3 to 5 years	( )
● From 1 to 3 years	( )
● Less than 1 year	( )
The number of NCSC staff successfully converted to civil servants	( )
The percentage of NCSC staff against the total number of employees in the department	( )
The percentage of the total sum paid to NCSC staff against the total staff cost in the department	( )
Number of staff having received severance payment/long service payment/end-of-contract gratuities	( )
Total sum paid as severance payment/long service payment/end-of-contract gratuities	( )
Number of staff whose accrued benefits derived from employer's contributions to the Mandatory Provident Fund (MPF) Scheme were used to offset the severance payment/long service payment/end-of-contract gratuities	( )

Total sum of accrued benefits derived from employer's contributions to the MPF Scheme which was used to offset the severance payment/long service payment/end-of-contract gratuities	( )
The number of employees with paid meal break	( )
The number of employees without paid meal break	( )
The number of employees working 5 days a week	( )
The number of employees working 6 days a week	( )

( ) increase and decrease in percentage as compared with the same period in 2014-15

Asked by: Hon WONG Kwok-hing (Member Question No. 89)

Reply:

As the number of NCSC staff is always changing to meet operational needs, we are only able to provide the information as at 31 December 2014 in 2014-15 and compare it with that in 2013-14 as follows:

	2014-15 (As at 31 December 2014)
Total number of NCSC staff	258 (-3.0%)
Distribution of NCSC staff's posts	Various posts
Total amount of expenditure on the salaries for NCSC staff	Around \$73m (+14.1%)
Monthly salary distribution of NCSC staff	
• \$30,001 or above	54 (+1.9%)
• Between \$16,001 and \$30,000	130 (+4.8%)
• Between \$8,001 and \$16,000	74 (-16.9%)
• Between \$6,501 and \$8,000	0 (-)
• Between \$6,240 and \$6,500	0 (-)
• Below \$6,240	0 (-)
The NCSC staff's length of employment	
• More than 15 years	6 (-)
• From 10 to 15 years	36 (-25%)
• From 5 to 10 years	47 (-27.7%)
• From 3 to 5 years	25 (-21.9%)
• From 1 to 3 years	71 (+34%)
• Less than 1 year	73 (+7.4%)
The number of NCSC staff successfully converted to civil servants	39 <sup>Note</sup> (+333.3%)
The percentage of NCSC staff against the total number of employees in the department	30% (-3%)
The percentage of the total sum paid to NCSC staff against the total staff cost in the department	25% (+1%)
Number of staff having received severance payment/long service payment/end-of-contract gratuities	224 (headcount) (+41.8%)
Total sum paid as severance payment/long service payment/end-of-contract gratuities	Around \$6.7m (+45.7%)
Number of staff whose accrued benefits derived from employer's contributions to the Mandatory Provident Fund (MPF) Scheme were used to offset the severance payment/long service payment/end-of-contract gratuities	0 (-)
Total sum of accrued benefits derived from employer's contributions to the MPF Scheme which was used to offset the severance payment/long service payment/end-of-contract gratuities	0 (-)
The number of employees with paid meal break	241 (-4%)
The number of employees without paid meal break	17 (+13.3%)
The number of employees working 5 days a week	219 (-3.9%)
The number of employees working 6 days a week	39 (+2.6%)

( ) increase and decrease in percentage as compared with the same period in 2013-14, (-) representing 0 in 2013-14

*Note : These former Radio Television Hong Kong's NCSC staff have been appointed as Radio Television Hong Kong's civil servants through open recruitment.*

- End -

**CONTROLLING OFFICER'S REPLY****CEDB(CT)203****(Question Serial No. 4771)**Head: (160) Radio Television Hong KongSubhead (No. & title): (000) Operational ExpensesProgramme:Controlling Officer: Director of Broadcasting (Roy TANG)Director of Bureau: Secretary for Commerce and Economic DevelopmentQuestion:

What is the number of non-civil service contract (NCSC) staff serving in Radio Television Hong Kong? What is the estimated expenditure on their emoluments? How many NCSC staff were converted to civil servants by change of contracts last year?

Asked by: Hon WONG Yuk-man (Member Question No. 117)Reply:

As at 31 December 2014, Radio Television Hong Kong (RTHK) had a total of 258 non-civil service contract (NCSC) staff. The salaries of the NCSC staff are as follows:

NCSC Positions Comparable to Civil Service Ranks	Salaries	Staff Numbers
Programme Officer Grade: Principal Programme Officer	\$80,000	3
Senior Programme Officer	\$47,280-\$64,410	9
Programme Officer	\$29,720-\$49,515	21
Assistant Programme Officer	\$10,500-\$29,650	119
Programme Assistant	\$10,560-\$17,200	12
Ranks in other grades :	\$9,085-\$68,250	94
<b>Total</b>		<b>258</b>

In 2014-15, as at 31 December 2014, the expenditure on RTHK's NCSC staff emoluments was around \$73 million.

In 2014-15, as at 31 December 2014, a total of 76 civil servants were recruited through open recruitment. Among them, 39 were former NCSC staff of RTHK.

- End -

**CONTROLLING OFFICER'S REPLY**

**EDB271**

**(Question Serial No. 1050)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title): (-) Not Specified

Programme: (3) School Education Television Programme

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Education

Question:

The number of school children benefited from RTHK's School ETV programmes next year is estimated at 393 000, same as this year's revised estimate. Will the Government inform this Committee of whether a target ratio of estimated number of school children benefited to actual number of school children has been set? If so, what are the details? If no, how can the effectiveness of ETV programmes be assessed and will a review be conducted? Please provide this Committee with the relevant information.

Asked by: Hon CHEUNG Wah-fung, Christopher (Member Question No. 28)

Reply:

The provision of Educational Television (ETV) programmes aims at benefitting all students from kindergarten, primary as well as secondary levels. The number of school children to be benefited from ETV services in 2015-16 was projected from the results collected from the Annual Utilization Survey covering all local schools. There is no pre-set target ratio.

At the same time, an annual survey "Survey for Compilation of Performance Indicators for Measuring the Effectiveness of ETV Services" has been commissioned to a tertiary institution since 2002 for measuring the effectiveness of ETV services to feed back on the production of programmes. The effectiveness of the programmes is assessed by using the weighted average of the satisfaction scores in the areas of pedagogical design, appropriateness of content and presentation, achievement of teaching objectives and promotion of students' interest and motivation to learn, etc. According to the last survey, the usefulness indicator for kindergartens, primary and secondary schools are 76, 78 and 71 out of 100, respectively.

- End -

**CONTROLLING OFFICER'S REPLY**

**EDB272**

**(Question Serial No. 2850)**

Head: (160) Radio Television Hong Kong

Subhead (No. & title):

Programme: (3) School Education Television Programme

Controlling Officer: Director of Broadcasting (Roy TANG)

Director of Bureau: Secretary for Education

Question:

Regarding the school education television (ETV) programmes migrating towards High Definition (HD) production, can the Government inform this Committee:

- (a) What is the current ratio of HD production for school ETV programmes?
- (b) When will the ratio of HD production for school ETV programmes be increased to 100%? What is the expenditure involved?

Asked by: Hon SIN Chung-kai (Member Question No. 7)

Reply:

High Definition (HD) production of school educational television (ETV) programmes began in May 2013. Since November 2014, all new ETV programmes are produced in HD. Some programmes produced before November 2014 in Standard Definition (SD) are still being broadcast.

The HD equipment are used for the production of ETV as well as other RTHK programmes. Generally speaking, HD productions are 5% more expensive than SD productions.

- End -

## CONTROLLING OFFICER'S REPLY

EDB608

## (Question Serial No. 4097)

Head: (160) Radio Television Hong KongSubhead (No. & title): (-) Not SpecifiedProgramme: (3) School Education Television ProgrammeControlling Officer: Director of Broadcasting (Roy TANG)Director of Bureau: Secretary for EducationQuestion:

Please set out the education television (ETV) programmes for pre-primary schools, primary schools and secondary schools sectors from 2012/13 to 2014/15 in relation to the following:

- (a) The number of staff designated to ETV and relevant expenditures (please provide a breakdown of other items such as the emoluments of staff, cost of publishing CD-ROMs which is distributed to schools, resource kits and online platforms) involved;
- (b) Please set out the numbers of pre-primary schools, primary schools and secondary schools applied for ETV video resources, and the respective percentages of the numbers of such schools against the total numbers of schools in Hong Kong from 2012/13 to 2014/15;
- (c) Please set out the number of episodes (re-run not included) of different language subjects in three respective categories;

(e.g.)		Number of Episodes		
		2012/13	2013/14	2014/15
ETV programmes for pre-primary schools				
	K3 English Language			
(etc.)				
ETV programmes for primary schools				
P.1				
	Chinese Language			
	English Language			
	Putonghua			
P.2				
	Chinese Language			
	English Language			
	Putonghua			
(etc.)				
ETV programmes for secondary schools				
F.1				
	Chinese Language			
	English Language			
	Putonghua			
(etc.)				

- (d) Does the Government compile statistics among all primary and secondary schools in Hong Kong on the audience ratings of ETV, number of schools watching ETV and the percentage of the number of such schools against the total numbers of schools in Hong Kong? If no, what are the reasons? Will the Government collect such data in the future? And
- (e) What are the criteria adopted by the Government in examining the qualities of ETV? Will the ETV services be improved or reviewed in the future? What are the schedule and the estimated expenditure?

Asked by: Hon Ip Kin-yuen (Member Question No. 58)

Reply:

- (a) Nine programme directors and six animation designers are designated for ETV School programme production; other staff, such as production assistants, executive producers, cameramen, lighting-men, soundmen, editors, graphic designers, etc. are shared with other RTHK programme productions. The relevant expenditure is shown below:

School Education Television Programme Staff	Actual	Actual	Estimate
	2012-13	2013-14	2014-15
	\$	\$	\$
Production Service & Support (Filming, editing, animation, graphic design, etc.)	6,915,217	7,020,555	7,060,000
Programme Staff	3,531,386	1,928,998	4,582,000
Total Staff Cost:	10,446,603	8,949,553	11,642,000

Other expenses include programme cash, Broadcasting Contract Services, and the share of the overall operational costs of the department. For the year 2014-15, the overall expenditure amounted to \$29,434,000 in total inclusive of all items.

The actual expenditure on non-staff cost for DVD production, resource package, ETV website and mobile application includes:

	2012-13	2013-14	2014-15
	\$	\$	\$
DVD production	4,081	132,327	94,159
Resource package	0 <sup>@</sup>	0 <sup>@</sup>	230,453
ETV website maintenance	48,000	0*	68,000 <sup>#</sup>
Mobile application development and maintenance	48,800	0*	
Music copyright fee	182,228	189,699	197,856
Total:	283,109	322,026	590,468

<sup>@</sup>- Resource packages are not produced on an annual basis.

<sup>\*</sup>- The service contract was valid for two years with the payment settled in the first year.

<sup>#</sup>- The contracts on ETV website maintenance and mobile application development and maintenance have been combined since 2014-15.

- (b) ETV resources are distributed to all local schools free of charge. Schools do not need to apply for the resources.
- (c) The use of the ETV services through DVDs and the Internet has been growing in the recent decade, amounting to over 50% of all means of viewing. Currently, 149 programmes on Chinese Language, 167 on English Language, and 61 on Putonghua for primary and secondary schools; and 15 programmes on Language for pre-primary are available on the Internet. Most of them have already been re-packaged into DVDs and distributed to all local schools.

Language-related programmes that have been broadcast (re-run in the specified school year not included) from the 2012/13 to 2014/15 school years are as follows:

		Number of Episodes Broadcast		
		2012/13	2013/14	2014/15
ETV programmes for pre-primary schools				
Language		10	12	12
ETV programmes for primary schools				
P1	Chinese Language	0	0	0
	English Language	6	6	7
	Putonghua	0	0	0
P2	Chinese Language	0	0	3
	English Language	5	5	5
	Putonghua	3	3	3
P3	Chinese Language	1	1	2
	English Language	6	6	7
	Putonghua	4	7	7
P4	Chinese Language	0	0	0
	English Language	4	7	7
	Putonghua	4	4	11
P5	Chinese Language	7	7	7
	English Language	4	2	3
	Putonghua	3	4	5
P6	Chinese Language	2	1	2
	English Language	3	3	6
	Putonghua	10	12	13
P1-P2	Chinese Language	0	0	0
	English Language	0	0	0
	Putonghua	5	5	5
P1-P3	Chinese Language	0	1	1
	English Language	0	0	0
	Putonghua	0	0	0
P4-P6	Chinese Language	2	2	1
	English Language	0	0	0
	Putonghua	0	0	0
P5-P6	Chinese Language	3	5	6
	English Language	0	0	0
	Putonghua	0	0	0
ETV programmes for secondary schools				
S5-S6	Chinese Language	4	4	3
	English Language	0	0	0
	Putonghua	0	0	0
S4-S6	Chinese Language	2	4	4
	English Language	5	8	8
	Putonghua	0	0	0

- (d) The number of school children and schools benefited from ETV services each year is collected from the Annual Utilization Survey covering all local schools.
- (e) An annual survey “Survey for Compilation of Performance Indicators for Measuring the Effectiveness of ETV Services” has been commissioned to a tertiary institution since 2002 for measuring the effectiveness of ETV services to feed back on the production of programmes. The effectiveness of the programmes is assessed by using the weighted average of the satisfaction scores in the areas of pedagogical design, appropriateness of content and presentation, achievement of teaching objectives

and promotion of students' interest and motivation to learn, etc.

The cost for conducting the annual survey "Survey for Compilation of Performance Indicators for Measuring the Effectiveness of ETV Services" in 2012-13, 2013-14, and 2014-15 is \$95,000, \$89,000 and \$94,800 respectively.

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