



RADIO TELEVISION HONG KONG  
ANNUAL PLAN FOR

2024—2025





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# About Us

Radio Television Hong Kong (RTHK) is a government department funded by public money. It must ensure that its utilisation of resources is in the public interest. According to the Charter of RTHK (the Charter), RTHK has to prepare an annual plan to explain to the public its work in the coming year and set performance targets and indicators, with a view to enhancing transparency and accountability.

As the public service broadcaster in the Hong Kong Special Administrative Region, RTHK has all along been discharging its social responsibilities through the provision of radio, television (TV) and new media services to fulfill the public purposes and mission stipulated in the Charter\*, with the promotion of social well-being as its operational objective, and cater to the needs and interests of different groups and people from all walks of life.

*\* The parts on public purposes, mission and programming objectives in the Charter are set out at the end of this document.*



# Vision

The current-term Government has been proactive in breaking new grounds for Hong Kong by continuously enhancing our competitiveness as well as recruiting and nurturing talents to strengthen Hong Kong's position as an international hub. In 2024, RTHK is also determined to innovate with a view to reinvigorating public broadcasting, bringing vitality to the community, telling the good stories of our nation and Hong Kong, as well as assisting in promoting Chinese culture to the world.

# Production Foci



“

Over the past year, RTHK has launched many cross-media multi-language programmes to tell the good stories of our nation and Hong Kong to various community groups. We also made efforts to attract young listeners and viewers. Through the public broadcasting platform, we showcased opportunities to young people and cultivated their sense of citizenship and national identity. In the coming year, RTHK will continue to fulfill the public purposes and mission set out in the Charter steadfastly, and has formulated the following production foci:

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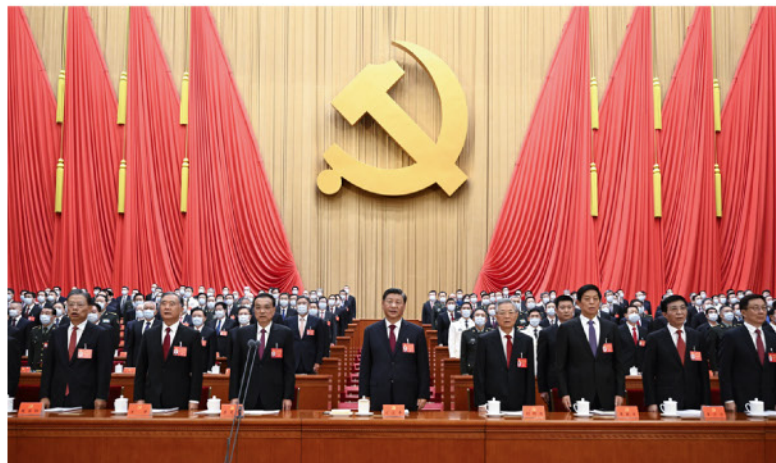


# **Celebrating the 75<sup>th</sup> Anniversary of the Founding of the People's Republic of China**

Creating a Lively Festive Atmosphere and  
Fostering Patriotism



- To celebrate with citizens the 75<sup>th</sup> Anniversary of the Founding of the People's Republic of China (PRC) by field coverage of major official celebration events in the Mainland and live broadcast of the Flag Raising Ceremony cum National Day Reception in Hong Kong.
- To produce a series of programmes on the establishment of the PRC and our country's achievements over the past 75 years, including a series of episodes of "50 Years After: 75<sup>th</sup> Anniversary of the People's Republic of China" to review how the Chinese Communist Party has comprehensively promoted national construction and economic development through Chinese-style modernisation over the past 75 years, and "Charming China" Special: 75<sup>th</sup> Anniversary of the Founding of the People's Republic of China co-produced with Radio the Greater Bay of the China Media Group (CMG) to elaborate and analyse the extraordinary path the PRC has trodden in the 75 years since its establishment as well as the latest developments.
- To co-produce with the Office of the Commissioner of the Ministry of Foreign Affairs in the Hong Kong Special Administrative Region and the Better Hong Kong Foundation "Our Neighbors", a new programme which examines China's foreign affairs from the historical and cultural perspectives, in order to enhance public understanding of our country. The "75 Years of Journey: Reflections and Prospects" Seminar will also be organised to take audience through the past and the future to look at China's development.



Opening Ceremony of the 20th National Congress of the Communist Party of China  
(Photo source: Xinhua News Agency)

- To collaborate with the Environmental Protection Department (EPD) in launching the TV programme "Discover Beautiful China" in Putonghua, Cantonese and English, showcasing our country's efforts and achievements in protecting the natural environment and landscape.
- To record and broadcast the show organised by the Education Bureau (EDB) for the prize-winners of the four performing arts competitions among Hong Kong schools, including the Hong Kong Schools Music Festival, Hong Kong Schools Speech Festival, Schools Dance Festival and Hong Kong School Drama Festival, so as to celebrate the National Day with quality performing arts programmes. The programme will be broadcast on different platforms of the EDB and RTHK as well as in the Mainland, in order to pass on the splendid Chinese cultural and artistic spirit.



# **Upholding the Principle of “One Country, Two Systems” and Safeguarding National Security**

Aligning with National Strategies and  
Nurturing Hong Kong’s Future



# Understanding Our Nation and Seizing the Opportunities

- To bring in major documentaries such as “China”, “China Before China” and “Exploration of the Lingnan Culture” from the Mainland to present the people and events that have profound impact on China in the great historical process. Following the success of the first series, “Audio Guide of Hong Kong Palace Museum II” will again invite experts, academics and researchers who are familiar with the palace culture to introduce the museum collections as well as the palace history and culture, in order to enhance public understanding of Chinese culture and strengthen their sense of national identity.
- To produce six one-minute audios on the national flag, national anthem and national emblem to enhance public understanding of their history and significance; to co-produce with the EDB 15 short videos of the “Love Our Home, Treasure Our Country” series; and to jointly produce with the Security Bureau and the disciplined services as well as broadcast live the flag raising ceremonies to be held on the National Security Education Day (15 April) and the Constitution Day (1 December), in order to enhance the citizen’s sense of belonging to our country.



“Love Our Home, Treasure Our Country” shows to the public how the local academia cultivates students’ affection for home and country through different learning experiences



Co-production and live broadcast of the Constitution Day Flag Raising Ceremony with the Security Bureau and the disciplined services



The Chief Executive (CE) attended the Opening Ceremony of the National Security Education Day

- To co-produce with the Committee for Safeguarding National Security of the Hong Kong Special Administrative Region and broadcast live the “10th Anniversary of A Holistic Approach to National Security” Seminar on the National Security Education Day, so that the public will understand the importance of national security. Radio 1 will also produce “More about the National Security Law” to promote national security education and enhance public understanding of the National Security Law. Radio and TV programme “NSL Chronicles III” will use the latest cases in Hong Kong as an entry point to explain the Hong Kong National Security Law and Safeguarding National Security Ordinance in an easily understandable manner.



The Safeguarding National Security Bill was passed unanimously by the Legislative Council on 19 March 2024, and the CE took a group photo with all Members for commemoration

- To report in detail the contents and scope of application of the Safeguarding National Security Ordinance, as well as analysis of its relevance to the public; and produce related programmes to enhance public understanding of the Ordinance.
- To continue to produce “GBA Lifestyle” to give people in the cities of the Guangdong-Hong Kong-Macao Greater Bay Area (the Greater Bay Area) an in-depth understanding of the current situation of our country, and introduce the cities’ development in recent years, so that they will not miss the opportunities.
- To launch a new series of “City Snapshot: Stories in the Mainland” and invite Hong Kong people in the Mainland to tell the good stories of China, taking audience through the Motherland by sharing with them anecdotes of the big cities in various provinces from a light-hearted angle, so that Hong Kong people may understand the life, culture and social landscape in the Mainland from multiple perspectives.
- National education starts at an early age. “Story Story Time” of the Putonghua Channel will provide dedicated time slots for children’s programmes, so that audience may, through stories about historical figures and monuments of China, learn Chinese language, English language and Putonghua while understanding the historical development of the Motherland. “Threes a Crowd” of Radio 2 will also arrange winners from different categories of the Zhou Youguang Cup: Putonghua Speech, Storytelling and Pinyin Competition organised by the Hong Kong Chinese Culture Development Association to present the winning entries and share their thoughts on joining the competition, so as to encourage young people to understand the Chinese culture, enrich their language knowledge, develop moral virtues, affection and patriotism.



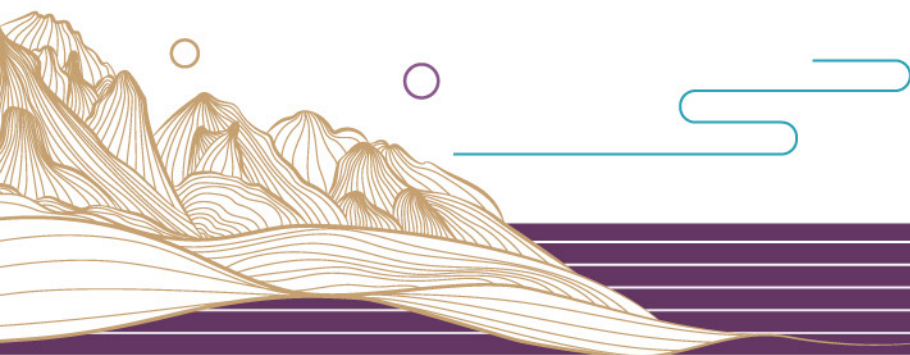
- For TV, RTHK will produce the “Wisdom in Hold, Elegance in Mold: Hong Kong Inter-Primary School Chinese Proficiency Competition” to encourage students to take the initiative in learning Chinese classical literature, in order to enhance their understanding of the Chinese culture and history. In the cultural tourism series of “From Hong Kong to the World”, the young hosts will introduce the human landscape of different provinces and cities in the Mainland in a lively and vivid manner, so as to encourage young people to broaden their horizons, learn more about our country, and understand the rich and diversified Chinese culture. RTHK will also broadcast live the ceremony welcoming the visit of Xuelong 2 to Hong Kong, and film the research activities of polar scientific researchers on board, so that young students may understand the first polar exploration icebreaker built independently by our country who owns its independent intellectual property right, thereby enhancing students’ sense of identity towards our country’s research achievements.



The cultural tourism series of “From Hong Kong to the World”



The welcome ceremony for the visit of Xuelong 2, the first polar exploration icebreaker built by our country independently, to Hong Kong



# Strengthening the Status of the “Eight Centres” and Contributing to the Convergence of Chinese and Western Cultures

- To enhance the coverage of Hong Kong’s “Eight Centres” status by inviting leading figures in different industries to have special interviews, in order to highlight Hong Kong’s strengths and its contribution to national development.
- The Composers and Authors Society of Hong Kong Limited, International Federation of the Phonographic Industry (Hong Kong Group), Hong Kong Recording Industry Alliance Limited, Hong Kong Record Merchants Association, Beijing Radio and Television Station, Dynamic 101: Radio Shanghai Pop-Music Channel, Guangdong Radio and Television (GRT) Music FM, FM99 Nice Radio of China Tianjin Radio and TV Station, and Telediffusion of Macao Co., Ltd. have been invited to be the supporting organisations of the 45<sup>th</sup> “Top Ten Chinese Gold Songs” with the theme “Let’s Celebrate”, in order to render full support for the development of Cantopop and Mandopop.



The 45<sup>th</sup> “Top Ten Chinese Gold Songs” Music Festival will be held in June 2024.





The Secretary for Commerce and Economic Development kicked off the 44<sup>th</sup> “Top Ten Chinese Gold Songs”

- To launch a series of special programmes under the themes “RTHK’s Music Treasures”, “Connecting with More Musical and Arts Institutions” and “Expanding Appreciation of Fine Music”, so as to commemorate the 50<sup>th</sup> anniversary of Radio 4, Hong Kong’s only classical music channel.
- To continue producing different Chinese-Western cultural and arts programmes for appreciating and passing on the Chinese culture; to identify and introduce various Chinese-Western cultural and arts performances and exhibitions, etc., so as to tie in with the positioning of Hong Kong as an East-meets-West centre for international cultural exchange. For example, the new programme “Chinese Numerology” will explain the unique Chinese culture of “Feng Shui” from the academic, cultural, artistic and application perspectives, while in anticipation of the Paris Olympics, “Language Academy” will present a French version so as to share with the public the history, customs, culture and art of France. In “Charming China”, RTHK will present the new topic “The Root of Chinese Culture” jointly with Radio the Greater Bay to explore the long history of Chinese civilisation.
- To produce a special programme introducing the facilities of the East Kowloon Cultural Centre, a new landmark for performing arts, focusing on the testbed studio for arts technology. The annual programme theme of the Community Involvement Broadcasting Service (CIBS) and the “CIBS Awards 2024” to be held at the end of the year will also include the theme “East-meets-West centre for international cultural exchange” to showcase the exchange of arts and culture from the community’s standpoint.
- To upgrade “Artitude”, the website of the one-stop platform for culture and education, to enhance user experience, showcase a blend of Chinese and Western cultures, and promote exchange and mutual learning in arts.

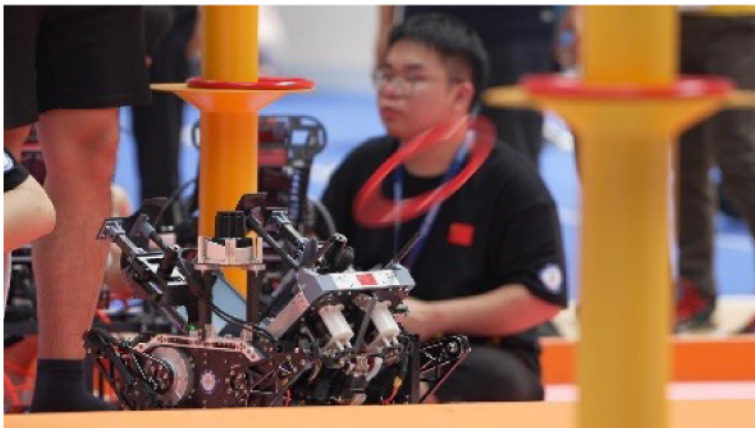


# Staying Young at Heart to Create the Future with Young People

- Under the Memorandum of Understanding (MOU) signed with the Vocational Training Council, a series of projects will be launched to help young people who aspire to join the creative industries to materialise their dreams. RTHK will continue to collaborate and communicate with students from the Hong Kong Design Institute (HKDI) in order to attract young talents to participate in different projects of RTHK, and will invite students and young people to use the facilities of the AI Lab for learning and creating content so as to promote media education.



Students and youths will be invited to use the AI Lab facilities starting from the second quarter of 2024



Robocon

- To produce the programme “Robocon” and join hands with the Hong Kong Science and Technology Parks Corporation (HKSTP) to prepare for the “ABU Robocon” to be hosted by Hong Kong in 2026, with a view to nurturing a new generation of local scientific research elites.

- To organise a large-scale event “I Am DJ” to recruit broadcasting talents, and reserve time slots on Radio 3 for new young hosts to show their new voices, so as to nurture broadcasting successors. For the school sector, the “Students Putonghua Radio Drama Workshop” will be held to share broadcasting skills and present live radio dramas in schools. Besides, student disc jockeys (DJs) will be invited to participate in the Putonghua radio programme “Music Forever Young” to nurture a new generation of music DJs.

- To continue co-organising the “YETP Most Improved Trainees” with the Labour Department to encourage youngsters to learn more about themselves and their aspirations, establish life values and goals, enhance their employability, and inject positive energy into the society. RTHK will jointly produce the programme “Fresh Frames” with HKDI to encourage creation by young people and promote creativity among the new generation.
- To co-organise the “Schools Music Appreciation Challenges” with EDB, in which relevant learning materials will be provided in advance, so as to encourage students to listen to music from different periods and genres, and demonstrate their learning outcomes through a quiz competition. The Radio 4 programme “R4 Music Academy” will also produce segments that are closely linked to the competition to enrich students’ music learning experience.
- To co-organise the Young Cantonese Opera Actors Exchange Group with GRT, so that young Cantonese opera artists from the two places can communicate and study together, and perform in various places in Guangdong. A special reality show “Truman Show of Young Presenters” will also be produced to record the process in which young hosts learn Xiqu and hosting skills, so as to promote Xiqu in a holistic manner, rejuvenate the Lingnan traditional arts, and nurture young Cantonese opera talents.
- Apart from the “Inter-Tertiary Putonghua Debate Competition 2024”, the Putonghua Channel will also organise the “Outstanding Non-local Students Awards 2024” to recognise non-local Chinese-speaking university students who have excellent academic performance, good conduct, dedication to serve the community and care for the society. The programme aims to encourage them to integrate into Hong Kong to become the future driving force and contribute to the community. Through the “CIBS e.m.y. broadcaster” project, CIBS will continue to deepen the engagement and connection with ethnic minority youths in Hong Kong, and help them become the new blood of the broadcasting industry.
- To launch a new sports magazine programme “Our SportsDay”, in which veteran sports hosts will partner with young athletes and students. The programme will focus on various inter-school sports events and “urban sports” that are popular among young people in recent years; and will provide updates on the local sports sector. It aims to encourage young people to participate more in sports activities, so that they can explore their potential and enhance resilience. In addition, contents on harmony across generations, parent-child relationship and youth national identity will be enhanced in various programmes, so as to nurture a new generation of positive young people.



# **Leveraging Support from Our Motherland and Engaging with the World**

**Collaborating closely with Mainland media,  
taking part in international  
broadcasting activities and promoting  
international exchanges**



# Strengthening Co-operation with Mainland Media

- Apart from continuing to relay China Central Television Channel (CCTV-1), China Global Television Network (CGTN) Documentary Channel and CGTN English Channel on RTHK TV 33, 34 and 35 respectively, RTHK will broadcast in Hong Kong and the Mainland no less than two TV programmes co-produced with the Mainland broadcasters that foster the affection for our home and country in 2024, so as to support the implementation of the initiatives stated in the 2023 Policy Address. The programmes include “The Taste of Hong Kong”, a co-production programme with CMG to introduce the local cultural characteristics, and a programme about pandas co-produced with Sichuan Radio and Television to introduce the efforts of Sichuan and Hong Kong experts in the conservation of pandas. In addition, Yunnan Satellite TV will assist RTHK in producing the “From Hong Kong to the World – Yunnan” to introduce the culture, history and local customs of Yunnan; and RTHK will continue to collaborate with the radio and TV stations of regions such as Hunan and Shanghai in producing programmes of the same series, so as to enhance national identity and appreciation of the richness and beauty of the traditional Chinese culture amongst people in Hong Kong. Besides, RTHK will launch the “Hong Kong - Shanghai Stories”, a co-production programme with Shanghai Media Group to present the stories of successful persons having close connections with the two places (e.g. the famous violinist YAO Jue and her conductor father YAO Di in the first episode).



“Hong Kong - Shanghai Stories:  
YAO Jue and Her Father”

- For the Greater Bay Area, RTHK TV Division will co-produce the opening ceremony and programmes of the “4<sup>th</sup> Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival” with the Mainland media on various platforms. Radio 4 will closely follow and report the Festival information; broadcast live the opening ceremony; and present to music fans the world premiere of Tan Dun’s new works for the opening to be performed by the Orchestra of the Festival, which comprises the Hong Kong Philharmonic Orchestra, Shenzhen Symphony Orchestra, Guangzhou Symphony Orchestra and Macao Orchestra.
- Besides, in the programme “GBA Lesson”, RTHK will collaborate with GuangZhou Broadcasting Network (GZBN) to bring to schools a programme about the Dragon Boat Festival, so as to let students understand our nation and strengthen their national identity through the Chinese culture; and the programme “Starting from the Greater Bay Area” of GZBN will also be broadcast. Through the perspective of the overseas Chinese Generation Z, the programme will take audience to tour around the city cluster of the Greater Bay Area and experience the vibrant and dynamic culture, life and development of these cities, showcasing the current development status and achievements of our nation.
- For radio production, Radio 5 will cooperate with Radio the Greater Bay in audio, visual and online aspects through the informative and interactive programme “Listen More, Learn More” every week, so as to facilitate mutual exchange between the two places in living trends as well as culture and arts; to co-produce with them the new media thematic short videos “Walking Around Hong Kong”; and liaise with Mainland radio stations to provide high quality local Xiqu, such as Peking Opera, Shanghai Yue Opera and Kunqu, in order to inject new elements into the “Traditional Chinese Opera Night”.



The International Cooperation Department of the National Radio and Television Administration (NRTA) strongly supports the exchange and collaboration between RTHK and the local and overseas industry Shi Zhiyan, Second-Grade Counsel of the International Cooperation Department of NRTA (left) Eddie Cheung, Director of Broadcasting (right)

- Besides, in the programme “Hear the World”, the Putonghua Channel will strengthen connection with radio stations such as Comprehensive Radio of Anhui Broadcasting Corporation, Shenzhen Radio Station, Voice of Chongqing, Ningxia News Radio, Sound of the Grassland of Inner Mongolia Radio and Television, Voice of Zhejiang, Hunan News Radio and Qingdao News Radio, so as to report the latest news on mega events such as the 75<sup>th</sup> Anniversary of the PRC and the Olympics, as well as to share their feature production, etc.

- To continue to negotiate and sign MOUs with the Mainland media, including Shanghai Media Group and Beijing Radio & Television Station, to enhance co-operation and exchange between the two places.



The NRTA delegation visited the studio and AI Lab of RTHK



# Enriching Contents of English Programmes to Tell the Good Stories of Hong Kong to the World

- To launch and broadcast a new information magazine programme “Mega Events Mega Hong Kong” in Cantonese, Putonghua and English on various media platforms. It features updates on the city’s mega events and tickets of selected events will be gifted to audience in the programme, so as to proactively promote Hong Kong’s status as the Events Capital of Asia.
- To continue to broadcast a wide variety of programmes during the one-hour evening English timeslot from Mondays to Fridays on RTHK TV 32, showcasing Hong Kong’s glamour to expatriates in Hong Kong and people around the world in different aspects, with a view to attracting investment and talents. Programmes on development opportunities include “HK – Business Made Easy”, a co-production programme with Invest Hong Kong, “Investing Now for Future in Hong Kong and the Middle East” featuring the Future Investment Initiative Institute, as well as live broadcasts of various international financial forums; contents on cultural diversity include “Vibrant HK Belgium Week” and “Vibrant HK Singapore Week”, the new series of “Voyage with Ambassadors”, as well as a new programme on Hong Kong’s Indian community.



Katy Chow, the host of “Vibrant Hong Kong”, interviewed famous fashion designer, Jeff Hamilton, in the mega event “ComplexCon Hong Kong 2024”



- Radio 3 will also tell the good stories of Hong Kong through its English broadcast. The new programme “Your Home Address” will review the effectiveness of the Policy Address from the livelihood perspective, while “The Purpose Pivot” will interview different people to share their stories of “career transition”. On the other hand, the production team of “Money Talk” will strengthen its line-up and produce a new evening financial programme that gives a daily round-up of local and international financial news.

## Renowned International Films and Programmes on Global Hot Topics

- For TV, we will continue to provide a wide range of internationally acclaimed films and quality documentaries, so that the audience can enjoy a rich variety of audio-visual entertainment at home.



“Before Sunrise”, a work by  
Best Director at the Berlin Film Festival

© 2024 WBEI (broadcast on 23 December 2023 and  
13 February 2024 on RTHK TV 31)

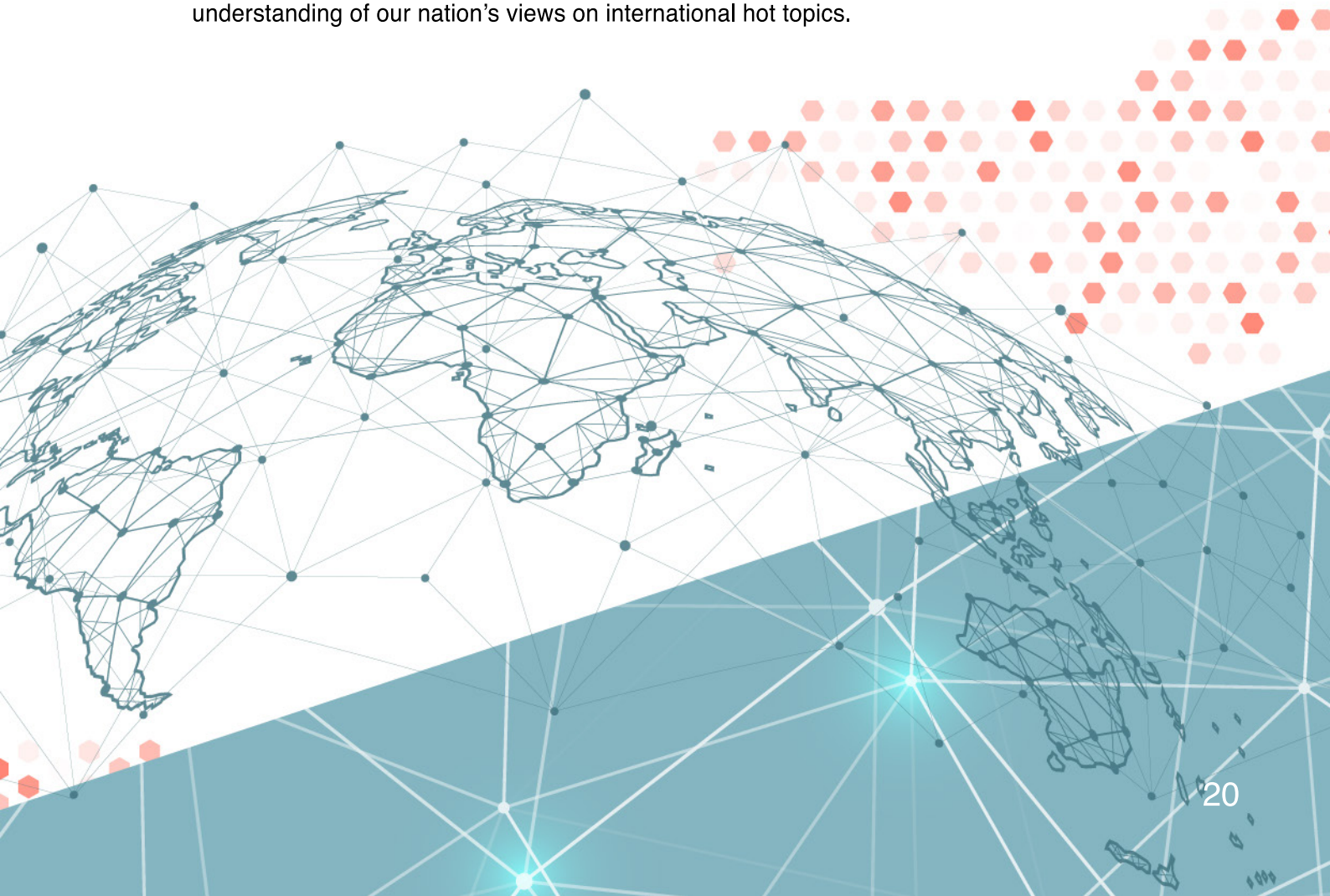
Cultural exploration documentary  
“The Mystery of China”



Widening audience's horizons for global engagement

- As for radio, a new programme on Sunday afternoons featuring music and culture of South Asia region will be launched, and “Backchat” will include more discussions on international current affairs.

- 2024 is an election year worldwide. The Newsroom will step up its coverage of elections around the world, such as those in Russia, the United States and the European Parliament, as well as increasing the number of news reports on the development of the Belt and Road countries. The English Newsroom will launch a new podcast, “The China Perspective”, to give the public a better understanding of our nation's views on international hot topics.





# Active Participation in International Broadcasting Organisations' Activities

- To actively participate in the affairs of the Asia-Pacific Broadcasting Union (ABU), and continue to take part in the activities of the Belt and Road News Network, including competitions and annual conferences, so as to make an impact on international broadcasting jointly with NRTA and CMG, etc.



Dr YAN Chengsheng, the Acting President of ABU and the Director General of the International Cooperation Department at NRTA (middle), Eddie Cheung, Director of Broadcasting (left) and Ho Chanmeng, Controller of Communications Division, Telediffusion of Macao Co., Ltd. (right) attended the ABU Administrative Council meeting.



# Exploring Co-operation with Media in ASEAN Countries

- Signing a MOU with the Radio Republik Indonesia (RRI) to co-produce a magazine programme “Halo Jakarta! Hello Hong Kong!” in Bahasa Indonesia. This will be simulcast on RTHK’s Putonghua Channel during its new Bahasa Indonesia airtime and RRI starting from March. The programme will cover the latest technologies and tourism of the two places, as well as advice for Indonesians working and living in Hong Kong. It will also feature interviews and language learning. In addition, the two stations will strengthen co-operation in news reporting and deepen exchanges of talents and technology.



Simulcast of the magazine programme “Halo Jakarta! Hello Hong Kong!” in Bahasa Indonesia on RTHK’s Putonghua Channel and RRI



# **Embracing Technology to Strive for Excellence**

**Connecting the World with Technology  
for a Diverse Future**

# Collaborating with the Research Sector to Expand the Field of Artificial Intelligence (AI) and Realise Multi-media “Smart Broadcasting”

- Partnering with the Centre for Perceptual and Interactive Intelligence of the Chinese University of Hong Kong (CPII of CUHK) to explore and test the application of AI technologies in media production and broadcasting through resources and expertise sharing, with a view to promoting the application of digital technologies in broadcasting production. In the coming year, RTHK will provide audio-visual data, texts and graphics for the development of multilingual speech AI technology, including enhancing the Cantonese real-time speech-to-text and text-to-speech translation, so as to enable the provision of immediate subtitles and speech summaries in live programmes to assist audience in understanding the content.



Collaboration with CPII of CUHK to expand the application of multilingual speech AI technologies in broadcasting services



Commencement of a three-year partnership with HKSTP

- Opening up audio-visual data for HKSTP to develop sustainable digital creative technologies, such as AI, optical character recognition, natural language processing, real-time translation, sign language interpretation, etc., in order to help RTHK realise multi-media “smart broadcasting”, and promote cross-sector data sharing and cross-sector innovation. We will strive to launch the AI sign language narration service in 2025.



- For TV, the virtual weather presenter, Aida, will continue to improve her audio fidelity and speech fluency, and evolve into 3D Aida 2.0 to offer a brand new experience for audiences, while the virtual host of “Create Our Virtual Idol”, Zaza, will continue to appear in other programmes.



Aida, AI weather anchorwoman of RTHK TV



The AI Astronomer

- For radio, following the introduction of Vitamin, the virtual female host and medical student, a new virtual male host named Calcium will join Radio 1’s video programme “Healthpedia” to introduce medical trivia and terms to audiences. Another virtual host will also be introduced to the technology programme “Under the Sun” to make the programme more interesting. In addition, Radio 5’s video programme “MagaSenior” will continue to produce the segment “The 24 Solar Terms by the Astronomer”, which recreates the Chinese culture and wisdom using the latest technology, AI, in combination with the traditional Chinese calendar.

- To set up an AI Lab for enhancing the application of AI, so as to enrich the audio-visual effects of programmes and bring novel enjoyment to audiences. Primary and secondary school students will be invited to try using AI to make different contents, thereby educating them on the responsible use of AI (such as respect for intellectual property). RTHK also plans to introduce a virtual sign language interpreter to help the hearing-impaired to receive programme information.



The AI Lab will be commissioned in the second quarter of 2024

# Exploring the Application of Extended Reality (XR) to Provide Immersive Experiences for Audiences

- To explore the application of XR technology and introduce related equipment and LED display screens to studios, so as to combine real and virtual environments for producing more realistic images and creating a wide variety of scenes, thereby providing immersive experiences for audiences.



Studios with virtual production capability and LED display screens will gradually come on stream this year



# Increasing High Definition (4K) and Ultra High Definition (8K) Production to Enhance Picture Quality



8K Ultra High Definition production of “Biodiversity of Hong Kong – The Forces of Nature” reveals the appearance of nature in full using high pixel picture quality.

- To upgrade production equipment and technology with a view to expanding 4K and 8K production continuously, so as to enhance the clarity, colour and details of the images, bringing a more realistic viewing experience to audiences. In addition to filming “Biodiversity of Hong Kong – The Forces of Nature” in 8K resolution, the live concerts held in Studio 2 on the first Saturday night of each month will be recorded in high definition for the public to revisit on social media and the RTHK official website, so that the fine classical music of Radio 4 will not be absent in the new technological platforms.

# Enhancing Live Broadcast Capability with 5G Technology to Bring Broadcasting to the Community

- To expand the application of 5G mobile communications technology by upgrading all equipment to 5G and adding 5G capabilities to the field broadcasting vehicles, in order to achieve faster and more stable audio-visual transmission, enhance live broadcasting and remote production capabilities, facilitate the promotion of radio programmes to the community, and increase the number of live news broadcasts.



Radio POP UP LIVE mobile studio having a flash mob live broadcast in 5G to instantly interact with the audiences



# **Making Every Effort to Broadcast the 2024 Paris Olympic and Paralympic Games, and Gearing up for the 2025 National Games**

**To promote sports development in Hong Kong by  
supporting elite sports, enhancing professionalism,  
promoting Hong Kong as a centre for major international  
sports events, developing sports as an industry, and  
promoting sports in the community**



- To make every effort to broadcast the events of the 2024 Paris Olympic and Paralympic Games, so that all Hong Kong people can enjoy the events, feel the Olympic atmosphere and cheer for Hong Kong athletes; and produce special thematic programmes to introduce the different competitions and sports events to the public.
- To continue to produce various types of sports programmes and relay international events, including the hosting of “RTHK Hoops Fest 3x3 Basketball Invitational” where teams from the Greater Bay Area will be invited to take part in the mega event. RTHK will also broadcast live the “World Table Tennis Championships”, “The 9<sup>th</sup> Hong Kong Games”, “Guangdong-Hong Kong Football Cup”, “Hong Kong Sevens”, “USFHK Women’s Soccer Competition”, “All Hong Kong Schools Jing Ying Volleyball Tournament”, “Asian Football Confederation Asian Cup”, etc, as well as co-producing a programme on the 40<sup>th</sup> anniversary of the Guangdong-Hong Kong Cup with organisations such as GRT and Guangdong Provincial Football Association.
- To actively prepare for the upgrading of broadcasting equipment and technical capabilities to fully support the production, promotion and live broadcast of the 15<sup>th</sup> National Games (National Games) and the 12<sup>th</sup> National Games for Persons with Disabilities and the 9<sup>th</sup> National Special Olympic Games, which will be jointly hosted by Guangdong, Hong Kong and Macao in 2025. We will also deploy manpower to cover comprehensively the preparations of the Hong Kong teams and the arrangements of the competition venues in Hong Kong, so as to create a sportive atmosphere in the whole city and foster social cohesion.



RTHK will broadcast live the events of National Games to cheer for the Hong Kong teams with members of the public, supporting Hong Kong athletes to excel further



# Staying Close to the Needs of Hong Kong and Emphasising Environmental, Social and Governance

Enhancing public education  
to build a smart city together



## Production of TV Docu-drama Series

- To produce TV docu-drama series featuring people and events in Hong Kong, in order to balance the entertainment-oriented production direction of commercial broadcasters. In line with the popular programme “Below the Lion Rock”, RTHK’s TV drama series will focus on realistic storylines, hoping to reflect the reality of the world through TV dramas, and to send out positive energy so that audiences will care about and love Hong Kong.



# Promoting Education on Financial Management

- As Hong Kong has an ageing and long-lived population, RTHK will launch more financial education programmes, such as “Investment Era”, “SFC in Action 4”, “Aspects of Investments” and “Money Talk”, to help the public understand various emerging investment tools and enhance their financial literacy systematically, so that they will be able to identify investment frauds and avoid losses while making long-term financial planning in a smart way.



“SFC in Action 4”

# Promoting Environmental, Social and Governance (ESG) Development

- To publicise and promote the messages of waste reduction at source, energy conservation, green development and protection of the environment and ecology through our programmes, thereby introducing audiences to the new trends of environmental protection, helping Hong Kong achieve carbon neutrality before 2050 and contributing to the country's dual carbon targets of achieving the peak of carbon emissions and carbon neutrality.



The acquired programme “Green Heroes” travels to different corners of the globe to follow a group of people who have the know-how to protect the earth and try to understand their daily lives

- To continue to co-organise “Operation Santa Claus” with the South China Morning Post to bring warmth to the needy during the festive season and to promote the spirit of caring and inclusion.
- Through the radio programmes “Climate Watcher”, “Green Road” and “Green Fighting”, which focus on the environment, climate and green issues, RTHK will continue to provide information on green living and, in line with the Government’s relevant policies, to invite the EPD, experts and academics to speak, with a view to achieving Hong Kong’s goal of waste reduction and carbon reduction in the long run.
- To produce “ESG Academy”, a special series for the flagship business management programme “Nova Management”. The on-air lessons bring together experts, academics and entrepreneurs to share and analyse new ESG thinking through case studies, with a view to promoting the sustainable development of the Hong Kong society while enabling overseas listeners to understand Hong Kong’s business environment and how enterprises advance with the times.



# Programme Promotion



- To actively bring programmes to the community and schools, so as to enable the general public to participate in programmes and enhance their awareness of RTHK programmes; and promote RTHK programmes through outdoor media timely.



Through outdoor media in different forms, the RTHK programme information has been brought to every corner of the community

- To explore the introduction of tools such as AI subtitling and Canva design, etc., so as to turn radio programmes into short videos for uploading onto various social media platforms, thus promoting the programmes farther and wider.
- To increase the number of dedicated pages on Mainland social media platforms, so as to enable more Mainland audiences to gain access to RTHK programmes in order to expand the listener and viewer bases.
- To continue to use the strategy of Search Engine Optimisation to make RTHK content more visible to the public online.
- Apart from the official website (rthk.hk) and various social media platforms, RTHK also provides six mobile applications for the public to download, including RTHK on the Go, RTHK TV, RTHK Radio, RTHK News, RTHK Audio Description and RTHK Chinese History – the Flourishing Age. Members of the public may listen to or watch RTHK programmes anywhere and at any time in accordance with their preference and needs.





The background is a deep purple color with a network of white lines and dots. Various icons are scattered throughout, including a house, a globe, a Wi-Fi symbol, a cloud with an arrow, a double-headed arrow, and gears. There are also some glowing purple dots and lines.

# Technical Support

## Nurturing Talent

- RTHK actively trains its staff to support the use of the aforementioned new technologies in programme production. Building on last year's good experience, RTHK will continue to select young and outstanding staff to attend courses on technology management, production techniques, ESG, etc.

## Audio and Video Broadcast

- To carry out technical works at full speed in support of the implementation of the initiatives stated in the 2023 Policy Address, with a view to expanding the coverage of the FM channel relaying Radio the Greater Bay of CMG from the current 60% to 99% before the end of 2024.

## Operational Efficiency

- To study and progressively adopt cloud-based technologies to optimise the entire process from production to broadcast as well as media management, and to reduce reliance on hardware servers, thereby overcoming the design constraints of the Broadcasting House and the Television House on the realisation of multi-media broadcasting.



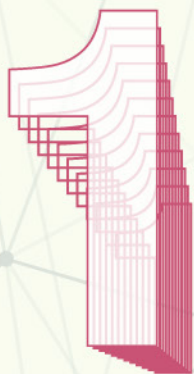
With cloud storage and collaboration tools, production efficiency and collaboration results may be enhanced by the efficient sharing and editing of media materials

- To introduce AI technology into the production processes of news and public affairs programmes, such as database auto tagging, subtitle translation and video editing; and to expand the use of AI broadcasting technology in English news to greatly enhance production efficiency.
- Through AI technology, the CIBS Secretariat can understand the content of non-Chinese and non-English programmes on its own, which not only ensures that the content is suitable for broadcasting, but also reduces the burden of CIBS producers in submitting translated documents, thus encouraging more ethnic minorities to participate in CIBS programme production.



## Performance Targets, Indicators and Resource Allocation Plan

RTHK's performance will be evaluated under eight Programme Production Goals (PPGs), which are drawn up by summarising the public purposes, mission and programming objectives stipulated in the Charter. The list of PPGs is as follows:



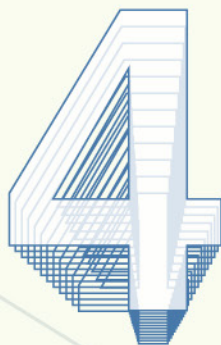
promote understanding of our community, our nation and the world through provision of accurate, impartial and objective news and public affairs programmes;



promote understanding of the concept of “One Country, Two Systems” and engender a sense of citizenship and national identity;



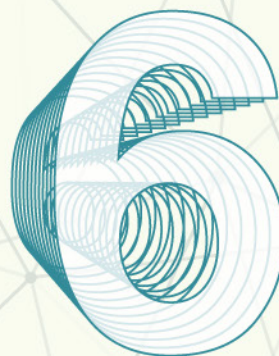
provide a platform for the free exchange of views on public policies without fear or favour;



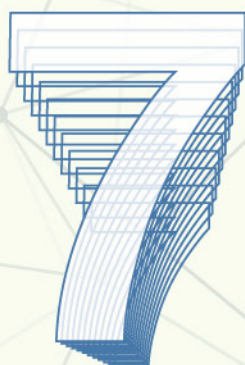
provide a platform to support and promote community participation in broadcasting, such that participants can convey their creation concepts and intended messages (i.e. Community Involvement Broadcasting Service (CIBS));



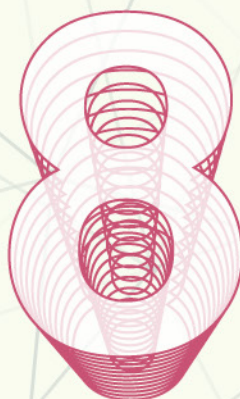
encourage social inclusion and pluralism, reflect the diversity of Hong Kong and other places, encourage integration, inject positive energy into society, and cater to the needs of minority interest groups;



promote education and learning including e-learning;



stimulate creativity and originality with a view to promoting arts and cultural activities and nurturing talents; and



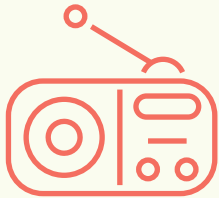
provide informative and entertaining programmes to broaden audiences' horizons and for their leisure and relaxation.

To assist RTHK in fulfilling its public purposes and mission stipulated in the Charter, the CE will appoint individuals from different sectors to the RTHK Board of Advisors (BOA) every two years in accordance with the Charter. The BOA's functions include advising the Director of Broadcasting on a range of issues relating to the RTHK services, and receiving reports on complaints about RTHK programmes and public opinion surveys.



# Performance Targets and Indicators





## Radio Services

PPG	1	2	3	4	5	6	7	8
<b>Performance Targets</b>								
Transmission hours*(hours)	9 150	1 100	2 400	910	5 780	2 150	12 540	18 530
Number of listeners (million)	1.0	0.2	0.4	—	0.5	0.3	0.5	1.5
Listeners who agree that RTHK has achieved the PPG (%)	85	85	85	—	85	85	85	85
Public awareness level of CIBS (%)				50				
CIBS applicants who agree that RTHK provides for public participation in broadcasting (%)				95				
<b>Performance Indicators</b>								
Appreciation index of programme(s) (out of 5)	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Number of outreach projects								125
CIBS applications received (no.) and first-time applicants (%)				330/56				
CIBS page views				140 000				
Cost per transmission hour devoted to programmes (\$)	23 843	3 977	5 818	25 991	5 589	6 505	4 118	4 955

\*Not including the relay channels





## TV Services

PPG#	1	2	3	5	6	7	8
<b>Performance Targets</b>							
transmission hours* (hours)	2 604	2 884	440	608	500	662	9 822
Number of viewers (million)	3.5	3.2	3.5	3.5	3.2	3.2	3.5
Viewers who agree that RTHK has achieved the PPG (%)	70	70	70	70	70	70	70
<b>Performance Indicators</b>							
Total hours of first-run programmes	6000						
Appreciation index of programme(s) (out of 5)	3.5	3.5	3.5	3.5	3.5	3.5	3.5
Major official public events on TV							
Number of events	40						
Hours of events	68						
Hours of pool signal provided to media	540						
Number of outreach projects							25
Cost per transmission hour devoted to programmes (\$)	38 865	42 110	76 670	166 456	40 482	112 110	22 669

#PPG 4 is not applicable to TV services

\* Including RTHK TV 31 and 32



## New Media Services

**550**

Daily archive access ('000)

**530**

Daily visits ('000)

**3 700**

Daily live streaming ('000)

### Performance Indicators

**24**

Number of podcasts available ('000)

**1 300**

Daily access of news pages ('000)

**60**

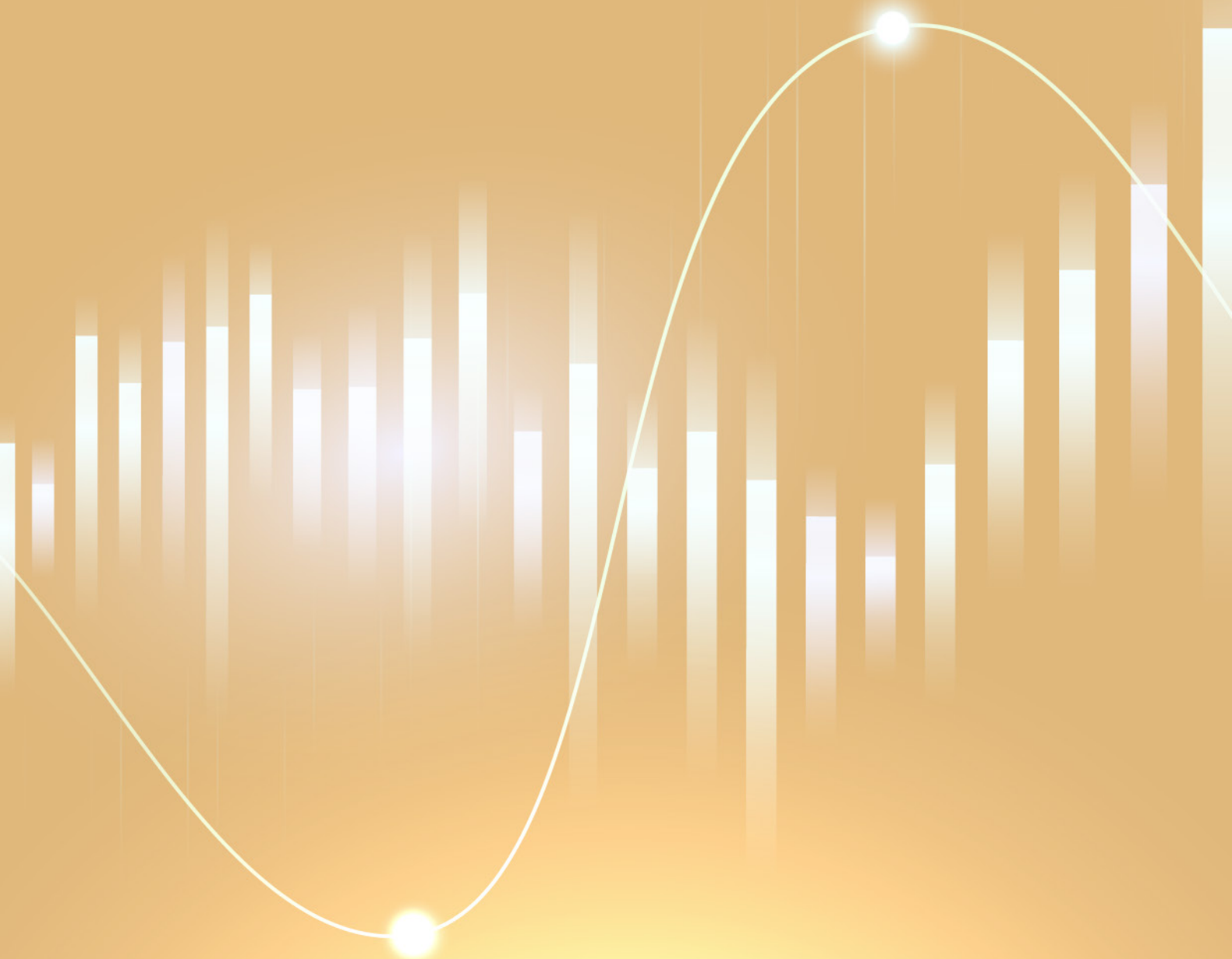
Audio programmes (%)

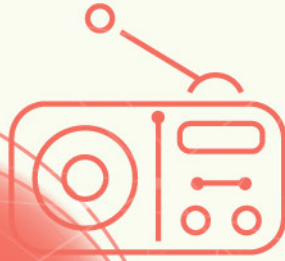
**40**

Video programmes (%)



# Estimated Resource Allocation





# Charter of Radio Television Hong Kong (Extract)



# PUBLIC PURPOSES

**As the public service broadcaster in Hong Kong, RTHK is to fulfil the following purposes –**

- (a) sustain citizenship and civil society. This involves:
  - (i) promoting understanding of our community, our nation and the world through accurate and impartial news, information, perspectives and analyses;
  - (ii) promoting understanding of the concept of “One Country, Two Systems” and its implementation in Hong Kong; and
  - (iii) engendering a sense of citizenship and national identity through programmes that contribute to the understanding of our community and nation;
- (b) provide an open platform for the free exchange of views without fear or favour. This involves the provision of a wide range of programmes for public participation and expression of views, and provision of a platform to support and facilitate community participation in broadcasting, including the administration of a Community Broadcasting Involvement Fund;
- (c) encourage social inclusion and pluralism. This involves the provision of programmes with diversity of programming coverage, universality of reach and sensitivity to the pluralistic nature of Hong Kong and the world. The objective is to enhance public understanding and acceptance of the cultural, linguistic, religious and ethnic diversity both in the local community and beyond;
- (d) promote education and learning. This involves stimulating interest in a wide range of subjects, and providing information and resources to facilitate lifelong learning at all levels and for all ages; and
- (e) stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people. This involves the production, commission and acquisition of distinctive and original content for public broadcast. There should be active promotion of public interest, engagement and participation in cultural activities, and its programming and other corporate policies and practices should foster creativity and nurture talent.

## MISSION

**RTHK will provide to Hong Kong people editorially independent, professional and high-quality radio, television and new media services. Specifically, the mission of RTHK is to:**

- (a) inform, educate and entertain members of the public through multi-media programming;
- (b) provide timely, impartial coverage of local, national and global events and issues;
- (c) deliver programming which contributes to the openness and cultural diversity of Hong Kong;
- (d) provide a platform for the Government and the community to discuss public policies and express views thereon without fear or favour; and
- (e) serve a broad spectrum of audiences and cater to the needs of minority interest groups.

## PROGRAMME AREAS

**The key programme areas undertaken by RTHK and overseen by CEDB are the provision of:**

- (a) public-service radio services;
- (b) public-service television services; and
- (c) public-service new media services.

# PROGRAMMING OBJECTIVES

The objectives with regard to the programming of each programme area are:

(a) in relation to radio services, to:

- (i) provide on its channels a range of quality output in the fields of information, education, entertainment and cultural enrichment;
- (ii) develop and implement a strategy which gives a clear definition to channel identity and is appealing to various sectors of the community;
- (iii) give emphasis to the provision of accurate, impartial and objective news and public affairs programming;
- (iv) provide a platform for the communication and exchange of views on public policies and community matters;
- (v) support and promote community participation in broadcasting;
- (vi) provide news bulletins/summaries in Chinese, English and other languages as appropriate on a round-the-clock basis;
- (vii) maintain and develop programming designed to encourage audience participation and community involvement, and serve minority audience needs;
- (viii) maintain and develop original programming designed to foster in the community an interest in music, culture and the arts, and encourage the development of the creative industries and local talent; and
- (ix) provide for the relay of national and international broadcasting services;



## (b) in relation to television services, to:

- (i) provide television services notably in areas not adequately provided by commercial television broadcasters;
- (ii) provide programmes, including programmes produced for the government, for prime time transmission through the commercial television broadcasters;
- (iii) give emphasis to the provision of accurate, impartial and objective public affairs programming;
- (iv) provide a platform for the communication and exchange of views on public policies and community matters;
- (v) support and promote community participation in broadcasting;
- (vi) give emphasis to productions with locally produced original content;
- (vii) maintain and develop programming designed to encourage audience participation and community involvement, and serve minority audience needs;
- (viii) maintain and develop original programming designed to foster in the community an interest in music, culture and the arts, and encourage the development of the creative industries and local talent; and
- (ix) provide for the relay of national broadcasting; and

## (c) in relation to new media services, to:

- (i) make available a wide range of radio and television programming on the Internet;
- (ii) give emphasis to the provision of e-learning projects;
- (iii) provide an e-platform for communication and exchange of views on public policies and community matters;
- (iv) provide a channel for receiving feedback on the RTHK services through the Internet; and
- (v) provide live and recorded programming through a streaming format and mobile connection.



