

RTHK Radio Service

4 Nov 2010

RTHK radio output (2010 – 11 estimate)

● Budget:	\$214.7m
● No. of radio channels :	7
● Total hours of channel output :	54,021
● Total hours of news programming output :	6,916
● No. of listeners (past 7 days):	3.103m
● Community/educational projects organized:	158

Radio Channels

● 7 RTHK radio channels:

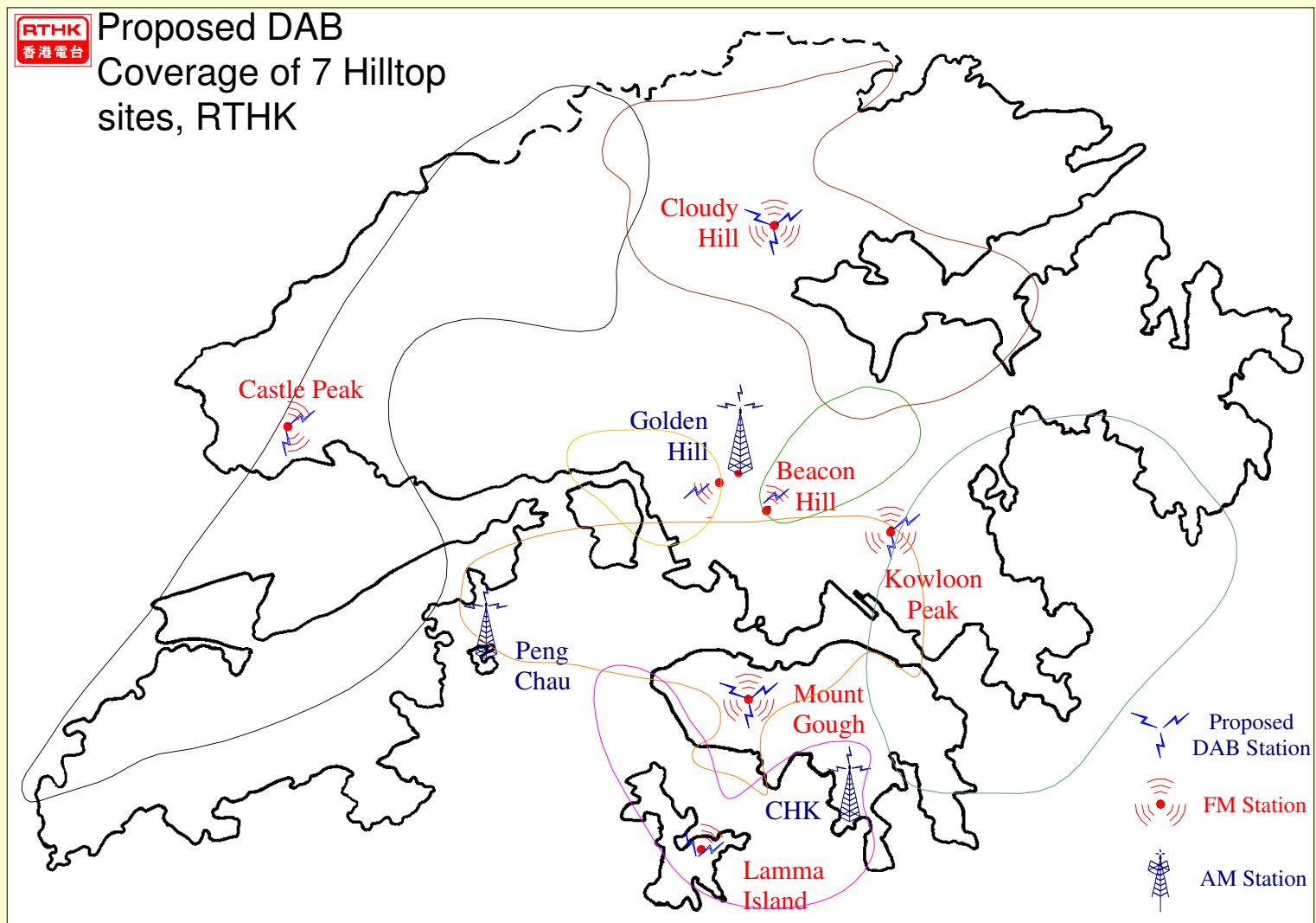
- **R1 (Cantonese):** News, information and general programming
- **R2 (Cantonese):** Youth, entertainment, pop music, family & community project
- **R3 (English):** News, information and general programming
- **R4 (English & Cantonese):** Serious music & fine arts
- **R5 (Cantonese):** Elderly, traditional opera, cultural & education
- **R6 (English):** BBC World Service relay
- **R7 - PTC (Putonghua):** News, finance and general programming

Radio Coverage

● AM & FM Network:

- **R1 (Cantonese): FM 92.6 – 94.4 MHz**
- **R2 (Cantonese): FM 94.8 – 96.9 MHz**
- **R3 (English): AM 567 KHz, FM 97.9 MHz (Happy Valley), FM 106.8 MHz & AM 1584 KHz (South), FM 107.8 MHz (Tseung Kwan O, Tin Shui Wai)**
- **R4 (English & Cantonese): FM 97.6 – 98.9 MHz**
- **R5 (Cantonese): AM 783 KHz, FM 92.3 MHz (Tin Shui Wai), FM 99.4 MHz (Tseung Kwan O), FM 106.8 MHz (Castle Peak, Yuen Long)**
- **R6 (English): AM 675 KHz**
- **R7 - PTC (Putonghua): AM 621 KHz, FM 100.9 MHz (Happy Valley, Castle Peak), FM 103.3 MHz (Tseung Kwan O, Tin Shui Wai)**

Radio Transmitters



Radio Audience Reach (2010 – 11 estimate)

Channel	Audience reach - past 7 days, million	%
R1	1.957	30
R2	1.828	28
R3	0.198	3
R4	0.254	4
R5	0.422	6
R6 - BBC	0.088	1
R7 - PTC	0.276	4

Radio Output (2010 – 11 estimate)

- **Distribution of radio programme output by programming nature (%)**

News	17
Current affairs	8
Information	12
Arts, culture and education	21
Music	35
Entertainment	5
Others	2

RTHK's Distinctiveness

- **Credible News (Top among electronic media, 1997-2009)**
source: **Public Evaluation of Media Credibility by CUHK**
- **Arts & Cultural enhancement (i.e. Radio 4 – classical music, Radio 5 – Cantonese opera, ...)**
- **Education programmes (i.e. life education, elderly education ...)**
- **Language and reading programmes (i.e. Putonghua Channel, Book review ...)**
- **To provide a platform for regular public participation (e.g. Talkabout 千禧年代, Open Line Open View 自由風自由 Phone, Backchat)**

Partnership with Community

- **Co-productions with Community Partners, e.g. Yan Oi Tong, Tung Wah Groups, HKFYG, BGCA, HKTDC, CASH, HA, ...**
- **Charity Drive, e.g. Operation Santa Claus, Top Ten Chinese Gold Songs Award ...**
- **Elderly Education Projects, partner with Elderly Commission, HKJC**
- **Community Education Projects, partner with Equal Opportunities Commission, Occupational Safety and Health Council, Family Council, ACAN, MTRC ...**

Partnership with Mainland broadcasters

Regular joint broadcast

- China on the dot 中國點點點 (with Radio Foshan), R1
- Sanjiang Simulcast 三江聯播 (weekly programme with Radio Guangdong & Radio Shanghai), PTC
- Guangdong-HK Green Line 粵港綠色專線 (weekly programme with Radio Guangdong), PTC

Regular co-production

- Contemporary History of China 歷史的迴響, PTC
- Special Broadcast for 9+2 region 站在 9+2 最前沿, PTC
- Guangdong-HK-Macau Putonghua Contest 粵港澳普通話大賽
- Guangdong-HK-Macau Universities Putonghua Debate 粵港澳高校普通話辯論賽
- Global Chinese Music Awards 全球華語歌曲排行榜

Partnership with International broadcasters

● Regular broadcast

- BBC Weekly (R1), BBC 時事一週
- Radio Australia Link-up (R3)
- BBC Features (R4)
- BBC Proms 2010 (R4)
- Classical music concerts from Europe
- Global Chinese online (PTC) 環球華語在線, with BBC, VOA, ABC, Mediacorp, DW...

● Regular co-production

- Global Perspective (R3)

<http://www.rthk.org.hk/special/globalperspective>

Language and Reading Programmes

- One-minute reading (R1) 一分鐘閱讀
- TL's Mailbox (R1) 楊鐵樑留言信箱
- Liberal Studies (R1) 通識大道
- Book Review (R2) 開卷樂
- Book Club (R3) Bookmarks
<http://app1.rthk.org.hk/special/bookmarks/>
- Reading and Literature Quarter 繽紛閱讀文學季度
- World Book (R5) 大地書香
- University Debate Competition (R1, PTC) 大專辯論賽、大專普通話辯論賽

Parenting Programmes

- Family Affairs (R1) 訴心事家庭
- Home Sweet Home (R2) 甜心家族
- Smile Family (R5) 笑容從家開始
- Family and Teachers Programme (R5) 家家有教，partner with EDB
- Loving Family 開心家庭網絡, partner with Family Council

Social Service Programmes

- **Care for Disable (R1) 非常人物生活雜誌, partner with various NGOs**
- **Life is Love (R5) 生活存關愛, partner with HKCSS**
- **Life on Sunday (R5) 活在有情天, partner with HK Society for the Blind**

Minorities Programmes

- **Hong Kong Ki Shaam (R3), Urdu programme**
- **Saptahik Sandesh (R3), Nepali programme**
- **Beautiful Sunday (R2), with Indonesian**

Coming Highlights

- Asian Games in Guangzhou (R1) 亞運第一台
- Top Ten Chinese Gold Songs Awards (Chinese Channels) 十大中文金曲, partner with music industry associations and 4 mainland radio stations
- Year end Countdown (R2) 除夕倒數
- 30th anniversary of Radio 2 (R2) 二台三十周年
- Operation Santa Claus (R3) 聖誕愛心大行動, partner with SCMP
- RTHK Quartet (R4) 港台弦樂四重奏
- Christmas Concert in the Park (R4) 聖誕園林音樂會
- Elderly Month (R5) 暖流行動 2010, partner with Elderly Commission
- Compassion Awards (PTC) 愛心獎, partner with Taiwan-HK-Macau charity organisation



Digital Audio Broadcasting

- **Expect to launch in late 2011 or early 2012**
- **Community broadcast to be introduced**

Thank You !