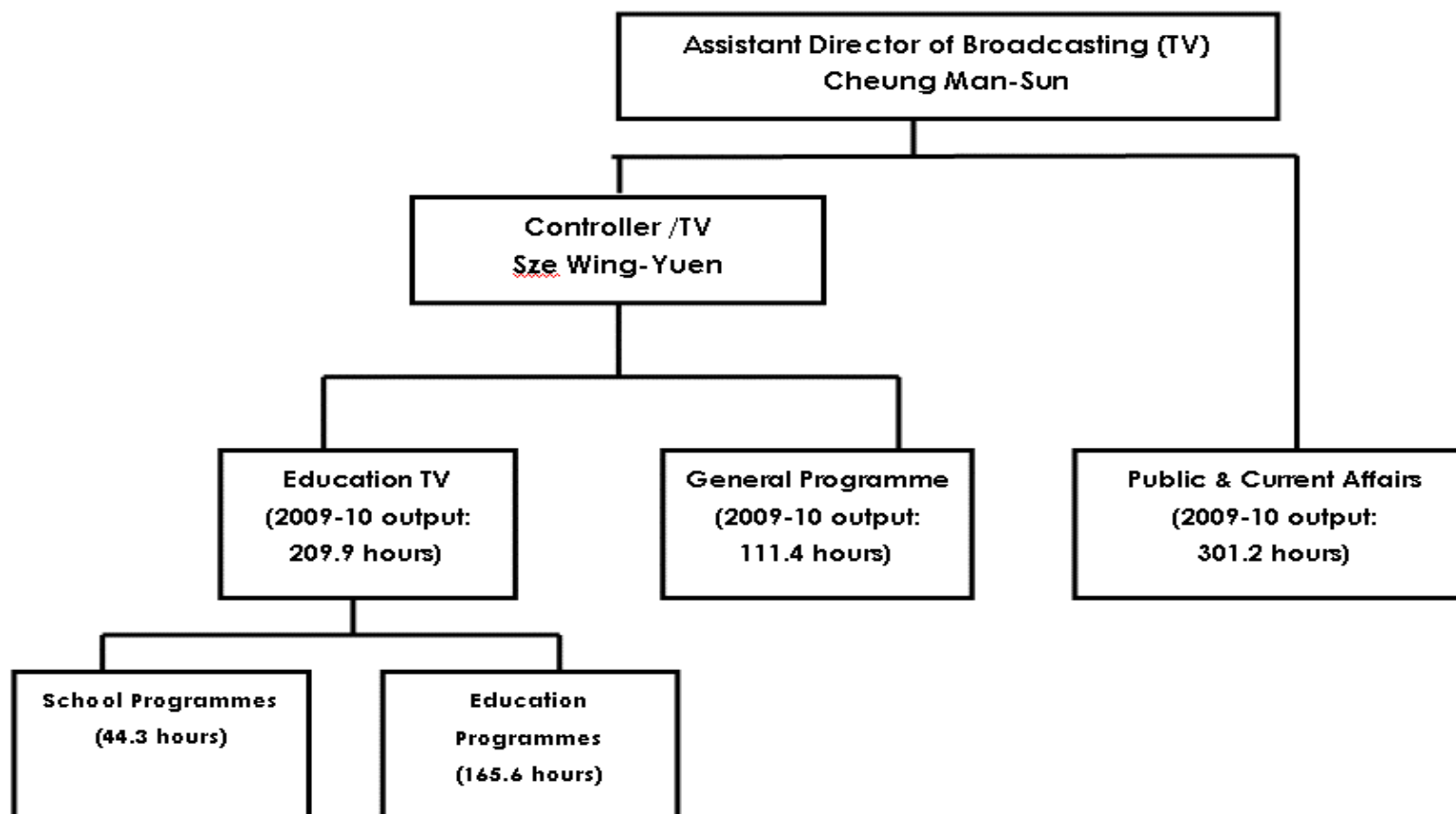


# **An Overview of RTHK's TV Services**



# RTHK – Television Service

- Organization Chart of TV Division





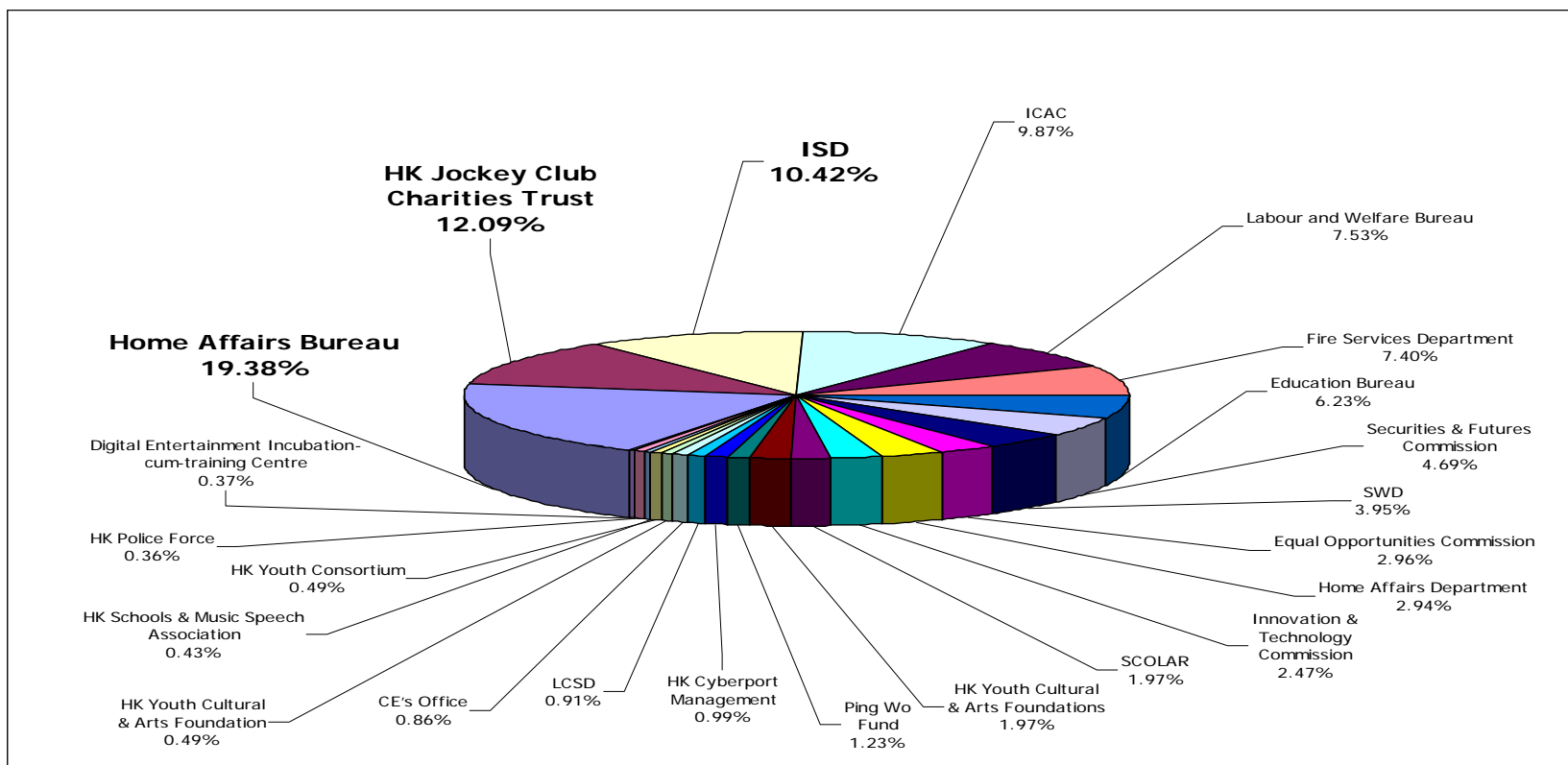
## RTHK – Television Service

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- Budget (2010/2011 estimate)
  - TV: \$232M
  - ETV School Programme: \$30.2M  
(including \$28.6M from EDB)
  - Sponsorship: \$40.5M

# RTHK – Television Service (Sponsorship)

Total Sponsorship as at Sept 2010 = \$40.5M





## RTHK – Television Service

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### **Prime Time and Fringe Time Programme Statistics (2010/2011 estimate)**

- Hours of output – 570 hours
- No. of programmes – 1,660
- Hours of public events' signals to media – 40 hours
- Hours of LegCo signals provided to media – 374.5 hours (2009/2010 actual figure)
- Average prime-time audience reach
  - ATV 250,000
  - TVB 1,097,000



# RTHK – Television Service

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## **ETV School Programmes Statistics**

### **(2010/2011 estimate)**

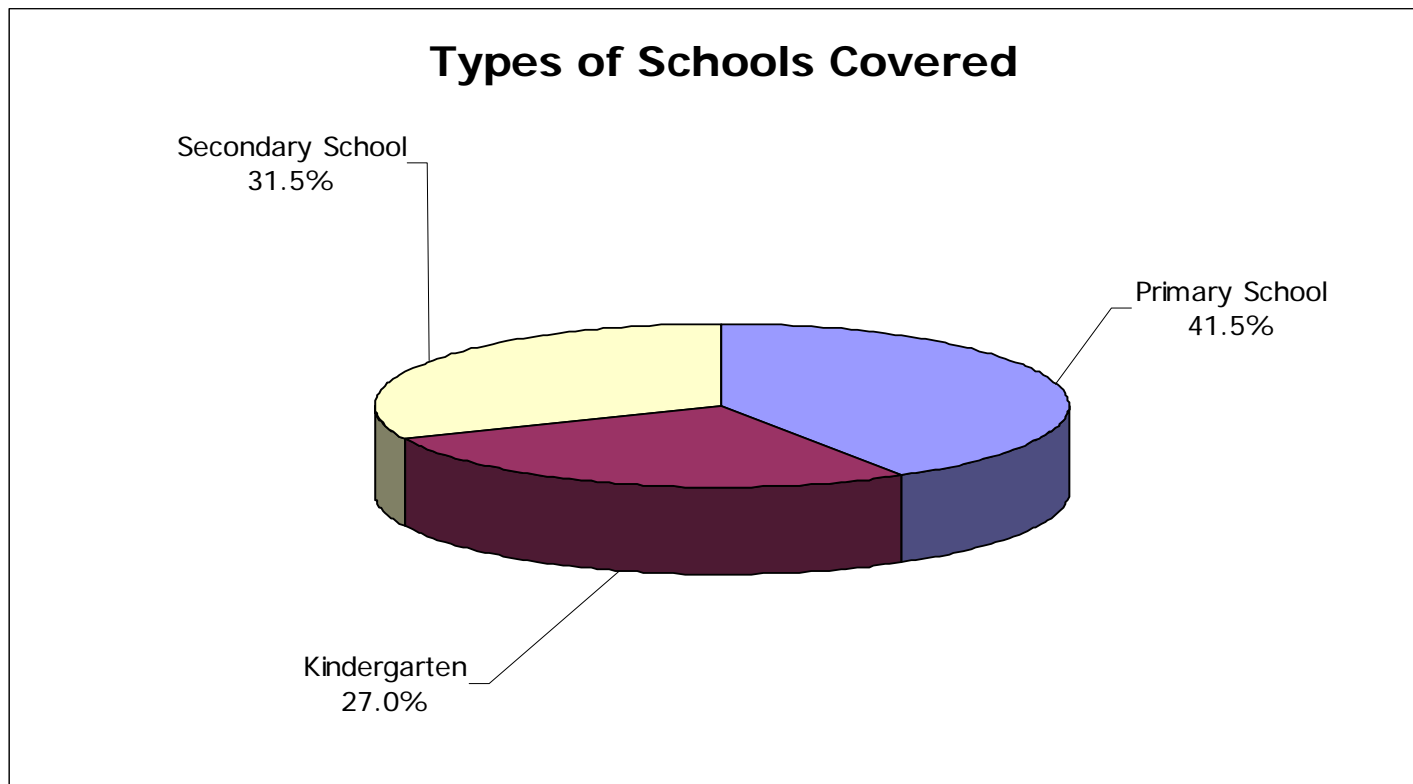
- ETV School output: 41.3 hours
- No. of ETV School Programmes: 128
- Total no. of hours transmitted: 697 hours (2009 -2010)
- No. of students benefited: 545,000
- No. of schools reached: 1,110 schools
- ETV School Hours (4 hours per day)
  - TVB Pearl: weekdays 8:30 – 10:30 am  
(except school holidays)
  - ATV World: weekdays 2 – 4 pm (except school holidays)



# RTHK – Television Service

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- Total no. of schools reached: 1,110 schools





## RTHK – Television Service

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- Annual swap of prime-time hours
  - Prime-time hours on ATV and TVB will swap annually at around end of September.
  
- Prime-time hours commencing 27 Sept, 2010
  - TVB Jade (2.5 hours per week)
    - Mondays to Fridays 7 – 7:30 pm
  - ATV Home (2.5 hours per week)
    - Saturdays 7 – 8:30 pm
    - Sundays 7 – 8 pm
  
- Average fringe-time hours per week
  - TVB (Jade / Pearl / Digital Channels) – 5.6 hours
  - ATV (Home / World / Digital Channels) – 2.3 hours





## RTHK – Television Service

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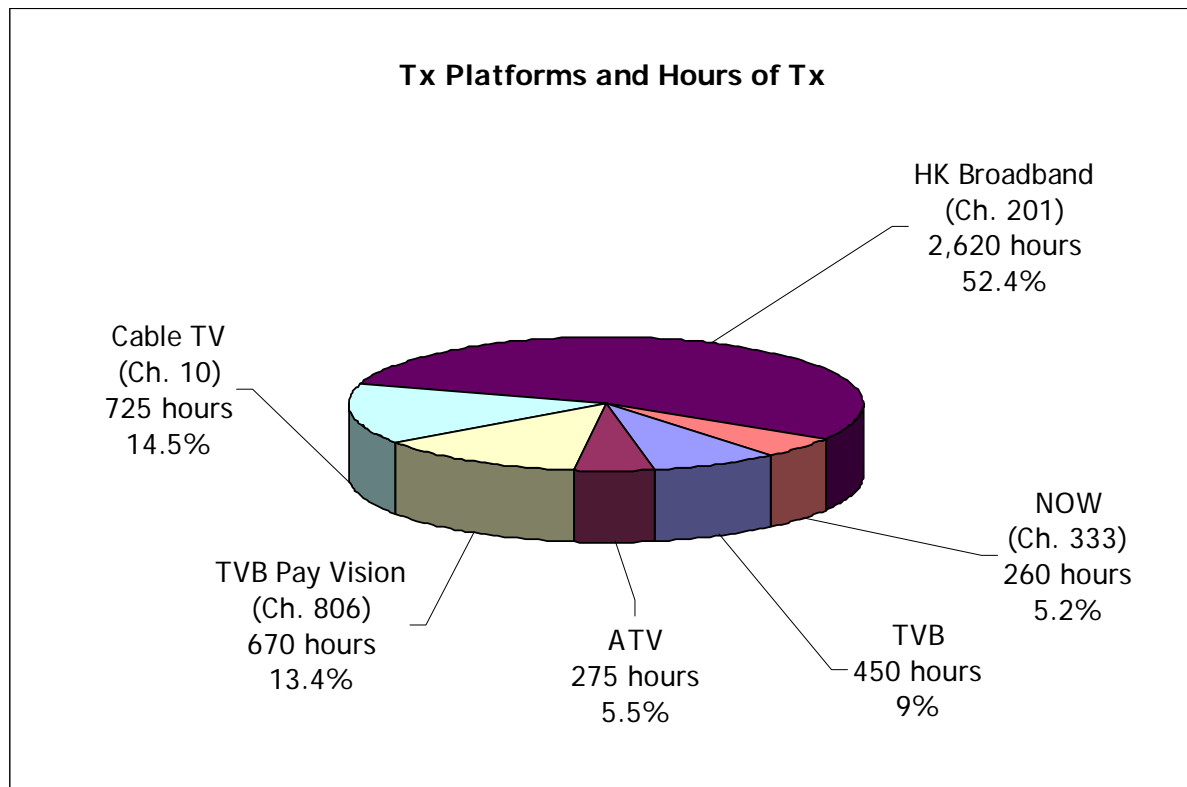
- Additional time slots on ATV and TVB arising from the Mid-term Review of Free TV Programme Service Licences:

<i>Channel</i>	<i>Day</i>	<i>Time</i>
TVB 83 (iNews)	Saturdays & Sundays	6:00 – 6:30 pm
TVB 85 (HD Jade)	Saturdays	11:30 am – 12:00 noon
TVB Jade	Sundays	08:00 – 08:30 am
ATV Home	Saturdays	10:00 – 11:00 am

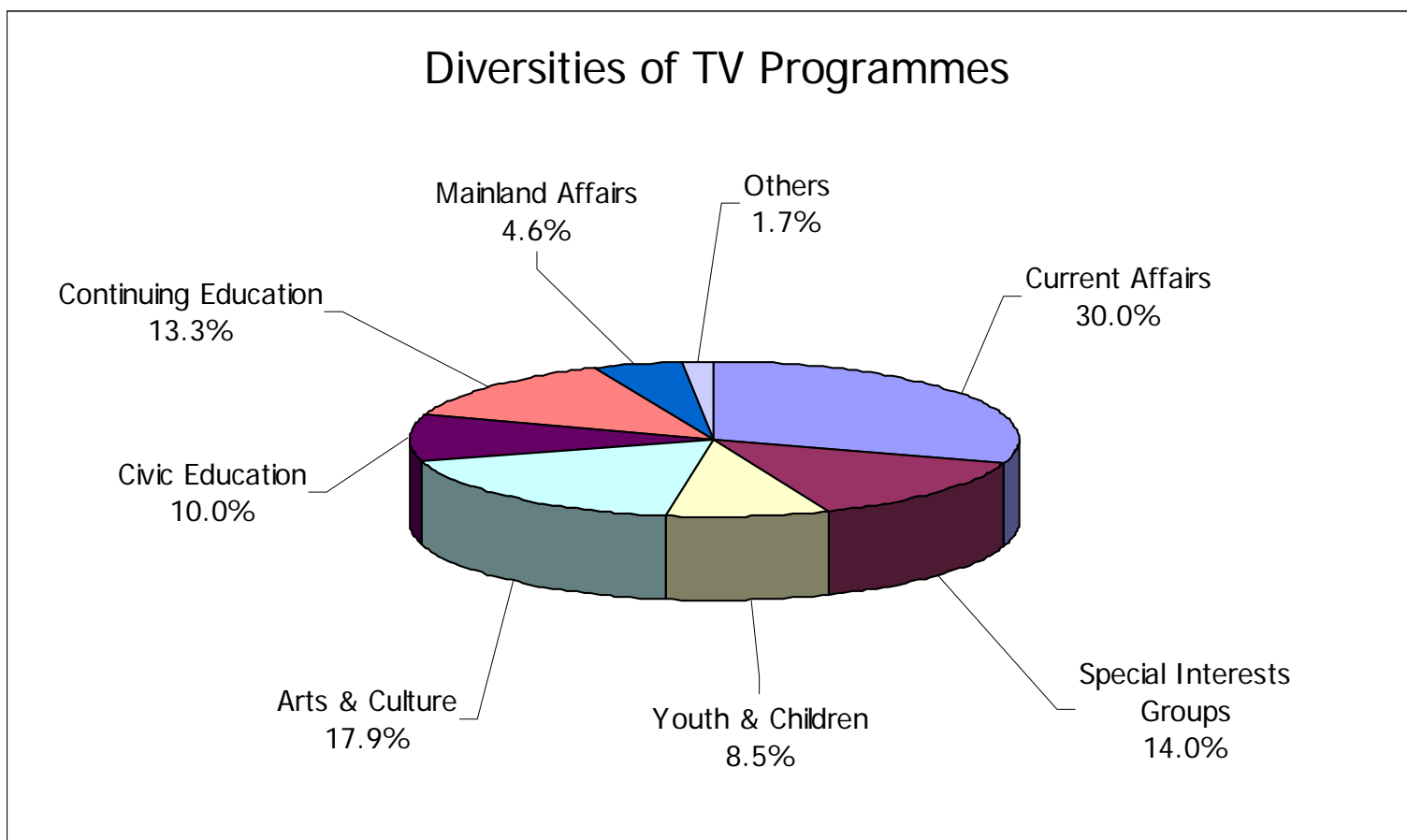
\*\*140 additional transmission hours per year

# RTHK – Television Service

**Total hours transmitted – 5,000 hours  
(2010/2011 estimate)**



# RTHK – Television Service





## RTHK – Television Service

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- TV Programmes Appreciation Index Survey
  - RTHK Yearly Average (2010/2011 estimate): 71.5
  - RTHK (2009/2010 actual): 72.08  
(highest among the four broadcasters in 2009/2010)
    - TVB: 68.37
    - Cable TV: 67.75
    - ATV: 66.85



## RTHK – Television Service (2009/2010)

- 2009 TV Programmes Appreciation Index Survey – 11 RTHK TV Programmes were listed in “Top 20”:

Ranking	Programme
2	2008世界變格大事回顧
3	2009世界大事回顧
4	鏗鏘集
6	2009香港政治大事回顧
7	同心暖四川
9	毒海浮生
11	醫生與你
13	天下父母心
15	海底漫遊
17	海關故事
20	非常平等任務



# RTHK – Television Service

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- No. of Awards Received: 40 (2010/2011 estimate)
  
- **Local Events**
  - 消費權益新聞報道獎
  - 中大新聞獎
  - Hong Kong ICT Awards 2009
  - 2009 Meritorious Website Contest
  - Human Rights Press Awards
  - TBS DigiCon6 Animation & Movie Awards (Hong Kong Region)
  
- **International Events**
  - The 2009 Hugo Television Awards
  - U.S. International Film & Video Festival
  - Annual Telly Award
  - Videographer Awards
  - The Accolade Competition
  - Chicago Intercom Competition
  - ABU Prize
  - Columbus International Film + Video Festival
  - TBS DigiCon6 Animation & Movie Awards
  - The AIB International Media Excellence Award



## RTHK – Television Service

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- Current & Upcoming RTHK Prime Time Programmes on TVB and ATV

跨世紀禮賓府 -155周年特輯

有房出租

消防故事

香港歷史系列 II

文化長河 - 中國鐵路行

亞太廣播聯盟機械人大賽

一念之間

味之天下



## RTHK – Television Service

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- Current & Upcoming RTHK Prime Time Programmes on TVB and ATV

香港故事

品味人生

議事論事

頭條新聞

我們在世博

2010大事回顧

窮富翁大作戰

警訊

對策





## RTHK – Television Service

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- Thank you.