

**Minutes of the 8th meeting of
RTHK Board of Advisors
held at 2:30 pm, 10 August 2012
in Conference Room “Idea 1”, 41/F, Revenue Tower,
5 Gloucester Road, Wanchai**

Present

Mr Lester G. HUANG, JP (Chairman)
Mr C.K. LAU, JP
Mr Maurice LEE Wai-man, BBS, JP
Ms Marisa YIU
Ms FUNG May-gay
Mr Raj Sital MOTWANI, BBS, JP
Miss Lisa Marie DJENG Kar-yee
Mr Roy TANG, Director of Broadcasting

In attendance from RTHK

Miss Leonia TAI, Deputy Director of Broadcasting (Developments)
Mr TAI Keen-man, Deputy Director of Broadcasting (Programmes)
Mr CHAN Yiu-wah, Head/Digital Audio Broadcasting (Agenda item 3)
Ms Amen NG, Head/Corporate Communications & Standards (Agenda item 4)
Mr Henry DOO, Head/New Media Unit (Agenda item 5)
Ms Amy KWONG (Board Secretariat)

In attendance

Dr Robert CHUNG, Director of Public Opinion Programme,
The University of Hong Kong (Agenda item 4)
Mr Frank LEE, Public Opinion Programme,
The University of Hong Kong (Agenda item 4)

Absent with apologies

Dr Eugene CHAN Kin-keung, JP
Mr Ringo LAM Wing-kwan

Secretary

Miss Janice LAU (Board Secretariat)

Agenda Item 4 : Surveys Initiated by the Board of Advisors

1. The Chairman welcomed Dr Robert CHUNG and Mr Frank LEE to join the meeting to present the survey results of agenda item 4 “The Surveys Initiated by the Board of Advisors”. The agenda item was discussed first.
2. Ms Amen NG said that the survey was conducted by the Public Opinion Programme (POP), the University of Hong Kong (HKU) in July 2012. The survey was to gauge the views of the public on the overall performance of RTHK in delivering its public purposes and mission in accordance with the RTHK Charter as well as to measure public expectations of RTHK as a public service broadcaster in terms of the priority of its public purposes and mission set out in the RTHK Charter. The survey was conducted by phone to Cantonese-speaking residents of Hong Kong aged 18 or above. A total of 1,034 valid responses were collected.
3. Dr Robert CHUNG and Mr Frank LEE presented the summary of survey results (Appendix I).

[Post-meeting note : A survey report (Appendix II) was circulated to Members on 17 August 2012.]

4. The Chairman thanked Dr Robert CHUNG and Mr Frank LEE for the presentation. He suggested going through the survey results in detail.
5. Ms Amen NG reported that in response to a Member’s suggestion in last meeting that solid information against the rather abstract markings should be generalized from the survey, the survey had included questions asking about the performance of RTHK in respect of its mission in accordance with the RTHK Charter. Respondents who provided markings lower than 50 were asked to provide reasons for the rating so as to collect solid opinions.
6. Members noted that in Q.4 to Q.6, the public’s markings on RTHK’s service quality were 7.4, 6.9 and 6.5 against a scale of 10 for TV, radio and new media services respectively. This reflected that the public were generally satisfied with the services of RTHK, especially on TV and radio services.

7. Members also noted that markings obtained for the importance of the five public purposes of RTHK in Q.7 to Q.11 ranged from 6.8 to 7.5, which reflected that the public purposes were well received by the public. The three public purposes considered most important by the public were:
 - (a) provide an open platform for the free exchange of views without fear or favour, which received an average mark of 7.5 by the public;
 - (b) promote education and learning, which received an average mark of 7.4; and
 - (c) encourage social inclusion and pluralism, which received an average mark of 7.3.

8. Members noted that markings obtained for the importance of the five missions of RTHK in Q.13 to Q.30 ranged from 7.4 to 8.3, which reflected that the public generally agreed to the missions. The three missions considered most important by the public were:
 - (a) provide timely, impartial coverage of local, national and global events and issues, which received an average mark of 8.3 by the public;
 - (b) provide a platform for the Government and the community to discuss public policies and express views thereon without fear or favour, which received an average mark of 7.8; and
 - (c) inform, educate and entertain members of the public through multi-media programming, which received an average mark of 7.7.

9. Members noted that markings obtained for the performance of RTHK against its missions as reflected in Q.13 to Q.30 ranged from 66.9 to 72.1, which reflected that the public was generally satisfied with RTHK's performance. Members also noted that the top three missions for which RTHK was rated having the best in performance were also rated as the top three in terms of importance. This reflected that the public was generally satisfied with the performance of RTHK in areas which they regarded as important.

10. Members noted that in Q.13 to Q.30 about RTHK's performance against its missions, when the respondents gave a mark lower than 50, their opinions were collected on the reasons for the marking. However, the amount of opinions collected for the low marking in respect of each mission ranged only from 31 to 64, which was relatively a small amount of figures compared with the sample size of 1,034 of the survey, and were therefore not statistically significant.

11. Members noted that from the survey result, while the public was quite satisfied with the performance of RTHK in its mission of informing, educating and entertaining members of the public through multi-media programming, which was rated 70.4 as reflected in Q.13 to Q.15, there was room for the new media services to increase its penetration as reflected in Q.1 to Q.3.
12. In response to Members' concerns on the penetration rates for radio and television programmes as reflected in Q.1 to Q.3 of the survey, Mr TAI Keen-man advised that the results that 69% and 91% of the respondents had frequently or occasionally listened to or watched RTHK radio and television programmes respectively reflected the general penetration rates of the media of radio and TV. The low penetration rate for new media programmes (26%) reflected the fact that the audience for such programmes still concentrated on the younger generation.
13. A Member was concerned about the lack of assessment criteria for RTHK's service quality as asked in Q.4 to Q.6 without any information given on RTHK's specific programmes. Dr Robert CHUNG advised that the survey was targeted on the general services of RTHK and therefore could not reflect the public's opinions on particular programmes. He advised that compared with a similar question asking respondents how much they liked the television, radio and new media programmes of RTHK in a survey conducted in 2009, the public's general ratings for all three types of programmes had slightly increased by 0.2.
14. Mr TAI Keen-man supplemented that according to the TV Programme Appreciation Index (TVAI) Survey (conducted on a quarterly basis), the ratings for RTHK television programmes normally ranged from 71 to 74 in average against a scale of 100. In respect of radio programmes, the annual radio listenership survey on respective radio channels revealed a rating range between 6.5 and 7.5 against a ten-point rating system.
15. Dr Robert CHUNG advised that for Q.7 to Q.11 of the survey, the sequence of individual public purposes as set out in the RTHK Charter was randomized for each respondent so as to achieve objectivity in ratings as far as possible. As the survey results reflected that there were significant differences in the markings in respect of individual public purposes, especially between the lowest average mark of 6.8 and the highest average mark of 7.5, the importance in respect of individual public purposes as viewed by the public was subjectively reflected.

16. In response to Members' requests for further analysis on the survey results in respect of the respondents' age and education levels, Dr Robert CHUNG agreed that such analysis could be provided.

[Post-meeting note : The additional analysis is at Appendix III.]

17. On members' enquiries about the interactivness of new media programmes, Mr TAI Keen-man responded that RTHK had the experience of conducting an internet chat room simultaneously with the live broadcast of a radio programme and found this was difficult to manage. On the other hand, e-learning internet programmes were found popular with the public. The clicks ratio for the e-learning projects such as “美味DIY” maintained at more than three million monthly. Other e-learning programmes such as “古文觀止”, “中文一分鐘” and “英文一分鐘” were also welcome by the public.
18. The Chairman thanked Dr Robert CHUNG and Mr Frank LEE for conducting the survey and the presentation.
19. Some Members suggested that such survey should be conducted on a regular basis by the same organization with same, or at least similar, questions to enable tracking of the data collected. Mr Roy TANG also hoped that there would be regular surveys. Under the government tendering process, the surveys might not be always conducted by the same organization. However, the comparability of survey results could still be maintained through adopting a standardized methodology and sampling method.

Agenda Item 1 : Confirmation of the minutes of the last meeting

20. The Chairman informed that this was the last meeting of the current term of Membership of the Board. He thanked all Members for their contribution in the past two years. He also welcomed Miss Janice LAU, who took over Mr David CHOW as Secretary for the Board.
21. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 11.5.2012 for Members' comments on 13.7.2012 and Members had made no comments. The minutes of last meeting were therefore confirmed without amendment.

Agenda Item 2 : Matters arising

22. Mr TAI Keen-man said that in last meeting, RTHK undertook to provide the audience ratings for the Board's information. He reported to the meeting that there were a total of four types of audience survey figures on RTHK programmes:
- (a) TV programme rating (weekly), which usually rated 2 to 3 points for RTHK programmes broadcasted on ATV, and 12 to 15 points for those broadcasted on TVB;
 - (b) TV Programme Appreciation Index (TVAI) Survey (quarterly);
 - (c) radio listenership survey (annually); and
 - (d) webtrend figures (monthly).
23. Members raised no item for discussion.

Agenda Item 3 : Progress of Community Involvement Broadcasting Service (CIBS) Pilot Project

24. Mr CHAN Yiu-wah said that after Finance Committee's funding approval of \$45M for the 3-year CIBS Pilot Project on 25 May 2012, works for implementation of CIBS had started with the target of launching by end-2012. There were three broad categories of works, including-
- (a) drafting of detailed guidelines, application procedures and rules as well as all types of implementation forms and reports;
 - (b) drafting of the terms and conditions for agreements between RTHK and applicants; and
 - (c) production of an internet platform.
25. In response to a Member's enquiry on whether the assessment criteria would be different for applicants who had or had not applied for funding support, Mr CHAN Yiu-wah confirmed that all applications, no matter the applicants applied for funding support or not, would be assessed against the standard criteria and on a fair basis.
26. A Member was concerned about the responsibility of RTHK regarding any claim for damages arising from the applicants' programmes, and the extent that the applicants could change their ideas after their applications were approved.

27. Mr TAI Keen-man advised that the agreements between RTHK and applicants would contain terms and conditions protecting RTHK against any such claims for damages. All changes made by applicants in their programmes would be governed by the standards and codes of practices issued by the Communications Authority.
28. Mr Roy TANG informed that changes in programme design were allowed but the programme topic should remain the same.
29. Mr CHAN Yiu-wah supplemented that for applicants adopting others' visual or audio materials, they should provide proof of the legitimate source of the materials as well as their rights to incorporate such materials. Besides, flexibility for changes of programme content and design would be allowed to encourage creativity. All changes should be documented and approved by RTHK in writing.
30. The Chairman enquired about the composition of the Selection Committee and training courses offered to the applicants.
31. Mr Roy TANG informed that all details were being drafted for the time being. The Selection Committee would be composed of seven members. They would not be RTHK staff and would be composed of experts in relevant fields including broadcasting and ethnic minority groups.
32. In response to a Member's enquiry about the promotional campaign, Mr CHAN Yiu-wah said that most promotional activities would be performed on the radio platform. Road shows would also be conducted.
33. A Member suggested that competitions on a regular basis should be arranged to develop talent in the field and to provide incentives for creativity and improvement in programme quality.
34. Some Members were concerned about the copyright for programmes produced under the CIBS and whether Intellectual Property (IP) registration would be conducted.
35. Mr CHAN Yiu-wah said that RTHK would retain full copyright for programmes funded under the CIBS. However, RTHK would allow the right for applicants of approved applications to submit their programmes for competitions.

36. Mr Roy TANG suggested that detailed progress of the CIBS would be reported to the Board in the next meeting.

Agenda Item 5 : RTHK new media development plan

37. Mr Henry DOO introduced the New Media Unit (NMU) Development Plan (Appendix IV).
38. A Member appreciated RTHK Facebook pages such as “守下留情” and “音樂情人” and commented that such applications were more receptive among the new generation. However, there was difficulty in downloading Real Media files from the internet radio.
39. Mr Henry DOO agreed that at present the target group for social media was the younger generation. The Real Media files on the internet radio would be gradually converted to MP3 and MP4 which should be cross-platform.
40. In response to a Member’s enquiry about the significant difference between the reach of new media reflected in the survey conducted by the HKU POP and in the NMU Development Plan presentation, Mr Henry DOO said that the figures of the HKU POP survey were gross data covering audience of all age groups, whereas the figures presented in the NMU Development Plan were access rates of current users of new media. Most of them were from the younger generation. The difference was therefore believed to be due to different audience bases.
41. Upon a Member’s enquiry about internal guideline for the visual design of websites, Mr Henry DOO informed that there was an internal style guide for the NMU. As there was rich information in the RTHK website, the website design would be kept as simple as possible to allow easy navigation.
42. In response to a Member’s enquiries about the development of RTHK new media, Mr Henry DOO said that the current target for RTHK new media development was to serve as a store of media rather than a content provider. The NMU would like to actively participate in the programme production as content integration with TV and radio programmes could bring up elements which were not eligible for presentation in normal airtime. For example, the City Forum Apps could provide instant audience feedbacks to the Forum producer. Mr DOO also agreed that normally the visual power of an audio content was in

proportion to its capability for cross-media development. However, the visual effect was not a must for all audio contents. A good example was the audio playlist.

43. The Chairman welcomed the integration of new media with radio and TV programmes. However, there was difficulty in deleting the downloaded podcasts. Mr Henry DOO said that enhancement for easier deletion of downloaded files would be adopted.
44. Some Members enquired about the co-operation with social media. Mr Henry DOO confirmed that there was existing co-operation with Google on the adoption of their technology as a search engine, and Facebook for sharing tools and fan pages.
45. Mr TAI Keen-man supplemented that at present RTHK also had Weibo and Twitter accounts.
46. In response to the Chairman's enquiry about the biggest challenge for NMU, Mr Henry DOO said that it was a challenge for RTHK in sharing relevant technology and experience among staff and succession of officers to keep up with the quick developments in new media.
47. The Chairman agreed that succession planning and internal training were important for new media development.
48. Upon a Member's enquiry about the current position of RTHK in the development of new media, Mr Henry DOO said that RTHK should be considered advanced in new media innovation. At present RTHK was the only broadcast media providing podcasts in Hong Kong.

Agenda Item 6(a) : Quarterly updates on programmes (BOA Paper 7/2012)

49. Mr TAI Keen-man introduced the paper. He added that -
 - (a) on Digital Terrestrial Television (DTT), signal transmission testing at Temple Hill Station commenced on 1 July 2012; and
 - (b) "RTHK Memory (歲月·港台)" with memorable archived RTHK programmes would be introduced.

50. In response to the Chairman's comment that RTHK programmes broadcasted more than one year before could not be accessed, Mr Roy TANG advised that the "RTHK Memory (歲月·港台)" project would cater for such need. RTHK had obtained approval for funding of \$100 million from the Legislative Council for digitalizing and uploading online about 25% of the archived programmes. The programmes to be put online would be of historical value such as former Governor's speeches delivered in the 1950's, live broadcast of the opening of Kai Tak Airport, samplers of RTHK programmes, etc. A presentation on "Hong Kong Memories" would be conducted at the next meeting.

Agenda Item 6(b) : Quarterly updates on complaints (BOA Paper 8/2012)

51. Mr TAI Keen-man introduced the paper and members noted the contents.

Any other business

52. The Chairman informed that Ms Mimi CHEUNG would join the Board as a Member in the new term of Membership.

Date of next meeting

53. The Chairman informed the meeting that the next meeting would be held on 30 November 2012 and the venue was to be fixed.
54. There being no other business, the meeting ended at 5:30 pm.

Secretariat

RTHK Board of Advisors