

**Minutes of the 26<sup>th</sup> meeting of  
RTHK Board of Advisors  
held at 9:15 am, 9 September 2015  
at Conference Room, G/F, Broadcasting House  
30 Broadcast Drive, Kowloon Tong, Kowloon**

**Present**

Mr Lester G. HUANG, JP (Chairman)  
Dr Eugene CHAN Kin-keung, JP  
Ms Mimi CHEUNG Yee-may  
Mr Robert CHUA Wah-peng  
Mr Mohan DATWANI  
Ms Anna HUNG Wing-chee  
Mr Ringo LAM Wing-kwan  
Mr C.K. LAU, JP  
Mr Maurice LEE Wai-man, BBS, JP  
Mr Jimmy NG Wing-ka  
Mr LEUNG Ka-wing, Director of Broadcasting

**In attendance from RTHK**

Miss Leonia TAI, Deputy Director of Broadcasting (Developments)  
Mr TAI Keen-man, Deputy Director of Broadcasting (Programmes)  
Ms Lisa LIU, Assistant Director (Radio & Corporate Programming)  
Ms CHAN Man-kuen, Assistant Director (TV & Corporate Businesses)  
Mr CHAN Yiu-wah, Controller (Radio)  
Ms Amen NG, Head/Corporate Communications & Standards  
Mr MAK Chi-hang, Principal Programme Officer/Acquisition (Agenda item 3)  
Ms Liane CHENG, Controller (TV) (Agenda item 4)  
Ms Amy KWONG (Board Secretariat)

**Absent with apologies**

Mr Walter CHAN Kar-lok, SBS, JP  
Miss Lisa Marie DJENG Kar-yee  
Dr Carol MA Hok-ka  
Ms Marisa YIU

**Secretary**

Ms Priscilla HO (Board Secretariat)

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

1. The Chairman welcomed Mr LEUNG Ka-wing, Director of Broadcasting, who attended the meeting for the first time and thanked Mr Roy TANG, former Director of Broadcasting, for his past contributions.
2. Mr Walter CHAN, Miss Lisa DJENG, Dr Carol MA and Ms Marisa YIU sent apologies for not being able to join this meeting.
3. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 10 July 2015 for Members' comments on 28 August 2015 and Members had made no comments. The minutes of the last meeting were therefore confirmed without amendment.

### **Agenda Item 2 : Matters arising**

4. Regarding progress of RTHK's broadcasting analogue television service targeted to start from 2 April 2016, Mr TAI Keen-man reported that the Government was still assessing the feasible options for addressing the transmission network issues. RTHK was working against a very tight time frame to meet the target. It was anticipated that more updates could be provided at the next meeting.

### **Agenda Item 3: Television Acquisition Programmes**

5. Mr Matthew MAK briefed Members on the variety, choice and content of Television Acquisition Programmes. The meeting noted the wide spectrum of genres among the television acquisition programmes.
6. Some Members suggested RTHK procuring television programmes with longer catch-up broadcast period or video on demand (VOD) right in order to cater for the television viewing habit of Hong Kong people. A Member also considered longer catch-up broadcast period beneficial to RTHK's building up of its influence in the television broadcasting industry.
7. A Member proposed RTHK to acquire television programmes on lifestyle and travelling topics enriched with background information or brief histories to distinguish RTHK's content from similar programmes provided on the other

commercial television channels.

8. In response to a Member's enquiry on whether RTHK would consider acquiring more television programmes about the integration of Hong Kong and Mainland China, Ms Liane CHENG replied that RTHK had produced such programmes on their own and would consider increasing the production in this respect.
9. Regarding the television programmes produced by RTHK, Members suggested RTHK consider launching a Community Involvement Broadcasting Service (CIBS) on television. A Member also proposed RTHK to produce high quality live shows and to take advantage of RTHK's cross-media platforms to attract audience.

#### **Agenda Item 4: Report on Television Appreciation Index Survey**

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10. Ms Liane CHENG presented the powerpoint on the Television Appreciation Index (AI) Survey to the meeting.
11. In response to a Member's enquiry on the possible impact on the next AI Survey upon the expiry of Asia Television Limited's domestic free TV programme service license in April 2016, Mr TAI Keen-man replied that it would depend on the penetration rate of the new television broadcasters, the number of their productions and if the new television programmes would meet the threshold of 5% of awareness.
12. A Member asked about whether the sampling of AI survey had considered the age demographic structure and the types of devices used in viewing television programmes. Ms CHAN Man-kuen explained that the respondents were asked about their age to ensure proper age demographic distribution. The survey organisation had also conducted controlling check on the means of watching television programmes.
13. A Member remarked that the challenges faced by AI Survey would be more complicated as more broadcasters would join the market and it would be hard to define local production. Mr TAI Keen-man replied that AI Survey helped RTHK to track the appreciation index of RTHK programmes irrespective of the broadcasting channels.

### **Agenda Item 5(a) : Updates on programmes (BOA Paper 10/2015)**

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14. Mr TAI Keen-man introduced the paper. Members had no comment on the paper. Upon a Member's enquiry about the District Council Election in November 2015, Mr TAI Keen-man replied that RTHK would consider a number of aspects and focus on a few district constituencies for the production of District Council Election programmes.

### **Agenda Item 5(b) : Updates on complaints (BOA Paper 11/2015)**

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15. Mr TAI Keen-man introduced the paper. Members had no comment on the paper.

### **Any other business**

16. A Member expressed his concern over the need to preserve the legacy of Hong Kong's television history and proposed RTHK to produce programmes in this area to serve as public archives.

### **Date of next meeting**

17. The Chairman informed the meeting that the next meeting was scheduled for 20 November 2015.
18. There being no other business, the meeting was adjourned at 11:10 am.

**Secretariat**

**RTHK Board of Advisors**