

RTHK Annual Plan for 2012 – 2013

Purpose

The purpose of this annual plan is to give members of the public an outline of the programming directions of RTHK for the year 2012-13, with a view to enhancing the accountability of the department and providing a basis for public scrutiny of the extent to which RTHK delivers its public service mission, and returns value for the public money it spends.

Overview

2. For 2012-13, RTHK will pursue objectives in the following four areas -

(a) Programme Direction

RTHK will continue to uphold the highest standard of quality programming, underlined with creativity and responsibility in content development. In addition to the programming direction detailed below, RTHK will also continue to provide technical support, pool signal and/or coverage for major events in Hong Kong, including the anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), National Day, Chief Executive's Policy Address, and the Financial Secretary's Budget Speech.

Details of the programming direction for 2012-13 are as follows:

- i) RTHK will produce informative programmes on topical issues of concern or interest to the public, including the inauguration of the new term of Government, the 15th Anniversary of the Establishment of the HKSAR and the 2012 Legislative Council Election;
- ii) RTHK will produce programmes to promote family core values and community harmony;
- iii) The programming of RTHK will strive to strengthen the public's sense of belonging by cultivating their understanding of Chinese cultural heritage, history and national issues; and
- iv) RTHK's programming will focus on the promotion of arts, culture, sports, science and technology as well as creative industries. In particular, RTHK will be the host organizer of Asia-Pacific Broadcasting Union's (ABU) Asia-Pacific Robot Contest 2012 Hong Kong. RTHK will also produce programmes on issues relating to the minorities, the under-privileged and the elderly.

(b) Future Development

RTHK will launch Digital Audio Broadcasting (DAB) and ancillary data services in mid-2012 where there will be five channels, namely Putonghua, Radio 3 English, Radio 5 Elderly, China National Radio and BBC World Service. To prepare for the launch of Digital Terrestrial Television (DTT) services, RTHK will increase High Definition (HD) productions to 220 hours in 2012-13. Subject to discussion with free television broadcasters on rental of hilltop sites, RTHK aims to carry out signal test in 2012 and to fully develop the DTT transmission network by 2013-14. The projects of restoring archive-at-risk and establishing the Media Asset Management (MAM) system have both commenced and will get underway in the next few years. RTHK will also continue to forge ahead with the planning for the re-provisioning of the Broadcasting House to Tseung Kwan O.

(c) Governance

RTHK will continue to strengthen its corporate governance and enhance public accountability by the following means:

- i) RTHK will continue to support the Board of Advisors and receive advice from the Board on issues pertaining to its terms of reference, including the new initiative to facilitate community involvement in broadcasting;
- ii) RTHK will continue to invite participation by stakeholders and the general public with a view to enhancing transparency and accountability. To gauge public needs and expectation, RTHK will organize an annual public meeting at town hall for the general public to express their views on our services, conduct a series of consultations with the RTHK Programme Advisory Panel, hold focus group discussions, and invite public views through the use of the Channel Heads' hotlines; and
- iii) RTHK will ensure that each of its units handles public funds in a responsible, prudent and cost-effective manner. The Systems Review Unit will continue to conduct internal audit to review operation and control measures.

(d) Human Resources

In preparation for various new developments, RTHK will continue to invest in human resources. RTHK will recruit young and emerging talent to join the department. More training and expert seminars will be organized to groom on-air and on-screen talent as well as behind-the-scene media professionals.

Radio Services

3. RTHK operates seven analogue radio channels and will produce 1,036 hours of programmes of different genres in Cantonese, Putonghua and English weekly. Five DAB channels will be launched in mid-2012. The Radio Division will continue to reinforce the roles and identities of individual radio channels, such as the English and Putonghua channels, Radio 4 the classical music channel and Radio 5 with elderly, cultural and education programmes.

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
Radio 1 (FM)	News and Information Channel (Cantonese)	News and current affairs (48%), Information (19%) and Liberal education & national education (11%)
Radio 2 (FM)	Family Channel, with emphasis on youth, community projects and music (Cantonese)	Magazine programme (25%), Family and youth (18%), Music (28%) and Culture and education (10%)
Radio 3 (AM + DAB 33)	News and Infotainment Channel (English)	News and current affairs (16%), Entertainment (19%) and Music (51%)
Radio 4 (FM)	The only Fine Music Channel in Hong Kong (Bilingual)	Fine music (91%) and Arts and culture (7%)
Radio 5 (AM + DAB 35)	Elderly, Cultural and Education Channel (Cantonese)	Elderly (12%), Traditional Chinese Opera (28%), Family and children (7%) and News and current affairs (25%)
Radio 6 (AM + DAB 34)	BBC World Service Relay (English)	News, current affairs and information (98%)
Radio 7 (AM + DAB 31)	News and Infotainment Channel (Putonghua)	News (29%), Information (15%), Culture and education (9%) and Music (42%)
DAB 32	China National Radio	News, current affairs and information

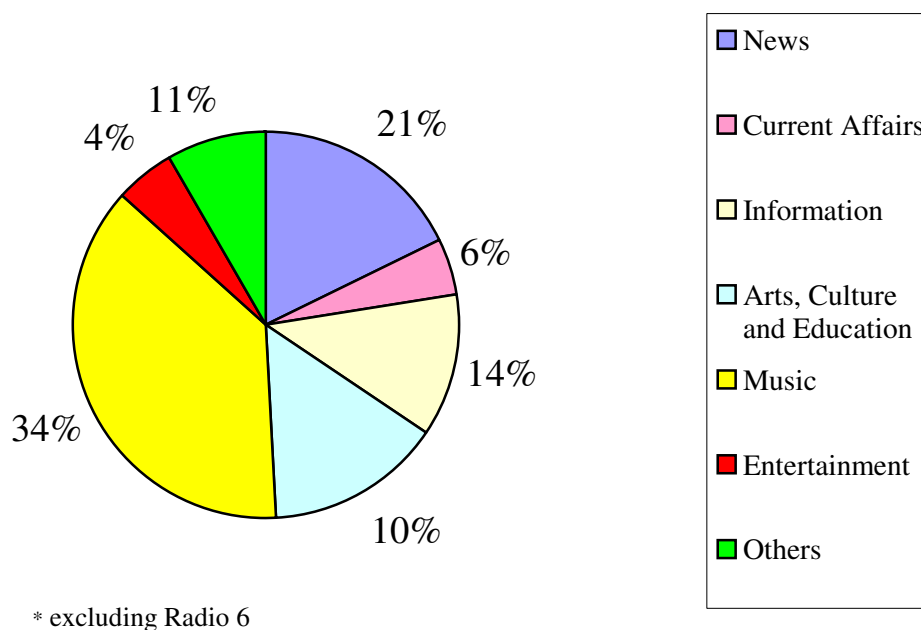
Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
	(Hong Kong Edition) Relay (Putonghua + Cantonese)	(90%) Music (10%)

4. Highlights of radio programmes for 2012 - 13 are detailed below -

- i) Chinese and English Programme Services will produce programmes related to the establishment of the new term of Government, and the 15th Anniversary of the Establishment of the HKSAR.
- ii) In celebration of the 15th Anniversary Establishment of the HKSAR, Chinese Programme Service will produce a multi-media mega show at the Hong Kong Coliseum for the youth to present the territory's development; Putonghua Channel will join hands with China National Radio to showcase the latest socio-economic development in the Guangdong - Hong Kong - Macau region and the News and Public Affairs Units will produce special programmes, forums and seminars to examine the changes since 1997.
- iii) To dovetail with the Hong Kong Design Year 2012, Radio 2 and Teen Power will organize a project "My Favourite Comics" (我最喜愛的漫畫) for secondary school students, with workshops, seminars, or competitions on 3D animation production.
- iv) Radio 5 will produce "Your 18 Districts" (你的十八區) and Putonghua Channel will produce "Tour the Districts" (十八區自由行) to encourage the elderly to make use of the public transport concessionary fare to enrich their social life and connection.
- v) To reinforce traditional Chinese culture and value, Radio 2 will produce a project to promote filial piety (孝道) in mid-2012.
- vi) To promote harmonious family relations, Radio 1 will produce a Sunday

- phone-in programme "Parents Are Not Aliens" (我們不是怪獸) aiming to provide parenting advice.
- vii) For the 50th Anniversary of City Hall, Radio 4 will produce a series of concert broadcasts "City Hall at 50" (動聽的歷史 - 大會堂五十週年經典重溫) and Radio 1 will conduct a series of interviews of the performing arts industry to commemorate the venue's contribution to the cultural life of the city in the past five decades.
 - viii) Radio 3 will produce a major event to celebrate the 25th Anniversary of Operation Santa Claus through which charitable donations have made a significant contribution to Hong Kong.
 - ix) Radio 4 will conduct the "Young Music Makers 2012" project to identify and nurture young local talents with the objective of supporting them in international competitions in Europe.
 - x) The DAB service will be launched in mid-2012. Apart from simulcasting the AM channels and relaying the China National Radio and BBC World Service, new programmes will be introduced to serve the special interests and needs of local communities, initiated through the pilot project of Community Involvement Broadcasting Service.

Projection of Radio Division 2012-13: Distribution of Analogue Radio programme output by programming nature *



Television Services

5. RTHK Television Division produces programmes that inform, entertain and educate the public with topics ranging from arts and culture, education, social issues, health care to politics and public affairs.
6. RTHK television programmes are transmitted on the Standard Definition (SD) and HD channels of the free-to-air terrestrial broadcasters, i.e. TVB and ATV. To maximize audience reach, selected RTHK programmes are broadcast on other broadcast platforms, including Cable TV, NOW TV, Hong Kong Broadband Network and TVB Pay Vision. Annual transmission is estimated to be around 5700 hours.
7. In 2012-13, RTHK plans to produce 1 750 programmes totaling 630 hours, of which 220 hours will be HD production.
8. This year, Television Division's slogan is 『有你同行・更見精彩』 highlighting that

the engagement of the public will make the programmes more brilliant. To better serve the public, RTHK will partner with various government departments and non-government organizations to produce programmes that raise awareness on family core values, civic education, health issues; enhancing public's knowledge about current affairs and social issues; and raise public's interest in science, technology and creativity. Our major partners include: Arts Development Council, CreateHK, Development Bureau, Education Bureau, Elderly Commission, Fire Services Department, Home Affairs Bureau, Innovation Technology Commission, Tsuen Wan District Council and Hong Kong Jockey Club Charities Trust.

9. Highlights of television programmes for 2012-13 are detailed below -

- i) Produce programmes about the new term of Government, as well as the 2012 Legislative Council Election; provide pool-feed signal of official events and produce programmes relating to the 15th Anniversary of the Establishment of the HKSAR.
- ii) Produce “Glamour of Sports VI (體育的風采 VI)” which focuses on Hong Kong athletes' preparation for the 2012 London Olympic Games.
- iii) Produce programmes to promote social integration of people with disabilities and to inspire people with disabilities to face life's challenges with courage. Sign language has been added in “Look and Learn (識多一點點)” and “News Review (時事摘錄)” for audience with hearing impairment. A five-minute programme about sign language (手語隨想曲) will also be produced to enhance the understanding of the public.
- iv) On Chinese heritage, “Kung Fu Quest II (功夫傳奇 II 之再戰江湖)” and “Cultural Heritage 2012 (文化長河 - 山川行)” will enhance public's knowledge and interests in Chinese history, culture, traditional customs and wisdom; to document the Chinese emigrants' struggle and road to success,

- “Roots Old and New - Stories of Chinese Emigrants II (華人移民史 II)” will be produced.
- v) On arts and culture, RTHK will continue to cover performances on classical music, opera and dances. Weekly programmes “The Works (藝坊)”, “Chinese Works (藝坊星期天)” and “Arts Weekly (藝術雜誌)” will also be produced to provide audience with information and reviews of visual and performing arts, design, literary and other contemporary works. To promote and recognize the local music players, a new series “Music Heroes (音樂動起來)” will be produced.
 - vi) On social and economic issues, programmes like “All About Money (原來錢作怪)” and “Rich Mate Poor Mate (窮富翁大作戰)” will be produced.
 - vii) To support, nurture and to provide a platform for Hong Kong’s independent producers, RTHK has commissioned documentary and drama programmes including “Sinking Islands (沉沒的國度)”, “Angels on Earth (天使在人間)”, and “Life’s Hard (生活迫人)”, which will be shown this year. To foster creativity, “Y2K x Design (Y2K x 設計)” showcasing young local designers will be produced, and a new round of internal commissioning will be initiated to nurture talent within RTHK.
 - viii) Health and medical programme such as “Doctor & You (醫生與你)” ; and language programmes such as “English Made Easy (反斗英語)” and “Chinese Made Efficient (正斗中文)” will continue to be the main focus in continuing education programming; to promote active ageing and quality life of the elderly population, a documentary series “Golden Age (黃金歲月)” will be produced.
 - ix) Through programme acquisition and programme exchange, RTHK will continue to introduce to Hong Kong high quality documentary productions from all over the world. They include “Explore More (探索大世界)”, “Asian Short Film” featuring winning entries in the Hong Kong Independent Short Film & Video Awards (IFVA); the 3rd series of “Under the Same Sky (窗外有藍天)”, and “Why Poverty? (為什麼貧窮?)”, a documentary series

initiated by STEPS International¹.

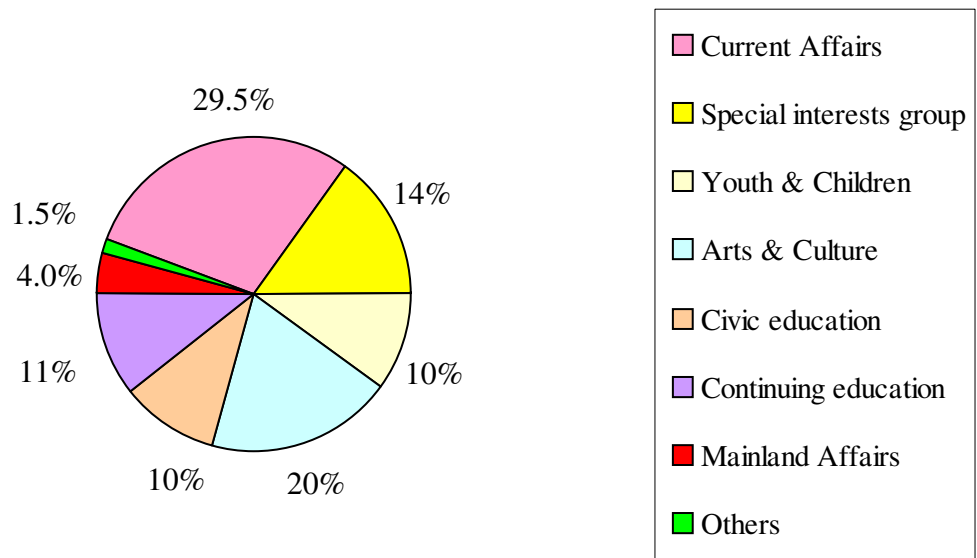
- x) To address various social issues, high quality drama in HD will be produced: namely “Elite Brigade (火速救兵)II” will raise the public’s awareness of fire prevention; “A World Without Walls (沒有牆的世界)III” depicts the challenges faced by people with disabilities; “A House of Gamblers (賭海迷徒)”, promotes anti-gambling messages; “Privacy Protection Special (私隱事件簿)”, aims at raising public awareness on their rights and protection of personal data.

10. RTHK will be the host organizer of ABU’s Asia-Pacific Robot Contest 2012 Hong Kong. This international event with contestants from 18 countries will help promote creativity, innovation in information technologies and engineering through competition, workshops and seminars.

11. Education Television (ETV) will produce programmes to support moral and national education and new senior secondary school subjects such as liberal studies, sciences, physical education, applied learning, other learning experiences and the Hong Kong Diploma of Secondary Education. ETV will also broadcast pre-primary school programmes in specified timeslots and to cover inter-school contests including Hong Kong Schools Music Festival and Speech Festival, and will re-package prime time television programmes with educational value for schools.

¹ It is a non-profit organization set up by a group of TV professionals in Europe and Africa with aims to engage people in discussion about common issues through the launch of international communication projects.

Projection of TV programme output by programming nature 2012-13



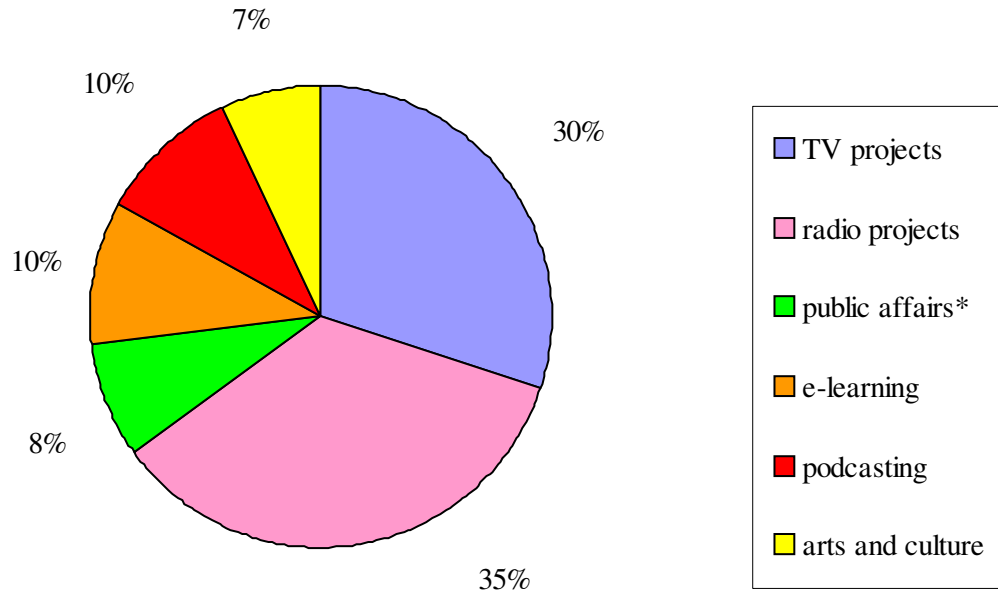
New Media Services

12. RTHK official website (<http://rthk.hk>) provides live-stream and archive of radio and television programmes for 12 months from the date of broadcast for easy access (except relays of BBC World Service and China National Radio channels). The popularity and importance of rthk.hk has grown steadily over time. The daily hit rate reached an average of 34 million in late 2011, of which 40% were users from overseas. The website has proven to be a popular and effective source of information about Hong Kong for local and overseas communities. It also adds value to radio and television broadcast through re-packaging of content into web-based service like podcast, android mobile applications and Youtube for archive viewing as well as interactive learning through the e-Learning Channel. RTHK will further enhance integration with other multimedia platforms with a view to reaching out to young and new audience.

13. eTVonline will continue to provide live simulcast of school programmes and non-curriculum based programmes to primary and secondary schools. It will also continue to launch various e-learning projects and organize related activities on liberal studies, media education and civic education in collaboration with the Education Bureau, schools, and other organizations.
14. On the technology front, the New Media Unit will carry out the following tasks:
- i) HQ quality mp3 and mp4 web streaming services will be extended to all RTHK radio channels including RTHK's DAB channels as well as live video webcasts;
 - ii) Mobile applications and podcasting will be further developed to enhance the services to users of mobile devices; more mobile applications will be added to support smart phones and smart televisions with different operating systems;
 - iii) The Internet platform will be further opened up to allow users to share audio and video content, e.g., through the Creative Archive on rthk.hk and sharing of live video contents through mobile phones;
 - iv) Web projects will be produced in HTML5 format to ensure multi-platform compatibility. Mobile device of all sizes with different operating systems will have full access to RTHK projects²; and
 - v) An enhanced search engine for more effective searching of specific RTHK programmes and web projects will be available.
15. On the content side, the New Media Unit will continue to support Radio and Television Divisions on the four major programme directions as stated in paragraph 2(a) above and will continue to co-ordinate with outside parties to develop special web projects for different interests groups. Examples are "e-Learning Channel", "Teen Power", "A-Power", "youth.gov.hk", "Book Floating" and "Chinese Culture Channel".

² Web projects produced in HTML5 coding will be in a hybrid mode that can be accessed by all browsers and all operating systems.

***Projection of New Media Services in 2012 - 13:
Distribution of online projects by programming type***



* includes live webcast of LegCo meetings, and Chief Executive's Q&A sessions.