

**“RTHK Memory” –
A Revisit to RTHK Timeless Classics
of Over 100 Hours of Highlights**

Radio Television Hong Kong (RTHK) launched its first radio broadcast in 1928 under the call-sign GOW, and its television (TV) productions in 1970. Throughout the decades, a wide range of programmes have been produced to witness the ups and downs of Hong Kong and her people, with major historical events and changes of the cityscape recorded accordingly as time goes by. A lot of these materials have high historical and cultural values. To preserve these valuable materials through restoration and digitisation, the Government has set aside about \$100 million for RTHK to establish a Media Asset Management (MAM) system. In order to share with the public the result of this MAM system, and to cherish nostalgia in their collective memories with RTHK’s exclusives, RTHK has started to run a newly-designed extensive online database “RTHK Memory” from 5 November 2012 onwards. The first phase covers over 100 hours of RTHK’s radio and TV highlights, including early collections as well as precious historical trailers that are given high regard for appreciation. Web-users may simply log in the dedicated webpage “RTHK Memory” (<http://rthk.hk/rthkmemory/>) to browse an array of spectacular RTHK programmes from the 50s till today.

2. Known as the pioneer of numerous innovative programme genres, RTHK and many of her outputs are acclaimed for their popularity and widely appealed to the audience. The first batch of RTHK online exclusives are presented under 5 categories: Profile (on celebrities’ interviews), HK Footprints (on HK scenery retrospect), Major Events (important historical reviews), Artscritique (arts and cultural inductions) and Innovation (RTHK’s brand-new programmes).

3. A massive of collections ranging from Sir Alexander William George Herder Grantham’s press conference in the 50s to various keynote speeches delivered by successive Hong Kong Governors over the years can be found with the RTHK online database. The online documentaries are the record of social events that covered the Vietnamese refugees problems, Right of abode, the 1 July 2003 Demonstration and an extensive list of issues which once had accorded public’s attention. The database

also covers innovative programmes bearing RTHK's brand-name, like the realistic drama serial "Below the Lion Rock" in the 70s and "City Forum" in the 80s upon the initiative of public participation on the political front. Other valuable database records included interviews with celebrities like David Akers-Jones (鍾逸傑), Lydia Selina Dunn (鄧蓮如), San Mao (三毛), Cantonese Opera Gurus Liang Tsi Pak (靚次伯) and Sun Ma Sze Tsang (新馬司曾), Shih Kien (石堅), James Wong Jim (黃霑) and Leslie Cheung (張國榮), etc. In addition to the audio and video productions, various old pictures of the classical drama "Below the Lion Rock" have been uploaded to the database for the public to recollect as part of their fond memories.

4. The RTHK online database "RTHK Memory" has particularly invited Hong Kong illustrators to authentically depict local memories recorded by RTHK. The database has applied a user-friendly design for the ease of web search and browse. It is distinctly divided into audio, video and photo search, where the programmes under search can be identified as either "Random" or "Hot". Web-users/audience may preview highlights of different programmes under various categories randomly presented online, or they may search the most-viewed programmes with a "Hot" option. In addition, "Major Events" are sorted by era for the ease of web-search over previous historical events taken place in Hong Kong. By simply selecting the English alphabetical order or number of Chinese character strokes, web-users can search for their favorites in the RTHK database, and with the availability of share tools, web-users may easily share their likes via social networks.

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