

**Draft
RTHK Annual Plan for 2014/15**

Purpose

The purpose of this annual plan is to give the public an outline of the programming directions of RTHK for the year 2014/15, with a view to enhancing the accountability of the department and providing a basis for public scrutiny of the extent to which RTHK fulfills the public purposes and mission as set out in the RTHK Charter.

Overview

2. For 2014/15, 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, the Financial Secretary's Budget Speech and the ceremonial opening of the Legal Year.

Details of the programming direction for 2014/15 are as follows:

- i) RTHK will produce, commission and acquire new quality programmes of interests to the public for the Digital Audio Broadcasting (DAB) and the Digital Terrestrial Television (DTT) services;
- 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;
- iv) RTHK's programming will focus on the promotion of arts, culture, sports, science and technology as well as the creative industries. RTHK will also produce programmes on issues relating to the minorities, the under-privileged and the elderly; and
- v) In particular, RTHK has already started its DTT channel trial run on 12 January 2014. With Channel 31(RTHK TV 31) as the flagship general programming channel and Channel 32 (RTHK TV 32) as the live event channel and Channel 33 (RTHK TV 33) relaying the China Central Television (CCTV) channel 9 documentary international channel, a full array of quality programming will be delivered to the Hong Kong audience.

(b) Future Development

- i) For Radio Services, in view of audience behavior after mid-night, joint-broadcast will be reduced and a half-hourly news brief will

- be added after mid-night daily. The total programme output will then be increased by about 910 hours;
- ii) For DTT services, RTHK TV 31 broadcasts 8.5 hours (5:00 p.m. to 1:30 a.m.) daily Monday to Friday and 13.5 hours daily (12:00 p.m. to 1:30 a.m.) on Saturday and Sunday and will progressively increase broadcast hours subject to availability of resources; RTHK's current transmission infrastructure enables signal coverage at about 75% of Hong Kong's population and subject to availability of resources for the construction of the fill-in stations, it will be increased to about 99%;
 - iii) The projects of restoring archive-at-risk and establishing the Media Asset Management (MAM) system will continue in the next few years; and
 - iv) RTHK will strive to rally support for the funding of the re-provisioning of the RTHK Broadcasting House in Tseung Kwan O in order to fulfill RTHK's role as the public service broadcaster of Hong Kong as decided by the Chief Executive-in-Council in September 2009.

(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;
- 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 conduct a series of consultations with the RTHK Programme Advisory Panel, hold focus group discussions, and collect public views through RTHK public feedback 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 and in view of the dominance of multimedia against traditional media, RTHK will continue to invest in human resources. RTHK will recruit young and emerging talent to join the department. More all-rounded multimedia training, leadership courses and expert seminars will be organized to groom and upgrade on-air and on-screen talent as well as behind-the-scene media professional.

Radio Services

3. RTHK operates seven analogue radio channels and will produce 55,065 hours of programmes of different genres in Cantonese, Putonghua and English in 2014/15.

Upon the launch of five DAB channels, audience has a choice of better reception quality for the RTHK AM channels (Radio 7 (Putonghua), Radio 3 and Radio 5) through the partial simulcast in DAB 31, DAB 33 and DAB 35 respectively. DAB 32 is a special Hong Kong edition produced by China National Radio (CNR) while DAB 34 relays the BBC World Service. In addition to attracting audience from the existing AM channels, RTHK has also enriched the programme contents of the DAB channels by producing new types of programme, some with visual displays on DAB receivers which is targeted at particular new audience groups.

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
Radio 1 (FM)	News, information and general programming (Cantonese)	News and current affairs (47%), Information (19%) and Liberal education & national education (10%)
Radio 2 (FM)	Youth, entertainment, popular music and promotion of family and community	Magazine programme (25%), Family and youth (16%), Music (31%) and Culture and education (8%)

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
	projects (Cantonese)	
Radio 3 (AM + DAB 33)	News, information and general programming (English)	News and current affairs (16%), General Entertainment (19%) and Music (51%)
Radio 4 (FM)	Serious music and fine arts (Bilingual)	Fine music (91%) and Arts and culture (7%)
Radio 5 (AM + DAB 35)	Elderly, cultural and education (Cantonese)	Elderly (11%), Traditional Chinese Opera (31%), Family and children (13%) and News and current affairs (21%)*
Radio 6 (AM + DAB 34)	BBC World Service relay (English)	News, current affairs and Information (98%)
Radio 7 (Putonghua) (AM + DAB 31)	General programming, news and finance (Putonghua)	News (26%), Information (10%), Culture and education (17%) and Music (43%)
DAB 32	China National Radio Hong Kong Edition relay (Putonghua +	News, current affairs and information (85%) and Music (15%)

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
	Cantonese)	

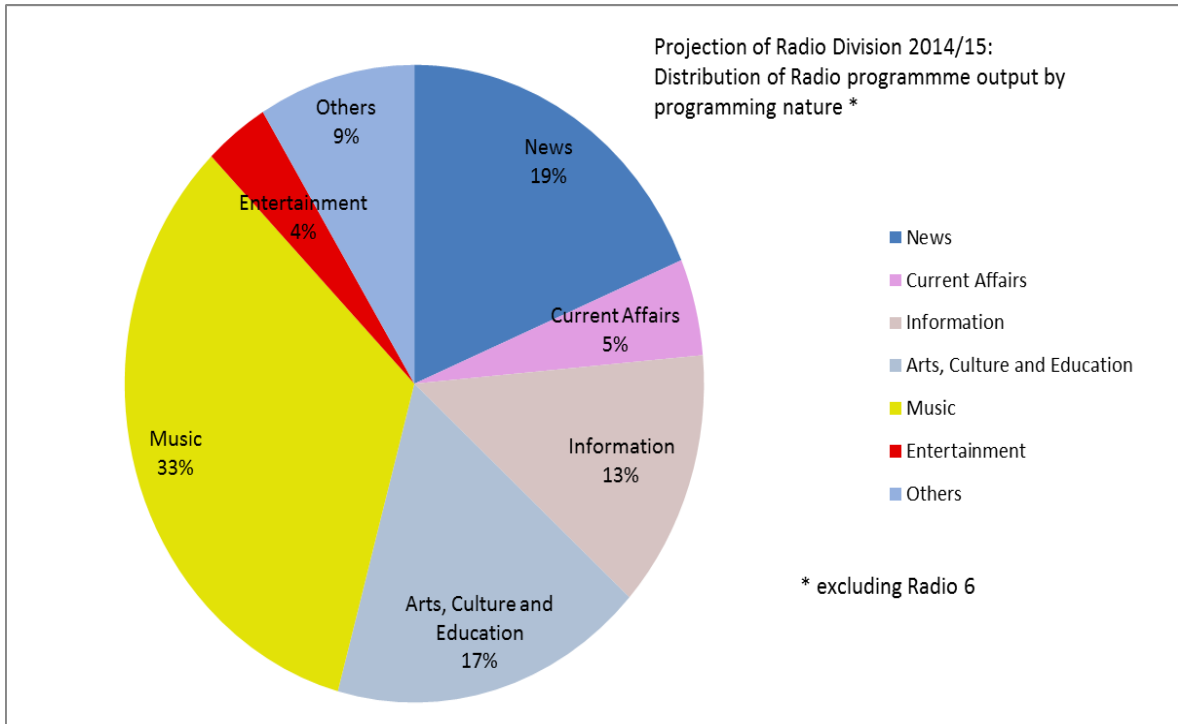
* Starting from April 2013, relay of Legislative Council meetings was switched to DAB 35.

4. Highlights of radio programmes for 2014/15 are detailed below -
- i) Chinese Programme Service (CPS) plans to increase its output by reducing joint-broadcast after mid-night:
 - Radio 1 to produce 3.5 hours of audio book weekly starting April 2014; and
 - Radio 5 to broadcast 3 hours of Cantonese Opera daily starting from September 2014;
 - ii) The English Programme Service (EPS) plans to cover the Hong Kong Open Championships and the Cricket Sixes; the English News service will be enhanced by introducing video news on the RTHK website;
 - iii) Chinese News and English News units will produce specials for the 25th anniversary of the June 4th Incident, the Hong Kong political reform consultation, and Asia-Pacific Economic Co-operation Finance Ministers' Meeting;
 - iv) Radio 4 will celebrate its 40th anniversary by producing a programme series "40 Years of Fine Music Broadcasting" and a series of interviews of 40 artists for podcast in addition to the 40th Anniversary Concert to be presented by the Hong Kong

Philharmonic Orchestra;

- v) As 2014 is the World Cup Year, Radio 1 will produce programmes which will provide professional analysis and commentary of all matches; Radio 2 will produce 3-minutes highlights of all matches to quench the passion of the soccer fans; and Putonghua Channel will produce a series of success stories featuring renowned soccer celebrities from Hong Kong, Mainland China and Taiwan;
- vi) Radio 2 will launch a campaign to celebrate the 20th Anniversary of International Year of the Family by producing programmes and stage performances through the Solar Project to promote family harmony;
- vii) The Putonghua Channel in collaboration with the Hong Kong Federation of Youth Groups will produce "Ode to Joy Youth Performance", a multimedia presentation depicting the perseverance, creativity and challenges of the younger generation;
- viii) The Culture and Education Unit of RTHK will invite the 8 universities in Hong Kong to establish a knowledge bank at RTHK platforms by recording and providing key lectures and forums to be downloaded or viewed by streaming on mobile devices, apart from broadcasting on the Chinese channels, for ease of learning by the public;
- ix) DAB channels will enhance its services by providing visual elements to some of its new programming and will also promote the awareness of DAB services to the public; and
- x) The Traffic Centre will strengthen its services by launching the "Public & Professional Drivers' Reporting Hotline" to provide

the audience with the most updated information on traffic conditions.



Television Services

5. RTHK Television Division produces quality 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. In 2014/15, RTHK plans to produce 2,164 programmes totaling 1,303 hours.

6. RTHK television programmes are transmitted on the Standard Definition (SD) and High Definition (HD) channels of the two free-to-air 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 and TVB Pay Vision. Annual transmission is estimated to be around 18,281 hours. The RTHK DTT infrastructure currently covers about 75% of Hong Kong's population, and the RTHK DTT channels have started its trial run on 12 January 2014.

RTHK TV 31 is a flagship channel which offers general programming with current affairs, education, arts and culture. RTHK TV 32 is a live event channel which covers Legislative Council meetings every Wednesday and any other important local press conferences and events of public interest. RTHK TV 33 is a relay of CCTV 9 Documentary International Channel.

7. To better serve the public, RTHK will partner with 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 Department of Health (DH), Labour and Welfare Bureau, Home Affairs Department (HAD), Home Affairs Bureau (HAB), Education Bureau (EDB), Hong Kong Observatory (HKO), Information Services Department (ISD), Constitutional and Mainland Affairs Bureau (CMAB), Development Bureau, Arts Development Council, Hospital Authority. Major non-government organization partners include Standing Committee on Language Education and Research (SCOLAR), Consumer Council, Major Sports Events Committee, The Hong Kong Jockey Club Charities Trust, Hong Kong Schools Music and Speech Association and The Chinese University of Hong Kong.

8. Highlights of television programmes for 2014/15 are detailed below –

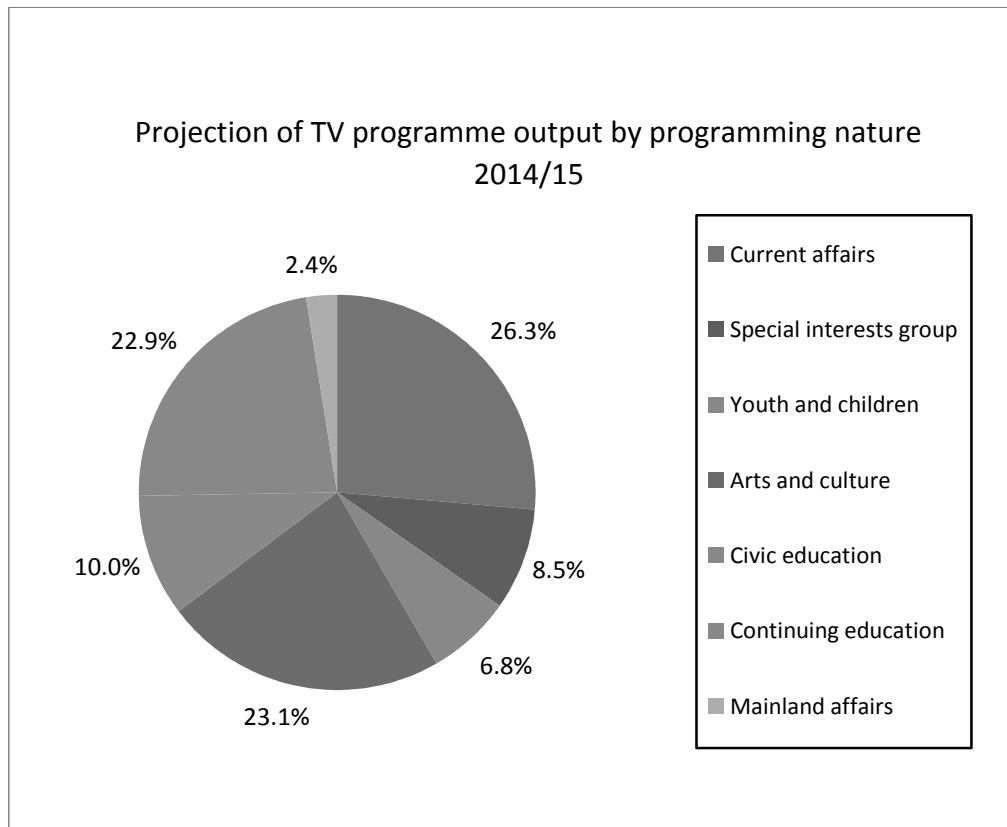
- i) On Chinese heritage and culture, “Chic China” explores the latest and finest in food, fashion, living, transportation, music, arts, architecture and design of contemporary Mainland China and “Cultural Heritage IV – Ancient Capitals” (sponsored by HAB) through history, social and geographical standpoints to trace and understand the historic capitals in the mainland ;
- ii) On arts and culture, RTHK will continue to cover performances on classical music, opera and dances; and will also produce weekly programmes “The Works”, “Chinese Works”, “Artspiration” and “Arts On Air” to provide audience with

- information and reviews of visual and performing arts, design, literary and other contemporary works; and a brand new documentary series on Chinese writers ;
- iii) On social, political and economic issues: live current affairs magazine programme “This Week”, one-on-one interview programme “Face to Face” in Chinese and “In Conversation”, a brand new interview programme in English, all provide in-depth analysis of important local and international news and current affairs will be produced. Moreover drama series like “Social Enterprises” (sponsored by HAD), “A House of Gamblers” (sponsored by HAB) and situation drama will be produced to reflect issues of Hong Kong society;
 - iv) To support, nurture and to provide a platform for Hong Kong’s independent producers, RTHK has commissioned documentary, drama and animation programmes including “Underwater Photographers”, “Stories About China II”, “The Critical Moment II”, and “Commissioning Project II”. To foster creativity, “Kaleidoscope of Ideas” continues to provide a platform for local animators to show their talent;
 - v) To promote social integration of minorities, a documentary series “Ethnic Minorities in Hong Kong” (sponsored by CMAB) will be produced;
 - vi) Educational programmes will continue to be one of the key areas of RTHK programming. Health programmes “Doctor and You”, “Primary Care” (sponsored by DH), and “Food Wise” suggest how to eat healthy and maintain good health; and “Men Stories” talks about the pain and joy of being a man;
 - vii) Family education programme “The Parenting Handbook” is a

series which provides parenting tips. Other general education programmes include “Outstanding Teachers” (sponsored by EDB) and “Sex Education”;

- viii) Environmental and science documentary programmes include “Meteorology Series IV” (sponsored by the HKO), introduces climate change in different cities in the world; “Nature and Man Connection ” shows how people deal with environmental problems;
- ix) RTHK classic drama “Below the Lion Rock Classics”, “When We Were Young” and “Miracle of the Orient” will be showcased to allow older audience to reminisce as well as to let young people understand the culture and lifestyle in Hong Kong in yesteryears. Brand new series of “Below the Lion Rock” will also be produced to showcase the spirit in contemporary Hong Kong; and
- x) RTHK School ETV programmes are produced for students of different levels, including pre-primary, primary, junior and senior secondary to support their respective curricula and learning needs. The programmes produced for primary and secondary schools cover the eight learning areas and cross-curricular issues. In 2014-2015, RTHK and EDB will also work together with the Department of Health to produce a series of programmes to promote healthy lifestyle amongst young children. Apart from subject-based programmes, the “Education Magazine” programmes are also produced to cover the latest developments in education and curriculum reforms. During 2014-2015, School ETV programmes will also migrate progressively towards HD production and are broadcast on RTHK 31 channel as well

starting from 13 January 2014.



New Media Services

9. 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 by the public (except relays of BBC World Service, China National Radio channels and CCTV Channel 9 Documentary). The popularity and importance of rthk.hk has grown steadily over time. The daily page-views reached an average of 4.6 million in late 2013 with an average of 305,000 visits per day, of which 27% 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 services like podcasts, mobile applications (with over 1.3 million downloads for RTHK On-The-Go; 68,000 downloads on RTHK Screen recorded as at March 2014) and RTHK Youtube for archive viewing as well as interactive learning through the e-Learning Channel (with a monthly average of 2 million page-views recorded). RTHK will further enhance integration with other multimedia platforms with a view to reaching out to young and new audience.

10. 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 government bureaux and departments,

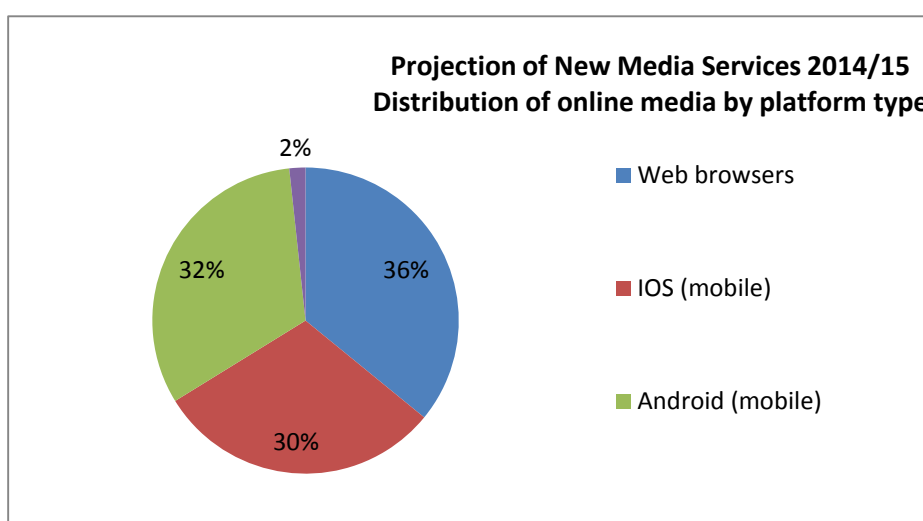
schools, and other organizations.

11. On the technology front, the New Media Unit will carry out the following tasks:

- i) Further extend high resolution mp4 video streaming services to all RTHK's TV programmes including the DTT channels (except for the CCTV Channel 9 Documentary) and HQ quality mp3 web streaming services to all RTHK radio channels including RTHK's DAB channels (except relays of BBC World Service and China National Radio channels);
- ii) Further develop mobile applications and podcasting to enhance the services to users of mobile devices; and add more mobile applications to support smart phones, tablets and smart televisions with different operating systems;
- iii) Further open up the Internet platform to allow users to share audio and video contents, e.g., through the integrations with social media such as Facebook, YouTube and Twitter, etc for sharing of RTHK contents through mobile devices and web browsers;
- iv) Produce web projects in HTML5¹ format to ensure multi-platform compatibility. Mobile device of all sizes with different operating systems will have full access to RTHK projects; and
- v) Develop an enhanced web-trends software to accurately measure the internet activities of rthk.hk.

¹ Web projects produced in HTML5 coding will be in a hybrid mode that can be accessed by all browsers and all operating systems.

12. On the content side, the New Media Unit will continue to support Radio and Television Divisions on the five 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. New Media Unit will also continue to support special online projects such as “RTHK Memory”, “Unusual Journey” and “Hong Kong Illustrators”.



Radio Television Hong Kong
March 2014