RTHK Annual Plan for 2019/20

Purpose

The purpose of this annual plan is to inform the public of Radio Television Hong Kong’s (RTHK) programming outline for the year 2019/20 and to provide a basis for public scrutiny of the extent to which RTHK fulfills the public purposes and mission as set out in the RTHK Charter.

The public purposes and mission of RTHK are -

(a) to sustain citizenship and civil society;
(b) to provide an open platform for the free exchange of views without fear or favour;
(c) to encourage social inclusion and pluralism;
(d) to promote education and learning; and
(e) to stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people.


Overview

2. For 2019/20, RTHK will pursue objectives in the following four areas -

(a) Programme Direction

In accordance with the RTHK Charter, RTHK produces quality programmes that inform, educate and entertain the public in wide-ranging topics, underlined with creativity and responsibility in
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content development. RTHK will partner with government bureaux / departments and non-governmental organizations for quality programme production.

Key programming directions for 2019/20 of RTHK are:

(i) **Healthy Hong Kong (健康香港)** will be the main theme for RTHK programming this year;

(ii) Produce programmes to promote sports as an instrument to enhance physical and mental health, provide sports news and live coverage of important games;

(iii) Produce programmes to foster social cohesion, community harmony, family values, and to promote understanding of Chinese cultural heritage, history and ethos of the nation;

(iv) Produce programmes to commemorate the 70th Anniversary of the Founding of the People’s Republic of China (PRC); and

(v) Produce programmes on arts, culture, creative industries, environmental protection, science and technology; as well as issues relating to family values, integration between generations, the minorities and the under-privileged.

In addition, RTHK will continue to provide technical support, pool signal and/or coverage for major local events.

(b) **Future Development**

(i) Synergy among radio, television and new media services will be
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strengthened to enhance reach and public engagement;

(ii) The dissemination of live video news will be further strengthened on RTHK News application (app), web and RTHK television channels;

(iii) The last batch of four more transmission stations for the Digital Terrestrial Television (DTT) service will be in service upon their completion in the first quarter of 2019. Together with the existing 25 stations, the ultimate target of 99% coverage of Hong Kong population will be reached. The daily broadcast on RTHK TV31 will be extended to 24 hours starting from 1 April 2019; and

(iv) Continue the re-planning of the New Broadcasting House in Tseung Kwan O with a view to working out a proposal which is both cost-effective and responsive to the opinions of the Legislative Council Public Works Sub-Committee.

(c) Governance

RTHK will strengthen its corporate governance and enhance public accountability by the following means -

(i) Support and continue to heed the advice of the Board of Advisors on issues pertaining to its terms of reference;

(ii) Promote general public and stakeholder’s participation with a view to enhancing transparency and accountability. RTHK will conduct consultations with the RTHK Programme Advisory Panel, and collect public views through all avenues available.

(iii) Ensure public funds are handled in a prudent, responsible, and
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effective manner. The Systems Review Unit conducts internal audit to review operation and control measures; and

(iv) Take forward Audit recommendations as set out in “The Director of Audit Report No. 71” to improving RTHK services.

(d) **Human Resources**

Continue to invest in various new developments, especially changes brought forth by the proliferation of new media formats in the multimedia age. Recruit emerging talent and provide all-round multimedia training, including leadership courses, expert seminars and workshops, etc.
3. RTHK operates seven analogue radio channels and will produce 58,755 hours of programmes of different genres in Cantonese, Putonghua, English and other languages in 2019/20.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Role and identity</th>
<th>Main programmes and percentage (in terms of broadcast hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio 1</strong> (FM)</td>
<td>News, information and general programming (Cantonese)</td>
<td>News and current affairs (42%), Information (24%), Liberal education and national education (15%) and others / miscellaneous (19%)</td>
</tr>
<tr>
<td><strong>Radio 2</strong> (FM)</td>
<td>Youth, Entertainment, popular music, arts, culture, and promotion of, family and community projects (Cantonese)</td>
<td>Magazine programme (26%), Family and youth (14%), Music (39%), Culture and education (7%) and others / miscellaneous (14%)</td>
</tr>
<tr>
<td><strong>Radio 3</strong> (AM)</td>
<td>News, information and general programming (English)</td>
<td>News and current affairs (19%), General Entertainment (16%) and Music (65%)</td>
</tr>
<tr>
<td><strong>Radio 4</strong> (FM)</td>
<td>Fine music and arts (daily from 07:00 to 23:00) (Bilingual – English)</td>
<td>Fine music (83%), Arts and culture (7%) and others / miscellaneous (10%)</td>
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<tr>
<td>Radio 6</td>
<td>Relay of BBC World Service (daily from 23:00 to 07:00) (English)</td>
<td>News, current affairs, Information (98%) and others / miscellaneous (2%)</td>
</tr>
<tr>
<td>Radio 5</td>
<td>Elderly, cultural and education (Cantonese)</td>
<td>Elderly (13%), Traditional Chinese Opera (37%), Family and children (10%), News and current affairs (19%) and others / miscellaneous (21%)</td>
</tr>
<tr>
<td>Radio 7</td>
<td>General programming, news and finance (Putonghua) Community Involvement Broadcasting Service (CIBS) (Various Languages)</td>
<td>News (21%), Information (15%), Culture and education (9%), Music (44%), CIBS (8%) and others / miscellaneous (3%)</td>
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4. Highlights of radio programmes for 2019/20 include:

(a) In cooperation with the Food and Health Bureau and the Department of Health, the message of Healthy Hong Kong (健康香港) will be disseminated;

(b) Commemoration of the 70th Anniversary of the Founding of the PRC;

(c) To support the Hong Kong pop music industry, a music education campaign will be launched among universities, with a music documentary to be produced and broadcast via our Radio, Television Divisions and the New Media Unit;

(d) In cooperation with Mainland media partners, a seminar and a series of programmes on xiqu will be produced, involving young talents from Hong Kong, Guangdong and Macau;

(e) On news and public affairs programming, local, national and international key events are our concern;

(f) In nurturing new talents, a new round of broadcasting talent recruitment will be conducted, followed by workshops and training on creativity. Besides, this is the 5th year of the programme Young Music Makers which provides performing opportunities for young talents on radio, television and online platforms;

(g) Educational programmes on STEM (Science, Technology, Engineering and Mathematics) will be produced with summer projects organized;

(h) In hope to foster generational communion, RTHK will produce two programmes: (i) elderly and university students will be invited to stay
together for a few days at the university dormitory so they can learn from and be inspired by each other. (ii) supported by the Hong Kong Public Libraries, through which introduce digital reading to the elderly;

(i) With the support from the Leisure and Cultural Services Department (LCSD), a programme series on the anecdotes and information of Hong Kong museums will be produced;

(j) CIBS will conduct focus group to collect public opinion and applicants’ feedback, will also promote through online platforms and out-reaching activities to enhance the awareness of the programme; and

(k) More extensive use of Augmented Reality (AR) and LiveU techniques will be applied to programmes production and synergized for radio, television and online broadcast or simulcast.
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Television Services

5. In 2019/20, 2,790 television programmes totaling 1,778 hours are to be produced.

6. RTHK TV 31 is a flagship channel which offers general programming on current affairs, education, arts and culture. RTHK TV 32 is a live event channel which mainly covers Legislative Council meetings, important local press conferences and events, international and sports news highlights, etc. Programmes and events of public interest are often synergized and simulcast with Radio and other RTHK new media platforms. RTHK TV 33 is a relay of China Central Television Channel 1 (CCTV-1).

RTHK television programmes are transmitted on RTHK’s own DTT and analogue television channels, the free-to-air television channels of Television Broadcasts Limited, Hong Kong Television Entertainment Company Limited and Fantastic Television Limited. To maximize audience reach, selected programmes are shown on other broadcast platforms, including Cable TV and NOW TV. The 2019/20 transmission is estimated to be 40,920 hours.

7. Highlights of television programmes for 2019/20 include:

   (a) Healthy Hong Kong (健康香港) is the main theme of RTHK programming this year. A new series of Doctor and You (醫生與你)
will continue to provide medical information. Docu-drama series *Beautiful Mind II* (快樂從心開始 II) provides insight to improve mental health so as to enhance quality of life. *Bitter Uncles* (大叔又如何) aims to raise public awareness of middle-aged men’s well-being. *Golden Age* (黃金歲月) encourages the elderly to face issues on aging in a positive manner;

(b) To further promote local sports and health education, a one hour weekly Live Sport Magazine will be produced. TV 32 will continue to provide live coverage of local sports events and sports news both local and international;

(c) Programmes to commemorate the 70th Anniversary of the Founding of the PRC will be produced. RTHK will also provide pool-feed signal to other local media for the official events;

(d) On social, political and economic issues, local, national and international key events are our concern;

(e) A new service for the visually impaired, Audio Description, will be available for selected programmes on TV 31, through which an audio description of the visual image on the screen will be provided between dialogue or narration. To better serve the ethnic minorities, subtitles of ethnic languages for selected programmes are provided;

(f) On cultural heritage, *Kung Fu Quest IV* (功夫傳奇 IV) and *Cultural Heritage* (文化長河) will continue their pursuit on Chinese culture;

(g) Programmes of intellectual discourse like *Talk Shows* (五夜講場)
will continue to feature themes on various topics including philosophy, history, literature, social science and science. *Hong Kong Stories - My Hometown* (鄉人情味), will continue to explore our roots. *Transformers – Generations in Dialogue* (香港有你 兩代對談) provides a platform for inter-generational dialogue;

(h) A new series on *Hong Kong Biodiversity* shows how people coexist with the environment. *Green Warriors*, the Asia-Pacific Broadcasting Union exchanged documentary series, explores different environmental protection issues;

(i) On arts and culture, various programme series will cover different aspects of performing arts;

(j) On family, youth and children education programmes, *Father and Mother* (我的爸爸媽媽), a new series which fosters better understanding and empathy between generations. *Stories on Autism* is a new series to promote better understanding and awareness for this plight; and

(k) ETV school programmes and video-based resources for students of different levels will be produced to support their respective curricula and learning needs. *Education Magazine* programmes will be produced to introduce the latest developments in education.
Projection of TV programme output by programming nature 2019/20

- Current affairs 20%
- Youth and children 13%
- Arts and culture 16%
- Civic education 19%
- Continuing education 15%
- Mainland affairs 9%
- Special interests group 8%
New Media Services

8. RTHK official website “rthk.hk” provides simulcast of the 24-hour AM and FM radio channels, and more than 260 hours of Chinese and English television programmes every week. Other online services include on-demand archives of most radio, television and news programmes broadcast within 12 months, and original web contents produced by the New Media Unit.

RTHK manages 7 mobile apps, amongst which, “RTHK On The Go” is the flagship mobile app, covering news, live radio, television and radio programme podcasts. “RTHK Screen” provides live webcast of RTHK TV 31 and 32 as well as video-on-demand; “RTHK Mine” carries radio programmes (live streaming and archive) and short videos; “RTHK News” provides news content in both Chinese and English in multimedia formats, and live relay of Radio 1 & Radio 3.

9. Highlights of new media development for 2019/20 are detailed below:

(a) RTHK official website - “rthk.hk” will be further refined to enhance user experience. The audio playout platform will be upgraded to enhance the availability and stability of online archives;

(b) The accessibility of RTHK mobile applications will be strengthened with clear and simple design interface;

(c) Cross-media synergy projects by utilizing television, radio and new media platforms will be further explored. To promote healthy
10. eTVonline provides live simulcast of school programmes and non-curriculum-based programmes to primary and secondary schools. It continues to launch various e-learning projects and organize related activities on liberal studies, media education, family education and civic education in collaboration with government bureaux and departments, schools and other organizations. eTVonline has also developed websites, live streaming and archive of live coverage of sports competitions, of which most were inter-school or youth competitions.
Projection of New Media Services 2019/20
Distribution of online media by platform type

Radio Television Hong Kong

April 2019