



RADIO TELEVISION HONG KONG PERFORMANCE PLEDGE 2020 - 21

This performance pledge summarises the services provided by Radio Television Hong Kong (RTHK) and the standards you can expect. It also explains the steps you can take if you have a comment or a complaint.

1. Hong Kong's Public Service Broadcaster

RTHK is the sole public service broadcaster in the Hong Kong Special Administrative Region. Its primary obligation is to serve all audiences - including special interest groups - by providing diversified radio, television (TV) and internet services that are distinctive and of high quality, in news, current affairs, music, arts, culture, sports, health and education. RTHK is editorially independent and its productions are guided by professional standards set out in the RTHK Producers' Guidelines.

Our Vision

To be a leading public service broadcaster in the new media environment.

Our Mission

- ✧ To inform, educate and entertain our audiences through multimedia programming.
- ✧ To provide timely, impartial coverage of local, national and global events and issues.
- ✧ To deliver programming which contributes to the openness and cultural diversity of Hong Kong.
- ✧ To provide a platform for free and unfettered expression of views.
- ✧ To serve a broad spectrum of audiences and cater to the needs of minority interest groups.

2. Corporate Initiatives

RTHK will continue to strengthen its corporate governance, enhance public accountability and programme compliance, and invest in human resources and infrastructure for future development. For details of initiatives in the above areas, please refer to the 2020-21 RTHK Annual Plan provided at the RTHK website¹.

¹ http://rthk9.rthk.hk/about/pdf/annual_plan2021_en.pdf



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3. *Radio Services*

- (I) RTHK operates seven analogue radio channels (four in AM and three in FM) and transmits 1 176 hours of programmes weekly of different genres in Cantonese, Putonghua and English. From the first quarter of 2020 onwards, the Community Involvement Broadcasting Service (CIBS) has increased its weekly programme production from 16 to 17 hours (including those produced in ethnic minority languages).
- (II) For details of the programming direction of the Radio Division, please refer to the 2020-21 RTHK Annual Plan provided at the RTHK website (see footnote 1).

The radio performance targets in 2020-21 are as follows:

	2020-21 Targets
Number of hours of transmission	61 320
Number of hours of news programme output	7 622
Number of transmission hours per programme staff	365
Number of community / educational projects organised	130

4. *TV Services*

- (I) RTHK has reached its target of 99% Digital Terrestrial Television (DTT) network coverage of Hong Kong population. 24-hour broadcast is provided on TV 31, 32 and 33. Programmes on TV 31 and 32 are also webcast on RTHK website “rthk.hk”, mobile application “RTHK Screen”, and other media platforms including commercial broadcasters. RTHK will continue to keep abreast of technological advancement and explore more outlets to further enhance our audience reach.
- (II) For details of the programming direction of the Television Division in 2020-21, please refer to the 2020-21 RTHK Annual Plan provided at the RTHK website (see footnote 1).



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The TV performance targets for 2020-21 are as follows:

	2020-21 Targets
Hours of first-run programmes	1 830
Transmission hours per programme staff	122
Number of community / educational projects organised	67

5. *New Media Services*

(I) RTHK official website “rthk.hk” provides the simulcast of the 24-hour AM and FM radio channels, and the Chinese and English TV programmes on RTHK TV 31 and 32. A 12-month on-demand archive of most radio, TV and news programmes is also available at “rthk.hk”. In addition, multimedia web contents and various distinctive web portals are produced for the public access via online through desktop and mobile devices.

Besides, RTHK content can also be accessed through different mobile applications:

- ✧ “RTHK On The Go” covers news, live radio streaming and podcasts;
- ✧ “RTHK Screen” provides live webcast of RTHK TV 31 and 32 as well as RTHK TV 31 programme catch-ups;
- ✧ “RTHK Mine” carries radio programmes (live streaming and archive) and short videos; and
- ✧ “RTHK News” provides news content in both Chinese and English in multimedia formats, and live relay of Radio 1 and 3.

(II) For details of the programming direction of the New Media Services in 2020-21, please refer to the 2020-21 RTHK Annual Plan provided at the RTHK website (see footnote 1).

The performance targets of the new media in 2020-21 are as follows:

	2020-21 Targets
Daily live streaming (Radio + TV)	3 400 000
Daily visits	600 000



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6. *Other Specific Services*

(I) *Typhoon / Bad Weather Information*

RTHK radio channels broadcast updated weather information every 15 minutes when typhoon signal No. 8 or higher is issued. If schools need to be closed because of typhoon or bad weather, announcements will be made before 6:15 a.m. for morning classes and before 11:00 a.m. for afternoon classes on notification from the Information Services Department or other government bureaux or departments.

Weather information (including temperature, humidity and weather icons) collected from the Hong Kong Observatory are displayed on RTHK TV 32 24 hours a day. Typhoon signal No. 1 or higher and rainstorm signals (amber, red and black) are displayed on RTHK TV 31 and 33 as and when necessary.

(II) *Follow-up Actions on Calls to Public Affairs Programmes*

Our radio channels act as a platform for the public to voice their opinions on current affairs and topical issues. On-air calls that require actions will be followed up, and a reply will be given or the matter will be referred to the appropriate authorities within eight calendar days.

(III) *Subtitling of Prime Time TV Programmes for the Hearing Impaired*

In 2020-21, RTHK will continue to provide subtitling of prime time TV programmes consistent with the licensing requirement of the commercial free-to-air terrestrial broadcasters.

(IV) *Advice on Radio and TV Reception*

For advice on problems with reception of our radio broadcasts, please contact our duty technical officer at 2339 6440. For advice on coverage and reception of our DTT and analogue TV broadcasts, please contact us at 3403 0431.



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(V) Video Archives

Non-profit making organisations could email archives@rthk.hk to apply for screening of RTHK TV programmes. In addition, free viewing is also available at public libraries with audio-visual reference services. Please contact the public libraries direct.

(VI) Audio Archives

Selected radio programmes are available for borrowing from the City Hall Library and Sha Tin Public Library. For more details, please call us at 2339 6445.

(VII) Service Hotline

The RTHK Service Hotline 2272 0000 is an interactive voice response system which allows listeners to dial in to listen to news summaries and radio programmes from any RTHK channels. Users can select content in Cantonese, English or Putonghua.

7. Programme Advisory Panel Meeting

In 2020-21, an annual Programme Advisory Panel meeting will be held to collect views on programming development for radio, TV and new media services. Some of the ideas raised may subsequently turn into programme initiatives or use as reference for future programme development.

8. Producers' Guidelines and Programme Standards

In September 1998, RTHK published a set of working guidelines to reflect and codify established editorial practices for producers to follow. The document was last updated in May 2015, and is available on the RTHK website².

² http://rthk9.rthk.hk/about/pdf/pg_e_2015.pdf



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RTHK is committed to complying with the Codes of Practice on programme standards issued by the Communications Authority. The Charter of RTHK setting out RTHK's voluntary compliance with the Codes was signed among the Chief Secretary for Administration, the Chairman of the then Broadcasting Authority and RTHK in August 2010.

9. Effective Monitoring - Opinions, Suggestions and Complaints

RTHK welcomes opinions and suggestions and looks into complaints to identify room for service improvements.

If you have any opinions, suggestions or complaints, please write to us or leave your message with our Enquiry Hotline at 3691 2388. Where a written reply is expected, we will acknowledge receipt within 10 calendar days and strive to issue a substantive reply within 30 calendar days or keep you informed of the progress if it may take longer for a substantive reply. If you feel that your case has not been dealt with adequately, you may write to the Director of Broadcasting at the address below. You may also lodge a complaint with the Broadcasting Branch of the Office of the Communications Authority if the matter is within their purview.

10. For Contact or Further Information

You can write to us at this address:

Radio Television Hong Kong
Broadcasting House
30 Broadcast Drive, Kowloon

You can also contact our Corporate Communications Unit at:

Telephone Number: 2339 6402 or 2339 7669
Fax: 2336 9314 or 2338 4151
Email: ccu@rthk.hk