



RTHK Annual Report for 2019/20

Purpose

This annual report provides an overview of the services of RTHK and highlights RTHK's achievements and milestones in 2019/20, with a view to enhancing the accountability of the department.

An Overview

Programme Direction

2. 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 content development. RTHK also partners with government departments and non-governmental organisations to produce quality programmes that raise awareness on family core values, youth development, civic education and health issues; enhance the public's knowledge about current affairs and social issues; and raise the public's interest in science, technology, innovation and creativity.

3. Details of RTHK's programming direction for 2019/20 are as follows –
 - (i) adopting **“Healthy Hong Kong” (健康香港)** as the main theme for RTHK programming;
 - (ii) producing programmes to promote sports as an instrument to improve physical and mental health, and to provide sports news and live coverage of important games;
 - (iii) producing programmes to foster social cohesion, community harmony, family values, and to promote understanding of Chinese culture, history and national ethos;



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- (iv) producing programmes to commemorate the 70th Anniversary of the Founding of the People's Republic of China (PRC);
- (v) producing programmes on arts, culture, creative industries, environmental protection, science and technology, as well as integration across generations, the minorities and the under-privileged;
- (vi) producing timely, impartial and in-depth news and current affairs programmes; and
- (vii) providing technical support, pool signal and / or coverage for major events in Hong Kong.

Governance

4. RTHK strengthens its corporate governance and enhances public accountability by the following means –
 - (i) continues to take heed of the advice of the Board of Advisors on issues pertaining to its terms of reference;
 - (ii) continues to invite participation by stakeholders and the general public with a view to enhancing transparency and accountability. To gauge public needs and expectations, RTHK conducts consultations with the RTHK Programme Advisory Panel, holds focus group discussions, and collects public views through RTHK public feedback hotlines and RTHK website;
 - (iii) continues to ensure that each of its units handles public funds in a responsible, prudent and cost-effective manner. The Systems Review Unit conducts internal audit to review operation and control measures;
 - (iv) continues to implement the recommendations as set out in Report No. 71 of the Director of Audit on RTHK's provision of programmes, including:
 - a) critically reviewing the mechanism for radio and TV programme planning, and devising a new annual plan cycle for radio and TV

- programming;
- b) enhancing the mechanism for Community Involvement Broadcasting Service (CIBS) producers to ensure timely submission of programme recordings and related documents; conducting focus group study regularly; collecting views and feedback from CIBS applicants and audience and stepping up promotion of CIBS;
 - c) reviewing and revising the procurement exercises for the Radio Audience Survey (RAS) and the Television Appreciation Index and Audience Survey (TVAI & A) to ensure that the requirements do not create undesirable obstacles to competition amongst the potential service providers;
 - d) conducting RAS in 2020 to keep in view the number of listeners and the appreciation index for each channel and report the share of the total listening time per channel and the appreciation index of radio channels from the Controlling Officer's Report (COR) 2021-22 onwards;
 - e) collecting indicators regarding the appreciation index for RTHK's Digital Terrestrial Television (DTT) channels TV 31 and TV 32 and the average appreciation index of television programmes for COR 2021-22;
 - f) setting out in the internal guidelines the factors for determining the offer prices to potential licensees; exploring more diversified markets;
 - g) ensuring timely submission of deliverables by the commissioned contractors. Focus group study had been conducted to collect audience views on commissioned programmes; and

- (v) continues to ensure that the programme standard complies with the relevant codes of practice issued by the Communications Authority.

Highlights of the Year

Radio Services

5. RTHK operated seven analogue radio channels and transmitted 61 320 hours of programmes of different genres in Cantonese, Putonghua, English and other languages in 2019/20.
6. Highlights of radio programmes and projects for 2019/20 are detailed as below:
- (i) the message of **“Healthy Hong Kong” (健康香港)** was disseminated through programmes, projects and on-air promotion, including “World No Tobacco Day” (世界無煙日) and “Fight Drugs Together Outreach” (同行抗毒快活人). In response to the outbreak of COVID-19, comprehensive coverage of preventive and protective measures against the coronavirus infection was delivered by medical specialists in “Healthpedia” (精靈一點) and through 3-minute segments “We Care – Together, We Fight the Virus” (我們在乎你 – 同心抗疫) and broadcast on different radio channels. Programme and promotion enhancements were also tailor-made for various social sectors – “Suspending Classes without Suspending Learning” (停課不停學) for students and children; “Stimulate the Economy, Safeguard Jobs” (撐經濟 · 保就業) for the working class; “Elderly Academy” (長進課程) and “MegaSenior” (香江暖流 – 我的抗疫日常) for the elderly; and announcements in Tagalog and Indonesian for domestic helpers, with a view to urging the public to stay at home as far as possible;

- (ii) in commemoration of the 70th Anniversary of the Founding of the PRC, a 6-episode special programme “After 1949” (1949 建國以後) was produced and broadcast from July to September 2019. A TV and radio live special “The 70th Anniversary of the Founding of the PRC” (新中國成立70周年) was relayed on Radio 1 and TV 31 on 1 October 2019. In line with a new series of the TV programme “Hong Kong History IV” (香港歷史系列 IV), a 7-episode radio version was produced, with analysis by scholars from economic, cultural, educational and social perspectives;
- (iii) to foster social cohesion and community harmony, especially in times of social unrest, psychologists, social workers, and medical specialists were invited to bring positivity to the audiences in the 2-minute segments “We Care” (我們在乎你). New programmes “Mission of Mediation” (調解任務) and “Two Generations” (兩代人) were produced to mend the rift among different generations and social sectors;
- (iv) to support the Hong Kong pop music industry and stimulate creativity among young people, the music documentary “Project X” (星學企劃), with the participation of eight Hong Kong young singers paired with students from eight universities, was produced and broadcast on multi-media platforms;
- (v) in cooperation with the West Kowloon Cultural District Xiqu Centre, “The Guangdong-Hong Kong-Macao Greater Bay Area Cantonese Opera Art Development Forum” (粵港澳大灣區粵劇藝術發展論壇) was held in August 2019, with the support from the Guangdong Radio and Television (廣東廣播電視台) and TDM – Teledifusão de Macau, S.A. (澳門廣播電視股份有限公司). Besides, a series of programmes

- under the “Greater Bay Area Cantonese Opera Union” (灣區粵韻) was produced, with the participation of young Xiqu talents from Hong Kong, Guangdong and Macao;
- (vi) in nurturing new talents, a new round of broadcasting talent recruitment was conducted through the programme “Free as the Wind – New Talent Recruitment” (講東講西招才計劃), followed by workshops and training on creativity and broadcasting. “Young Music Makers” (樂壇新秀) continues to provide performing opportunities for young talents on radio, TV and online platforms;
 - (vii) to foster generational communion, RTHK launched two innovative projects, namely “O Camp” (齡·舍·型) in which the elderly and university students stayed together for two days at the hostel of the Lingnan University in June 2019 to stimulate cross-generation communication and interaction; and with the support from the Hong Kong Public Libraries, “Discover and Share the Joy of Reading” (喜閱無界限) introduced digital reading to the elderly;
 - (viii) with the support from the Leisure and Cultural Services Department, a new programme series “Journey to Museums” (點解博物館) featuring anecdotes and information of various Hong Kong museums was produced. Concepts of STEM were incorporated into the new programme “Across the Universe” (天圓地方) and the children programme “Children Sunday” (好孩子星期天), in cooperation with the Vocational Training Council; and
 - (ix) CIBS has extended its broadcast hours to 17 hours per week from January 2020 onwards. The CIBS focus group study comprising applicants and audiences took place in February 2020. In general,



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participants of the focus group agreed that CIBS was an excellent and unique platform for interested parties to reach out to the community, share their expert knowledge, and promote the public's understanding of ethnic minority groups and their interest.

Television Services

7. In 2019/20, 1 775 hours of first-run programmes were produced. Starting from 1 April 2019, RTHK provided 24-hour broadcast service on its digital TV channels RTHK TV 31, TV 32 and TV 33. The total transmission hours were 26 280 hours.
8. 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 important live local press conferences and events, Legislative Council meetings, Mainland events, international and sports news highlights, etc. Programmes and events of public interest are often synergised and simulcast with Radio and other RTHK new media platforms. RTHK TV 33 is a relay of China Central Television Channel 1 (CCTV-1).
9. RTHK TV programmes are transmitted on RTHK's own DTT and analogue TV channels and continue to be broadcast on other TV channels and broadcast platforms. Television Broadcasts Limited ceased to broadcast RTHK TV programmes in March 2020.
10. Highlights of TV programmes for 2019/20 are detailed as below:
 - (i) the message of “**Healthy Hong Kong**” (健康香港) was conveyed through various programmes. A new series of “Doctor and You” (醫生

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與你) continued to provide medical information. Docu-drama series “Beautiful Mind II” (快樂從心開始 II) provided insight to improve mental health so as to enhance quality of life. “Bitter Uncles” (大叔又如何) raised public awareness of middle-aged men’s well-being. “Golden Age” (黃金歲月) encouraged the elderly to face aging in a positive manner;

- (ii) to further promote local sports and health education, a one-hour weekly magazine programme “Sports Unlimited” (體壇無極限) was produced. TV 32 continued to provide live coverage of local sports events and sports news both locally and internationally;
- (iii) to commemorate the 70th Anniversary of the Founding of the PRC, “History of Hong Kong IV” (香港歷史系列 IV) showcased the major historical events in Hong Kong after the establishment of PRC. “Cultural Heritage – My Land” (文化長河 – 江山行) introduced places in the Mainland which were significant to the history of the founding of the PRC;
- (iv) on social, political and economic issues, “District Councils Election Special 2019” (區議會選舉直擊 2019) reported the updated results and situation of District Councils Election on TV 32. Regular programmes “This Morning” (早晨·早晨), “This Week” (視點 31), “Hong Kong Connection” (鏗鏘集), “City Forum” (城市論壇), “The Pulse” (脈搏) and the two year enders “Year ender 2019: Hong Kong Political Affairs” (2019 香港政情大事回顧) and “Year ender 2019: International Affairs” (2019 國際風雲大事回顧) provided analysis of important local and international news and current affairs;

- (v) TV 32 continued to produce more programme varieties, including live coverage of local sports events, relay of important Mainland and overseas events and short interview videos on various topics. Legislative Council (LegCo) meetings, press conferences held by the Chief Executive (CE), government departments such as Hong Kong Police Force and Centre for Health Protection of the Department of Health, important Mainland and overseas press conferences, and clarification messages from the Information Services Department (ISD), etc. were broadcast on TV 32. RTHK also provided pool signal to other local media for the official events such as The Flag-raising Ceremony and Reception to Celebrate the 22nd Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR) of the People's Republic of China, Flag Raising Ceremony cum National Day Reception to Celebrate the 70th Anniversary of the Founding of the PRC, CE's Policy Address, the Financial Secretary's Budget Speech, CE's Question and Answer Sessions on the Policy Address, CE's Community Dialogue, LegCo meetings, press conferences held by government departments with sign language provided by ISD, the 20th Anniversary of the Establishment of the Macao Special Administrative Region, events to commemorate the Victory of the Chinese People's War of Resistance against Japanese Aggression, etc.;
- (vi) a new service for the visually impaired, Audio Description, was available for selected programmes on TV 31, including "Below the Lion Rock 2018" (獅子山下 2018), "New Talent Drama" (新導演放映室), "Dementia Drama" (歲月不忘情) and "Elite Brigade IV (The Movie)" (火速救兵 IV (劇場版)). "Hong Kong Enharmonica Charity Concert"

- (觸感·色彩共融慈善音樂會) provided a platform for the disabled to demonstrate their talents. To better serve the ethnic minorities, subtitles of ethnic languages for selected programmes were provided;
- (vii) on cultural heritage, “Self Help Journey” (中國式·是咁的) explored the story of Chinese investment in different countries; “Wu Guanzhong Art Education TV Series” (走進吳冠中的江南) featured the works of Wu Guanzhong and the impact of his hometown Jiangnan on his works. “Kung Fu Quest IV” (功夫傳奇 IV) demonstrated a wide varieties of martial arts;
- (viii) a programme of intellectual discourse “Talk Show” (五夜講場) was produced. “Hong Kong Stories – My Hometown” (香港故事 – 鄉人·情味) continued to explore our roots. “Transformers 2019 – Family Talk” (香港有你 代代商傳) provided a platform for inter-generational dialogue;
- (ix) on arts and culture, “Arts on Air” (演藝盛薈) covered performing arts like classical music, opera, drama and dance; weekly programmes “The Works” (藝坊) and “Chinese Works” (藝坊星期天) provided audience with information and reviews of visual and performing arts, literary creation as well as features of various contemporary artistes. “West Kowloon Cultural District in the Making 2019” (西九進行式 2019) featured various education programmes and guided tours of the West Kowloon Cultural District. “Xiqu Artists Talk Show” (大鑼大鼓好戲派) interviewed Hong Kong well-known Xiqu artists on their career and share their thoughts and views;

- (x) on family, youth and children education programmes, “Children Summer Special 2019” (Harry 哥哥尋找快樂之旅) featured Harry and Sesame visiting sightseeing spots in India, Taiwan, Japan and Myanmar to understand their cultures. “My Birthday” (生日快樂) was a new series which fostered better understanding and empathy between generations. “Stories of Autism” (星星的孩子) promoted better understanding and awareness of autism;
- (xi) various programmes concerning COVID-19 were produced or live broadcast, including “Guard Against the Novel Coronavirus” (醫生與你 同行抗疫), “We are Good Neighbours in Times of Epidemic” (抗疫好鄰居), “Tutor Online – Guard Against the Novel Coronavirus” (上網問功課 – 同行抗疫), “A Wall-less World VII” (沒有牆的世界 – 同行抗疫), “830 Magazine” (日常 8 點半), “This Morning – Morning Power of Immunity” (早晨 · 早晨之早晨抵抗力) and “Pentaprism” (左右紅藍綠之抗疫篇). RTHK also provided pool signal to local media on the returning of chartered flights arranged by the HKSAR government for Hong Kong residents and broadcast live on TV 32; and
- (xii) School education television (ETV) programmes and video-based resources to support respective curricula and learning needs were produced. “Education Magazine” (教訊) programmes introducing the latest development in support for special educational needs, technology education and promoting habit of reading were also produced during the year of 2019-20.



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New Media Services

11. RTHK official website “rthk.hk” provides simulcast of the 24-hour AM and FM radio channels, and live webcast of TV 31 and TV 32. It also provides 12-month archives of most radio and TV programmes, online instant news, as well as original web content produced by the New Media Unit.

12. RTHK manages 7 mobile apps, amongst which “RTHK On The Go” is the flagship mobile app, covering news, live radio, TV and radio programme podcasts. “RTHK Screen” provides live webcast of RTHK TV 31 and TV 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 and Radio 3.

13. Highlights of new media development for 2019/20 are detailed below –
 - (i) RTHK mobile apps “RTHK On The Go”, “RTHK News”, “RTHK Screen” and “RTHK Mine” were revamped with enhanced accessibility and security on mobile device platform;
 - (ii) the podcast section on the RTHK website was renamed as “Podcast One” with new user interface and enhanced functionality;
 - (iii) cross-media synergy projects were launched, including some new “Web+” multimedia portals, such as “Memories of Hong Kong Heritage” (點點風物情) with a focus on local culture and heritage; Chinese operatic themed portal “Chinese Opera” (戲曲天地大鑼鼓), and “Literacy of Children’s Picture Books” (繪本真源) on picture books to present humanity and environmental topics. The “e-Learning”

language portal was enriched with Thai, Portuguese, and Russian languages. All these synergy web projects integrated related RTHK radio and TV programmes and were enriched with extended value-added multimedia contents;

- (iv) the health portal of “Stay Healthy and Sporty” (健康動起來) was added with updated news and information on COVID-19. Useful health protection tips and programmes were provided on the special webpage;
- (v) a series of RTHK WhatsApp Stickers were designed for users to share festive greetings on their mobile devices and express their best wishes and encouragement during the epidemic;
- (vi) a social media analytic tool was deployed to capture public impression and mentioning of RTHK on social media platforms; and
- (vii) “eTVonline” provided live simulcast of school programmes and non-curriculum-based programmes (such as school sports competitions) to primary and secondary schools. It had launched various e-learning projects and organised related activities on liberal studies, media education, family education and civic education in collaboration with government bureaux and departments, schools and other organisations.

RTHK in Figures

General Figures (2019 – 2020)	
	Revised Estimate (\$m)
Total Financial Provision	1,043.0
Financial Provision in Radio	408.0
Financial Provision in TV	562.1
Financial Provision in School ETV	27.9
Financial Provision in New Media	45.0
Manpower Allocation	
Total Manpower (as at 31.3.2020)	873
Production Services Division	232
Administration	161
Radio	97
Television	263
School ETV	6
News	96
New Media	18

Radio Services (2019 – 2020)	
Hours of Transmission	61 320
Hours of CIBS Programmes Produced	844

Television Services (2019 – 2020)	
Hours of First-run Programmes	1 775
Hours of Transmission – DTT	26 280
Major Official Public Events – Hours of Pool Signals Provided to Media	431.9
Major Official Public Events – Number of Events	14

New Media Services (2019 – 2020)	
rthk.hk	
Daily Visits	670 000
Daily Live Streaming	3 642 000
Daily Archive Access	884 000
RTHK Mobile Applications	
RTHK On The Go No. of Downloads	2 258 000
RTHK Screen No. of Downloads	527 000
RTHK Mine No. of Downloads	416 000



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RTHK News No. of Downloads	379 000
RTHK Social Media	
RTHK YouTube Channel No. of Subscribers	900 000
RTHK Corporate Facebook Fanpage No. of Followers	259 000
RTHK VNEWS Facebook Fanpage No. of Followers	934 000

Awards and Recognitions (2019-2020)		
	Radio	Television
Local	7	2
Overseas	11	26
For details of the awards and recognitions received by RTHK in 2019-20, please visit: https://rthk.hk/awards		

Others (2019 –2020)	
Number of Community / Education Projects Organised by RTHK	175
Number of Public Feedback, Complaints and Enquiries Handled by the Corporate Communications & Standards Unit	121 027
Number of Substantiated Cases Ruled by the Communications Authority	12
Number of Station Visits	90

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