

Radio Television Hong Kong Board of Advisors
Annual Report 2014 - 2015
(1 September 2014 – 31 August 2015)

Overview

The Radio Television Hong Kong Board of Advisors (the Board) was set up on 1 September 2010 pursuant to the Charter of Radio Television Hong Kong (the RTHK Charter). The Board advises the Director of Broadcasting on a range of issues relating to the services of RTHK including editorial principles, programme standards, performance evaluation, service improvements and community participation in broadcasting in accordance with the RTHK Charter. The Board also receives reports on complaints and conducts public opinion surveys on RTHK's performance as regular agenda items.

2. The Board comprises non-official Members from different sectors of the community who are appointed by the Chief Executive for a term of two years. The Director of Broadcasting is an ex-officio Member. The Membership list of the Board for the term of 1 September 2014 to 31 August 2016 is at Annex.

3. In the past year, the Board met on a bimonthly basis. Members were also invited to attend functions and observe the production of programmes by RTHK.

Highlights of works in 2014 – 2015

RTHK Digital Terrestrial Television (DTT)

4. RTHK provides its DTT service on three television channels, namely, RTHK TV 31, 32 and 33 since trial run of the service in January 2014. DTT signals are now broadcast from seven transmission stations to reach about 75% of the Hong Kong population. Works to establish 22 DTT fill-in stations to extend the network coverage to around 99% of Hong Kong's population are in progress by phases. The whole project is expected to complete by the first quarter of 2019. On the broadcasting hours, starting from 21 September 2015,

the broadcasting time of RTHK TV31 has been advanced to 2:00 pm from the original schedule of 5:00 pm, providing three more hours' service from 2:00 pm to 1:30 am Monday through Friday while the service on weekend from noon to 1:30am remains unchanged.

5. The Board offered comments and advice on the publicity and brand-building of the DTT Channels for longer-term development. The Board also noted the extension of the transmission network being developed.

Community Involvement Broadcasting Service (CIBS)

6. The Board was updated on the progress of the CIBS, the composition of the Selection Committee and background of the successful applicants. The three-year pilot project of community participation in broadcasting was launched in the end of 2012 and has since developed with growing popularity and wider diversity of topics. The Board was impressed by the wide scope of diversity of themes in CIBS applications, ranging from education, social service, art and culture to ethnic minorities and open topics to be decided by the applicants.

7. The Board was also pleased to note the positive feedback towards the pilot project both in terms of enhancing the CIBS producers' knowledge in radio programme production and achieving social gains for the community, in particular the increase in the sense of belonging by the ethnic minority groups and the sense of achievement by the participants of the disabled community. The Board acknowledged the value of the CIBS and supported the continuation of the project.

Updates on School Educational Television (ETV)

8. The Board discussed the challenges faced by RTHK in the production of school ETV programmes and provided suggestions in this respect. Noting that the programme content was decided by the Education Bureau, the Board discussed and proposed the strategies and quality of RTHK's school ETV programme production with a view to promoting school ETV programmes among schools and youngsters.

Programmes on Chinese Cultural Heritage, History & National Issues

9. RTHK briefed the Board on the programmes on Chinese cultural heritage, history and national issues produced by the Television and Radio Divisions, as well as the New Media Unit of RTHK. The Board was impressed by the range of programmes produced and efforts of RTHK, and discussed the potentials for having Chinese culture and history programmes as a strategic focus for the branding and development of RTHK. The Board also made recommendations on the way forward to prepare for the new challenges in the multimedia broadcasting scene.

Programmes on Youth Engagement

10. The Board discussed the challenges and issues concerning youth programmes such as the demand for interactive communication on social media platforms. The Board also discussed the future broadcasting trend and viewers' changing habit. Young audience would be attracted to social media platforms rather than traditional media channels. Their viewing and listening habit would change towards the "on demand" mode which suited their time and interest. In view of the fast changing trends and topics on social media platforms, the Board offered proposals and advice on the strategies and tactics such as instant interactive communication on specific hit topics for attracting youngsters to RTHK programmes.

Plan for RTHK's Broadcasting Analogue Television Service

11. RTHK briefed the Board on the plan to broadcast analogue television service targeted to start from 2 April 2016 arising from the non-renewal of the domestic free television programme service licence of Asia Television Limited which will end on 1 April 2016. The Board noted the critical issues involved, including the transmission network, manpower and financial resources required as well as the tight time frame for provision of the service. On programming, the Board noted that the analogue channels would broadcast the same set of RTHK's programmes on its DTT Channels 31 and 33.

RTHK Annual Plan

12. RTHK publishes its annual plan to give members of the public an outline of the programming directions of RTHK for the year. The Board

offered comments and advice for the consideration of RTHK management when the Annual Plan for 2015-16 was being drawn up.

RTHK Controlling Officer's Report

13. The Board was briefed on the RTHK Controlling Officer's Report 2015-16. The Board discussed about the need for additional resource allocation to the New Media Unit in order to cope with the fast changing broadcasting market and the competition on the multimedia platform.

RTHK new Broadcasting House

14. The Board supported development of the RTHK new Broadcasting House and expressed concern over the delay of the project. In order to enhance the quality of services provided by RTHK, the Board urged the Government to speed up progress of the project.

Programmes and Complaints Updates

15. The Board received reports on a bimonthly basis from RTHK on programmes/major issues, and the complaint cases concerning RTHK handled by the Communications Authority.

Acknowledgement

16. The Board appreciated the support of the RTHK staff for the meetings of the Board, in particular the many useful in-depth briefings given by RTHK colleagues on their work.

**The RTHK Board of Advisors
November 2015**

Membership List of RTHK Board of Advisors
(for the term 1 September 2014 to 31 August 2016)

Chairman:

Mr Lester HUANG Garson, JP

Members:

Mr Walter CHAN Kar-lok, SBS, JP

Dr Eugene CHAN Kin-keung, JP

Ms Mimi CHEUNG Yee-may

Mr Robert CHUA Wah-peng

Mr Mohan DATWANI

Miss Lisa Marie DJENG Kar-yee

Ms Anna HUNG Wing-chee

Mr Ringo LAM Wing-kwan

Mr LAU Chi-kuen, JP

Mr Maurice LEE Wai-man, BBS, JP

Dr Carol MA Hok-ka

Mr Jimmy NG Wing-ka, JP

Ms Marisa YIU Kar-san

Ex-Officio Member:

Director of Broadcasting