

**Radio Television Hong Kong Board of Advisors**  
**Annual Report 2015 - 2016**  
**(1 September 2015 – 31 August 2016)**

**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 2015– 2016**

RTHK Digital Terrestrial Television (DTT) and Analogue Television Service

4. RTHK took over the analogue TV spectrum vacated by Asia Television Limited (ATV) on 2 April 2016 and the programmes on DTT channels were simulcast on the two analogue channels. The broadcasting hours of RTHK TV 31 was advanced to 6:30 a.m. since then. On the programming side, a new format of evening news programme was launched. Sign language was introduced as the first live current affairs morning programme carrying such service in the local television industry.

5. The Board expressed their views and commended the seamless arrangements in the takeover of analogue television channels and also the much extended service for RTHK TV channels as a whole. As regards to insufficient programmes on RTHK TV 32 and lack of Chinese subtitles on RTHK TV 33, the Board noted the constraints of resources and technical arrangements encountered by RTHK. The Board also provided advice on programme strategy and the publicity of the DTT Channels for long-term development.

#### 2016 Opinion Survey initiated by the Board

6. Following the opinion surveys conducted in 2012 and 2014, the Board conducted a biennial survey to gauge the views of the public on the overall performance of RTHK. It also asked people about the devices they used for experiencing RTHK's services and their views on the public purposes and missions of RTHK. RTHK commissioned the Aristo Market Research & Consulting Company Limited to conduct the opinion survey with Cantonese-speaking residents of Hong Kong aged 18 or above in April 2016. A total of 1,027 valid responses were collected.

7. The Board noted the following survey results:

- (a) most of the respondents were satisfied with the services. The markings for RTHK's service quality were 7.1, 7.0 and 6.9 against a scale of 10 for radio programmes, television programmes and new media services respectively;
- (b) all five public purposes mentioned in the Charter were well recognised with all obtained an importance rating of 7.0 marks or above out of a scale of 10;
- (c) RTHK's performance in achieving the five public purposes was positive, with the average rating of each aspect above 68 marks out of 100;
- (d) all five missions of RTHK mentioned in the Charter were regarded as very important with a rating of 7 marks or above out of a scale of 10, and RTHK's performance in fulfilling these missions was satisfactory with all receiving more than 68 marks out of 100;

- (e) most of the respondents used traditional methods such as “FM/AM Radio” and “Television” receivers whilst some used “Mobile Apps” and “RTHK website”.

8. Based on the survey result, the Board offered comments and advice on the sampling methodology and the importance of cross-media content.

#### Community Involvement Broadcasting Services (CIBS)

9. The Board was briefed on the latest development of the CIBS, the efforts of the Selection Committee and background of the successful applicants. The three-year pilot project of CIBS ended with success. There was a steady increase in the number of applications and positive feedback was received. By broadcasting wide scope of themes ranging from art and culture, ethnic minorities, politics and district affairs to social service, CIBS helped promote diversity and creativity in broadcasting.

10. The Board was also briefed on the overall performance of the programmes produced by the community producers. While there were many notable themes and stories being told, the overall production and storytelling technique remained on amateurish standard. It was expected to take some time for significant improvement.

11. The Board acknowledged the added value of CIBS to the community. They noted that the pilot scheme was conducted successfully and were pleased that it would continue as a permanent service from 2016-17 onwards.

#### New Media Strategy

12. RTHK updated the Board on the development of new media. The Board was impressed by the design concept on the forthcoming revamp of RTHK’s website presented by the New Media Unit (NMU). The revamped website provides users with refreshing style, improved connection, better and redefined web users’ experiences. The backend infrastructure of the website will be enhanced to facilitate the application of data mining, which shall benefit the future programme direction. Members also offered suggestions on the format of web contents, the new layout of the revamped website, and the applications of data analytics and data sharing.

13. The Board was also briefed on several RTHK's synergy projects. NMU made use of the RTHK website and different RTHK mobile apps to crowdsource information and content for TV and radio programmes. Live coverages of some synergy projects on social media platforms like Facebook and YouTube Live were also strengthened to enhance the reach of our audience.

14. To face the challenges brought by the fast changing new media environment, the Board suggested allocating more resources to develop a long-term new media strategy. RTHK would undertake initiatives to continue enhancing its new media services to the public.

#### Television Acquisition Programmes

15. The Board noted the wide spectrum of genres among the television acquisition programmes produced by different countries which had enriched the programme choice for Hong Kong viewers. The Board proposed some topics for future acquisitions and discussed the potential for extending catch-up broadcast period or video on-demand rights in order to cater for the television viewing habit of Hong Kong people. RTHK responded that with the introduction of the geo-block mechanism, most of the acquired programmes are now also put on-line for local catch-up.

#### Programme for Ethnic Minorities

16. The Board was briefed on the programmes for ethnic minorities produced on the radio and the television. The Board made recommendations on the broadcasting arrangement to reach more target audience and recognised the importance of facilitating mutual understanding and collaboration in the community.

#### Programmes on Policy Address & Budget Speech

17. RTHK presented to the Board programmes on the Policy Address and Budget Speech produced by Radio and Television divisions. The Board provided feedback and advised on the format of presentation.

### Report on Television Appreciation Index Survey

18. The Board was briefed on the outcome of Television Appreciation Index survey. The Board took note of the promising result and discussed the challenges faced by RTHK particularly after taking over the analogue television channels.

### RTHK Annual Plan

19. 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 on the themes of programmes and the delivery in respect of the Annual Plan for 2016-17.

### RTHK Controlling Officer's Report

20. The Board was updated on the allocation of resources in the RTHK Controlling Officer's Report 2016-17. The Board noted that additional resources were placed on the technical support for the analogue television service, enhancing DTT and establishment of CIBS.

### RTHK new Broadcasting House

21. The Board supported development of the RTHK new Broadcasting House and expressed concern over the progress of the project. The Board noted that the building design and scope of the project were being revised and various options were being considered to speed up progress.

### Programmes and Complaints Updates

22. 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

23. 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 2016**

**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, BBS, 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