



# An Overview of RTHK

27 Sept 2010



# RTHK Public Purpose

- **Sustain citizenship & civil society**
- **Provide an open platform for the free exchange of views without fear or favour**
- **Encourage social inclusion and pluralism**
- **Promote education and learning**
- **Stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people.**



# RTHK Vision and Values

- **Vision**

**To be a leading public broadcaster in the new media environment**

- **Values**

**Editorial Independence**

**Serving the Public**

**Quality Production**

**Impartiality**

**Competitiveness**

**Development of Talent**



# RTHK Mission

## Mission

- To inform, educate and entertain our audiences through multi-media programming;
- To provide timely, impartial coverage of local 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; and
- To serve a broad spectrum of audiences and cater to the needs of minority interest groups



# RTHK Editorial Principles

- **Be accurate and authoritative in the information that it disseminates;**
- **Be impartial in the views it reflects, and even-handed with all those who seek to express their views via the public service broadcasting platform;**
- **Be immune from commercial, political and/or other influences; and**
- **Uphold the highest professional standards of journalism.**



# RTHK Milestones

- **1928** First broadcast under the call-sign GOW
- **1934** First broadcast of news bulletin
- **1954** Separated from the GIS and became an independent department
- **1960** FM broadcast
- **1970** Public Affairs Television Unit was established
- **1971** ETV school programmes started
- **1973** RHK set up its own newsroom
- **1976** Renamed "Radio Television Hong Kong"(RTHK)
- **1994** RTHK website was established on Internet
- **1997** Host broadcaster of Handover Ceremony
- **2008** Host broadcaster of Olympic Torch Relay
- **2010** RTHK On-the-Go
- **2010** RTHK Charter





# Governance

- **RTHK Charter, Aug 2010**
- **Related governing documents**
  - **Framework Agreement (1993 - 2010)**
  - **BA Codes of Practice (since 1995)**
  - **Producers' Guidelines (codified since 1998)**



# Accountability to the Administration

- **RTHK Charter**

**The Department** is editorially independent.

**The Director** as the Editor-in-chief is responsible for ensuring that a system of editorial control in accordance with RTHK's Producers' Guidelines is in place to provide accurate, impartial and objective news, public affairs and general programming that inform, educate and entertain the public.

**The Secretary** will provide the Director with policy guidance and support ...

**The Board of Advisors** - advisory in nature and has no executive power.





# Accountability to the Broadcasting Authority

- **Programme Content Regulation**

**RTHK Charter** - setting out RTHK's compliance with the Codes of Practice on programme standards issued by the **Broadcasting Authority**, including **impartiality and fairness, use of language, sex and nudity, violence** etc.



# Accountability to the Public

***“There can never be editorial autonomy without responsibility, freedom without restraint.”***

## **Producers’ Guidelines**

- 1. Set clear guidelines for programme staff**
- 2. Provide a yardstick for public to evaluate our performance**



# RTHK Budget (2010 – 11)

- **Estimate** **\$497.2m**
- **Budget breakdown**
  - **Personal emoluments (CS staff)** **44%**
  - **Temporary staff** **7%**
  - **General departmental expenses** **40%**
  - **Capital account** **9%**



# RTHK and Sponsorship

- **Governed by sponsorship guidelines issued by CITB**
- **Not allowed to accept commercial sponsorship**
- **Amount: 5 - 8% of RTHK budget**
- **Objectives and benefits of securing sponsorship:**
  - **Enrich programme content**
  - **Enhance synergy with the community**



# Performance Measurement

## Radio Output (2010 - 11 estimate)

- **Budget:** **\$214.7m**
- **No. of radio channels :** **7**
- **Total hours of channel output :** **54,021**
- **Total hours of news programming output :** **6,916**
- **No. of listeners (past 7 days):** **3.103m**
- **Community/educational projects organized:** **158**
- **Minority audience against total audience :** **20.7%**



# Performance Measurement

## TV Output (2010 - 11 estimate)

- **Budget:** **\$232m**
- **Total hours of output:** **570**
- **Total hours transmitted :** **5,000**
- **Cost per hour:** **\$407,000**
- **Appreciation Index Survey  
RTHK programmes average:** **71.5/100**
- **Community/educational projects  
organized:** **70**
- **Awards received:** **40**





# Performance Measurement

## School ETV Output (2010 – 11 estimate)

- **Budget:** **\$30.2m**
- **Total hours of output :** **41.3**
- **No. of programmes produced :** **128**
- **Total hours transmitted (2009) :** **697**
- **Cost per hour:** **\$730,300**
- **Usefulness:** **72 – 77/100**



# Performance Measurement

## New Media Output (2010 - 11 estimate)

- **Budget:** **\$20.3m**
- **Daily hit rate:** **36m**
- **Daily media file access:** **0.42m**
  - live webcasts of 6 radio channels and TV programmes and 12-month archives
- **Etvonline (daily hit rate):** **0.55m**
- **TeenPower (output hour)** **1,794**



# RTHK Organisation

- **Director of Broadcasting**
- **Deputy Director of Broadcasting**
- **Radio Division, led by Assistant Director (Radio)**
- **TV Division (TV + ETV), led by Assistant Director (TV) & Controller (TV)**
- **Production Service Division, led by Controller (PS)**
- **Departmental Administration Unit, led by Departmental Secretary**
- **Supporting Units: New Media Unit, Corporate Communications Unit, Corporate Development Unit, Finance & Resource Unit, System Review Unit, Libraries ...**



# **Staff Establishment** (as at 1.8.2010)

- **No. of civil servants : 433**  
**(against the establishment of 533)**
- **No. of Departmental Contract Staff : 14**
- **No. of Non Civil Service Contract staff (NCSC) : 342 (i.e. including vacancies)**
- **Other than full time and part time staff, RTHK also engage service providers (i.e. freelancers)**



# Management – Accountability

- **Board of Advisors**
- **Programme Advisory Panel**
- **Public Meeting**
- **TV Appreciation Index Survey**
- **Radio Audience Survey**
- **Public Polls**
- **Channel Heads' Hotlines**
- **Focus Groups**
- **Service Hotline**



# Challenges Ahead- Reprovisioning

- **Offices in Broadcasting House (1969), TV House (1975), ETV Centre (1971), InnoCentre (rented) & Queensway Government Offices**
- **Re-provisioning of RTHK to Tseung Kwan O**
- **Capital cost for the new building: \$1.6b (2008 estimate)**





# Challenges Ahead – Go Digital

- **Digital Audio Broadcasting (DAB), expect to be launched in 2011**
- **Digital Terrestrial TV (DTT), new RTHK TV channel(s) will be launched**
- **New digital service by New Media (Internet Services), i.e. RTHK on the go, podcasting, ...**
- **Installation of Server / Network based Broadcast Systems**



# Challenges Ahead – Programming

- **Community Broadcast**
- **New DTT channel(s)**
- **New DAB channels**
- **Arts & culture programmes: enhance music appreciation, creativity, nurture talents ...**
- **Education programmes: liberal studies, media literacy, language programmes ...**
- **Multi-media programmes: simulcast via radio, TV & web, interactive with the audience, web 2.0**
- **Increase news output?**
- **Linking HK Chinese communities abroad**



# Challenges Ahead – RTHK Archives

- TV archives - 10,000 hours, history and memories of Hong Kong since 1970
- Radio archives - ‘Naam Yam’, Cantonese opera, Hakka folk songs, concert recordings, 78 rpm discs ...
- New media archives - radio news, 24-hour radio broadcast & TV programmes, e-Learning, Classics Channel ...
- Major events archives - historical events
- Music data archives - more than 250,000 music discs
- Preservation of RTHK archives and public access?



# Thank you !

