

**Minutes of the 19th meeting of
RTHK Board of Advisors
held at 2:30pm, 23 July 2014
at Conference Room “Idea 1”, 41/F Revenue Tower,
5 Gloucester Road, Wanchai**

Present

Mr Lester G. HUANG, JP (Chairman)
Dr Eugene CHAN Kin-keung, JP
Ms Mimi CHEUNG
Ms FUNG May-gay
Mr Ringo LAM Wing-kwan
Mr C.K. LAU, JP
Mr Raj Sital MOTWANI, SBS, BBS, JP
Ms Marisa YIU
Mr Roy TANG, Director of Broadcasting

In attendance from RTHK

Miss Leonia TAI, Deputy Director of Broadcasting (Developments)
Mr TAI Keen-man, Deputy Director of Broadcasting (Programmes)
Ms Amen NG, Head/Corporate Communications & Standards (Agenda item 3)
Mr IP Sai-hung, Head/Digital Audio Broadcasting (Agenda item 4)
Mr CHAN Yiu-wah, Head/Chinese Programme Service (Agenda item 4)
Mr Henry DOO, Head/New Media Unit (Agenda item 5)
Ms Amy KWONG (Board Secretariat)

In attendance

Mr K.K. CHUNG, Director of Aristo Market Research & Consulting Co. Ltd. (Agenda item 3)

Absent with apologies

Miss Lisa Marie DJENG Kar-yee
Mr Maurice LEE Wai-man, BBS, JP

Secretary

Mr Philip LAM (Board Secretariat)
Miss Heather CHAN (Board Secretariat)

Agenda Item 1 : Confirmation of the minutes of the last meeting

1. Miss Lisa Marie DJENG Kar-ye and Mr Maurice LEE Wai-man, BBS, JP sent apologies for not being able to join the meeting.
2. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 30 May 2014 for Members' comments on 15 July 2014, and Members had made no comments. The minutes of the last meeting were therefore confirmed without amendment.

Agenda Item 2 :Matters arising

3. Members raised no item for discussion.

Agenda Item 3: 2014 Opinion Survey initiated by RTHK Board of Advisors

4. The Chairman welcomed Mr. K.K. CHUNG and his team from the Aristo Market Research & Consulting Co. Ltd. to join the meeting to present the survey results of agenda item 3 "2014 Opinion Survey initiated by RTHK Board of Advisors" (Appendix).
5. Ms Amen NG introduced the background of the survey. She said that the survey was a bi-annual survey initiated by the Board of Advisors. The last survey was conducted in July 2012 while the current one was conducted in May 2014. Same as the survey in 2012, the current survey sought opinion from people on the importance of public purposes and missions of RTHK. It also asked people their views on RTHK's performance in achieving the public purposes and fulfilling the missions and the services of RTHK in television, radio and website.
6. At the invitation of Ms. Amen NG, Mr. K.K. CHUNG presented the summary of the survey results.
7. Ms Amen NG summarised that the results of the current survey, particularly the parts on RTHK's public purposes and missions, were approximately same as the last survey conducted in 2012. All the five public purposes mentioned in the Charter of RTHK were well recognized with all obtained an importance rating of 6.5 marks or above out of a scale of 0 to 10. RTHK's performance in achieving the five public purposes was positive, with the average rating of each aspect

above 63 marks out a scale of 0 to 100. As regards the missions of RTHK, all the five missions were regarded as very important with a rating of 7 marks or above, and RTHK's performance in fulfilling these missions was satisfactory with all received more than 66 marks. Most of the people surveyed were also satisfied with RTHK's services with the means of the scores obtained in television programmes, radio programmes and website being 7.2, 7.1 and 6.7 marks respectively out of a scale of 0 to 10. Regarding the decrease in frequency of people using RTHK's services, she said that it was a common trend of the broadcasting industry as a whole.

8. The meeting discussed in details the survey results.
9. Upon a Member's enquiry, Ms. Amen NG clarified that opinions on RTHK's public purposes and missions were sought from both people who used RTHK's services and those who did not.
10. On the relatively low popularity of RTHK's television and digital audio broadcasting (DAB) channels, the meeting noted that it was limited by the transmission coverage of the services. A Member opined that there was a need to solve the relevant technical problems. Miss Leonia TAI said that actions were being taken to construct fill-in stations for the digital terrestrial television and DAB transmission networks to improve the situations.
11. Ms Amen NG informed the meeting that the English version of the PowerPoint document would be circulated to Members in due course.
[Post-meeting note: The full report and English version of the PowerPoint presentation were circulated to Members on 14 August 2014.]

Agenda Item 4: Review and updates on the Community Involvement Broadcasting Service (CIBS)

12. Mr IP Sai-hung briefed the meeting on the latest development of the Community Involvement Broadcasting Service (CIBS) of RTHK.
13. In response to a Member's question, Mr IP Sai-hung confirmed that on top of listening to the relevant DAB channel, the public could also access to the CIBS programmes through RTHK's website and mobile application.
14. Upon a Member's enquiry about the themes of open-topic programmes, Mr IP Sai-hung informed the meeting that the themes of open-topic programmes were

varied and the contents could be classified into around 50 kinds. He agreed to arrange circulation of an analysis to Members for reference after the meeting.

[Post-meeting note: The analysis was circulated to Members on 31 July 2014.]

15. A Member asked if there was a need to define the themes of the open-topic programmes. In response, Mr CHAN Yiu-wah supplemented that the content of most open-topic programmes still fell within the 11 basic themes of CIBS. The differences were on how the themes were delivered. The availability of open-topic programmes was indeed aiming at opening the mindset of the applicants and providing more opportunities for submission of applications.
16. A Member enquired if unsuccessful applicants could submit applications in later rounds of application. Mr IP Sai-hung said that they could do so but the percentage of such applications was relatively low.
17. On the enquiry from a Member on the listening rating of CIBS programmes, Mr IP Sai-hung said that the figures would be available after the completion of a survey on DAB programmes.
18. In view of the increasing popularity of the CIBS, a Member asked if the project scope could be expanded to increase the broadcasting timeslots. Mr IP Sai-hung replied that this would be considered after a series of reviews and surveys by end of 2014.
19. Mr TAI Keen-man supplemented that RTHK would propose the way forward of the CIBS upon completion of the review of the pilot project.

Agenda Item 5: Updates on new media development

20. Mr Henry DOO briefed the meeting the latest development of the New Media Unit of RTHK.
21. In response to a Member's enquiry, Mr Henry DOO replied that the information of access rate provided only the number of visits but not the number of unique visitors.
22. On statistics of mobile applications, a Member asked if there was information on daily active users. Mr Henry DOO said that there was no information on this at this stage. Mr TAI Keen-man supplemented that the information would be available upon improvements made to RTHK's mobile applications later this year.

23. Upon a Member's enquiry, Mr Henry DOO said it was agreed with Google that there should not be any commercial advertisements when showing RTHK's programmes on Youtube.
24. A Member opined that RTHK might discuss with Google on the possibilities of generating revenue in showing RTHK programmes in the overseas market.

Agenda Item 6(a): Updates on programmes (BOA Paper10/2014)

25. Mr TAI Keen-man introduced the paper. Members had no comment on the paper.

Agenda Item 6(b) : Updates on complaints(BOA Paper 11/2014)

26. Mr TAI Keen-man introduced the paper. Members had no comment on the paper.

Any other business

27. Members raised no item for discussion.

Date of next meeting

28. The Chairman noted that this was the last meeting of the current term of the Board. The Director of Broadcasting thanked the Chairman and Members for their advice and contribution to the Board in the past two years.
29. The Chairman informed the meeting that the next meeting was tentatively scheduled on 24 September 2014 subject to confirmation of the new Board of Advisors.
30. There being no other business, the meeting was adjourned at 4:30pm.

Secretariat

RTHK Board of Advisors