

**Minutes of the 29<sup>th</sup> meeting of  
RTHK Board of Advisors  
held at 9:15 am, 11 March 2016  
at Conference Room, G/F, Broadcasting House  
30 Broadcast Drive, Kowloon Tong, Kowloon**

**Present**

Mr Lester G. HUANG, JP (Chairman)  
Mr Walter CHAN Kar-lok, SBS, JP  
Dr Eugene CHAN Kin-keung, JP  
Mr Robert CHUA Wah-peng  
Mr Mohan DATWANI  
Miss Lisa Marie DJENG Kar-yee  
Mr Ringo LAM Wing-kwan  
Mr C.K. LAU, JP  
Mr Maurice LEE Wai-man, BBS, JP  
Ms Marisa YIU  
Mr LEUNG Ka-wing, Director of Broadcasting

**In attendance from RTHK**

Miss Leonia TAI, Deputy Director of Broadcasting (Developments)  
Ms Lisa LIU, Deputy Director of Broadcasting (Programmes)  
Mr CHAN Yiu-wah, Assistant Director (Radio & Corporate Programming)  
Miss CHAN Man-kuen, Assistant Director (TV & Corporate Businesses)  
Miss Jace AU, Controller (Radio)  
Ms Amen NG, Head/Corporate Communications & Standards (Agenda item 5)  
Mr Brian CHOW, Head/New Media & Synergy (Agenda item 3)  
Mr Henry DOO, Head/New Media (Agenda item 3)  
Mr Alex SO, Creative/User Experience Director (Agenda item 3)  
Ms Mayella CHEUNG (Board Secretariat)

**Absent with apologies**

Ms Mimi CHEUNG Yee-may  
Ms Anna HUNG Wing-chee  
Dr Carol MA Hok-ka  
Mr Jimmy NG Wing-ka, JP

**Secretary**

Ms Priscilla HO (Board Secretariat)

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

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1. Ms Mimi CHEUNG, Ms Anna HUNG, Dr Carol MA and Mr. Jimmy NG sent apologies for not being able to join this meeting.
2. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 29 January 2016 for Members' comments on 7 March 2016. A Member proposed to amend the use of word in paragraph 10. The minutes of the last meeting were confirmed with an amendment in paragraph 10 by replacing the word "boring" with "uneventful".

## **Agenda Item 2 : Matters arising**

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3. On the provision of analogue television service on the two analogue television channels to be vacated by Asia Television Limited (ATV) from 2 April 2016, Mr LEUNG Ka-wing updated Members that programmes of RTHK's digital terrestrial television (DTT) channels, RTHK TV 31 and 33, would be simulcast on the two analogue channels. The broadcasting hours of RTHK TV 31 would be advanced to 6:30 am from 2 April 2016 onwards. In the case if ATV suspended its broadcasts before the expiry of its free television service licence on 1 April 2016, with the assistance of RTHK's analogue television transmission service provider, RTHK could provide analogue television service on the two analogue channels in two hours provided the respective analogue television spectrum was allocated to RTHK.
4. On the programming side, Mr LEUNG Ka-wing introduced to the meeting that there would be a new format of evening news programme at 10:30pm with daily news summaries of local and international news and current affairs. Due to resource limitation, the production was developed from the existing video news content available on RTHK website and news app which was generated by radio division. In the weekday morning, there would be a 30-minute live current affairs programme at 7:30am, providing information on news, weather, traffic, with some soft discussions and commentaries. Sign language would also be introduced as the first live current affairs programme carrying such service in the local television industry. At 8:00am, the first hour of the radio programme "Talkabout" would be simulcast on RTHK TV 31 and the analogue channel.

5. A Member welcomed the production of cross-media programming and remarked that re-run of good programmes would enhance content management.
6. Members raised no other item for discussion.

### **Agenda Item 3: New Media Strategy**

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7. Mr Brian CHOW, Mr Henry DOO and Mr Alex SO updated the meeting of the development of new media in RTHK including cross-media collaboration in the production of synergy projects and a forthcoming revamp of RTHK's website.
8. The meeting was impressed by the design concept and efforts made by the New Media Unit (NMU) in the website revamp. A Member suggested that some interesting contents could move up to a more prominent position in the new layout. Another Member suggested that RTHK could try to further utilise data analytics more fully to better understand the market segments and improve programming for respective audience groups in terms of age, area and time.
9. Upon a Member's enquiry about influencer marketing, Mr Henry DOO explained the idea of the proposed marketing concept from social media and replied that the selection of influencers on RTHK's website would make reference to internal editorial meetings. In connection to the idea of "At The Moment" (A.T.M.), Mr Brian CHOW supplemented that the idea was using a mix and match approach linking to the instant news and past archives on a topic to catch up with the public mood and act as a repository of programmes related to that topic.
10. On resource allocation, a Member considered more resources should be placed on NMU for a long-term strategy and the format of the web contents should not merely follow the traditional television programming. Another Member opined that there were different business models emerging from new media and suitable resource allocation would be subject to the type and operation of the organisation.
11. In response to an enquiry from a Member on data sharing for open access by the academics, Mr Henry DOO replied that currently the raw data was analysed by WebTrends and presented internally through infographics to assist interpretation by colleagues functioning as an internal analytic tool. The Member proposed to consider formulating a policy in the future development of data-sharing.

#### **Agenda Item 4: RTHK Controlling Officer's Report**

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12. Ms Lisa LIU briefed the meeting on the RTHK Controlling Officer's Report (COR) 2016-17.
13. Miss Leonia TAI also drew Members' attention to the increase in provision for analogue television service, enhancing of DTT service and establishment of the Community Involvement Broadcasting Service as an on-going service. With more resources allocated to DTT, the total hours of output would increase by 34 hours in 2016-17.
14. In response to an enquiry from a Member, Mr LEUNG Ka-wing said that RTHK would make good use of existing resources to provide a quality service to the public.

#### **Agenda Item 5 : 2016 Opinion Survey initiated by RTHK Board of Advisors (BOA Paper 4/2016)**

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15. Ms Amen NG introduced the paper to the meeting.
16. A Member pointed out the importance of representative data and data analytics that the data collected should be thoroughly analysed with a view to find out market segmentation in facilitating the development of RTHK.
17. The meeting supported the overall format of the survey. Ms Amen NG informed the meeting that the survey would be launched on 1 April 2016. Results would be reported to Members in July.

#### **Agenda Item 6(a) : Updates on programmes (BOA Paper 5/2016)**

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18. Ms Lisa LIU introduced the paper. Members had no comment on the paper.

#### **Agenda Item 6(b) : Updates on complaints (BOA Paper 6/2016)**

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- Ms Lisa LIU introduced the paper. Members had no comment on the paper.

**Any other business**

19. Members raised no item for discussion.

**Date of next meeting**

20. The Chairman informed the meeting that the next meeting was scheduled on 13 May 2016.

21. There being no other business, the meeting was adjourned at 11:20 am.

**Secretariat**

**RTHK Board of Advisors**