

**Minutes of the 71st Meeting of
RTHK Board of Advisors
held at 9:30 am, 11 December 2023
at Conference Room 3, G/F, West Wing, Central Government Offices,
2 Tim Mei Avenue, Tamar, Hong Kong**

Present

Dr LAM Tai-fai, GBS, JP (Chairman)
Ms Dilys CHAU Suet-fung
Professor Ronald CHIU Ying-chun
Mr Stanley CHOI Tak-shing, JP
Ms Linda CHOY Siu-min
Professor Anthony FUNG Ying-him, JP
Mr HSU Hoi-shan, MH
Ms Shirley LOO Marie Therese, BBS, MH, JP
Mr Hendrick SIN, MH
Dr TIK Chi-yuen, SBS, JP
Ms Eva WONG Ching-hung
Ms Elaine WU Siu-ling
Mr Eddie CHEUNG, JP, Director of Broadcasting

In Attendance from RTHK

Mr Raymond SY, JP, Deputy Director of Broadcasting
Mrs Lilian LEUNG, Head (Corporate Services)
Mr Vincent LEE, Assistant Director (Radio & Corporate Programming)
Ms Natalie CHAN, Assistant Director (TV & Corporate Business)
Ms Amy KWONG, Controller (Radio)
Mr Ricky LEE, Acting Controller (TV)
Ms Jackie CHAN, Departmental Secretary
Mr Johnathan YIP, Head/Corporate Communications & Standards
Mr David HO, Advisor (Programmes)

Absent with Apologies

Dr Thomas SO Shiu-tsung, JP

Secretary

Ms Olivia YAU (Board Secretariat)

Agenda Item 1: Confirmation of the Minutes of the Last Meeting

1. Dr Thomas SO Shiu-tsung sent his apologies for not being able to join this meeting.
2. The Chairman said that the Secretariat had circulated the draft minutes of the 70th meeting held on 25 September 2023 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

Agenda Item 2: Matters Arising

3. RTHK presented video clips introducing the “95 Years of Public Service Broadcasting in Hong Kong ‘Sonic + Visual’” Carnival, and “A Journey of Light and Sound – 95 Years of Public Service Broadcasting” Exhibition held at Hong Kong Museum of History. The Chairman and Members were pleased to see the great success of the Carnival.

Agenda Item 3: Radio Appreciation Survey 2023 and Television Programme Appreciation Index and Audience Survey 2023

4. RTHK briefed Members on the reports of the Radio Appreciation Survey 2023 and Television Programme Appreciation Index and Audience Survey 2023. The Chairman and Members expressed their gratitude to RTHK for its efforts in the surveys, and they considered that the reports covered a wide range of areas and could provide a comprehensive analysis. They hoped that RTHK could make good use of the reports in order to review and enhance work effectiveness. Members also considered that the findings could reflect the success of RTHK’s work, and they were pleased to see the upward trend in the listenership of radio programmes and the popularity of news and information programmes.
5. A Member enquired about the measurement approach used in the television audience survey, and how the findings were compared to those of the previous surveys. RTHK responded that the coverage rate of audience was a projection based on the population data released by the Census and Statistics Department in mid-2023 and the replies of respondents in this survey. RTHK also said that in traditional audience rating surveys, the data was projected from the records of set-up boxes installed in selected households. However, as people nowadays

generally also watched TV programmes on mobile devices, the reference value of traditional audience rating surveys was gradually declining. RTHK pointed out that various audience rating survey companies were refining the surveys to include data about mobile devices and streaming platforms for a more comprehensive assessment.

6. Several Members agreed that the survey findings could help RTHK to understand the market trend and thereby adjust its positioning, and they were pleased to see that RTHK had included brand mental network analysis in the surveys. Members also offered their suggestions regarding the surveys, which included conducting trend surveys regularly, incorporating more elements in the brand mental network analysis, analysing data on archive access of listeners/viewers, as well as setting performance indicators in accordance with the mission of RTHK to measure the work effectiveness. RTHK thanked Members for their suggestions. It would follow up on the matters based on the findings, and report to the Board when formulating the annual plan. RTHK said that, for the time being, it would continue to produce programmes that were attractive to the general public to attract more listener/viewer groups, and would produce programmes with specific themes to attract target listener/viewer groups.
7. Several Members offered their suggestions on broadening the audience base for RTHK programmes, including attracting young people to RTHK programmes through the living circle of elder listener/viewer groups, and leveraging on the online platforms to attract the Mainland and overseas Chinese-speaking community to listen to/watch the programmes. Members also suggested that RTHK incorporate the data on listener/viewer groups outside Hong Kong when conducting surveys in the future, so as to analyse the effectiveness of remote broadcasting work. RTHK said that it would actively consider Members' suggestions, and had started to use the data of some Mainland broadcasters for analysis and reform of different programmes.
8. Several Members suggested that RTHK learn from the experience of overseas and Mainland broadcasters, and make reference to the relevant research data, so as to inspire creative thinking and enhance the interests of young people in RTHK. RTHK said that it would actively consider Members' views. RTHK had edited different types of programmes into short videos, and uploaded them to popular

social media and platforms for sharing, so as to cater for the viewing habits of young people. On the other hand, young people tended to listen to music through streaming platforms. RTHK said that in order to avoid paying expensive music royalties, if the programme clips were to be uploaded to this type of streaming platforms, much time would be needed to remove the background music in the clips. As such, RTHK would continue to examine the feasibility of this arrangement.

9. Several Members expressed their support for RTHK to continue to make breakthroughs in innovative technology, and suggested that RTHK enhance publicity on online platforms. Members also offered their suggestions on how RTHK could enhance the effectiveness of programme promotion, including adopting the algorithmic mode of operation to compile the channel information on the online platforms, so as to facilitate the public to search and browse the content of interest to them, and increase the probability of reaching the target audiences. Members also suggested that RTHK adjust the design of programme content to facilitate their editing and uploading to the online platforms for sharing, and provide the hyperlinks to the relevant programmes for the keywords in the webpage introduction.
10. RTHK thanked the Board for its support, and said that RTHK would continue to endeavour to promote development in various aspects, such as strengthening contacts with the public through chatbots. RTHK agreed that priority should be accorded to enhancing user experience when designing the webpages. As such, it would arrange the content layout of various channels based on the usage data of the online platforms, so that users would have better experience when searching and browsing channel information. Besides, users would be able to configure their personal settings, so as to receive notifications on programmes of interest to them.
11. The Chairman and several Members offered their suggestions on RTHK's programme production, including producing cross-generation programmes, reviewing the mode of programme production, broadcasting programmes having educational value during specific timeslots for school teaching purposes, strengthening cross-platform programme promotion, as well as inviting students to participate in programme production, and providing training and internship opportunities at RTHK for tertiary students. RTHK thanked Members' views and said that it would continue to review the design of different programmes, so as to

enhance the quality of programme content.

12. Several Members supported the production of more inclusive programmes by RTHK. They praised RTHK for incorporating the data relating to ethnic minority audiences in the surveys for analysis, and suggested that RTHK include the disabled and the underprivileged as the survey targets in the future, so as to have a better understanding of their needs, and produce programmes that better serve their needs. RTHK responded that as a public service broadcaster, RTHK had to serve the general public while catering to the needs of minorities. As such, it would continue to take heed of various needs and produce more diversified programmes. RTHK had previously relayed the Asian Para Games Hangzhou, hoping to encourage Hong Kong's disabled athletes and recognise their efforts and achievements.
13. A Member expressed appreciation towards RTHK's work in cultural and entertainment programmes, and mentioned in particular the radio programmes where professionals select and introduce music to listeners, so as to provide them with an experience different from the self-service experience on music streaming platforms.
14. The Chairman and several Members considered that the findings reflected the market demand for accurate and objective news and information programmes, as well as the competitive edge of RTHK's news and information programmes. They suggested that RTHK play to their strengths by producing more authoritative programmes to put its news and information programmes in a leading market position and strengthen the promotion of RTHK's brand image.
15. RTHK responded that the public tended to obtain important information through traditional media, which explained why RTHK's "Anti-epidemic Channel" had been so popular among the public previously, and had established a certain level of authority for its news and information programmes. RTHK would continue to strengthen the relevant work, and said that it had arranged a training course on analysing the truthfulness of news information for Newsroom colleagues.
16. The Chairman and several Members considered that as a public service broadcaster, RTHK had to shoulder social responsibility by spreading the correct values to the

public, promoting understanding of “One Country, Two Systems”, the Constitution, the Basic Law, etc., and catering to the needs of different social strata and groups. They also suggested that RTHK continue to brief the Board and the Legislative Council (LegCo) on RTHK’s achievements in fulfilling its role as a public service broadcaster.

17. RTHK agreed and thanked Members’ views, saying that it placed importance on programme quality and would not blindly pursue listenership/viewership or praise. RTHK would hold fast to the purposes and mission of a public service broadcaster, and fill the gaps of Hong Kong’s broadcasting market, including strengthening the production of English programmes, producing programmes to promote inclusion and serve the minorities, relaying local sports events, etc. RTHK said the work had been recognised by the LegCo and would continue to produce more relevant programmes of enhanced quality.

Agenda Item 4: Programmes on Social Inclusion and Pluralism

18. RTHK briefed Members on and introduced them to RTHK’s programmes on social inclusion and pluralism.
19. The Chairman raised an enquiry about the programme interviewees. RTHK responded that all of the interviewees were Hong Kong residents or people who had long taken root in Hong Kong and integrated into the local society.

Agenda Item 5(a): Updates on Programmes (BOA Paper 7/2023)

20. RTHK introduced the paper to Members. Members had no comments on it.

Agenda Item 5(b): Updates on Public Feedback (BOA Paper 8/2023)

21. RTHK introduced the paper to Members. Members had no comments on it.

Agenda Item 6: Any Other Business

22. RTHK briefed Members on its development in innovative technology and presented the artificial intelligence-made video about the 24 solar terms.

23. The Chairman and a Member expressed support for RTHK to design innovative work environments so as to enhance the attractiveness of RTHK to young people.

Agenda Item 7: Date of Next Meeting

24. The next meeting was scheduled for 18 March 2024.

25. There being no other business, the meeting was adjourned at 12:45 p.m.

The Secretariat

RTHK Board of Advisors