

**Minutes of the 75th Meeting of  
RTHK Board of Advisors  
held at 9:30 am, 2 December 2024  
at Studio 1, Broadcasting House, 30 Broadcast Drive, Kowloon**

**Present**

Dr LAM Tai-fai, GBS, JP (Chairman)  
Mr Ivan CHAN Chi-kin  
Ms Kitty CHAU Shuk-king  
Ms Meggy CHENG Hei-yee  
Professor Ronald CHIU Ying-chun, MH  
Mr Stanley CHOI Tak-shing, JP  
Mr HSU Hoi-shan, MH  
Mr Geoffrey Edward KAO  
Mr Robert Andrew LUI Chi-wang  
Dr Jim LUK Tze-chung  
Mr Hendrick SIN, MH  
Dr Thomas SO Shiu-tsung, JP  
Dr TSE Wai-lok  
Mr Eddie CHEUNG, JP, Director of Broadcasting

**In Attendance from RTHK**

Ms Christine WAI, Deputy Director of Broadcasting  
Mr Vincent LEE, Assistant Director (Radio & Corporate Programming)  
Ms Amy KWONG, Assistant Director (TV & Corporate Businesses)  
Mr Ricky LEE, Controller (TV)  
Ms Echo WAI, Controller (Production Services)  
Ms Angel CHENG, Controller (Radio)  
Ms Jackie CHAN, Departmental Secretary  
Mr Johnathan YIP, Head/Corporate Communications & Standards

**Secretary**

Ms Olivia YAU (Board Secretariat)

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

1. The Chairman said that the Secretariat had circulated the draft minutes of the 74th meeting held on 30 September 2024 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

## **Agenda Item 2: Matters Arising**

2. RTHK reported to the Board on the latest arrangements for strengthening promotion of programmes to schools. Since November this year, RTHK had produced a monthly programme list of a series of programmes suitable for students to listen to or watch, and submitted the list to the Education Bureau (EDB) for onward transmission to schools. In addition, RTHK specially compiled a list of programmes broadcast before November, which covered a wide range of topics including national education, science, culture, etc., as a reference for schools. RTHK also stressed that it would continue to conduct focused promotion of specific programmes to schools.
3. The Chairman and a Member suggested that RTHK consider discussing with the EDB for the timely and direct dissemination of programme lists to schools through electronic channels; and that RTHK consider direct dissemination of programme information to school sponsoring bodies, educators' associations (such as the associations of heads of schools), etc. RTHK said that it would actively follow up on this suggestion and make use of various suitable channels to disseminate programme information, so as to strengthen its liaison and cooperation with schools.

## **Agenda Item 3: Radio Appreciation Survey 2024 and Television Programme Appreciation Index and Audience Survey 2024**

4. RTHK briefed the Board on the reports of the Radio Appreciation Survey 2024 and Television Programme Appreciation Index and Audience Survey 2024. The survey results showed a rising trend in the total number of people listening to and watching RTHK programmes, as well as an increase in the programme appreciation index. However, if the respondents' views were sought based on the Programme Production Goals (PPGs), there was a drop in the listenership and viewership. This might reflect the need for improvement in the survey method, as the wording of PPGs was rather abstract, and different persons might have different interpretations of the wording. On the other hand, there were only about 1 000 respondents in the

surveys this time, representing a smaller number when compared with the 3 000 respondents in the previous surveys. As a result, the survey error was relatively large, which might lead to the doubtfulness of the accuracy of the survey results. The Board hoped that RTHK could make the most of the reports for a comprehensive review and enhancement of work effectiveness, so as to better serve the public.

5. The Chairman and several Members pointed out that RTHK needed to refine the survey mechanism, including adjusting the survey method. For example, it could increase the number and diversity of respondents through online surveys and provide focus groups, so as to conduct assessment in a more comprehensive manner. Besides, the Chairman and several Members considered that the PPGs should be kept abreast of the times, and suggested that RTHK review the classification of PPGs and use descriptions in plain language. The Chairman gave an example that in recent years, RTHK had relayed and produced many sports programmes which were very popular and highly praised, but the PPGs did not mention about “Sports Programmes”.
6. RTHK thanked the Board for its views, saying that it would actively follow up on the suggestions, and examine the feasibility of increasing the survey samples under the limited resources. RTHK pointed out that the PPGs currently adopted were formulated in 2021, and it would find an opportune time to review the relevant goals. At this stage, RTHK would accord priority to the refinement of survey method, so as to enhance the reference value of the reports.
7. Several Members suggested that RTHK suitably provide more previous survey data in the reports for reference, and agreed that the survey method should be refined, as it could help to adjust the work direction in the future. A Member suggested that RTHK formulate an action plan for following up on Members’ suggestions, and brief the Board on the progress timely. RTHK said that it would actively consider the various suggestions, formulate an action plan and brief the Board on the relevant details timely.
8. Several Members suggested that RTHK enhance the promotion of TV 33 to 35 Channels, and allocate resources to strengthen the publicity work on social media. Another Member raised an enquiry about the situation in which overseas audience listened to and watched RTHK programmes.

9. RTHK responded that about 25% of the RTHK website traffic came from overseas users, with quite a lot users came from USA and Canada. RTHK TV 33 to 35 Channels mainly broadcast non-Cantonese programmes. For some of these programmes, neither subtitles nor bilingual broadcast could be provided due to the copyright issues, and this might affect the audience's desires to watch the programmes. RTHK planned to focus on the promotion of a number of high-quality radio and TV programmes, and would continue to strengthen the publicity work on social media platforms by opening more social media accounts. Besides, RTHK was planning to hire a professional team to assist in operating popular social media accounts in the Mainland such as Xiaohongshu, and would report to the Board on the progress timely.
10. Regarding the broadcasting arrangements for TV programmes, several Members suggested that RTHK reduce the amount of re-run programmes as far as possible; choose programmes across genres and themes when rebroadcasting programmes to keep audience fresh; and rebroadcasting popular programmes during night hours for office workers to watch. RTHK pointed out that due to the limited resources, new programmes were mainly launched during prime time, and there were indeed more re-run programmes during non-prime time. To facilitate archive access to RTHK content by office workers, RTHK said that most of the programmes had been uploaded onto the official website and YouTube Channel to facilitate archive access by the audience at any time.
11. Several Members made proposals on the production of arts and cultural programmes as well as information programmes, and suggested that RTHK relay more inter-school competitions and produce sports-related programmes. A Member pointed out that the public demand for information on virtual assets was strong, and RTHK could produce more relevant content. RTHK said that it had attached great importance to the promotion of arts and culture. It would consider co-producing more related programmes with members of the industry, and explore the feasibility of collaboration with mega event organisers and dissemination of real time information (such as ancillary transport facilities of the venues, programme guides, etc.). RTHK also said that it had all along been broadcasting different inter-school competitions, and planned to enhance programme promotion through online platforms. Regarding financial information programmes, RTHK had produced a number of programmes relating to virtual assets, and would continue to produce financial programmes in the future, so as to provide more information on asset management for the public, thereby enhancing their financial literacy.

12. A Member pointed out that the survey results would be biased due to different survey methods and sample sizes. Therefore, the results could only serve as reference, and RTHK should hold fast to the purposes and mission of a public service broadcaster. RTHK expressed agreement and that it would cater to the needs of minority interest groups while serving the public. As such, RTHK would not blindly pursue high viewership when producing programmes. Instead, it would focus on producing diversified programmes to cater to the needs of different groups in the society. The Chairman was pleased with the positive changes in the overall image of RTHK, and was glad to see the increasingly diversified programme content. He encouraged the RTHK colleagues to continue their efforts to provide better service for the public.

#### **Agenda Item 4: Sharing of Takeaway from the 61st ABU General Assembly and Associated Meetings**

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13. RTHK shared with the Board its work outcomes in the 61st ABU General Assembly and Associated Meetings, and demonstrated the application of new programme production technologies such as extended reality (XR), augmented reality and cloud technology.
14. A Member enquired about the manpower deployment and arrangement for production facilities under the new production process, and whether RTHK relied on internal research and development or acquisition of new technologies for support. RTHK responded that, in addition to providing training to colleagues for facilitating their adaptation to the new work process, it would also support relevant production work by taking a number of measures, including engaging external professional production services, cooperating with major technology companies in the Mainland, as well as inviting students from local tertiary institutions to participate in production. RTHK added that it would upgrade the existing production facilities (such as large LED screens for XR production) to meet operational needs, and it had full confidence in using new technologies to produce more 4K high definition programmes in the future.
15. A Member pointed out that many local art groups were experienced in new forms of programme production, and suggested that RTHK contact them to explore opportunities for cooperation. RTHK said that it would follow up on the matter.

### **Agenda Item 5(a): Updates on Programmes (BOA Paper 7/2024)**

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16. RTHK introduced the paper to the Board. The Board had no comments on it.

### **Agenda Item 5(b): Updates on Public Feedback (BOA Paper 8/2024)**

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17. RTHK introduced the paper to the Board. The Board had no comments on it.

### **Agenda Item 6: Any Other Business**

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18. The Board had not raised any item for discussion. The Chairman said that this would be the last Board of Advisors meeting attended by the Director of Broadcasting before his transfer. The Director of Broadcasting thanked the Chairman and Members for their valuable advice on the work of RTHK, which was very beneficial.

### **Agenda Item 7: Date of Next Meeting**

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19. The next meeting was scheduled for 24 March 2025.

20. There being no other business, the meeting was adjourned at 12:15 p.m.

**The Secretariat**

**RTHK Board of Advisors**