

**Minutes of the 79th Meeting of  
RTHK Board of Advisors  
held at 9:30 am, 1 December 2025  
at Conference Room 4, G/F, West Wing, Central Government Offices,  
Tamar, Hong Kong**

**Present**

Dr LAM Tai-fai, GBS, JP (Chairman)  
Mr Ivan CHAN Chi-kin  
Ms Kitty CHAU Shuk-king  
Ms Meggy CHENG Hei-yee  
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, JP  
Dr TSE Wai-lok  
Ms Angelina KWAN Yuen-yee, 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 Business)  
Mr Ricky LEE, Controller (TV)  
Ms Angel CHENG, Controller (Radio)  
Mr LAM Fai, Departmental Secretary  
Mr Jonathan YIP, Head/Corporate Communications & Standards

**Absent With Apologies**

Professor Ronald CHIU Ying-chun, MH  
Dr Thomas SO Shiu-tsung, JP

**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 78th meeting held on 15 September 2025 to the Board for perusal, and no comments were received. The minutes concerned were therefore confirmed.

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

2. The Board had not raised any items for discussion.

## **Agenda Item 3: Radio Appreciation Survey 2025 and Television Programme Appreciation Index and Audience Survey 2025**

3. RTHK reported the Radio Appreciation Survey 2025, Television Programme Appreciation Index and Audience Survey 2025. The results indicated an overall increase in the listenership and viewership of RTHK programmes, alongside a rise in appreciation level, both of which were in line with expectations. The Board thanked RTHK staff for their efforts and hoped that RTHK would leverage the data analysis from the survey reports to conduct an in-depth review of its work performance and further enhance programme quality, so as to better serve the public.
4. The Chairman said that in previous discussions on the annual surveys, the Board had provided views on survey design in aspects such as sample size and questions. He considered that the survey results reflected the acceptance of RTHK's productions and RTHK's effectiveness in achieving its public purposes and production goals, hence a horizontal comparison with other media outlets was inappropriate. A number of Members considered that the current survey methodology still had room for improvement. They suggested that RTHK should extensively gather more in-depth views on programme production through focus groups and incorporate perspectives from various sectors (such as the education sector); include questions related to digital upgrading in the questionnaire; analyse survey results with artificial intelligence; and review and adjust programming needs based on listenership and viewership data. Members also enquired whether the TV Division possessed real-time viewing and programme archive data.

5. RTHK said that it would consider the above views and pointed out that the newly introduced focus groups aimed to gather more specific and detailed feedback. These groups would be organised regularly based on programme type and target group to obtain diverse and precise views in the future. Currently, RTHK could only collect overall traffic data from online platforms and lacked the equipment and capability to gather real-time television and radio appreciation data. RTHK was consolidating its website and mobile applications to optimise the interface and users' experience. Through improved platform management, RTHK could effectively collect and utilise big data to analyse the public's habit and frequency of listening to and viewing RTHK programmes, thereby formulating plans to enhance programme quality. A Member said that in the platform optimisation work, data collection was of paramount importance as it was the basis for securing resources, hence it should be listed as a key task.
  
6. A Member enquired about the programme archive arrangement. RTHK said that it was conducting a comprehensive review of the programme licensing strategy. Starting from October 2025, RTHK ceased to upload full programmes to third-party platforms (such as Podcast) in order to direct programme archive traffic to its official website and mobile applications. RTHK was actively promoting channels for programme archive.
  
7. A number of Members enquired about the production goals and the future directions for programmes on "promoting arts and culture and nurturing talents" with higher ratings, and programmes on "the sense of citizenship and national identity" with lower ratings in the survey. RTHK said that it would continue to produce arts and cultural programmes; provide accurate, impartial and objective news and current affairs content; provide more programmes that contribute to the understanding of our country, Chinese history and culture; promote government policies and foster a sense of citizenship and national identity; and enhance interactions with listeners to embrace diversity of opinions for optimising productions. Members also enquired about the survey results on aspects of Community Involvement Broadcasting Service (CIBS) other than its public awareness level, such as the appreciation index or topics of interest to the audience. RTHK said that it would report on that in detail under Agenda Item 4.

8. Several Members gave their views on the methods of comparing and presenting the survey data. They pointed out that the slight differences in the recognition and appreciation indices under various Programme Production Goals (PPGs) might increase the difficulty in analysing the data. Moreover, while the recognition under individual PPG had a decreasing trend, the viewership thereunder, however, had a rising trend, and such data should be shown in the same chart to facilitate comparison. RTHK said that the design of questions had taken into account of the aims of collecting feedback and evaluating performance, so as to review whether the programmes had achieved the set targets. RTHK would optimise the data presentation in the next briefing to show the various indices together with a view to enhancing the clarity of comparison and analysis.
  
9. A Member enquired about the ratio of online respondents to street respondents in the survey for television programmes. He considered that given the popularity of online platforms nowadays, people's habit of watching television programmes had gradually shifted from using television sets to online media, and the frequency of using online media would affect the allocation of resources. He also enquired about the sample size of the radio's background survey and main questionnaire, and the response rate for collecting adequate samples. RTHK said that in the survey for television programmes, the ratio of online respondents to street respondents was 4:6. As it was difficult to get representative data through one single channel, the ratio of 40% online respondents to 60% street respondents was adopted to ensure data balance and comprehensiveness. As for the sample size of the radio's background survey and main questionnaire as well as the response rate, RTHK would provide the information after the meeting.

(Post-meeting note: For the radio's background survey, the survey company conducted the survey by random sampling from 1 400 000 fixed line telephone numbers and 75 000 mobile phone numbers until the successful completion of about 1 000 samples in compliance with Hong Kong's population distribution data. For the main questionnaire, the survey company conducted the survey by random sampling from 100 000 registered emails of persons aged 18 or above, and from persons under 18 on the street until the successful completion of about 1 000 samples.)

10. A Member enquired about the methods used by RTHK to select programme hosts and provide training, in order to enhance the appeal and credibility of programmes. RTHK said that given the limited resources, it was difficult to recruit well-known

hosts in the short term. Nonetheless, RTHK was actively exploring and nurturing a new generation of broadcasting talents through channels such as the youth training scheme, enabling new recruits to participate in programme production and increasing the freshness of content. This strategy not only expanded the talent pool, but also enhanced the programme diversity, thus injecting youthful vitality into the corporate image and enhancing the attractiveness to listeners.

11. A Member suggested that RTHK promote programmes to various community groups, such as disseminating information to organisations and schools regularly, or broadcasting RTHK programmes in restaurants, youth centres and elderly centres, so as to transform the audience's behaviour from rather passive in the past to proactive in listening to and watching RTHK programmes. A Member pointed out that some RTHK programmes were introduced in the curriculum provided to schools by the Education Bureau (EDB). They considered that RTHK could explore collaboration with EDB, relevant groups and schools on this basis, so as to bring more RTHK programmes into schools. Due to scheduling constraints, the discussion in each segment of some interview programmes was rather scattered, affecting message coherence and listening experiences. Besides, Members suggested that RTHK produce more programmes relating to social issues of concern to students, such as child abuse, healthy living, and mental health of young people, and invite students to participate (such as performing or being interviewed). This would help attract audience such as students, parents and teachers. They also suggested that a programme list be made for distribution to sponsoring bodies and other non-government organisations (NGOs), so as to disseminate programme information through multiple channels.
12. The Chairman pointed out that in order to maintain stable listenership and viewership in the long run, RTHK should tackle the issue at source by actively attracting young audience and students, continuously enhancing collaboration with different government departments and sectors, and achieving desired effects through diversified publicity channels. RTHK said that it would actively cooperate with other government departments and schools to strengthen publicity and promotion efforts.

#### **Agenda Item 4: Community Involvement Broadcasting Service**

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13. RTHK introduced the CIBS to the Board, covering the project background, previous statistics, production subsidies and supporting arrangements, as well as

review of the project effectiveness and the future reform directions. RTHK said that owing to factors such as the main project purpose being catering for specific groups and minorities, popularisation of social media, and the broadcasting of programmes during fringe time, the listenership of programmes had been relatively low for a long time. Besides, the proportion of repeated applications submitted by producers was high. Given the trend of convergence media development, young people did not have much interest in producing radio programmes. Upon review, RTHK would reform the project in the future, including broadening the types of productions covered by the project, strengthening promotion of the service to youth groups, introducing more daily life topics, enhancing professional training provided under the project, and developing new delivery platforms.

14. A number of Members agreed that this was an appropriate time for reviewing and optimising the project, and they unanimously supported its future development directions. They pointed out that compared with similar projects in the market, RTHK possessed distinctive advantages in promoting such a community involvement project. They suggested that RTHK make good use of the project to approach more potential RTHK supporters, explore more diversified broadcasting talents, and encourage innovation to inject creativity and new elements into RTHK. Members also pointed out that very few mainstream platforms provided opportunities for participation by ethnic minorities. They suggested that RTHK cooperate with the Home and Youth Affairs Bureau or other organisations to promote the project to different sectors, so as to expand the project to cover more ethnic minority communities. RTHK said that applications from NGOs had been received, and promotion work would continue.
15. A number of Members suggested that RTHK lower the requirement for the number of programme episodes under the project, so as to reduce the threshold for participation by new applicants. They also reminded that during the review, apart from adhering to the project objective, RTHK had to balance resource/cost-efficiency and effectiveness of production. RTHK said that as the project aimed at encouraging wide participation, resources had to be allocated for supporting productions, and the existing fixed number of episodes had less impact on scheduling programmes. When reforming the project and developing wider platforms in the future, RTHK would consider introducing production of short videos, so as to enhance flexibility and attract more participants.

16. A Member pointed out that the direction of developing new platforms was significant and deserved support. Online platforms not only provided flexibility for producing programmes with multi-language and diversified content, but also allowed for data collection for precisely evaluating the programme quality, thus helping to monitor the effectiveness.
17. RTHK thanked the Board for providing valuable suggestions, and undertook to give serious consideration in order to improve the project and establish the future development directions.

#### **Agenda Item 5(a): Updates on Programmes (BOA Paper 7/2025)**

18. RTHK introduced the paper to the Board.
19. The Chairman and a Member commended RTHK for its programme diversity, and suggested that RTHK report the results to the authorities in a more systematic manner, such as distributing the summary of “RTHK Annual Plan” to the Legislative Council Members to deepen the society’s understanding. In the meantime, it was suggested that RTHK actively promote collaboration with schools, so as to introduce high-quality inspiring programmes into schools. RTHK said that serious consideration would be given, and that it consulted various policy bureaux and departments on the collaboration needs on a half-yearly basis, with support being given to various initiatives and to promote policies.
20. A Member suggested that a viewing response survey be devised to assess whether the audience had effectively absorbed the programme information. RTHK said that it would consider the suggestion.

#### **Agenda Item 5(b): Updates on Public Feedback (BOA Paper 8/2025)**

21. RTHK introduced the paper to the Board. The Board had no comments.
22. A Member suggested that an instruction be added to the mobile application “RTHK on the Go” to direct users to the mobile applications of RTHK TV and RTHK Radio, in order to listen to, watch and review the programmes, thereby enhancing user convenience. RTHK said that it would follow-up on the suggestion.

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

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23. The Board had no other items for discussion.

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

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24. The next meeting was scheduled for 16 March 2026.

25. There being no other business, the meeting was adjourned at 12:30 p.m.

**The Secretariat**  
**RTHK Board of Advisors**