



RTHK Annual Plan for 2022-23

Background

As the sole public service broadcaster in Hong Kong, Radio Television Hong Kong (RTHK) has all along been discharging its social responsibilities, through the provision of radio, television (TV) and new media services, to fulfil the public purposes and mission stipulated in the Charter of RTHK (the Charter):

Public Purposes

- Sustain citizenship and civil society. This involves:
 - (i) promoting understanding of our community, our nation and the world through accurate and impartial news, information, perspectives and analyses;
 - (ii) promoting understanding of the concept of “One Country, Two Systems” and its implementation in Hong Kong; and
 - (iii) engendering a sense of citizenship and national identity through programmes that contribute to the understanding of our community and nation;
- Provide an open platform for the free exchange of views without fear or favour. This involves the provision of a wide range of programmes for public participation and expression of views, and provision of a platform to support and facilitate community participation in broadcasting, including the administration of a Community Broadcasting Involvement Fund;
- Encourage social inclusion and pluralism. This involves the provision of programmes with diversity of programming coverage, universality of reach and sensitivity to the pluralistic nature of Hong Kong and the world. The objective is to enhance public understanding and acceptance of the cultural, linguistic, religious and ethnic diversity both in the local community and beyond;

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- Promote education and learning. This involves stimulating interest in a wide range of subjects, and providing information and resources to facilitate lifelong learning at all levels and for all ages; and
- Stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people. This involves the production, commission and acquisition of distinctive and original content for public broadcast. There should be active promotion of public interest, engagement and participation in cultural activities, and its programming and other corporate policies and practices should foster creativity and nurture talent.

Mission

- Inform, educate and entertain members of the public through multi-media programming;
- Provide timely, impartial coverage of local, national and global events and issues;
- Deliver programming which contributes to the openness and cultural diversity of Hong Kong;
- Provide a platform for the Government and the community to discuss public policies and express views thereon without fear or favour; and
- Serve a broad spectrum of audiences and cater to the needs of minority interest groups.

2. RTHK is also a government department wholly funded by public money. It must therefore ensure that its utilisation of resources is in the public interest. To facilitate effective public scrutiny of RTHK's performance and effectiveness in programme production and operation, RTHK formulates and announces every year the annual plan for the following year to expound the direction, strategies and action plan for programme production in the coming year (*i.e. 1 April to 31 March next year*) and set performance targets and indicators.

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3. The Commerce and Economic Development Bureau (CEDB) announced in May 2020 the establishment of a dedicated team to review the governance and management of RTHK and to provide recommendations on improving its overall management systems as well as processes and practices, with a view to ensuring its full compliance with the Charter, the codes of practices issued by the Communications Authority and all applicable government rules and regulations. CEDB released the Governance and Management of RTHK Review Report (the Review Report) by the dedicated team in February 2021, which recommended that RTHK improve its mechanisms for editorial management and complaints handling, performance measurement and evaluation, management of RTHK’s workforce, financial management, stores and procurement, and information technology management. RTHK fully accepted the recommendations and has implemented all key recommendations and major enhancement measures, as well as set out the overall directions for the other recommendations.

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4. In the past year, RTHK has been striving to fulfil requirements of the Charter, and has basically fully implemented the recommendations of the Review Report and produced high-quality and diverse programmes which were in close touch with the latest situation in the society. In addition to expanding the audience groups who adhere to traditional means of consuming RTHK programmes, RTHK also made good use of social and digital platforms to increase programme exposure, aiming to attract more audience on these fast-growing broadcasting platforms.

5. During this period, RTHK programmes became increasingly popular with a steady increase in audience reach, proving that RTHK was proceeding on the right track. The hit rates of RTHK TV programmes on social media platform have reached record highs time and again. “Vegan Lifestyle”, an episode of “Hong Kong Connection” broadcast in August 2021, has exceeded 1.1 million hits as at the end of February 2022, while the episodes “Price Hike under the Epidemic” and “Homeless Women” broadcast in January 2022 have accumulated more than 400 000 and 300 000 hits respectively. The heart-warming drama series “Below the Lion Rock – Between Us”, produced and directed by multi-talented artists, received more than 170 000 hits per episode

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on average on social media platform since its broadcasting in January 2022. Our mainstay health information programme “Doctor and You” also enjoys steady support on social media platform. The “Doctor and You: Medicine · People” series of the programme, which introduces outstanding doctors in Hong Kong, has reached a high hit rate of 170 000 on social media platform for the episode broadcast in February 2022 introducing Professor CHUNG Sheung-chee.

6. Making reference to the above experiences, RTHK has laid down four strategic development targets and a series of corresponding action plans below for the coming year. RTHK will work on its internal management, programme content, production and broadcasting technologies, and public awareness to improve service efficiency, make good use of public money, and further enhance RTHK’s role as a public service broadcaster:

(I) Continue Improving the Overall Management System of RTHK in Accordance with the Stipulated Enhancement Measures and Direction

7. Since the release of the Review Report, RTHK has been actively following up on the recommendations. In response to the recommendations that RTHK should enhance its editorial management, put in place a comprehensive set of editorial policies and a robust and transparent editorial process to enhance editorial governance, RTHK introduced a new editorial management mechanism in March 2021 to effectively fulfil its editorial responsibility. Furthermore, RTHK promulgated the document “Editorial Policies and Processes of RTHK” (EPP) in September 2021 to assist RTHK staff and its service providers in acquiring a thorough and comprehensive understanding of RTHK’s editorial policies and guiding principles, as well as the editorial processes for different types of productions. This will enable RTHK to better fulfil its public purposes and mission as a public service broadcaster and the responsibilities as a government department. We have uploaded the document to RTHK website for public information for the sake of better transparency.

8. The recommendations regarding enhancement of RTHK’s complaints handling mechanism have also been fully implemented. The new mechanism includes specific procedures to handle programme-related complaints,

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improved complaints handling process to enhance efficiency in case handling and recording, and increased transparency in the complaint channels.

9. Besides, RTHK has implemented the improvement measures regarding Community Involvement Broadcasting Service (CIBS), financial management as well as stores and procurement, while those regarding the management of workforce and information technology management are being implemented. We will continue our work in the relevant aspects in the coming year.

(II) Adopt the Public Purposes and Mission as the Axis for Programme Production to Ensure that RTHK’s Performance Conforms to the Charter, and Strictly Adhere to the Guiding Principles in EPP

10. RTHK’s programme production policy has always been based on the public purposes and mission under the Charter. To ensure that RTHK staff have a consistent understanding and clear focus as early as the production direction at the programme planning stage, and that productions are in line with the public purposes and mission set out in the Charter, so as to facilitate the overall programme planning by the RTHK management and for better public evaluation of the extent RTHK has fulfilled the overall requirements of the Charter, we have summarised the public purposes, mission, as well as the programme areas of the radio, TV and new media services as set out in the Charter into the following eight “Programme Production Goals”:

- (1) promote understanding of our community, our nation and the world through provision of accurate, impartial and objective news and public affairs programmes;
- (2) promote understanding of the concept of “One Country, Two Systems” and engender a sense of citizenship and nation identity;
- (3) provide a platform for the free exchange of views on public policies without fear or favour;
- (4) provide a platform to support and promote community participation in broadcasting, such that participants can convey their creation concepts and intended messages;

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- (5) encourage social inclusion and pluralism, reflect the diversity of Hong Kong and other places, encourage integration, inject positive energy into society, and cater to the needs of minority interest groups;
- (6) promote education and learning including e-learning;
- (7) stimulate creativity and originality with a view to promoting arts and cultural activities and nurturing local talents; and
- (8) provide informative and entertaining programmes to broaden audiences' horizons and for their leisure and relaxation.

11. RTHK will draw up its annual work plan and work out individual programmes of each radio / TV channel in accordance with the above production goals. RTHK will also allocate appropriate programme hours to each production goal according to the prevailing social situation and needs, bearing in mind its social responsibilities / role as a public service broadcaster. The specific action plans for RTHK to implement each programme production goal for the coming year are as follows:

(1) Promote Understanding of Our Community, Our Nation and the World through Provision of Accurate, Impartial and Objective News and Public Affairs Programmes

12. Apart from news and financial reports broadcast at regular intervals every day, RTHK also broadcasts live Legislative Council meetings, government press conferences and important government announcements so that the public can obtain accurate and comprehensive information in the first instance. Amid the ranging COVID-19 epidemic, RTHK has been keeping abreast of the pulse of the community and working closely with various anti-epidemic departments and units to help announce the latest and most accurate anti-epidemic arrangements through its various broadcast platforms, so that the public can receive such information as soon as possible and be able to comply with the government measures, facilitating the smooth and efficient operation of anti-epidemic work. In the face of the onslaught of the fifth wave of the epidemic, RTHK took immediate actions and went all out to establish a dedicated team in no time, and positioned RTHK TV 32 as an “Epidemic Prevention Information Channel”. The programmes “Anti-Epidemic News

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Flash” and “Anti-Epidemic News Express” are broadcast at regular time slots every day to disseminate the latest and accurate epidemic prevention and anti-epidemic information. Epidemic prevention information is also integrated into other RTHK programmes so that we are working hand in hand with the public to win this fight against the epidemic.

13. We will continue to strictly abide by the editorial values stated in the EPP, bringing to the audience first-hand information on local and international news and current affairs with accuracy, balance and impartiality as we seek to be the most credible source of news and public information for the Hong Kong society. Furthermore, we plan to enhance public understanding of the government system and operations in the coming year. We will work with various government departments to introduce their work and services available to the public and convey through our programmes departments’ important messages to the public. We will also take the opportunity of the 25th anniversary of Hong Kong’s return to the motherland to produce programmes that introduce the development of the city since the reunification so as to let the public have a deeper understanding of Hong Kong – our home.

(2) Promote Understanding of the Concept of “One Country, Two Systems” and Engender a Sense of Citizenship and National Identity

14. In 2021, the National People’s Congress passed the “Outline of the 14th Five-Year Plan for National Economic and Social Development of the People’s Republic of China and the Long-Range Objectives Through the Year 2035” (the 14th Five-Year Plan), in which considerable length has been devoted to issues such as upholding the constitutional order of the Hong Kong Special Administrative Region (Hong Kong), implementing the Central Authorities’ overall jurisdiction over Hong Kong, the legal system and enforcement mechanisms for Hong Kong to safeguard national security, and supporting Hong Kong’s integration into the overall development of our country. To enable the public to have a better appreciation of the future development plan of our country and its impact on Hong Kong, RTHK will enhance public understanding of issues such as the national system, the country’s latest development and its customs and livelihood through various means so as to cultivate their sense of national identity and patriotic sentiments. At the same time, through watching RTHK programmes, audience in the Mainland can understand Hong Kong’s latest developments. These are

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beneficial to connecting the hearts of people, and enable Hong Kong to better integrate into the overall development of the country.

15. We plan to launch several types of programmes in the coming year under this production goal. In respect of understanding our country's political system, we will produce interesting informative programmes to introduce to the public the Constitution of the People's Republic of China (the Constitution), the Basic Law, national security education, state organs of power and institutions, etc. in an easily understandable manner. In addition, inter-school competitions will also be organised to enhance students' understanding of our country's political system. "Root & Origin: The Constitution", a 3-minute video / audio programme promoting the spirit of the Constitution, was launched in November 2021. Through the strategic agreement on programme exchange between RTHK and Phoenix TV, Hong Kong people in the Mainland and even Mainland audience can also watch the programme. Furthermore, we also actively report in depth the current social landscape and development of the Mainland through our programmes. Apart from deepening understanding of our country, we also hope that Hong Kong people can explore different development opportunities in the Mainland, and further enhance the exchange and cooperation between the two regions in areas such as technology and culture. Programmes in the newly launched "Greater Bay Area Time" on RTHK TV 31 introduce life in the Greater Bay Area, so that the public can know more about its culture, lifestyle and information. In some of the programmes, guests will share their first-hand experience with the audience on living, doing business and studying in the Mainland.

16. We have also prepared programmes with a softer touch to achieve the same purpose. At present, RTHK has three dedicated time slots for broadcasting well-received Mainland dramas and continues to acquire Mainland documentaries for audience's entertainment and better understanding of the way of life in the Mainland. In addition, we will also produce programmes to interact with the audience, and take them through Chinese history and culture, including food culture, stories behind historical monuments, and wonders of the nature. In terms of programme production and broadcast, we will co-produce with Mainland broadcasters such as Guangzhou Broadcasting Network programmes for broadcasting in Hong Kong and the Mainland. We will also continue to strengthen our partnership with the China Media Group and other programme providers to explore

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opportunities to bring RTHK programmes to the Mainland audience and deepen their understanding of Hong Kong.

17. To celebrate the 25th Anniversary of Hong Kong's return to the motherland, RTHK will produce a series of informative entertainment programmes to showcase Hong Kong's development trajectories over the past 25 years, and at the same time encourage Hong Kong people to welcome changes and embrace the future under the support of our country. There will be a variety of programmes, including special topic series introducing the origins and development of local cultures, outstanding Hong Kong people in different areas, and telling touching stories of people from different walks of life, etc. We will also take this opportunity to share how Hong Kong, as part of China, can deepen the exchange and interaction with the Mainland in various aspects and explore our competitiveness in the future, as well as ways to integrate into the national development.

(3) Provide a Platform for the Free Exchange of Views on Public Policies without Fear or Favour

18. As the public service broadcaster in Hong Kong, it is of utmost importance for RTHK to provide an open platform for the free exchange of views between the Government and the public without fear or favour.

19. The year 2022 is an election year for the Chief Executive of the HKSAR, and the change of government will certainly become the focus of the society. RTHK's signature current affairs programmes "Talkabout" and "Open Line Open View" will continue to keep abreast of the pulse of the society, pay close attention to the development, and report the latest news of the government team to the Hong Kong public. "LegCo Review" and "Accountability" will tap the views of Legislative Council members, government officials and relevant stakeholders on topical current affairs of social concern. In addition to the regular programmes, RTHK will also continue to produce special programmes such as "Voices from the Hall", in which the Chief Executive, the Financial Secretary and other senior government officials will be invited to have direct exchange with the public before the delivery of important policies such as the Policy Address and the Budget to help gather public opinion and foster effective discussion of public policies.

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20. Regardless of format, the above-mentioned programmes aim at promoting the exchange of views in the society. To enhance efficiency, we will select suitable radio programmes for production of special TV version (Radio-on-TV). The radio programme “Young Politician”, which hones young people’s awareness of social issues and current affairs as well as their ability of rational analysis and critical thinking, is broadcast simultaneously through Facebook starting from 2022 in order to widen and broaden the platform for discussion.

(4) Provide a Platform to Support and Promote Community Participation in Broadcasting, such that Participants Can Convey Their Creation Concepts and Intended Messages

21. Since the launch of CIBS in 2012, RTHK has committed to providing the service and, through regular programmes dedicated to ethnic minorities, been encouraging social inclusion and pluralism to achieve social gains. Up to the beginning of 2022, as many as 640 radio programmes of 8 320 episodes were produced by CIBS Producers with a total of 7 195.5 broadcast hours. The programmes cover a wide range of topics and are broadcast in 19 languages and a variety of formats. Entering its first decade in 2022, CIBS will launch two 10th anniversary projects through the 20th round of application.

22. “Reaching My Neighbours” will work with non-governmental organisations serving ethnic minorities in the community and mobilise “CIBS Express”, a specially assembled mobile studio, to visit ethnic minority groups and let them experience the fun of radio broadcasting so as to increase their interest in applying for CIBS. “A Decade of ...” will take the form of a multi-media comprehensive event to manifest the social inclusion and pluralism under CIBS. The event will be held at a city landmark, with an exhibition showcasing the growth of CIBS in the decade. There will also be film shows, ethnic performances, music performances, sharing by CIBS Producers, etc. to promote CIBS and enhance public understanding and acceptance of different cultures, languages, religions and races.

23. In 2022, CIBS will accept the 20th and 21st rounds of application in the second and fourth quarters, with the promotion focusing on the 25th anniversary of Hong Kong’s return to the motherland. To provide an

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additional platform to showcase the works of the producers, CIBS programmes of the latest seasons will be rerun during the timeslot of “CIBS We Broadcast” on Radio 1 early next morning after the premiere, with priority given to those with specific themes. We will also conduct “Broadcasting Technique Workshop” and “Facilitation Talk” to provide opportunities for community members interested in becoming CIBS Producers to learn about professional broadcasting and the radio industry.

(5) Encourage Social Inclusion and Pluralism, Reflect the Diversity of Hong Kong and Other Places, Encourage Integration, Inject Positive Energy into Society, and Cater to the Needs of Minority Interest Groups

24. In recent years, peace and stability in Hong Kong have been upset by certain incidents. Coupled with the outbreak of the epidemic in the past two years, the entire society has been overwhelmed by a heavy atmosphere, and Hong Kong people are worried. As a public service broadcaster, RTHK actively seeks to inject positive energy into the society through its programmes and encourages everyone to help each other, take on challenges and look out for opportunities in the midst of adversity.

25. Regarding TV programmes, productions related to current affairs and social issues of public concern are broadcast during “Cohesion of Hong Kong Time” on Monday to Friday evenings so that the public can keep abreast of the pulse of our times and tell the Hong Kong story well. In addition, we develop different story series which speak of the experiences and journeys of the heart of Hong Kong people from different walks of life to help build an inclusive society with mutual understanding and diversity. We reproduce the original classic drama “Below the Lion Rock” to rekindle the “Lion Rock spirit” and tell more touching stories. We also trawl outstanding productions from the Mainland and local classic films of the 1980’s and 1990’s and broadcast them during “Weekend Movies Time” to promote film culture and entertain our audience.

26. In encouraging social inclusion, RTHK Radio 3 has all along been producing programmes which are broadcast in ethnic minority languages. We will strengthen production in this area in the coming year, including enriching the content of other programmes to make them more attractive to ethnic minorities and teaching our audience everyday language spoken in ethnic

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minority languages in a fun and easy way to raise awareness of these languages and facilitate integration of ethnic minorities into the community. Of the programmes broadcast on RTHK TV 31 during “Social Inclusion Time”, some introduce the lifestyle, culture and tradition of the ethnic minorities in Hong Kong, and some detail the stories and insights of people with disabilities, in the hope that our audience would be more ready to accept differences in the community and get along with people from different social circles, so as to build an inclusive and harmonious society. All programmes of the timeslot are supplemented by sign language to meet the needs of the hearing impaired.

27. In the coming year, we will continue to integrate sign language, audio description service and multilingual dubbing / subtitles into different RTHK TV programmes and strive to bring more programmes into the lives of the ethnic minorities and people with disabilities.

(6) Promote Education and Learning Including E-learning

28. To educate the general public through the provision of high quality radio and TV programmes is one of RTHK’s well-known aims. Teenagers at schools are the key service targets under this programme production goal.

29. In the coming year, RTHK will work closely with the Education Bureau (EDB) to bring into the classroom RTHK programmes which are suitable for use in teaching or as resource library materials. To support Life-wide Learning outside the classroom, RTHK will also step up its work and strengthen the online learning content, such as launching the thematic webpage “Artitude” to provide cultural and educational resources in a more coordinated approach, such that users can search for and listen to those programmes more easily and quickly, and we will gradually enrich the content of the webpage. Apart from the Internet, RTHK will also cooperate with the cultural and school sectors to launch the “Culture Walk Competition”, in which secondary school students will put away their mobile phones and computers, go outdoors and join guided field trips to ten representative historical and cultural projects in Hong Kong.

30. Not only young people at school, but the rest of the general public should also enrich themselves, be lifelong learners and advance with the times. The year 2022 marks the 25th anniversary of Hong Kong’s return to the

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motherland, and RTHK will produce special programmes on related themes to give the public a correct understanding of China's modern history from the late Qing Dynasty to the present, and how our country safeguards national security at all fronts under the present international political situation. RTHK will also continue to promote Putonghua through the Putonghua channel and use Radio 5 as a learning base for the elderly so that they can continue to learn as they age and live a colourful life.

(7) Stimulate Creativity and Originality with a View to Promoting Arts and Cultural Activities and Nurturing Local Talents

31. RTHK has all along been producing, commissioning or acquiring distinctive original programmes, and it also broadcasts different performing arts events to stimulate public's interest, participation and engagement in cultural activities as an overall effort to encourage the development of Hong Kong's creative industries and to nurture talents.

32. The Hong Kong Palace Museum will be opened in mid-2022. As the first ever collaboration project of the Palace Museum in Beijing beyond the Mainland, the Hong Kong Palace Museum shoulders the important responsibility of passing on the cultural legacy since its inception and its design shows many characteristics of traditional Chinese spatial arts. RTHK will produce a special programme to record the whole process of the museum's establishment – from conception, planning, design, construction to completion, as a review and outlook before its grand opening such that audience can get to know more about the culture of the Palace Museum as well as deepen their understanding of Chinese culture and Chinese history.

33. Over the years, RTHK has spared no effort in promoting the Xiqu culture, and Radio 5 has also become a radio channel focusing on Xiqu broadcast. In 2022, Radio 5 will collaborate with the Hong Kong Academy for Performing Arts (HKAPA) to produce 10 episodes of "Archaic Chinese Opera", in which we will revive this heritage art form by appreciating it from different perspectives so as to pass on and promote the traditional culture, singing technique and literary feature of archaic Cantonese opera.

34. In terms of TV programmes, RTHK co-produces "The Artform Inheritance of Master Lam Kar Sing" with Lam Kar Sing Foundation and

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HKAPA. The programme is broadcast in full on RTHK TV 31 and the audio edition is broadcast on Radio 5. In addition to sharing the classic performances of Dr. LAM Kar-sing so that our audience can revisit his artistic accomplishments and appreciate his efforts in passing on the Cantonese opera culture, the programme will also include sharing sessions by Cantonese opera masters and experts who would appreciate his artistic achievements from different perspectives.

35. To celebrate the 25th anniversary of Hong Kong's return to the motherland, Radio 2 plans to produce a large-scale multimedia programme "Dreams Come True", for which young people with talent and positive energy will be recruited. Training on various performing arts as well as opportunities to participate in movies, radio dramas, stage plays, etc. will be provided so that they can realise their dreams and become strivers with integrity and ability in the new era. The entire process will be filmed as a TV programme, and the audio files will also be broadcast on Radio 2.

36. In addition to the above-mentioned special programmes, RTHK will continue to promote arts through other means, including programmes on the local pop music industry. We will also co-produce programmes with newly-formed production units from different sectors and introduce to our audience young people's bases for creative crafts in order to understand the development of Hong Kong's creative industries and encourage young people to pursue their dreams.

(8) Provide Informative and Entertaining Programmes to Broaden Audiences' Horizons and for Their Leisure and Relaxation

37. Living in an advanced information hub, it is only natural that people in Hong Kong expect to receive information relevant to their daily lives in the first instance so that they can always be well-prepared to respond in today's fast-changing world.

38. RTHK has always been providing multifarious informative programmes, including personal health information, local, mainland and foreign sports news, as well as stories covering history, culture and people around the world, global issues, etc. In the coming year, we will continue to strive for excellence in these areas. At the time of the 25th anniversary of Hong Kong's return to the

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motherland, we will launch a series of special radio and TV programmes focusing on the development history of Hong Kong and its competitive edge vis-à-vis other first-tier cities in the Mainland. RTHK 31 launches the “Greater Bay Area Time” to introduce the life in and information about the Greater Bay Area, while the “Global Issues Time” broadcasts Mainland and overseas spectacular documentaries on the history, culture, nature wonders, science and technology, etc. as eye-openers to the world for our audience. Riding on the craze for sports set off by the Tokyo Olympics and the Beijing Winter Olympics, we will focus more on sports events, including local inter-school sports, and we strive to encourage the public to be more enthusiastic about participating in sports. In addition to bringing exciting matches in sports events such as the “Hong Kong Premier Youth League” and the “Hong Kong Games” to our audience, we will also produce related programmes to tell the little-known stories behind athletes and sports events so as to increase our audience’s interest in sports.

39. Programmes broadcast on RTHK TV 31 during “Health Time” and “Sports Time” introduce various diseases or physical conditions and provide tips for maintaining good health. We will also tailor-make programmes for different audience groups, such as a reality show in which the audience witness how obese children adjust their weight through exercise and diet, aiming to help children maintain ideal health condition.

(III) Heighten Public Awareness of RTHK Programmes with a View to Bringing Them into More People’s Lives

40. Besides enhancing programme quality, RTHK will also strive to increase our audience in the coming year by promoting the latest RTHK programme line-up so that more people can identify programmes they are interested in, and from there on RTHK can build regular audience.

41. Different researches show that the elderly account for a greater proportion of radio listeners. RTHK actively opens up new listener groups, especially the younger generation. In the coming year, we have prepared a number of radio programmes targeting youngsters, “Dreams Come True” mentioned in paragraph 35 above being an example. As for TV programmes, we aim to attract student viewers through broadcasting inter-school competitions including sports competitions. Furthermore, RTHK will work

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closely with EDB to introduce RTHK programmes suitable for use in teaching or as resource library materials into classrooms in an orderly manner.

42. RTHK also sets eyes on the Mainland and strive for more opportunities to cooperate with Mainland broadcasters and programme providers. We will continue to seek out high-quality Mainland dramas and documentaries as well as explore opportunities for joint production with Mainland broadcasters for broadcasting on different platforms. In addition to designated radio and TV channels (RTHK TV 33 relays programmes of China Central Television (CCTV) Channel 1 and Radio Channel 6 relays programmes of China National Radio Hong Kong Edition), RTHK is in the process of strengthening partnership with CCTV and other programme providers for more Mainland programmes/programme channels to be broadcast on RTHK so that Hong Kong audience can gain a deeper understanding of the Mainland through these programmes. By broadcasting RTHK programmes in the Greater Bay Area, we can also enable the audience there to get to understand the latest situation in Hong Kong while enjoying the programmes. We would also be able to increase our audience size by gaining listenership/viewership from both Hong Kong and the Mainland.

43. Besides programme production, RTHK also works on programme scheduling and broadcasting time slots to deepen audience's impression of RTHK TV programmes. Since January 2022, RTHK has re-arranged the distribution of thematic time slots on RTHK TV 31, such as the "Social Inclusion Time" and the "Greater Bay Area Time" mentioned above, so that programmes with similar theme or of similar nature are broadcast in the same time slot to facilitate audience in remembering the broadcast time of the programmes they are interested in and will not miss the programmes easily.

44. Listening to radio programmes and watching TV programmes through the internet and social media has become a global trend in recent years. To keep pace with this trend, RTHK seeks to increase its exposure on various internet platforms and capitalises on its possession of radio, TV and internet platforms to produce and publicise across different media. As for promotion, we produce programme highlights or short videos for online broadcast to increase hit rates on online platforms and attract audience to enjoy the full programme. In addition, we will make wider use of our radio services, which have accumulated a group of habitual audience, to promote TV programmes.

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We will also strengthen synergy between radio and TV services and produce more Radio-on-TV programmes in the coming year to make popular radio programmes available across different platforms.

45. As for RTHK’s mobile applications “RTHK On The Go” and “RTHK Screen”, their notification functions will be enhanced to strengthen programme promotion. Besides, the design of RTHK’s channel on social media platform will be updated from time to time to provide more innovative and attractive layout for displaying RTHK programme categories with a view to reaching out to more audience.

(IV) Revolutionise the Use of Technology in Programme Production and Keep Abreast of the Latest Trends in the Broadcasting Services

46. As broadcasting technology rapidly develops, there is a rising expectation on the broadcasting quality and effects, and improving programme standard in this respect is crucial in retaining existing audience and attracting new ones. RTHK will move with the times in making use of new technologies and keeping abreast of the development in broadcasting services.

47. Regarding radio broadcasting, we will gradually introduce a new digital broadcasting system to our Chinese channels and explore the use of more advanced electronic technology to enhance the sound effect of concert broadcast. In addition, we will also use 5G mobile devices to improve the transmission quality of video signal and the quality of live telecast programmes.

48. In view of the current rapid development of screen resolution, RTHK started to provide ultra-high-definition videos produced with 8K resolution technology on our new media platforms as early as January 2022. We will pioneer 8K TV programmes on culture and nature so that our audience can enjoy cinematic image quality and an immersive experience. The special programme introducing the Hong Kong Palace Museum mentioned in paragraph 32 above will be filmed and produced by RTHK using 8K technology to enable our audience to appreciate every detail of the Museum’s collection as if they were physically visiting the Museum and achieve the ultimate visual experience.

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49. We will also improve the quality of our services on online platforms. RTHK will upgrade the infrastructure and technology of its new media platform to develop more new services, including the provision of closed captioning and audio channel selection in multiple languages on its website and mobile applications. RTHK’s mobile application “RTHK Screen” will be revamped to provide comprehensive and real time TV programme content, including enhancing the quality of online videos from 720p to 1080p, and updating the layout design so that users can enjoy high quality video and search programmes easily.

Performance Targets, Indicators and Resource Allocation Plan ^{Note}

Radio Services

50. At present, RTHK broadcasts a total of 61 320 hours through seven radio channels throughout the year. The identities and main types of programmes of the seven channels are as follows:

Channel	Role and Identity	Main Types of Programmes
Radio 1 (FM)	News, Information and General Programming (Cantonese)	News and Current Affairs, Information, Liberal Education and National Education and Others / Miscellaneous
Radio 2 (FM)	Youth, Entertainment, Popular Music, Arts, Culture and	Magazine Programme, Family and Youth, Music,

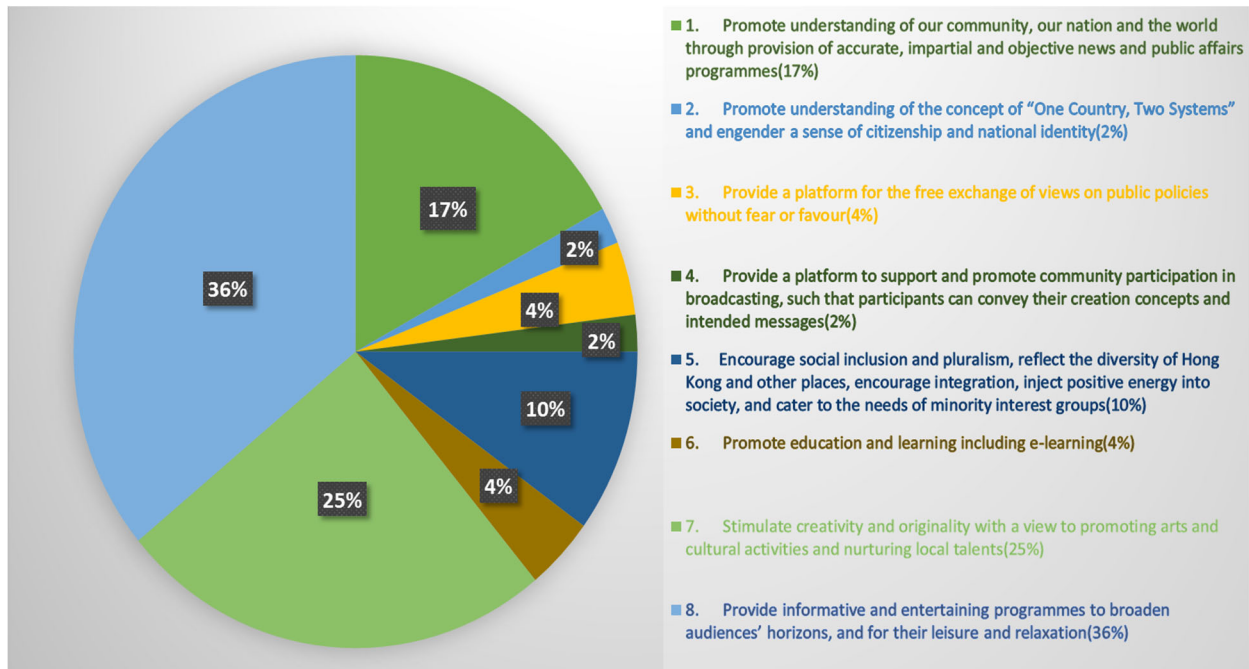
^{Note} Starting from 2022-23, RTHK will measure its performance based on the eight programme production goals listed in paragraph 10 above. The Radio Audience Survey and the Television Programme Appreciation Index and Audience Survey will therefore need to be redesigned, and procurement is underway. The revamped surveys will provide data for the new performance measurement and evaluation framework to facilitate the setting of performance targets and indicators by RTHK, such as the numbers of viewers and listeners and the appreciation indices of programmes under different programme production goals, for their full adoption in 2023-24 and beyond.

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	Promotion of Family and Community Projects (Cantonese)	Culture and Education and Others / Miscellaneous
Radio 3 (AM)	News, Information and General Programming (English)	News and Current Affairs, General Entertainment and Music
Radio 4 (FM)	Fine Music and Arts (English and Cantonese)	Fine Music, Arts and Culture and Others / Miscellaneous
Radio 5 (AM)	Elderly, Cultural and Education (Cantonese)	Elderly, Traditional Chinese Opera, Family and Children, News and Current Affairs and Others / Miscellaneous
Radio 6 (AM)	Relay of China National Radio Hong Kong Edition (Putonghua and Cantonese)	News, Current Affairs and Information and Music
Radio 7 Putonghua (AM)	General Programming, News and Finance (Putonghua) CIBS (Various languages)	News, Information, Culture and Education, Music, CIBS and Others / Miscellaneous

51. The total hours of transmission by the Radio Division of RTHK is 61 320 a year. In the coming year, RTHK will continue to relay China National Radio Hong Kong Edition on Radio 6 and targets to provide a total of 52 560 hours of radio programmes on the other six radio channels. A breakdown of programmes by programme production goals is as follows:

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52. We have been and will be organising more community and educational projects this year and the next, reaching an estimated 100 each year, including projects introducing national affairs and the development of our country with a view to deepening the public's understanding of our country, enhancing understanding of the concept of "One Country, Two Systems", and engendering a sense of citizenship. Moreover, holding different kinds of cultural and educational activities not only cater for the needs of different groups, but also foster social cohesion and unity.

53. Regarding the allocation of resources, the provision for radio services for the coming year is \$424.1 million, representing 39.2% of the total estimate for RTHK, which is comparable to the estimates for the past two years. We will continue to explore using new technologies and more cost-effective ways in programme production to provide high quality radio programmes to the public.

Television Services

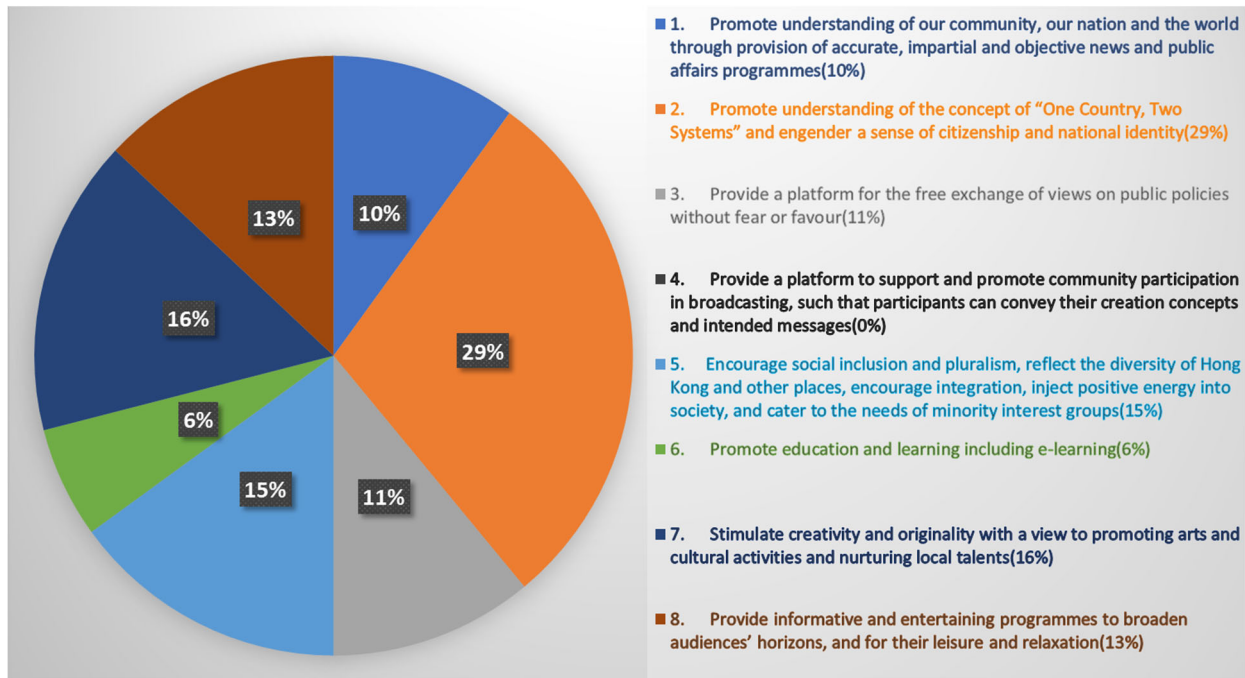
54. The TV Division of RTHK produces television programmes and operates three digital terrestrial television channels, namely:

RTHK Annual Plan for 2022-23

Channel	Role and Identity	Main Types of Programmes
RTHK TV 31	Flagship channel, Programmes mainly in Cantonese, with some in English	General programming on current and public affairs, education, arts and culture and minority interests, comprising in-house produced programmes, commissioned programmes, acquired programmes and Radio-on-TV programmes
RTHK TV 32	Live event channel	Covering live events including national, local and international news, press conferences, Legislative Council meetings, international and local sports and live events of public interest, and also providing the latest traffic information, weather forecasts, news updates and video clips
RTHK TV 33	Relay programmes of China Central Television Channel 1 (CCTV Channel 1)	General infotainment channel mainly covering news

55. The total hours of transmission by the TV Division of RTHK is 26 280 hours a year. In the coming year, RTHK will continue to relay programmes of CCTV Channel 1 on RTHK TV 33, and targets to produce, commission or acquire a total of 6 522 hours of TV programmes for first run or re-run in the other two channels. A breakdown of programmes by programme production goals is as follows:

RTHK Annual Plan for 2022-23



Note: RTHK TV Division does not provide CIBS programmes

56. As for the broadcast of major official public events, we will continue to allocate more resources in the coming year, as in this year, so as to promote understanding of our nation and the concept of "One Country, Two Systems". Major official public events related to this goal are activities such as those in celebration of the 25th anniversary of Hong Kong's return to the motherland and the National Day, important conferences and forums in the Mainland, etc. The number of events to be broadcast is expected to increase significantly from 11 in 2020-21 to 42 in the coming year, and the number of hours will reach 62.5.

57. Regarding the allocation of resources, the provision for television services for the coming year is \$617.5 million, representing 57.2% of the total estimate for RTHK, which is 13.4% higher than the revised estimate for this year. The increase is mainly due to the increase in operating expenses and capital expenditure as a result of the planned update of transmission and broadcast systems. We will continue to explore using new technologies and more cost-effective ways in programme production to provide high quality television programmes to the public.



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New Media Services

58. The New Media services of RTHK provide different online platforms and contents for audiences through the official website (i.e. “rthk.hk”), mobile applications and on social media (such as Facebook).

59. In the coming year, RTHK will continue to take its advantage in cross-platform broadcasting to bring radio and television programmes to more people through RTHK website, mobile applications and various social media platforms. Under the user-oriented principle, it will continue to perfect the user experience of RTHK’s mobile applications. As the trend of enjoying programmes through different platforms on the Internet continues, we expect that in the coming year, there will be increases of around 2.4% to 5.5% in the numbers of visits to RTHK website, live streaming, archive access and access of news pages.

60. Regarding the allocation of resources, the provision for new media services for the coming year is \$38.6 million, representing 3.6% of the total estimate for RTHK, which is 2.7% higher than the revised estimate for this year. The increase is mainly due to the enhancement of various equipment to meet the challenges in new media services. We will continue to explore using new technologies and more cost-effective ways in programme production and leverage the different platforms in the new media to serve the public.

Radio Television Hong Kong
May 2022