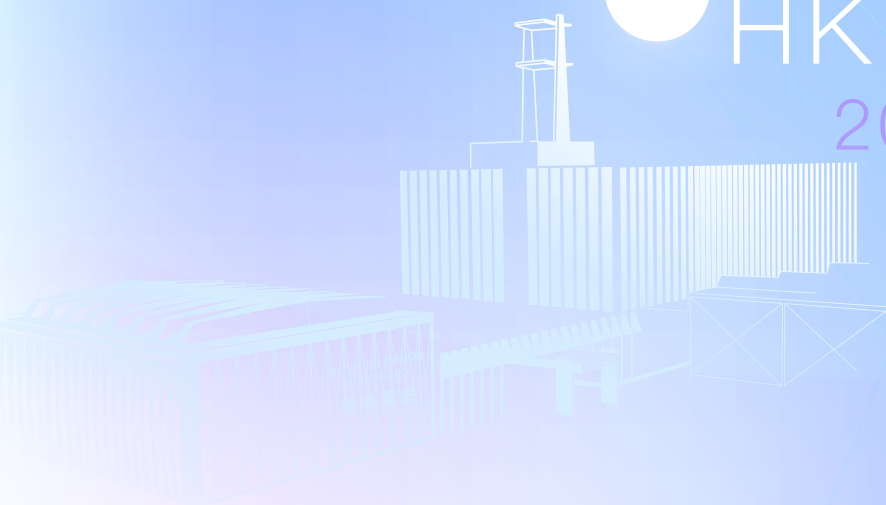




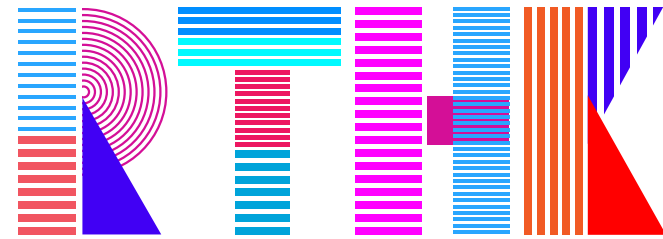
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RT
HK Annual Plan for
2023-2024





About Us



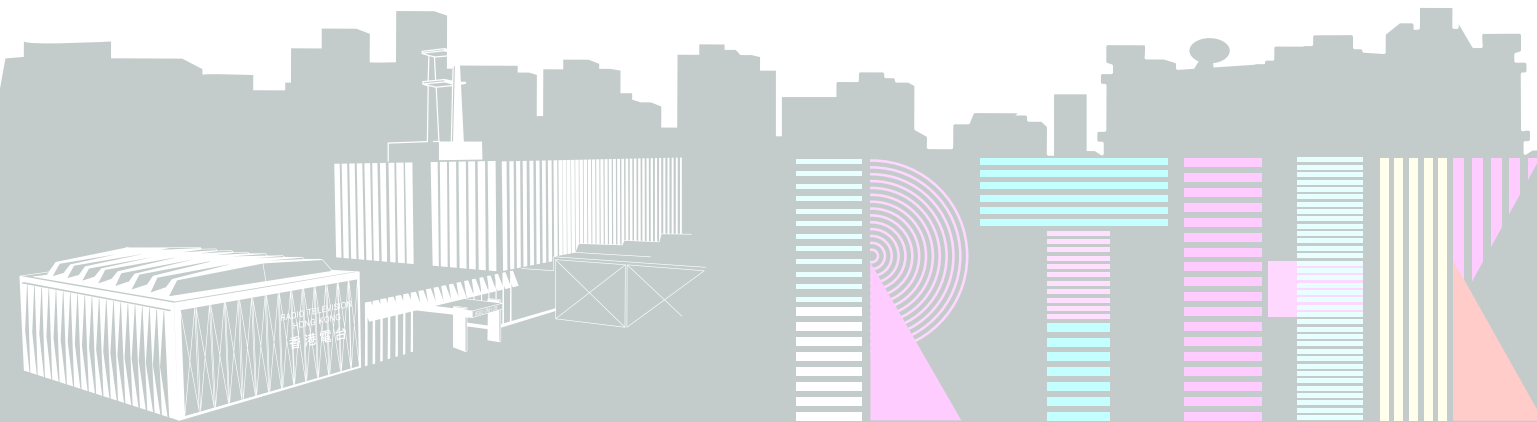
Radio Television Hong Kong (RTHK) is a government department funded by public money. It must therefore ensure that its utilisation of resources is in the public interest. According to the Charter of RTHK (the Charter), RTHK has to prepare an annual plan to explain to the public its work in the coming year and set performance targets and indicators, with a view to enhancing transparency and accountability.

As the sole public service broadcaster in 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*, with the promotion of the well-being of society as its operational objective, and cater to the needs and interests of different groups and people from all walks of life.

*The parts on public purposes, mission, and programming objectives in the Charter are set out at the end of this document

Background

“The year 2023 marks the milestone of the 95th year of public service broadcasting in Hong Kong. Meanwhile, the Hong Kong society has stepped out of the COVID-19 gloom and fully resumed normalcy. Through the provision of a series of special programmes in the coming year, RTHK will present the past and present of Hong Kong to people in the city and the rest of the world from different angles via multi-media platforms, while bringing joy and positive energy to the society.”



Production Foci

Over the past year, RTHK launched many programmes to cultivate a sense of citizenship and national identity and to encourage social inclusion. We broadcast suitable Mainland programmes to deepen the audience's understanding of the lives and situations in our country, with a view to cultivating patriotic sentiments among them. RTHK positioned RTHK TV 32 as a "General Information Channel" to enhance the dissemination of government information and improve its transparency, while providing the public with the most comprehensive and accurate information about the Government and the community. In accordance with the Charter, RTHK has formed the production foci below for the coming year :

1 Telling Good Stories of Our Nation and Hong Kong

“ To let the world know the success stories of Hong Kong. ”

Telling Good Stories of Our Nation - Enriching Acquired High-quality Mainland Programmes with Hong Kong Elements to Bring Audience a Brand New Experience

- To continue to maintain close cooperation with the China Media Group and incorporate their high-quality thematic content in RTHK programmes "Huan Ting Shi Jie", "Charming China", "Happy Daily" and "Chinese Pop Chart". In addition, RTHK will actively collaborate with Mainland media and arts institutions in programme production and exchanges. The interaction will help promote mutual understanding and mutual enrichment between the two places.

To Enrich the Content of RTHK English Programmes and Actively Promote Hong Kong's Achievements in Various Aspects

- To produce English informative programmes for broadcast on different online platforms. Through these RTHK programmes, English-speaking people in Hong Kong and overseas can understand Hong Kong better and be better apprised of the various strengths of the city. Special programmes will be produced in the coming year to cover expatriate communities in Hong Kong, including the nitty-gritty of their lives.



In the English programme "The Works", Hong Kong-based urban planner Walter KODITEK takes an architectural walking tour in To Kwa Wan

- As for Radio, an English talkshow "Lion Rockers" will be launched to let people from all walks of life share their Hong Kong stories. English finance programme "Money Talk" will be extended from half an hour to an hour.

- To produce multilingual special programmes for expatriates in Hong Kong to share their personal experiences of living in Hong Kong and their views on the vibe of Hong Kong.



● Emily LAU, a host of the inclusive programme “Hello My Dear Neighbour”, immerses herself in a Hong Kong Indian family’s Karva Chauth rituals

● A European Union diplomat in Hong Kong has a hands-on experience of Chinese culture

- To collaborate with various government departments and public organisations (such as Hong Kong Productivity Council, the Hong Kong Trade Development Council and Vocational Training Council) to produce different contents to introduce their work or achievements. The TV programme “Invest in ME; Invest HK!” is an example of showcasing the favourable business environment as well as the multifaceted life in Hong Kong. It helps highlight Hong Kong as the prime choice for foreign investors and top international talents to expand and grow.



● The Global Financial Leaders’ Investment Summit took place in Hong Kong in November 2022

- To liaise with the Consuls-General in Hong Kong and chambers of commerce to uncover stories of foreign nationals living in Hong Kong. Leveraging on the networks of the Consuls-General, RTHK will produce various programmes to reveal the impressions and feelings towards Hong Kong of people of different nationalities and ethnicities. We hope this will at the same time enrich their understanding of Hong Kong’s distinctive local brands and industries, traditional festivals, tourist attractions, etc., thereby making Hong Kong’s cultural diversity and remarkable vitality as a metropolis more visible.

2 Nurturing and Developing the Youth

“RTHK will engage young audiences by rolling out a series of new programmes and enhancing existing ones with content that appeals to young people. In addition, RTHK has been providing young people with opportunities to gain hands-on experience in different projects available in our society, so as to broaden their horizons and nurture them into a new generation of aspiring youth with positive thinking.”

Engage Young People in Programmes



● Trainees from “Dreams Come True” performed on stage during the RTHK Lunar New Year Celebration for the Year of the Rabbit

- With the guidance of experienced presenters, young hosts have joined many programmes, such as “Happy Daily”, “Morning Suite”, “Crazy and Happy” and “Made in Hong Kong 李志剛”. Together, they have introduced many new segments to these programmes, such as “Chit-chat with Students” in “Happy Daily”.
- To inject new segments which allow more youth participation into existing programmes, such as “Three’s a Crowd” and “150 Meets 170” on Radio 2; “U Xiu Bang” and “New People” on Putonghua Channel; and “Common Room” on Radio 3. The objective is to join hands with the youth to explore the latest happenings in the society with a view to getting across positivity among them.
- The Newsroom will also encourage young intern reporters to create multi-media feature stories.

To Showcase Opportunities to Young People, Widen Their Horizons and Assist Them in Life Planning

To produce an English programme “Talk • Dream Chasers” in which young talents and startup founders will share with young people the lessons learnt from their failures, and how they overcome adversity, explore new possibilities and attain their current achievements, so as to bring young people new perspectives and visions to their life planning.



● RTHK TV programme “IP • New Opportunities: Innovative Robot Technology (Patent)”

The Media Education Nurture Talent Scheme will, in the form of seminars / workshops and job shadowing, enable secondary school students to learn about the media industry and proper media ethics, thereby exploring their own interests and potential.



● The Media Education Nurture Talent Scheme allows secondary school students as interns to learn about different job positions in the media industry

To enhance the content of regular informative radio programmes to deepen young people’s understanding of the development trends of our country and the Guangdong-Hong Kong-Macao Greater Bay Area, so that they can seize the opportunities, be fully aware of global dynamics, enrich their knowledge and widen their horizons.

Engendering a Sense of Citizenship and National Identity in Young People

“MagaSenior: Oral History by the Elderly of 18 Districts Radio Drama” - enables young people to learn from the stories of these radio dramas the changes and development of the local communities and the coming-of-age experiences of the seniors, to know the people and the happenings around, so as to enhance their sense of identity.

To sustain Chinese culture, there are plans to launch events to promote Cantonese opera and operatic singing in secondary schools, primary schools and kindergartens. We aim to introduce systematically this Lingnan art treasure to young students of different age groups, and support the rejuvenation of Cantonese opera and operatic singing.



● Exposing young people to Cantonese opera is an integral part of passing on Chinese culture

To continue to promote public understanding of The Constitution of the People’s Republic of China, The Basic Law and the knowledge regarding safeguarding national security through comprehensible elucidation in our existing programmes. We will continue to acquire high-quality Mainland dramas and documentaries to present the latest landscape and development of our nation to the audience.



● “NSL Chronicles” deepens public understanding of the Hong Kong National Security Law through cases and professional legal exposition

Attracting More Young Listeners / Viewers

To air more sports events which are popular among young people, especially those in which the national team and Hong Kong team participate, such as the 19th Asian Games Hangzhou 2022, the 4th Asian Para Games, the East Asian Football Championship, the Asian Football Confederation (AFC) Champions League and the AFC Cup, etc.



● The Hong Kong representative qualification for FIBA 3x3

To relay local and inter-school sports events, such as HK Island & Kowloon Secondary Schools Inter-School Swimming Competition, All HK Inter-Secondary Schools 3x3 Basketball Marathon, Hong Kong Squash Championships and LCSD Open Fencing Championships with a view to promoting sports.

In programme positioning and production, to take into account young people's opinions collected through various channels, and where possible, invite tertiary students to participate in programme production.

3

Supporting Hong Kong to Develop into an East-Meets-West Centre for International Cultural Exchange

“To continue to enrich the cultural foundation established in Hong Kong and promote the development and exchange of eastern and western cultures.”

To live broadcast and relay the performances of local, Greater Bay Area, and world-renowned orchestras and musicians to help reflect Hong Kong as a melting pot of eastern and western culture and art. In the coming year, the annual and seasonal performances of the Hong Kong Philharmonic Orchestra and the Hong Kong Chinese Orchestra, Asian Youth Orchestra Concert in Bergamo, Italy, “Revival of the Harmonica Classics – A Recital by the World Champion” by the Hong Kong Harmonica Academy, “Triumph Over Darkness” by the Hong Kong Youth Orchestra, “Mahler Symphony No.5” by Pan Asia Symphony Orchestra, “HarmoniVerse Concert” and “Home to Classics – Piano Harmonica Quartet Concert” by the Hong Kong Harmonica Association and a new series of the radio programme “GBA Concert Hall” will be aired.



● Live broadcast of Vienna Philharmonic Orchestra New Year's Concert (Photo Credit: Terry LINKE)

To continue to promote Cantonese opera, a Lingnan culture and art treasure, and launch the radio programme “Learning with MAO and WU” to introduce the differences, similarities and essences of eastern and western theatre.

To continue to produce different cultural and educational programmes, such as “Culturecon” and “World Book”, to promote eastern and western arts and culture.

In addition to continuing to broadcast the well-remembered popular local movies over the years, we will, in the coming year, also feature classic movies from different countries, under various themes, so that our audience can savor the essence of film art nurtured by different cultures.

4

To Celebrate the 95th Anniversary of Public Service Broadcasting in Hong Kong

“Stay Tuned with Hong Kong” as always.

- The kick-off ceremony at the RTHK Lunar New Year Celebration for the Year of the Rabbit marked the launch of activities in celebration of the 95th Anniversary of Public Service Broadcasting in Hong Kong.



The Kick-off Ceremony of Celebration for the 95th Anniversary of Public Service Broadcasting in Hong Kong

“Sonic + • Visual + • Carnival” Activities for Family

To share the joy over the 95th year of public service broadcasting in Hong Kong with the public, we plan to hold the “Sonic + • Visual + • Carnival” in major venues by the end of 2023. In support of the Happy Hong Kong Campaign, innovative elements such as Metaverse and multimedia arts will be included.

“95A Top Ten Chinese Gold Songs Award Presentation Concert”

As the year 2023 also marks the 95th Anniversary of Public Service Broadcasting in Hong Kong, special segments will be added to the Top Ten Chinese Gold Songs Award Presentation Concert to review with the public the development of the Hong Kong pop music culture.



Singers joining the press conference of the Top Ten Chinese Gold Songs Award Presentation Concert

“MagaSenior : Oral History by the Elderly of 18 Districts Radio Drama”

To collaborate with the Chung Ying Theatre Company to adapt the “Community Oral History Theatre Project” into radio dramas to turn the stories told by the elderly from 18 Districts into Hong Kong people’s stories. Apart from reviewing the changes and developments of the community, the radio dramas renew the coming-of-age experiences of the seniors to enlighten the youth.



“Always by Your Side” is a brand new radio drama which sets its background on the important milestones of RTHK’s broadcasting history

95
RTHK
1928-2023

5 Environment and Ecology, Inclusivity, Social Responsibilities

Environment and Ecology

To produce various programmes under the theme of “Carbon Neutrality, Clean Hong Kong, Protect the Environment” to enhance public understanding of these subjects.



● The YouTube series “Biodiversity in Magazine (5-minuter)” introduce various species in Hong Kong to enhance audience’s understanding in ecology

Inclusivity

The Community Involvement Broadcasting Service (CIBS) will connect young people of ethnic minorities through radio broadcasting by recruiting and selecting young members of ethnic minorities as ambassadors. They will tell their experiences of growing up and living in Hong Kong in their own languages, so as to promote mutual understanding and mutual respect among different ethnic groups.



● CIBS producers

Social Responsibilities

To continue to promote disability inclusion, we will relay the Boccia World Championships in December and continue to produce programmes such as “Behind the Medal”.

Apart from that, to keep finger on the pulse of the world and stay on the same wavelength of the community. This allows us to facilitate constructive interaction between the Government and the public for effective communication.



● “Behind the Medal” records how disabled athletes strive for success



● “Talkabout” allows the public to engage in reasoned discussions and thereby bringing out new ideas and perspectives



● “Hong Kong United” – timely explanation on the application procedures for HKeToll

Technical Support

Programme Effects

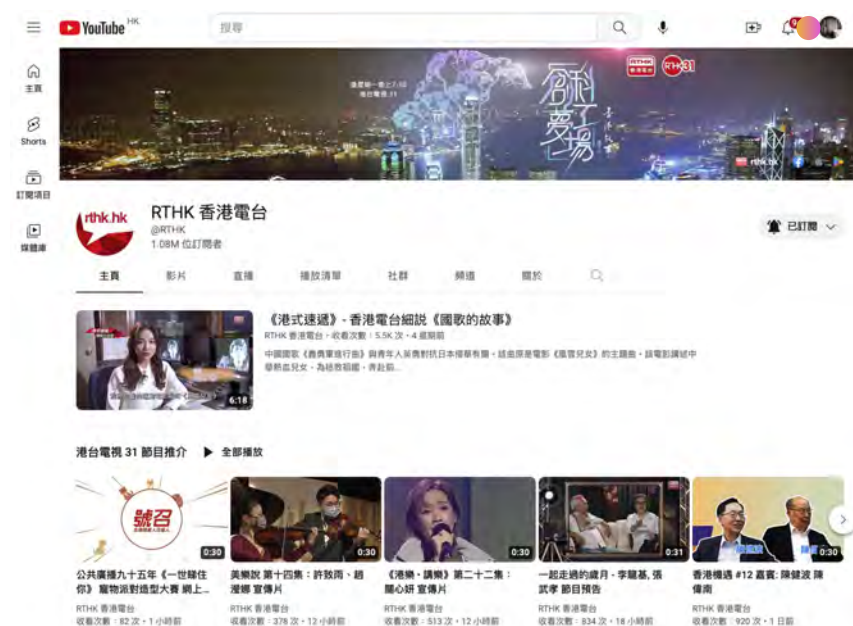
To provide functions such as multilingual closed captioning and audio channel selection on the website and mobile applications.

To be ready to embrace the concept of Metaverse in programme production to bring to the audience a brand new experience and enhanced visual enjoyment.

Programme Promotion

To allocate resources for focused promotion to target listeners / viewers.

To use Digital Centric Marketing Strategy to centrally manage the promotion efforts of RTHK on various media platforms, making it easier to identify the target listener / viewer groups of different programmes for focused promotion and better utilisation of promotion resources.



The RTHK YouTube channel has over 1 080 000 subscribers



Audio and Video Broadcast

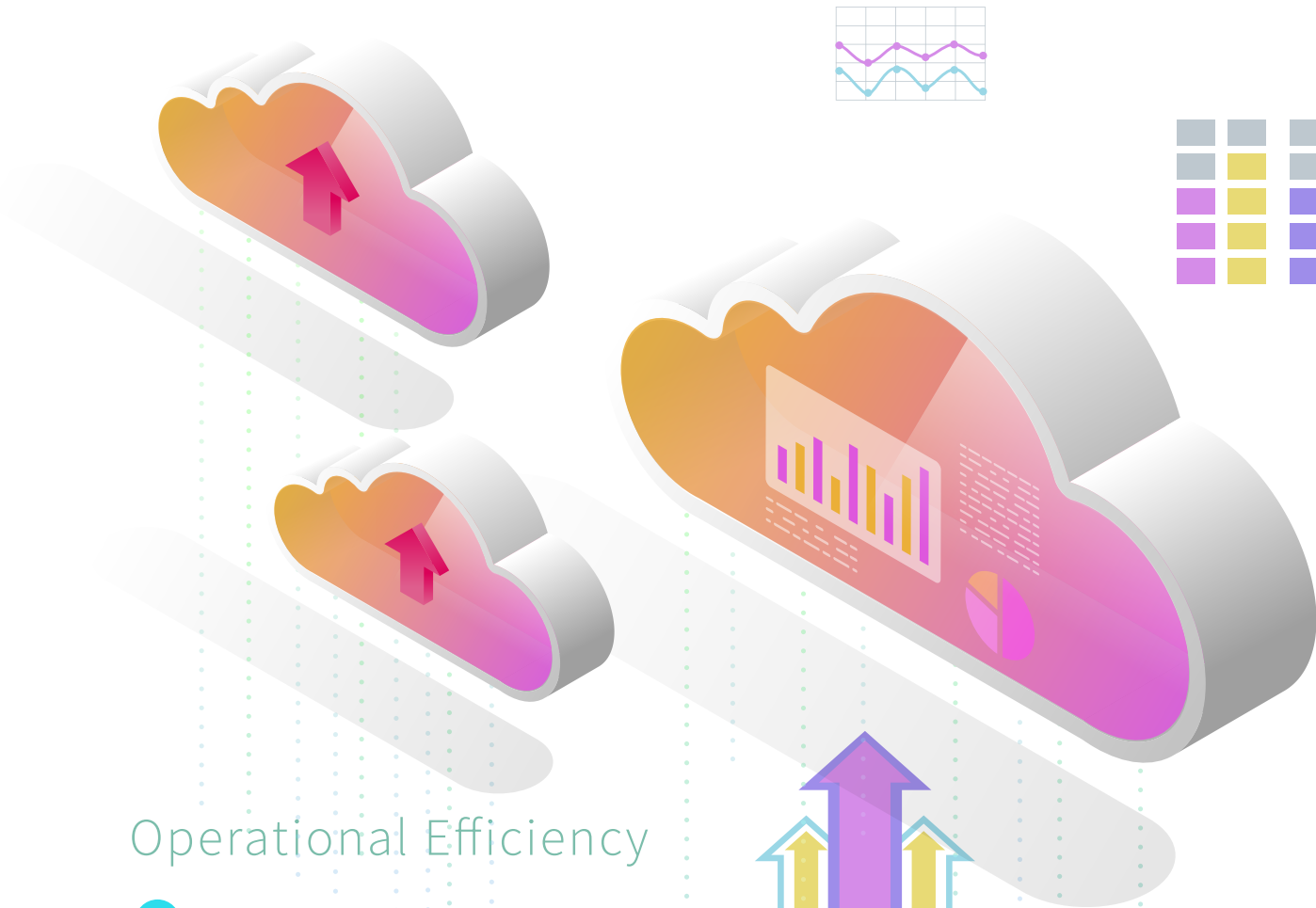
- To enhance the capacity, speed and reliability of video transmission, the use of 5G mobile communications technology will be expanded in the coming year to realise wireless video transmission and multimedia streaming with low latency, high capacity and great flexibility.
- The population coverage of the FM channel relaying the channel “Radio The Greater Bay” will be expanded from about 50% at present to around 60% by the end of 2023.



● The Kowloon Peak FM Transmitting Station managed by RTHK covers extensive regions in Kowloon East and Hong Kong East

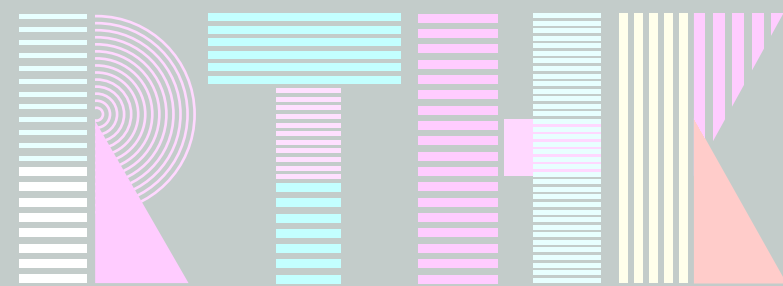
Operational Efficiency

- In addition to using cloud platforms to provide audio and video streaming on the website and mobile applications, cloud technology will be applied to other management and logistics platforms in the coming year to lower costs and enhance operational efficiency.



2023-24 Performance Targets, Indicators and Resource Allocation Plan





RTHK has introduced a new performance measurement and evaluation framework. Under the new framework, RTHK's performance will be evaluated under eight Programme Production Goals (PPGs), which are drawn up by summarising the public purposes, mission and programming objectives stipulated in the Charter. The list of PPGs is as follows:



PPG

1

promote understanding of our community, our nation and the world through provision of accurate, impartial and objective news and public affairs programmes

PPG

3

provide a platform for the free exchange of views on public policies without fear or favour

PPG

4

provide a platform to support and promote community participation in broadcasting, such that participants can convey their creation concepts and intended messages (i.e. Community Involvement Broadcasting Service (CIBS))

PPG

6

promote education and learning including e-learning

PPG

7

stimulate creativity and originality with a view to promoting arts and cultural activities and nurturing talents

PPG

2

promote understanding of the concept of "One Country, Two Systems" and engender a sense of citizenship and national identity

PPG

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

PPG

8

provide informative and entertaining programmes to broaden audiences' horizons and for their leisure and relaxation

Performance Targets, Indicators

Radio Services



PPG	1	2	3	4	5	6	7	8
<u>Performance Targets</u>								
Transmission hours* (hours)	9 150	1 100	2 400	910	5 780	2 150	12 540	18 530
Number of listeners (million)	1.19	0.18	0.42	-	0.53	0.32	0.56	1.83
Listeners who agree that RTHK has achieved the PPG (%)	85	85	85	-	85	85	85	85
Public awareness level of CIBS (%)				50				
CIBS applicants who agree that RTHK provides for public participation in broadcasting (%)				95				
<u>Performance Indicators</u>								
Appreciation index of programme(s) (out of 5)	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5
No. of outreach projects								125
CIBS applications received (no.) and first-time CIBS applicants (%)				350/57.0				
CIBS page views				350 000				
Cost per transmission hour devoted to programmes (\$)	19 119	4 905	8 905	27 776	6 567	8 693	4 381	5 414

* Not including the relay channels

TV Performance



PPG^	1	2	3	5	6	7	8
<u>Performance Targets</u>							
Transmission hours* (hours)	1 256	2 514	440	910	890	500	11 010
Number of viewers (million)	3.5	3.2	3.5	3.5	3.2	3.2	3.5
Viewers who agree that RTHK has achieved the PPG (%)	70	70	70	70	70	70	70
<u>Performance Indicators</u>							
Total hours of first-run programme	6 000						
Appreciation index of programme(s) (out of 5)	3.5	3.5	3.5	3.5	3.5	3.5	3.5
Major official public events on TV							
No. of events	40						
Hours of events	68						
Hours of pool signal provided to media	540						
No. of outreach projects							20
Cost per transmission hour devoted to programmes (\$)	43 818	58 377	13 898	114 236	68 708	73 380	18 328

^ PPG 4 is not applicable to TV services

* Including RTHK TV 31 and 32

New Media

Performance Indicators

Daily live streaming
(^{'000})

4 200

Daily archive access
(^{'000})

800

Daily visits
(^{'000})

580

No. of podcasts available
(^{'000})

25

Audio programmes
(%)

58

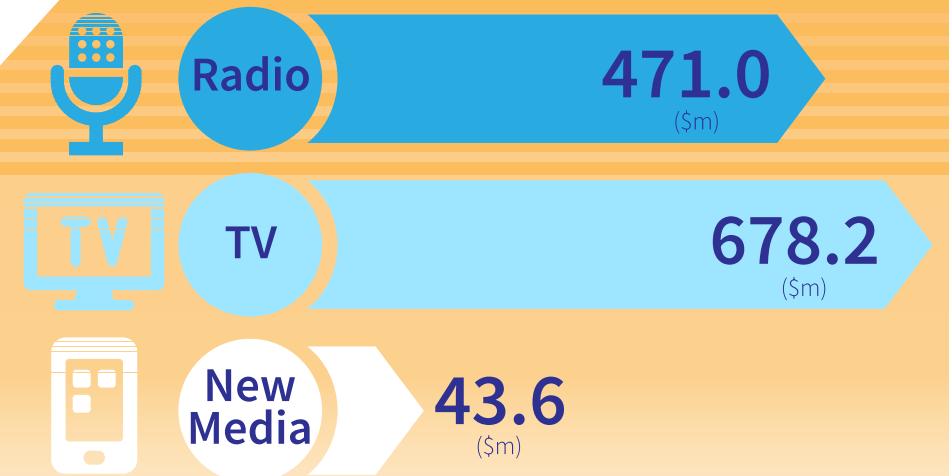
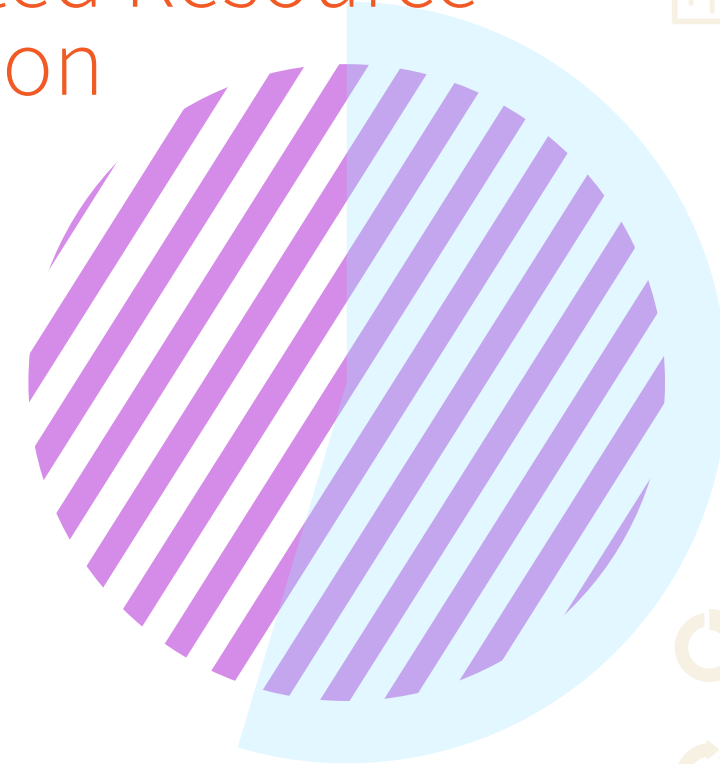
Video programmes
(%)

42

Daily access of news pages
(^{'000})

2 000

Estimated Resource Allocation

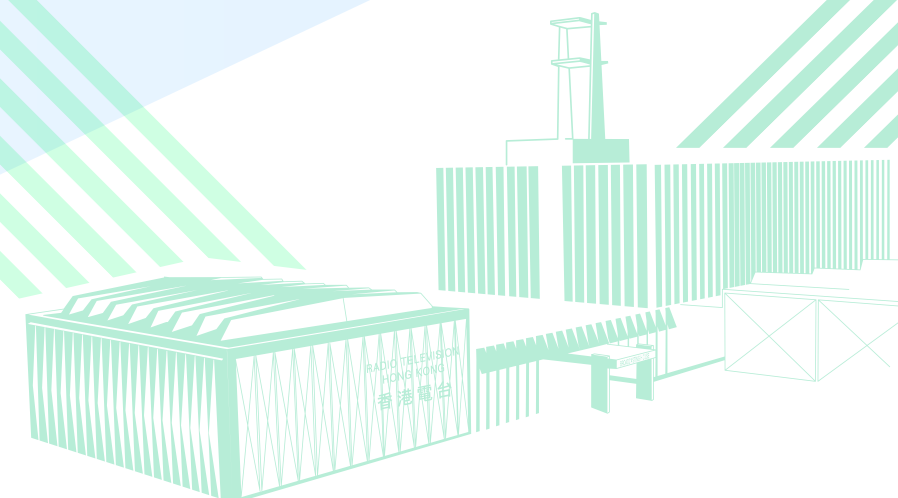


Charter of Radio Television Hong Kong (Extract)

PUBLIC PURPOSES

As the public service broadcaster in Hong Kong, RTHK is to fulfil the following purposes –

- (a) 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 ;
- (b) 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 ;



- (b) 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 ;
- (c) 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
- (d) 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

RTHK will provide to Hong Kong people editorially independent, professional and high-quality radio, television and new media services. Specifically, the mission of RTHK is to :

- (a) inform, educate and entertain members of the public through multi-media programming ;
- (b) provide timely, impartial coverage of local, national and global events and issues ;
- (c) deliver programming which contributes to the openness and cultural diversity of Hong Kong ;
- (d) provide a platform for the Government and the community to discuss public policies and express views thereon without fear or favour ; and
- (e) serve a broad spectrum of audiences and cater to the needs of minority interest groups.

PROGRAMME AREAS

The key programme areas undertaken by RTHK and overseen by CEDB are the provision of :

- (a) public-service radio services ;
- (b) public-service television services ; and
- (c) public-service new media services.

PROGRAMMING OBJECTIVES

The objectives with regard to the programming of each programme area are :

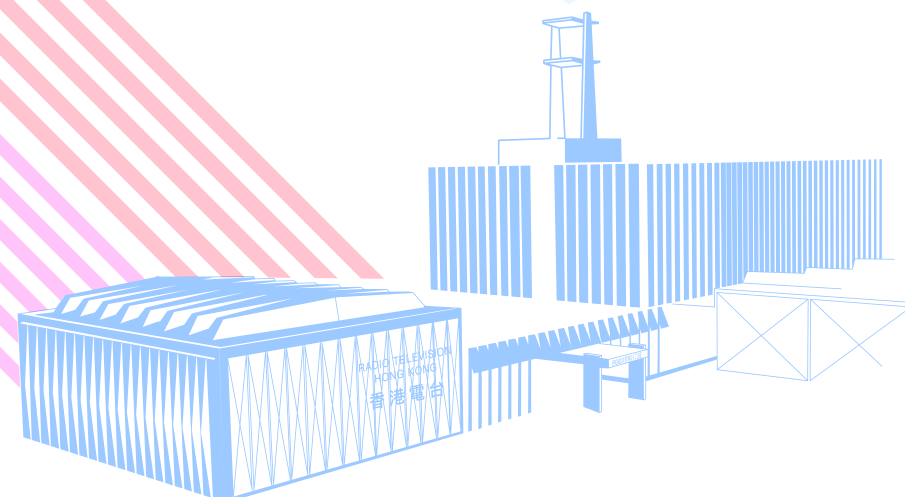
- (a) in relation to radio services, to :
 - (i) provide on its channels a range of quality output in the fields of information, education, entertainment and cultural enrichment ;
 - (ii) develop and implement a strategy which gives a clear definition to channel identity and is appealing to various sectors of the community ;
 - (iii) give emphasis to the provision of accurate, impartial and objective news and public affairs programming ;
 - (iv) provide a platform for the communication and exchange of views on public policies and community matters ;
 - (v) support and promote community participation in broadcasting ;
 - (vi) provide news bulletins / summaries in Chinese, English and other languages as appropriate on a round-the-clock basis ;
 - (vii) maintain and develop programming designed to encourage audience participation and community involvement, and serve minority audience needs ;
 - (viii) maintain and develop original programming designed to foster in the community an interest in music, culture and the arts, and encourage the development of the creative industries and local talent ; and
 - (ix) provide for the relay of national and international broadcasting services ;

(b) in relation to television services, to :

- (i) provide television services notably in areas not adequately provided by commercial television broadcasters ;
- (ii) provide programmes, including programmes produced for the government, for prime time transmission through the commercial television broadcasters ;
- (iii) give emphasis to the provision of accurate, impartial and objective public affairs programming ;
- (vi) provide a platform for communication and exchange of views on public policies and community matters ;
- (v) support and promote community participation in broadcasting ;
- (vi) give emphasis to productions with locally produced original content ;
- (vii) maintain and develop programming designed to encourage audience participation and community involvement, and serve minority audience needs ;
- (vii) maintain and develop original programming designed to foster in the community an interest in music, culture and the arts, and encourage development of the creative industries and local talent ; and
- (ix) provide for the relay of national broadcasting ; and

(c) in relation to new media services, to :

- (i) make available a wide range of radio and television programming on the Internet ;
- (ii) give emphasis to the provision of e-learning projects ;
- (iii) provide an e-platform for communication and exchange of views on public policies and community matters ;
- (vi) provide a channel for receiving feedback on the RTHK services through the Internet ; and
- (v) provide live and recorded programming through a streaming format and mobile connection.





RADIO TELEVISION HONG KONG

香港電台

