

Purpose

The purpose of this annual plan is to give members of the public an outline of the programming directions of RTHK for the year 2011-12, with a view to enhancing the accountability of the department and providing a basis for public scrutiny of the extent to which RTHK delivers its public service mission, and returns value for the public money it spends.

Overview

2. For 2011-12, RTHK will pursue objectives in the following four areas:

a) **Programme Direction**

RTHK will continue to uphold its highest standard of quality programming, underlined with creativity and responsibility in content development. Details of the programming direction for 2011-12 are as follows:

- i) RTHK will produce informative programmes on topical issues of concern or interest to the public, including the 2011 District Council Election and the 2012 Chief Executive Election; the 20th Anniversary of the Promulgation of the Basic Law; and the first Centenary of the 1911 Xinhai Revolution (辛亥革命);
- ii) RTHK will produce programmes to promote positive family core

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values and community harmony;

- iii) The programming of RTHK will strive to strengthen the public's sense of belonging by cultivating their understanding of Chinese cultural heritage, history and national issues; and
- iv) RTHK's programming will focus on the promotion of arts, culture, sports, science and technology as well as creative industries. RTHK will also produce programmes about issues relating to the minorities, the under-privileged and the elderly.

b) Future Development

RTHK is planning for the launch of new Digital Audio Broadcasting (DAB) and ancillary visual services by the end of 2011. To prepare for the launch of Digital Terrestrial Television (DTT) services, RTHK will progressively increase High Definition (HD) productions from the current 50 hours to 200 hours by 2012-2013. Subject to discussion with free TV broadcasters on rental of hilltop sites, RTHK aims to develop the DTT transmission network by 2013/14. RTHK will also continue to forge ahead with the planning for the re-provisioning of the Broadcasting House to the new premises at Tseung Kwan O, and the project to restore archive at risk and to establish a digital Media Asset Management (MAM) system in the next few years.

c) Governance

RTHK will continue to strengthen its corporate governance and enhance public accountability by the following means:

- i) RTHK will continue to support the Board of Advisors and receive advice from the Board on issues pertaining to its terms of reference, including the new initiative to facilitate community participation in broadcasting;
- ii) RTHK will continue to enhance participation by stakeholders and the general public with a view to enhancing transparency and accountability. To gauge public needs and expectation, RTHK will conduct a series of consultations with the RTHK Programme Advisory Panel, an annual public meeting, focus group discussions and invite public views through the use of the Channel Heads' hotlines; and
- iii) RTHK will ensure that each of its units handles public funds in a prudent and cost-effective manner. The Systems Review Unit will continue to conduct internal audit to review operations and control measures.

d) Human Resources

In preparation for various new developments, RTHK will continue to invest in human resources. With the provision of additional resources,

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RTHK will create a total of 19 civil service posts in 2011-12. RTHK will also recruit young and emerging talent to join the department and resume internal promotion exercises. More training and expert seminars will be organized to groom on-air and on-screen talent as well as behind-the-scene media professionals.

Radio Services

3. RTHK operates seven radio channels and produces 1,036 hours of programmes of different genres in Cantonese, Putonghua and English weekly. Radio services will continue to reinforce the roles and identities of individual channels, such as the English and Putonghua channels, Radio 4 the classical music channel and Radio 5 with elderly, cultural and education programmes.

Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
Radio 1	News and Information Channel (Cantonese)	News and current affairs (48%), Information (20%) and General knowledge & national education (10%)
Radio 2	Family Channel, with emphasis on youth, community projects and music (Cantonese)	Magazine programme (24%), Family & youth (18%), Music (28%) and Culture & education (10%)
Radio 3	News and Infotainment Channel (English)	News and current affairs (16%), Entertainment (19%) and Music (51%)

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Channel	Role and identity	Main programmes and percentage (in terms of broadcast time)
Radio 4	The only Fine Music Channel in Hong Kong (Bilingual)	Fine music (91%) and Arts and culture (7%)
Radio 5	Elderly, Cultural and Education Channel (Cantonese)	Elderly (12%), Traditional Chinese Opera (29%), Family & children (7%) and News & current affairs (25%)
Radio 6	BBC World Service relay (English)	News, current affairs and information (100%)
Radio 7	The only Putonghua Channel in Hong Kong (Putonghua)	News (30%) Information (15%), Culture & education (9%) and Music (41%)

4. Highlights of radio programmes are as follows: -

- i) Chinese Programme Services will produce programmes for the Voters' Registration Campaign, the 2011 District Council Election, the 20th Anniversary of the Promulgation of the Basic Law and the first Centenary of the Xinhai Revolution (辛亥革命);

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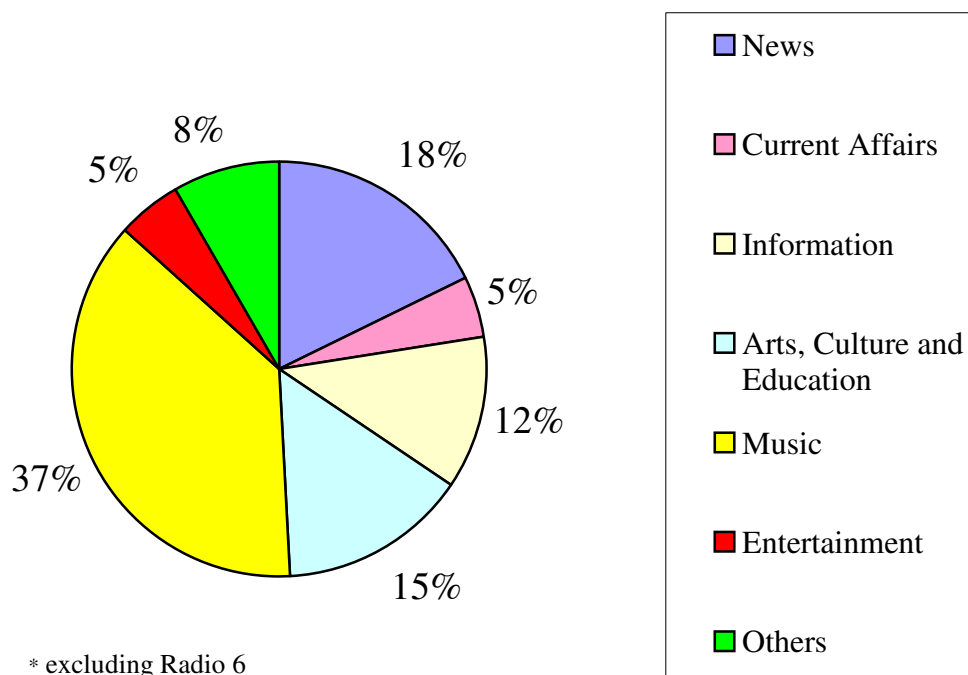
- ii) on national education and new China development, Radio 1 will continue to produce "China on the Dot" (中國點點點) and "From Eddie Wong in Beijing" (北京王師傅);
- iii) on new talent development, Radio 2 will host the "DJ Survivor" project to search and groom young talent in the broadcasting industry. Radio 4, in collaboration with ETV, will launch "Young Music Makers" in Western or Chinese fine music to nourish young talent;
- iv) Radio 2's flagship "Solar Project" will promote and search special talent among the young ethnic minority groups, new immigrants, and those with special education needs, throughout the summer months;
- v) to raise awareness on environmental conservation, Radio 1 will produce programmes on environmental issues and Radio 3 will produce a programme on "Endangered Mammals in China";
- vi) on the arts and culture front, Radio 4 will produce special programmes to commemorate the 50th Anniversary of the Hong Kong City Hall. Radio 5 will introduce a "Community Traditional Cantonese Opera" project (社團粵曲) and related programmes;
- vii) Chinese Programme Service will produce programmes to promote sports such as the World Universities Games (世界大學生運動會) to be held in Shenzhen during summer;

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- viii) the Chinese News and Current Affairs Section will enhance programmes or segments by providing instant data and information about the financial market, in response to the extended trading hours of the Hong Kong Stock Exchange;
- ix) the Radio Division will expand the RTHK Hotline Service (2272 0000) to double its present capacity, and will monitor its performance in handling enquiries; and
- x) the Traffic Unit will launch a web version of traffic reports, with enhanced text messages on road safety and environmental awareness.

5. With the launch of DAB, RTHK will be able to provide instant data and information services such as news highlights, weather information and traffic reports by use of the ancillary visual service to be transmitted to the screen of suitable DAB receivers.

Projection of Radio Division 2011-2012: Distribution of Radio programme output by programming nature *



Television Services

6. As a result of the Broadcasting Authority's mid-term review of the domestic free television programme service licences conducted in early 2010, additional time slots have been allocated to RTHK on both TVB and ATV. It is expected that the total number of television programmes to be produced in year 2011-12 will be over 1,750, totaling 630 hours. The programmes will be transmitted on the analogue, SD and HD channels of the two free-to-air broadcasters and RTHK ON INTERNET. To enhance our audience reach, selected programmes are also repeated on other media platforms. Furthermore, we will continue to explore and open up more new platforms for programme transmission.

7. Highlights of television programmes are as follows: -
- i) RTHK will produce programmes regarding the 2011 District Council Election, the 2012 Legislative Council Election and the 2012 Chief Executive Election and programmes to commemorate the Centenary of the 1911 XinHai Revolution;
 - ii) in collaboration with the Home Affairs Bureau, Family Council and other government agencies, RTHK will produce a new programme "My Home My Family" to raise public awareness of family core values, and to foster a pro-family culture and environment;

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- iii) RTHK will produce programmes “Cultural Heritage - The Railroad” and "Overseas Chinese", which depict the history of Chinese railway development and Chinese emigration respectively;
- iv) RTHK will produce programmes on arts and culture, music, dance and opera performances; a documentary “Museum 2011” about current projects of various museums in Hong Kong and overseas; and “Art Links” to foster appreciation of contemporary arts;
- v) RTHK will produce the second series of the well-received programmes "All About Money" concerning economics and “Rich Mate Poor Mate” about social issues;
- vi) RTHK will produce programmes to promote social integration of people with and without disabilities, e.g. programmes with sign language “Look and Learn” and “News Review” ;
- vii) selected programmes will be produced with sign language for the benefit of audience with hearing impairment;
- viii) in cooperation with CreateHK, RTHK will produce programmes on animation and computer graphics to foster creativity and nurture young multimedia talent;
- ix) to celebrate the 10th Anniversary of Women’s Commission, RTHK will produce programmes “Crucial Moments” and “Lady King” on

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issues about and difficulties faced by females, and the change in social status of females over the decades;

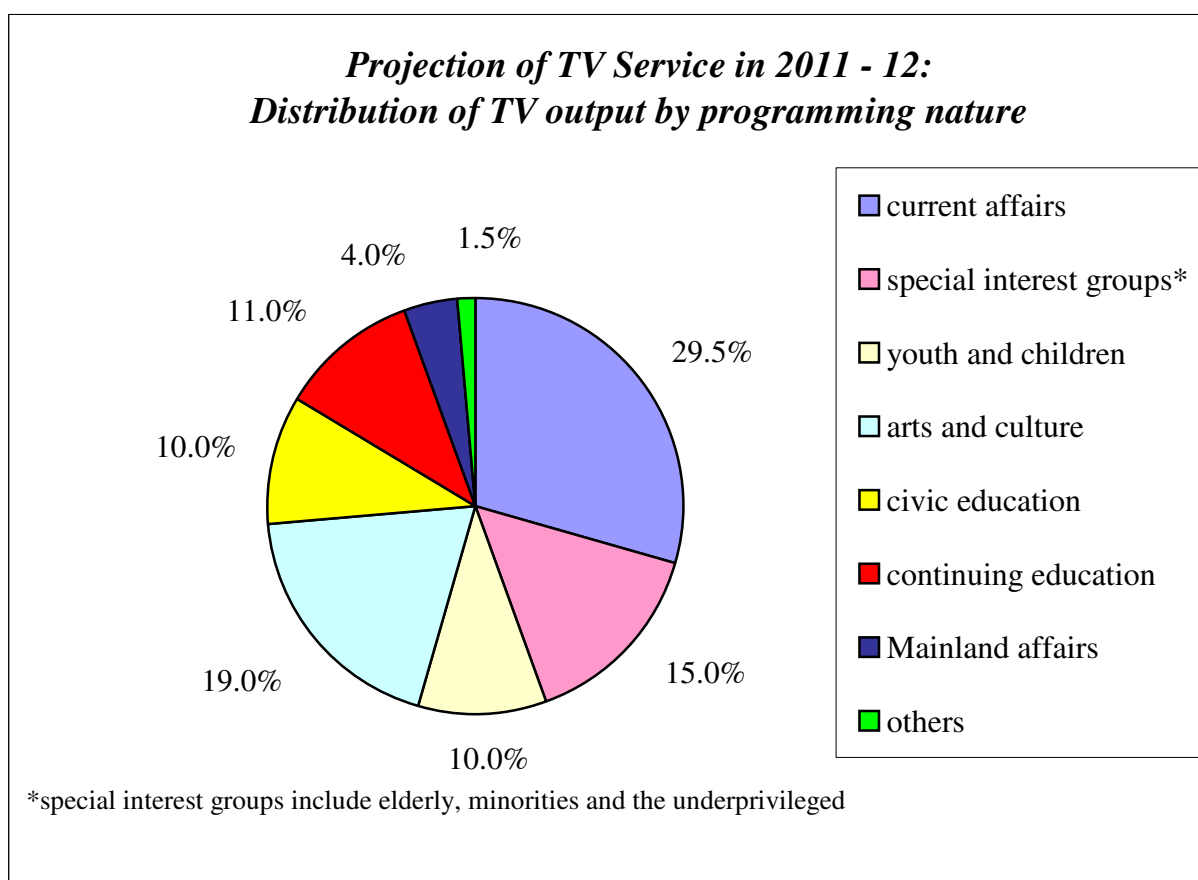
- x) RTHK will produce high quality drama programmes in HD, “Fire Services Department” and “ICAC 2011” to introduce the work of the two departments, and to arouse public’s awareness of fire prevention and zero-tolerance of corruption; and
- xi) RTHK will produce programmes regarding the Hong Kong Robocon Contests 2011 and 2012. RTHK will be the host broadcaster of the international event Asia-Pacific Broadcasting Union (ABU) Robocon 2012. To arouse the public’s interest in science, technology and creativity, RTHK will co-operate with Create Hong Kong, Education Bureau, and Innovation and Technology Commission to organize related educational workshops.

8. The Television Division will continue to seek cooperation opportunities with local and overseas partners, such as co-production with ABU members and other public service broadcasters.

9. ETV will produce programmes to support moral and national education and new senior secondary school subjects such as liberal studies, sciences, physical education, applied learning, other learning experiences

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and the Hong Kong Diploma of Secondary Education. ETV will also cover inter-school contests including Hong Kong School Music Festival, Speech Festival, and re-package television programmes with educational value for schools.



New Media Services

10. The popularity and importance of rthk.hk (www.rthk.hk) have grown steadily over time. The daily hit rate reached an average of 36 million in late 2010, of which 40% of users were from overseas. The website has proven to be a popular and effective source of information about Hong Kong for local and overseas communities. It also adds value to radio and television broadcast through re-packaging of content into web-based service for archive viewing as well as interactive learning through the e-Learning Channel. RTHK will further enhance integration with other multimedia platforms with a view to reaching out to young and new audience.

11. eTVonline will continue to provide simultaneous live webcast of school programmes and non-curriculum based programmes to primary and secondary schools. It will also continue to launch various e-learning projects on liberal studies, media education and civic education, in collaboration with the Education Bureau, schools, and other organizations.

12. On the technology front, the New Media Unit will carry out the following tasks:

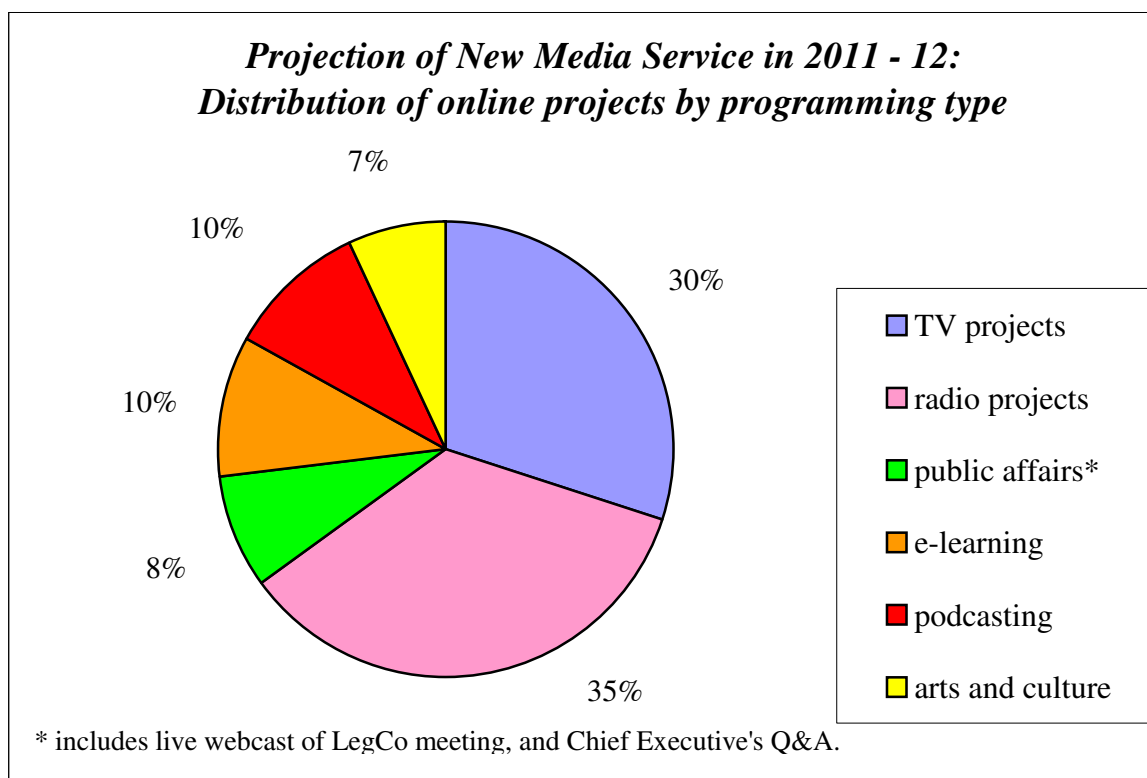
- i) HQ Peer-2-Peer audio player service will be extended to all RTHK

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- radio channels, as well as live video webcasts;
- ii) mobile applications and podcasting will be further developed to enhance the services to users of mobile devices; more applications will be added to support smart phones and smart televisions with different operating systems;
 - iii) the Internet platform will be further opened up to allow users to share audio and video content, e.g., through the Creative Archive on rthk.hk and sharing of live video contents through mobile phones;
 - iv) Web 2.0 tools such as tagging, Twitter, Google maps, Facebook sharing, etc. will be further integrated to encourage user interaction and participation in RTHK's projects; and
 - v) an enhanced search engine for more effective searching of specific RTHK programmes and web projects will be available in the www.rthk.hk website.

13. On the content side, the New Media Unit will continue to support Radio and Television Divisions on the four major programme directions as stated in paragraph 2(a) above and will continue to co-ordinate with outside parties and develop special web projects for different interests groups. Examples are "e-Learning Channel", "Teen Power", "A-Power", "youth.gov.hk", "Book Floating" and "Chinese Civilization Channel".

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Radio Television Hong Kong

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