



2012

Radio Television Hong Kong 香港電台



## 香港電台約章

《香港電台約章》訂明港台作為香港公共廣播機構所肩負的公共目的及使命、港台的編輯自主、主要工作範疇、提供服務的模式、服務表現評估、運作的透明度、港台與商務及經濟發展局和顧問委員會的關係，以及廣播事務管理局<sup>1</sup>在規管港台節目內容方面的角色。

作為香港的公共廣播機構，香港電台須達到以下公共目的 —

- (a) 讓市民認同公民身分及促進公民社會發展；
- (b) 提供開放平台，讓公眾暢所欲言，以不畏懼和不偏私的方式交流意見；
- (c) 鼓勵社會共融及多元化；
- (d) 推動教育和鼓勵學習；
- (e) 激發市民創意，推動追求卓越成就的風氣，豐富港人的多元文化生活。



## RTHK Charter

The Charter of Radio Television Hong Kong sets out the public purposes and mission of RTHK as the public service broadcaster in Hong Kong. It specifies the editorial independence of RTHK, key programme areas, modes of service delivery, performance evaluation and operational transparency, and prescribes RTHK's relationship with the Commerce and Economic Development Bureau and the Board of Advisors, and the role of the Broadcasting Authority<sup>2</sup> in content regulation for RTHK programming.

As the public service broadcaster in Hong Kong, RTHK fulfills the following public purposes —

- (a) Sustains citizenship and civil society；
- (b) Provides an open platform for the free exchange of views without fear or favour；
- (c) Encourages social inclusion and pluralism；(d) Promotes education and learning；
- (e) Stimulates creativity and excellence to enrich the multi-cultural life of Hong Kong people.

1. 由二零一二年四月一日起，原本由廣播事務管理局和電訊管理局局長負責的職能，已轉移給通訊事務管理局(通訊局)。

2. With effect from 1 April 2012, the Communications Authority (CA) takes over the functions and responsibilities of the Broadcasting Authority and the Telecommunications Authority.

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2012年，香港電台立下多項新服務的里程碑。

五條數碼電台頻道正式啟播，為市民提供更佳廣播音質的數碼廣播服務。位於全港七個主要發射站的數碼廣播發射站設施興建已竣工，目前數碼聲音廣播發射的地理範圍約佔全港百分之七十，標誌香港正式踏入數碼聲音廣播的年代。與此同時，我們於暑假期間曾舉辦一連串巡迴活動，走進港九新界不同社區作推廣宣傳，介紹及展示數碼聲音廣播的優點，讓市民加深認識。迎合數碼廣播的新節目將陸續推出，為聽眾提供更多選擇。

電視服務方面，由七月一日起，83香港電台透過慈雲山發射站正式為籌備中的數碼地面電視頻道進行訊號測試，標示香港電台數碼地面電視發展進入新里程。若訊號測試順利完成，下階段將進行節目試播。我們正在積極籌備及制訂新頻道的長遠規劃。

港台網站亦在今年開展「歲月·港台」的網上特備項目，初步目標是從香港電台媒體資料庫中，選取過百小時的經典影音內容上載網站，供市民瀏覽欣賞。這些珍貴的電視及電台製作，見證了港台與香港社會一起度過的歲月。

此外，香港電台今年成功首辦《亞太廣播聯盟機械人大賽》，來自十六個亞太國家及地區的參與隊伍及廣播機構超過三百人雲集香港，交流創意及切磋技術。

展望未來，香港電台作為公共廣播服務機構，將繼續秉承專業精神，服務大眾，照顧小眾，致力為市民提供優質的資訊、教育及娛樂等多元化節目。我們期望繼續得到公眾的支持及認同！

鄧忍光  
廣播處長



## Message from the Director of Broadcasting

In 2012, RTHK has laid down milestones for a number of new services.

Five digital channels were officially launched, providing digital audio broadcasting (DAB) services with improved sound quality. Installation of digital radio transmission equipment on 7 major hilltop sites was completed. At present, with geographic coverage of around 70%, Hong Kong has stepped into the DAB era. Meanwhile, we conducted a series of promotional activities during the summer in various communities across Hong Kong, Kowloon and the New Territories, introducing and showcasing the advantages of DAB to the general public to provide them with a better understanding of the new services. Tailoring for digital audio broadcasting, new radio programmes will be launched to provide more choices to the listeners.

On the television side, RTHK officially kicked off the digital terrestrial television (DTT) transmission signal test at the Temple Hill transmission site on 1 July, taking a major step in our development in DTT services. After the signal tests have been conducted, a test run of programmes will be rolled out in the next phase. We are now actively devising and formulating the long term plan for our new DTT service.

The "RTHK Memory" special online project was also launched this year on RTHK website. Initially, over a hundred hours' audio and visual contents from the RTHK multimedia archives were uploaded to the web for public access. These valuable material of television and radio productions were witnesses to the years which RTHK had gone through together with the Hong Kong society.

In addition, RTHK had successfully organized the Asia-Pacific Broadcasting Union Robocon for the first time this year. Over 300 participants and broadcasters from 16 countries and regions gathered in Hong Kong to exchange their creativity and technical skills in the robot contest.

Looking ahead, RTHK, as a public service broadcaster, will continue to uphold our professional spirit, serving the general public as well as the minority groups. We strive to provide an array of quality programmes to inform, educate and entertain the public. We look forward to your continuing support.

Roy Tang  
Director of Broadcasting



## 電台服務

香港電台擁有 12 個電台頻道，分別以粵語、英語及普通話廣播，透過 FM、AM 及 DAB+ 傳送。各個頻道的服務對象和節目路向各異，卻同樣肩負公共廣播機構的使命，秉持專業、客觀、中肯的態度製作節目，關顧社會不同範疇的需要，並且推動和諧社區及多元文化的發展，以提升大眾的生活質素，與時俱進。

### 拓展服務

數碼聲音廣播發射網絡建成首七個發射站後，香港電台於 2012 年 9 月正式推出 5 個數碼電台（DAB31-35），當中包含 4 個現時主要用 AM 廣播的頻道，以及 1 個中央人民廣播電台主理的頻道。數碼廣播的優點在於音質清晰及可傳輸文字和圖片，數碼台善用其特色製作全新節目，包括：彰顯純美音色的天籟之聲節目、有聲好書及足球轉播。而新聞頭條、交通消息、天氣報告等資訊亦會上載於屏幕，加強收聽效益。



《數碼聲音廣播網絡》啟用儀式

為協助聽眾掌握數碼聲音廣播，港台舉辦連串巡迴推廣活動《數碼聲音廣播 3 潮騷》及《數碼流動舞台》，透過展覽、路演、遊戲、試聽服務，讓市民了解數碼廣播的好處和接收竅門。此外，港台還與九龍樂善堂合辦籌款活動，資助長者購買數碼收音機。

履行公共廣播機構責任，港台將試行為期 3 年的「社區參與廣播服務試驗計劃」，撥出數碼廣播時段供社區團體廣播之用。為使計劃更加切合實際，港台邀請不同社會組織進行多次小組討論，並且擬備諮詢文件及舉行公眾諮詢會，收集市民意見。

香港電台積極推廣數碼聲音廣播



《數碼聲音廣播 3 潮騷》



《社區參與廣播服務試驗計劃》



### 回歸回望

2012 年是香港回歸中國 15 周年，電台部推出網頁及多個特備製作，回顧香港特區的起伏變遷，展望未來。節目種類多元化，包括：《自由風自由 Phone - 回歸十五年人物專訪》、《有你同行 - 此時此處此模樣》邀請不同界別的名人分享 15 年來的經歷和體會；《15 載難忘事選舉》藉選舉重溫社會大事，反映港人關注的焦點所在；《我們的 15 年廣播劇》以故事形式配合真實歷史聲音片段，紀錄香港的悲喜得失。



《有你同行—此時此處此模樣》

《自由風自由 Phone—回歸十五年人物專訪》



《我們的15年—青年大匯演》

港台與香港青年協會合辦《我們的15年—青年大匯演》，採用100呎寬、24呎高的巨型投射屏幕，結合影像、音效、舞蹈、演奏、歌唱等多媒體演出，重點帶出15年來的寶貴經歷與港人優秀的特質，加強青年人對香港的歸屬感。全場7,089名參與者由敲擊演奏家龍向榮博士帶領下進行身體敲擊。是次創舉打破「最大型身體敲擊」健力士世界紀錄。

## 聚焦政情

港台擔任傳訊橋樑，轉播「施政報告」、「財政預算案」等重大決策的公布，又提供平台予官員和市民作直接交流，並邀請學者和評論員分析不同觀點，加強大眾對政策的了解。

《星期六問責》積極關心地區事務，安排區議員輪流詳析各區問題之外，還不時走進社區，讓居民與相關政府官員直接討論改善生活的措施。《五枝旗杆》節目由不同從政有心人擔綱，就自選的社會議題出謀獻計，引發集思討論。

2012年堪稱是「選舉年」，港台追蹤報道美國及台灣總統選舉的情況。而為提高香港特區行政長官選舉和立法會選舉候選人的透明度，新聞部及公共事務組分別製作不同特輯，以及籌辦連串論壇，供候選人闡釋政綱，助選民作出抉擇。



《2012立法會選舉論壇》



《五枝旗杆》



《千禧年代》



《2012立法會選舉啟動禮》



《星期六問責》地區直播



《財政司司長熱線》

《2012選民新力軍齊起》

## 緊貼奧運

2012 倫敦奧運全球矚目。第一台和普通話台精心籌劃節目，除了開設網上專頁全方位包羅奧運資訊外，還邀請體壇頂級評論員助陣，並且與中央人民廣播電台、北京體育台及英國廣播公司等傳媒交流奧運資料，分別透過《奧運第一台》及《直通倫敦》節目提供多角度的專業報道和分析。

奧運是體育競賽，也跟民生、經濟、社會等有着不可分割的關連。港台派出記者及特派員遠赴倫敦，近距離觀察奧運對主辦城市的影響。《奧運通識》節目則介紹奧運的演進，並且分析它為世界帶來的各種變化。

為鼓勵新一代投入體育運動，港台推出「奧運青年團」計劃，由香港傑出運動員蔡曉慧、陳敬然擔任團長，號召青年參與特訓班，跟資深前輩學習體育及廣播知識，繼而參與奧運節目製作，拓闊視野。



■ 《奧運第一台》



■ 《奧運青年團》

■ 《走過倫敦看奧運》



## 關愛社會

關心都市人健康——保健節目《精靈一點》邀請專業醫護人員講解各類健康問題，且不時舉行活動，如：驗眼日、關愛病人行動等，提醒大眾重視身心健康。此外，港台與職業安全健康局保持緊密合作，呼籲各行各業的僱傭雙方時刻遵守職安健要訣。

照顧長者需要——第五台節目《香江暖流》、《耆力量》、《長進課程》鼓勵年長一輩退而不休、終身學習，實踐老有所為，締造黃金晚年。



■ 《精靈一點—全城驗眼日》



■ 《香港人進年獎》



■ 《愛心獎》



## 促進共融

關注婦女問題——因應女多男少的人口比例趨勢，普通話台與第三台分別透過《紫荊花常開》和《Kwok Talk》喚醒大眾注重居港女性的身心靈需要，宣揚尊重女性權益的信息，助她們紓緩生活壓力。

構建大愛社會——不論是舉行《香港人道年獎》表揚以實際行動體現人道精神的善行者，籌辦《愛心獎》嘉許無私奉獻的愛心楷模，或是透過《愛心聖誕大行動》呼籲善長捐款援助弱勢社群，皆希望以「愛」匡正社會風氣。



■《紫荊花常開》



■《愛心聖誕大行動》



■《預防中暑顧安健錦囊》



■《長者學苑》

為促進社區共融，第二台和第三台分別設有印尼語、尼泊爾語和烏爾都語時段，協助本地少數族裔人士融入社群。普通話台的《紫荊花常開》則專為內地新來港移民而設，提供資訊讓他們加快適應香港的生活文化。

港台亦提倡摒棄歧見，相互包容，製作《非常人物生活雜誌》幫助弱能人士樂活於無障礙城市；《Made in Hong Kong》亦與平等機會委員會舉辦多元共融行動，推廣香港一家的反歧視信息。

鞏固家庭核心價值是家庭融洽的關鍵。第二台與家庭議會聯袂舉辦連串活動，包括《甜心家庭日》、《人人就位·孝愛互傳》等，帶出家人互相關顧的重要性。此外，第一台的《訴心事家庭》、《我們不是怪獸》，以及第五台的《笑容從家開始》會為父母排解疑惑，探討和諧之道，給每個家庭輸送正面能量。



■《笑容從家開始》



■《訴心事家庭》- 家長講座



■《甜心家庭日》



■《平等機會多元共融行動》



■《紫荊花常開》

## 培育青年

關心新一代的發展，提供課堂以外的鍛鍊，第二台舉辦《太陽計劃》號召青年善用暑假，參加啟發思維的訓練，培養正確的人生觀。另外亦鼓勵青年創意，製作《青藝節》和《校園藝術大使嘉許禮》勉勵年輕人投入藝術創作。而《十大中文金曲》更在支持這好音樂之同時，讓香港知專設計學院的學生學以致用，參與製作頒獎音樂會吸收實戰經驗。

文教組製作《家家有教》、《教學有心人》節目，以及舉行新高中學制講座等，協助家長了解教育政策，為子女解決升學問題。第二台《政壇新秀訓練班》則為有意投身政界的青年打造討論民生政事的平台，學習多角度思考。

第三台《Teen Time》、《Sunday Smile》包羅最貼身的潮流資訊和趣味話題，使青少年透過生活信息強化英語能力。



《教學有心人》



《十大中文金曲》



《政壇新秀訓練班》



《太陽計劃》



"The Sunday Smile"



《家家有教》—新高中學制講座



"Teen Time"



## 延展文化

古典音樂方面，致力推廣優質美樂的第四台既注重提升聽眾的欣賞能力，又着力發掘新晉，推動本地音樂文化界的發展。除了轉播世界級水平的演奏會外，還主辦香港警察樂隊、香港電台弦樂四重奏及聖誕園林音樂會等，把富香江特色的樂團演出呈獻給樂迷。《愛樂同盟》透過名人暢談音樂與人生，吸引聽眾投入美樂世界。《樂壇新秀》提供公演平台，讓才華洋溢的年青音樂家得以嶄露頭角。《Just Jazz With Uncle Ray》推廣爵士音樂。

文學方面，文教組舉辦《香港書獎》藉讚揚優秀的中文出版書籍，鼓勵文學創作及閱讀風氣。第三台舉辦《香港故事創作比賽》，提倡加強英語寫作



《香港故事創作比賽》



《樂壇新秀》



《香港警察樂隊—樂在沙田》



《香港書獎》



《愛樂同盟》



《中華五千年》盛世版

能力。另外亦訪問出席「香港國際青年閱讀節」的海外知名作家，並開設 Bookmarks 網頁，拓闊書迷視野。

歷史文化方面，長篇歷史廣播劇《中華五千年》推出盛世版流動下載程式，備有史實廣播劇、四格漫畫和相關世界大事，深入淺出地述說漢朝和唐朝的盛世年代。《從一個南瓜開始》及《從淨土到古都》則與香港

藝術學院攜手，帶領聽眾展開日本藝術文化之旅，從暢遊設計聖地過程中探索日本藝術之源與「禪」文化。



《從一個南瓜開始》



《香港故事創作比賽》



《香港電台弦樂四重奏》



《愛滿畫廊小夜曲》

## 共享智慧

以事為鑑，以人為師。港台匯聚各方智者能人分享經歷與心得，累積人生智慧與大眾共勉。《與 CEO 對話》、《管理新思維》請來不同行業的管理翹楚暢談成功之路。《七百萬人的先鋒》、《舊日的足跡》、《新港人傳奇》透過名人專訪借鏡處世之道。《講東講西》邀請博聞強記的文化學者擔任主持，就天南地北的話題表達真知灼見，豐富聽眾的通識學養。

第一台《投資新世代》、普通話台《e 線金融網》及新聞部製作的《一桶金》不時邀約財經專家出席節目及論壇，探究經濟形勢，傳授穩健的投資策略。



《舊日的足跡》



《七百萬人的先鋒》



《e 線金融網》



《管理新思維》



《新港人傳奇》

《一桶金投資月論壇》

## RADIO SERVICES

RTHK runs 12 distinctive radio channels. They are broadcast in Cantonese, English and Putonghua and transmitted on FM, AM and digital (DAB+). These channels include a variety of programmes, upholding our mission of professionalism, objectivity and impartiality as a public broadcaster. RTHK caters to the needs of different sectors of society with a view to promoting a harmonious community and cultural diversity against a background of cultural shift. RTHK is committed to serving the changing expectations of the public.

### Development of Service Realm

Upon completion of the initial 7 transmitters of the Digital Audio Broadcasting (DAB) network, the 5 DAB channels (DAB 31-35) have been formally launched in September 2012. They include four relaying RTHK's existing AM channels and one for programmes from China National Radio. Digital broadcasting is renowned for its clear sound quality and its capacity to transmit text and images. With these special features, programmes like sound of nature, audio books and football relays will be produced on DAB channels. News headlines, traffic updates, weather reports and other information will also be made accessible on the DAB receiver's display.

RTHK has organized a series of activities to promote the new DAB channels including the "RTHK DAB Roadshow" and "RTHK DAB Happy Summer Roadshow". Through exhibitions, roadshows, games and listening demonstrations, the public were introduced to the benefits of DAB and were given information on how to get the best reception. In addition, RTHK will hold fund-raising functions with The Kowloon Lok Sin Tong Benevolent Society to subsidise the purchase of DAB radios for the elderly.



"RTHK DAB Roadshow"

To fulfill its mission as a public service broadcaster, RTHK will implement a 3-year "Community Involvement Broadcasting Service (CIBS) Pilot Project", where DAB airtime will be allocated to broadcast community organizations' programmes. RTHK has invited different social organizations to participate in panel discussions, and consultation documents have been drawn up and sessions held to collect public opinions.



"RTHK DAB Happy Summer Roadshow"

"Community Involvement Broadcasting Service Pilot Project"



"Our 15 Years Youth Musical Performance"

### Memorable Years

Year 2012 marks the 15th anniversary of the establishment of the Hong Kong Special Administrative Region. In view of this, Radio Division has launched a thematic website and a number of special projects to review the changes that have taken place since the handover. A wide range of programmes including "Open Line Open View – HKSAR 15 Interview Series" and "Stand By Me – Hong Kong Capriccio" have invited celebrities from different sectors to share their insights on the last 15 years. "15 Years of Memorable Issues" Online Polling recalls memories of major social events; "Our 15 Years", a historical docu-drama looks back over the good and the bad years of Hong Kong.



"Our 15 Years Drama"



"Open Line Open View – HK SAR 15 Interview Series"

"Our 15 Years Youth Musical Performance", co-produced with the Hong Kong Federation of Youth Groups, set against a panoramic display screen with 100 feet width and 24 feet height, combined multimedia performances including images, audio effects, dance, instrumental and recital performance, and singing. It highlighted the significant role of Hong Kong and the remarkable characteristics of her people in the past 15 years. The performance served to enhance our youngsters' sense of belonging to Hong Kong. A body percussion ensemble was achieved by 7,089 participants led by acclaimed percussionist Dr. LUNG Heung-wing. This pioneer work broke the Guinness World record for the largest body percussion ensemble.

## Political Affairs

RTHK has relayed major Government public speeches, such as "The Policy Address" and "The Budget" to the public. To enhance public understanding of Government policies, officials were invited to our programmes to respond to questions from radio listeners. Academics and commentators were invited to give their analysis and views.

"Accountability" actively takes an interest in local affairs and arranges for district council members to take turns in analyzing various community issues. Council members were asked to lead regular community discussions with local residents and government officials on livelihood improvement measures. In "Five Flag Poles" members of different political parties were invited to join discussions and share their insights on various social issues.

Year 2012 is known as "The election year". RTHK has been following the elections in both the U.S. and Taiwan. Our Newsrooms and Public Affairs Unit also produced a series of forum discussions and specials to enhance the openness and transparency of candidates in both the Chief Executive and LegCo elections in Hong Kong.

"Financial Secretary Phone-in"

"LegCo Election 2012  
Launching Ceremony"



"Accountability"

"Talkabout"



"Voter Registration Campaign"



"Backchat"

## The Olympics

The 2012 London Olympic Games captured the world's attention. Radio 1 and the Putonghua Channel covered the event by setting up a special website which provided full coverage of the Games with top sports commentaries. In collaboration with the China National Radio, BTV6 on Sports and the BBC, "R1 Olympics Special" and "Road to London Olympics" reported and analysed the sports events from different angles.

The Olympics is not just a sporting event, it is also closely connected to people's livelihoods, the economy and society. Reporters and presenters from RTHK went to London to take a closer look at the impact of the Olympics on the host city itself. "All about Olympics" explained how the Games have evolved over the years and how these changes have affected the world.

To encourage the young generation to take part in sports activities, RTHK launched the "Olympics Campaign for Youth". The activities were led by Hong Kong elite athletes Sherry Tsai and Chan King Yin. Participants were given special training with veterans from the field of sports and broadcasting.

"Olympics Campaign for Youth"



"Radio 1 Olympics logo"



"R1 Olympics Special"



"All about Olympics"



"Wander in London"

## A Caring Society

"Ad-wiser" is a health care and well-being programme. It focuses on examining physical and mental health issues. Health care professionals from the community regularly appear on the programme to provide information to listeners. RTHK has also organized public events such as an eye examination day, patient care activities and has been working closely with the Occupational Safety and Health Council to raise awareness of work-related health matters.

Radio 5's "Programme for the Elderly", "A Power" and "Elderly College" promote lifelong learning and encourage senior citizens to stay active and share their life experiences with the young.



"Ad-wiser - Eye Screening Day"



"Programme for the Elderly - Challenge in Life"

"Operation Santa Claus"



Putonghua Channel's "Happy Together" and Radio 3's "Kwok Talk" are programmes which focus on a wide range of issues of concern to women in Hong Kong. They arouse public attention to care about females' physical and psychological needs.

RTHK has three annual events to raise awareness of the needs of the underprivileged in Hong Kong. The "Hong Kong Humanity Award" and the "Compassion Award" are designed to give public recognition to those who have devoted their time to helping people in need. "Operation Santa Claus" is an annual campaign which raises funds to help less fortunate members of our society.



"A Power"



"Occupational Hygiene Charter Signing Ceremony"



"Kwok Talk"

## Promote Harmony and Inclusion

To serve the needs of ethnic minority groups and encourage social inclusion, Radio 2 and Radio 3 have allocated special time-slots in Bahasa Indonesia, Nepali and Urdu. Putonghua Channel's "Happy Together" is a programme which aims to provide local information to new immigrants from mainland China, assisting them to adapt to Hong Kong's lives.

"Care for Disabled" helps disabled people to live in a barrier-free city. "Made in Hong Kong" has also organized activities in conjunction with the Equal Opportunities Commission to promote social equality and advocates social inclusion and anti-discrimination practices in Hong Kong.

Radio 2 and the Family Council jointly organized a series of activities ("Home Sweet Home Family Day" and "Love & Respect thy Elders Campaign") to raise awareness of the importance of positive family values. Radio 1's "Family Affairs", "We are Not Monsters" and Radio 5's "Smile Family" provide a platform for parents and family members to discuss issues and resolve problems.

"Saptahik Sandesh (Weekly Message) and "Hong Kong Ki Shaam" (Hong Kong This Evening)"



"Smile Family"



"Home Sweet Home Family Day"



"Family Affairs Forum"



"Equal Opportunities Project"

## Youth Education



"Solar Project"

Radio 2 organises "Solar Project" every summer to encourage Hong Kong's youngsters to make good use of their summer holidays. The "Young Artists Award" and "Arts Ambassadors-In-School Scheme Recognition Ceremony" encourage youngsters to create artwork. In addition, students from the Hong Kong Design Institute were also given a chance to apply what they have learnt and gain hands-on experience in the award presentation concert of the "Top Ten Chinese Gold Songs Award".

Cultural and Education Unit produces programmes "Family Education", "Teaching Heart" and conducted a talk on the New Senior Secondary Academic Structure to help parents understand the new education policy. Radio 2's "Young Politician" provides a platform for youths to discuss social and political issues and cultivate their critical thinking skills.

Radio 3's "Teen Time" and "Sunday Smile", help youngsters to enhance their English language skills through an informal blend of stories, current affairs, topical issues and music.

"Family Education  
- Talk on New Senior  
Secondary Academic  
Structure"



"Arts Ambassadors-In-  
School Scheme Recognition  
Ceremony"

"Teen Time"



"The Sunday Smile"



"Young Politician"

## Arts and Culture

Radio 4 is committed to promoting the audience's appreciation of fine music. At the same time, the channel aims to explore new musical talents and to promote local music culture. The station broadcasts world class concerts as well as events and programmes featuring local performers like the "Hong Kong Police Band's Family Concert", "RTHK Quartet" and "Christmas Concert in the Park". "Hook on Music" features celebrities who share their life stories and their favourite music. "Young Music Makers" provides a platform for budding musicians to show off their skills. "Just Jazz With Uncle Ray" promotes jazz music.

To promote an interest in reading and writing, the Cultural and Education Unit has organized the "Hong Kong Book Prize" to honour outstanding



"Hook on Music"



"Hong Kong  
Book Prize"



"Hong Kong  
Police Band's  
Family Concert"





"5,000 Years of Chinese History" mobile version

Chinese publications while Radio 3 has organized a competition called "Hong Kong's Top Story", which gives local writers a chance to demonstrate their creativity. The "Hong Kong International Young Readers Festival" features interviews with renowned international authors. "Bookmarks" is Radio 3's online book club.

The long-running historical radio drama "5000 Years of Chinese History" can now be downloaded onto mobile devices. To enhance listeners' appreciation of the origins of Japanese art, two programmes for art lovers - "Japan Art Tour I" and "Japan Art Tour II" are produced in collaboration with the Hong Kong Art School.



"Hong Kong International Young Readers Festival"



"Hong Kong's Top Story"



"Japan Art Tour II"

## Wisdom Sharing

RTHK has brought together experts from different sectors to share and talk about their life experiences. In "Talking to CEO" and "Nova Management", business leaders talked about their road to success. "Women Pioneer", "Those Were the Days" and "Legend of New Immigrant" invite celebrities to share their wisdom on coping with life. "Free as the Wind", hosted by cultural critics and academics share their views on various topics to enlighten the listeners.

Radio 1's "Investment Era", the Putonghua Channel's "E Zone" and "A Bucket of Gold" produced by Chinese News and Current Affairs have invited financial experts to offer financial and investment advice to listeners.



"Legend of New Immigrant"



"Those Were the Days"



"Talking to CEO"



"Women Pioneer"



"A Bucket of Gold"



## 第一台 Radio 1

粵語廣播 Cantonese Service  
FM 92.6 - 94.4

<http://radio1.rthk.hk>  
radio1@rthk.hk

本着「以市民心為心·以天下事為事」的精神·傳遞最新、最全面的新聞時事資訊·並且提供交流空間·讓民意和政府政策得以互相傳達·第一台還致力透過生活知識型節目·與聽眾同步增值·

Radio 1 captures the spirit of the people of Hong Kong, delivering a comprehensive range of news and current affairs programmes. It also provides a platform for members of the public to discuss and exchange views on local issues with government officials, as well as a range of knowledge-based programmes in tune with the interests of the channel's audience.



## 第二台 Radio 2

粵語廣播 Cantonese Service  
FM 94.8 - 96.9

<http://radio2.rthk.hk>  
radio2@rthk.hk

知識與娛樂並重的資訊台·推廣家庭價值·社會共融·支持多元文化發展·另設青年網上資訊園地 Teen Power (<http://teenpower.rthk.hk>)·開拓與年青人溝通的網上世界·

Radio 2 is RTHK's infotainment channel, featuring a wide variety of programmes on family values, social integration and cultural issues. Teen Power (<http://teenpower.rthk.hk>) is an online information portal for youngsters to engage in cyberspace.



## 第三台 Radio 3

英語廣播 English Service  
AM 567 / FM 97.9 跑馬地·渣甸山·  
陽明山莊 in Happy Valley, Jardine's Lookout  
& Parkview Corner /  
AM 1584 / FM 106.8 港島南區  
in Hong Kong South /  
FM 107.8 將軍澳·天水圍  
in Tseung Kwan O & Tin Shui Wai /  
數碼 33 DAB 33

<http://radio3.rthk.hk>  
radio3@rthk.hk

配合香港國際大都會的步伐·為在港的英語人士提供各方資訊·協助他們了解世界及本地事務·第三台亦設有尼泊爾語及烏爾都語時段·照顧少數族裔的需要·

Radio 3 provides a variety of speech and music programmes appealing to the international community in Hong Kong, with a view to informing, entertaining and stimulating debate on a wide range of local and international issues. The channel also serves the needs of Nepali and Urdu speakers with minority language programmes.



## 第四台 Radio 4

英粵雙語廣播 Cantonese-English  
Bilingual Service  
FM 97.6 - 98.9

<http://radio4.rthk.hk>  
radio4@rthk.hk

本港唯一的古典音樂及藝術頻道·藉推廣美樂和製作藝壇快訊·專訪及音樂外展活動·提昇大眾精神生活的素質·第四台亦透過《美樂集》月刊與愛樂者聯繫·並且成立「香港電台弦樂四重奏」·積極推廣室樂演奏·

Radio 4 is the only fine music and arts channel in Hong Kong. The channel strives to enrich the daily lives of Hong Kong people through music, arts programmes and outreach projects. The channel also reaches out to music lovers through the monthly magazine "Fine Music". The "RTHK Quartet" was founded with the aim of promoting chamber music.





## 第五台 Radio 5

粵語廣播 Cantonese Service

AM 783 / FM 92.3 天水圍 in Tin Shui Wai /

FM 95.2 跑馬地 in Happy Valley /

FM 99.4 將軍澳 in Tseung Kwan O /

FM 106.8 屯門、元朗  
in Tuen Mun and Yuen Long /

數碼 35 DAB 35

<http://radio5.rthk.hk>  
[radio5@rthk.hk](mailto:radio5@rthk.hk)

既服務長者又照顧小眾和小童，包羅戲曲、文教、長者服務及兒童節目，是聽眾的「空中良伴、生活寶庫」。第五台還開設「耆力量」(<http://elderly.rthk.hk>)和「戲曲天地」(<http://chineseopera.rthk.hk>)多媒體網頁，為長者建造方便易用的資訊基地。

Radio 5 strives to serve both the elderly and minority groups by offering Chinese opera, cultural, elderly and children's programmes for its listeners. The multimedia web pages of "A Power" (<http://elderly.rthk.hk>) and "Traditional Chinese Opera" (<http://chineseopera.rthk.hk>) provide a readily accessible information platform for the elderly.



普通話台



## 普通話台 Putonghua Channel

普通話廣播 Putonghua Service

AM 621 / FM 100.9 灣仔、銅鑼灣、  
跑馬地、屯門北 in Wanchai, Causeway  
Bay, Happy Valley, Tuen Mun North /

FM 103.3 將軍澳、天水圍  
in Tseung Kwan O and Tin Shui Wai /

數碼 31 DAB 31

<http://ptc.rthk.hk>  
[am621@rthk.hk](mailto:am621@rthk.hk)

本港創先河設立的普通話廣播頻道，致力成為「新香港人的電台」，一方面透過專設節目助新來港移民盡早融入社區；另一方面提供全面的大中華資訊，促進世界華語地區的信息交流，讓港人可隨時掌握新機遇。

This is the very first Putonghua language channel in Hong Kong. Apart from helping new immigrants from mainland China integrate into the local community, it also serves as a comprehensive resource to facilitate the exchange of information among Chinese communities around the world.



## 第六台 Radio 6

英語廣播 English Service

AM 675

數碼 34 DAB 34

轉播英國廣播電台世界頻道的節目。  
Radio 6 relays the BBC World Service in  
Hong Kong.

## 新聞部 News Services

<http://news.rthk.hk>

香港電台提供粵語、普通話和英語新聞服務。每天透過電台頻道和網站為市民傳遞最新、最準確的本地及國際新聞。此外，網站備有專題、圖片、視像新聞、網誌和網上財經頻道，並有互動元素，讓網友掌握世界脈搏、發表意見和分享新聞。

RTHK provides news services in Cantonese, Putonghua and English. We provide the latest and most accurate local and international news to the public every day through our radio channels. This is complemented by a comprehensive online news service, featuring text, photos, video, audio and blogs. Web users can exchange and share their views on this interactive platform. It also includes financial news and information aimed at keeping our users abreast of events in Hong Kong and elsewhere in the world.



## 數碼台 Digital Channels

香港電台數碼聲音廣播採用 DAB+ 制式，於 2012 年 9 月正式啟播。數碼台包含 4 個原有 AM 廣播的頻道，以及 1 個由中央人民廣播電台主理的頻道，分別提供普通話、英語和粵語的本港、大中華及世界資訊。

RTHK Digital Audio Broadcasting, officially launched in September 2012, has adopted the DAB+ standard. It comprises four of RTHK's existing AM radio channels as well as one channel managed by the China National Radio. News and information about Hong Kong, Greater China and from around the world are broadcast in Putonghua, English and Cantonese.

數碼 31 DAB 31 香港電台普通話台  
RTHK Putonghua Channel  
普通話廣播 Putonghua Service

數碼 32 DAB 32 中央人民廣播電台香港之聲  
CNR Hong Kong Edition  
普通話廣播 Putonghua Service

數碼 33 DAB 33 香港電台第三台  
RTHK Radio 3  
英語廣播 English Service

數碼 34 DAB 34 英國廣播公司世界頻道  
BBC World Service  
英語廣播 English Service

數碼 35 DAB 35 香港電台第五台  
RTHK Radio 5  
粵語廣播 Cantonese Service



## 電視服務

香港電台電視部自七十年代成立以來，一直製作高質素及多元化的電視節目，為市民提供資訊、教育及娛樂，建立自由開放的表達平台。港台製作致力滿足大眾的素求，照顧小眾的興趣，以履行公共廣播機構的責任。

電視部每年製作量為 630 小時，當中包括公共時事、資訊、文化、教育、戲劇及社會服務節目，品種及題材豐富多樣，涵蓋面廣闊。除與社會各界聯合製作多輯節目外，亦繼續推出外判計劃，並增加外購節目以拓闊創作空間及節目品種。同時，港台亦積極為各項重要慶典活動提供拍攝及技術支援。今年，港台製作了多項與香港回歸十五周年相關的活動，並向本地媒體提供電視訊號。

現時，香港電台所有製作安排在兩家免費的地面電視台（無線電視和亞洲電視）播放。為拓闊觀眾層面及配合廣播科技發展，港台電視節目亦在不同的

收費電視頻道播送；近年隨著數碼技術發展，港台將更多節目安排於不同的新媒體平台以標清及高清畫質播放。而非牟利團體亦可免費使用香港電台的電視節目作教育或社區服務用途。

港台於今年七月透過慈雲山發射站正式為數碼地面電視頻道進行訊號測試，標示香港電台數碼地面電視發展進入新里程，預計明年第一季，另外三個發射站會相繼投入服務。屆時，測試訊號的覆蓋面將擴展至全港七成半地域。



## 從本土文化到中華大地

《香港故事》播放多年，成功建立本土文化節目品牌。《味之天下II》從食物細訴文化。兩個節目環繞本港歷史、社會民生變遷，加深觀眾對土地地域的感情連繫。文化與藝術形影不離，雜誌式文化節目《好想藝術》，以老少咸宜和充滿生活感的角度，介紹本土及國際的演藝文化，觸發觀眾對藝術的興趣。

《功夫傳奇II之再戰江湖》及《文化長河—山川行》透過中華武術及山河大地讓觀眾對國家文化加深了解。在世界各地闖生活的艱辛經歷，呈現華人堅毅不屈的精神，《華人移民史—金山客》追尋中華兒女飄洋過海的奮鬥歷程。



《功夫傳奇II之再戰江湖》



《文化長河—山川行》



《味之天下II》



《好想藝術》



《香港故事》

《華人移民史—金山客》

## 放眼國際 關心地球



《探索大世界》

香港電台奪得2012年《亞太廣播聯盟機械人大賽》的主辦權，此項國際重要賽事吸引逾三百位亞太區機械科研精英學生及參賽地區的廣播機構雲集香港。各地青年藉着是項活動交流創意和電腦工程科技的心得，以自行研發的機械人一較高下。



《沉沒的國度》



《體育的風采》

配合2012年倫敦奧運，《體育的風采》以本港運動員及他們背後的专业備戰團隊為主角，貼身追擊他們如何備戰奧運及體現奧運精神。

重視科技發展亦不忘保護地球資源，《探索大世界》帶觀眾游走另類旅遊路線，發掘珍貴地球生態。《沉沒的國度》解構全球暖化及海平面上升，對人類未來命運的影響。



《亞太廣播聯盟機械人大賽2012》

## 緊貼議會民生 掌握社會脈搏

港台旗艦節目《鏗鏘集》、《頭條新聞》、《城市論壇》、《議事論事》及英語節目“The Pulse”，緊貼政治社會民生話題、詳盡分析，帶領觀眾掌握社會脈搏，鼓勵互動交流。長壽節目《警訊》提供防止罪案訊息，同樣深入人心。

區議會選舉、行政長官選舉及立法會選舉，帶動市民關注政治、實踐公民權利。選舉活動期間，香港電台推出電台及電視選舉論壇節目及特備網頁，讓公眾更了解各區候選人。

透過輕鬆手法談民生經濟及社會議題，邀請市民現場發表意見的《越扭越有計》，相約城中智囊，以創意扭計，發揮集體智慧，拆解長期的民生問題。《原來錢作怪》從生活事件出發，以有趣的觀點看經濟學。《放馬過來》由掀動社會議題人士親身主持，設下擂台，與持相反立場的嘉賓互相較量。



■《頭條新聞》



■《議事論事》



■《原來錢作怪》

■《2012 行政長官選舉》



■《越扭越有計》



■《警訊》

■《城市論壇》



■《音樂動起來》

## 展現青年心態 專訪影視人音樂人

誰說時下青年人沒有人生目標？《地厚天高》記錄一群充滿幹勁、無負青春的年輕人奮鬥故事。那管天高地厚，仍會喊一聲「GO！去幹吧！」一向被視為影視界新人搖籃的「Y2K」系列，2012年



■《地厚天高》



■《Y2K 不日放映》



■《品味人生》

再度登場。《DIY2K x Design》青春劇，以設計行業為主題，看現今青年的價值觀及人生觀。港台更首次推出選角前哨特輯《Y2K 不日放映》，混合紀錄片及真人騷，專訪整個選角過程的激烈競爭。

整裝重發的第三輯《品味人生》帶領觀眾認識香港電影人，通過分享其經歷和故事，探索他們如何為建設新香港精神而努力。《音樂動起來》邀請台前幕後樂壇嘉賓細訴心路歷程、對樂壇的抱負，以及其音樂熱誠。透過與主持對話，探討樂壇種種現象，前瞻香港樂壇的未來方向。



■《賭海迷徒》

## 看平常以外 倡共融 呈實況

當大家過着被視作規律或正常的生活時，有否張眼看看其他人不一樣的生活？《生活逼人》讓觀眾體察不同人士生活和工作的艱辛；《夜不眠》帶大家探視在夜闌人靜時，社會的明暗角還會有甚麼故事。《沒有牆的世界III》透過戲劇及殘障人士的親身演繹，探討世上另一朵花，如何尋找美滿生活。



■《總有出頭天》



■《火速救兵II》

《總有出頭天》揭開看似陌生的建造業面紗，實踐建造專業，



■《沒有牆的世界III》

印證行行出狀元的智慧。叫好又叫座的《火速救兵II》再下一城，以真實個案改編，展現消防救護訓練及工作情況，喚起公眾對消防安全的關注。《賭海迷徒》將迷失於賭海的人生實況呈現，讓市民知所警惕。



The Television Division of RTHK was established in the 1970s. We aim to inform, educate and entertain the general public through the provision of a balanced mix of high quality television programmes, and to provide a free and open platform for the public to express their views. To fulfill our role as a public service broadcaster, RTHK is committed to serve a broad spectrum of audiences as well as to cater to the needs of minority interest groups.

The Television Division produces more than 630 hours of programmes each year in the areas of public and current affairs, information, culture, education, drama and social services. Our programmes cover a wide range of genres and strive for innovative ideas. Apart from partnership with different local bodies in producing programme specials, our TV programmes commissioning scheme is also underway. In addition, we have acquired more overseas productions to extend the sphere for programme creativity and genres. At the same time, RTHK has actively provided filming and technical support for major celebratory events, including a number of programmes relating to the 15th Anniversary of the Establishment of the Hong Kong Special Administrative Region, as well as providing video signals of these public events to the local media.

At present, RTHK programmes are broadcast on the two free-to-air television stations (TVB and ATV). In order to broaden the audience reach and keep pace with the development of broadcasting technology, RTHK productions are also carried by various pay TV channels and other media platforms. With the recent development of digital technology, our programmes will be broadcast on many more new media platforms with the video quality in standard definition and high definition modes. In addition, non-profit-making organizations may use RTHK programmes for free for educational purposes or community services.



In July this year, RTHK conducted formal signal tests for digital terrestrial television (DTT) channels by broadcasting services from the Temple Hill transmission tower, which means the development of RTHK's DTT service has reached a new milestone. In addition, the other three transmission towers are expected to commence operation in phases starting from the first quarter of 2013. By then, the digital coverage of the signal tests will be extended to 75% of the territory.



## From Local Culture to the Greater China



"Cultural Heritage"

Having aired for years, "Hong Kong Stories" has successfully established and turned the serial itself into a brand of local culture. "Food & Culture II" talks about food culture. Both these programmes focus on changes in local social life and culture. The cultural infotainment programme "ADC Weekly – Artspiration" introduces both local and international performing arts in a lively way for people of all ages.



"Hong Kong Stories"

Through exploring the essence of Chinese martial arts and geography, "Kung Fu Quest II" and "Cultural Heritage" aim to provide our audience with a better understanding of China's culture. "Roots Old and New – Stories of Chinese Emigrants" depicts the historical journey of Chinese immigrants' struggling to cope with the hardships they face in foreign countries.



"Roots Old and New -  
Stories of Chinese Emigrants"



"Food & Culture II"



"Kung Fu Quest II"

## Eye on the World

RTHK won the bid to host the "2012 ABU Robocon", an international robot design competition, which attracted more than 300 elite I.T. students and broadcasters from the Asia-Pacific region to Hong Kong. During the competition, young participants from different countries exchanged their innovative ideas in engineering and robot-making.

"Glamour of Sport – The Olympic Dream" is a programme produced to coincide with the 2012 London Olympic Games. Local athletes were interviewed as they prepared to compete in the Games.

To draw the public's attention to the issue of the impact of development on the environment, the programme "Explore More" takes our audience on a voyage of discovery to find out about the world's ecology. "Sinking Islands" analyses the consequences of global warming and rising sea levels on the human race.



"Glamour of Sport – The Olympic Dream"



"Sinking Islands"

"2012 ABU Robocon"



## Socio-political Pulses



"Hong Kong Connection"

Through in-depth discussions and analysis, RTHK public affairs programmes keep our audience abreast of social issues. RTHK's signature programmes such as "Hong Kong Connection", "Headliner", "City Forum", "LegCo Review" and "The Pulse" are programmes which examine Hong Kong's socio-political issues. We also provide an interactive platform for the audience to express their views. The long-standing crime prevention programme "Police Magazine" continues to be well-received.



"LegCo Review"

In response to the District Council, Chief Executive and Legislative Council elections, RTHK has organized a number of election forums on TV and radio. During the election period,



"The Pulse"

"Headliner"



"Police Magazine"

a dedicated webpage was set up for the public to find out more information about the candidates.

"Think Tank" is a programme which invites a live audience to participate in a lively discussion on local social and economic issues. Experts are at hand to give advice to the audience. "All About Money" looks at different economic theories with reference to real life cases. "Challenge Me" is hosted by vigorous figures of social issues who are countered in the programme by guests with opposing views.



"All About Money"

## Profiles on Youth and Entertainment Industry

"Teen Sky" gives an account of a group of energetic youths in their struggle to make a success of their lives. Another youth oriented programme is the "Y2K Series" which is considered to be the cradle for nurturing new talents in showbiz. In 2012, Y2K returns with its main theme being the design industry with the focus on the values of today's teens. "The Making of DIY2K x Design" is the first reality show of its kind for the series, documenting the entire competitive process in casting for the show.

The newly-introduced Season III of "The Flavours of Life" brings together local movie makers to share their experiences and stories. "Music On the Move"

invites guests from the music industry to share their passion for making music.



"Teen Sky"



"The Making of DIY2K x Design"



"The Flavours of Life"



"Music on the Move"

## To Promote Inclusion

"Life's Hard" shows the hardships of different groups of people living in Hong Kong. "Sleepless Nights" takes a glimpse at those who stay up through the night. The docu-drama "A Wall-less World III" looks at the challenges of those with disabilities face in Hong Kong and how they deal with discrimination in their daily lives.

"A Dream Comes True" turns the spotlight on the craftsmen who apply their skills in the construction industry. Adapting from real cases, "Elite Brigade II" is one of our most popular shows which highlights the important lifesaving role played by firefighters

in Hong Kong. "A House of Gamblers" looks at real life cases of compulsive gamblers in Hong Kong to show the impact of their addiction on family life.



"Elite Brigade II"



"A Wall-less World III"



"A Dream Comes True"



"A House of Gamblers"

## 香港電台數碼地面電視發展



2012 年是香港電台數碼地面電視發展進入新里程的一年。數碼地面電視頻道於本年七月透過慈雲山發射站進行訊號測試；預計到 2013 年第一季，另外三個發射站包括金山、青山和飛鵝山站亦會相繼投入服務，屆時測試訊號的覆蓋面將會擴展至全港七成半地域。

本台於 2012 年初進行了一項全港性的市場調查，以了解市民對香港電台未來公共電視廣播服務的期望。調查顯示，超過八成的受訪者認為，新的公共頻道節目應注重社會時事及資訊路線 (88.5%) 及學術與教育路線 (82.7%)。另外，在新電視頻道發揮的功能方面，最多受訪者 (48.6%) 認為新頻道應能夠反映社會民生現況，其次是新頻道應能夠監察政府 (21.6%)。

綜合市民的需求與及製作團隊的經驗和創意，數碼地面電視發展組將會就新頻道的內容、工作流程等作出計劃，為下一階段的公共電視試播作好準備。

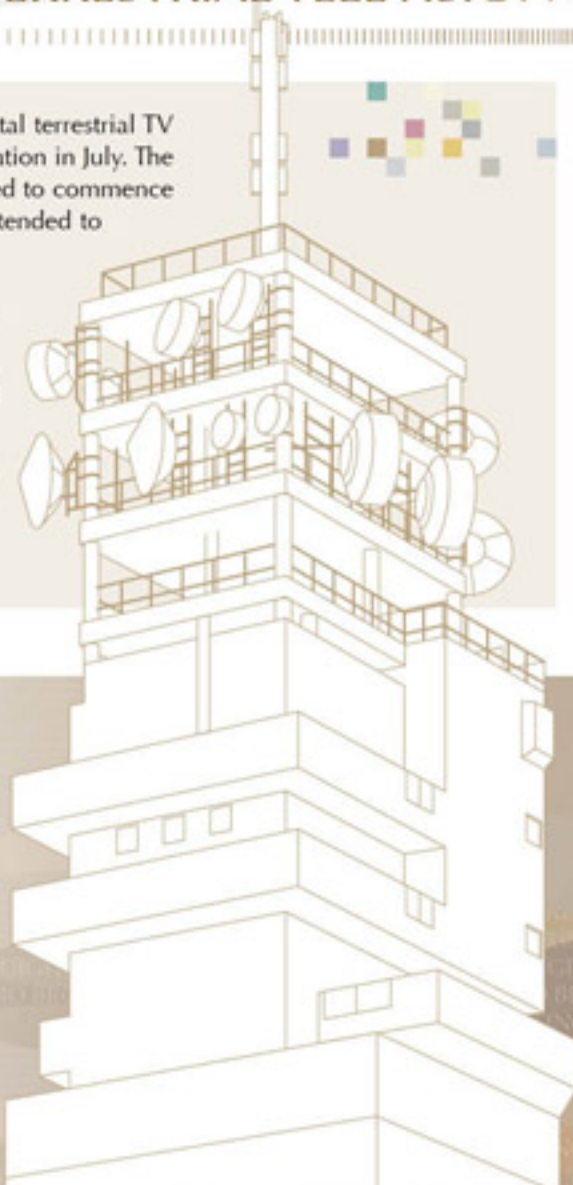


# Development of RTHK DIGITAL TERRESTRIAL TELEVISION

The development of RTHK digital terrestrial television (DTT) services has reached a milestone in 2012. The digital terrestrial TV channel project, which is in the pipeline, launched a signal transmission test from the Temple Hill transmission station in July. The other three transmission stations (located at Golden Hill, Castle Peak and Kowloon Peak respectively) are expected to commence operation in phases starting from the first quarter of 2013. The digital coverage of the signal test will then be extended to 75% of the territory.

In early 2012, a territory-wide market survey was conducted to gauge public expectations of RTHK's role in public television broadcasting. Over 80% of the respondents considered that the new public channels should put their main focus on social issues and informative programmes (88.5%) as well as academic and educational programmes (82.7%). The survey reviewed that most respondents (48.6%) thought the new TV channels' productions should reflect people's livelihood and the second function of monitoring the Government was also important (21.6%).

In the light of the public needs reflected in the survey findings and the expertise of our production teams, the Digital Terrestrial Television Development Unit will work out plans for the new channels in terms of programme contents, workflow etc in preparation for the next trial phase of public television broadcasting.



[http://rthk.hk/about/dtt/index\\_eng.htm](http://rthk.hk/about/dtt/index_eng.htm)

## 教育電視服務 ETV SERVICES

香港電台及教育局聯合製作的學校教育電視節目，今年將逐漸踏入高清及16:9的播放模式。

This year the ETV programmes co-produced by RTHK and the Education Bureau have progressively moved to the broadcast format in HD and 16:9 aspect ratio.

學校教育電視節目主要涵蓋的學科包括：中國語文、普通話、英國語文、數學、科學、常識、社會及人文教育和通識教育系列。透過不同播放平台，為中、小學提供節目。今年更嘗試走進幼兒教育的範疇，製作了新一輯有關中、英、數及常識的幼兒節目系列。

上述節目除了經由兩家商營電視台（無線電視和亞洲電視）播放外，部份學校教育電視節目亦已製成影像光碟，分發予所有中學、大部份小學和幼稚園應用。市民也可透過香港電台教育網站 eTVonline ([www.eTVonline.tv](http://www.eTVonline.tv)) 收看節目。

The programmes are broadcast on different platforms for primary and secondary schools, covering Chinese Language, Putonghua, English Language, Mathematics, Science, General Studies, Social and Humanities and Liberal Studies. A new series of programmes for preschool education have been produced, covering Chinese, English, Mathematics and General Studies.

School ETV programmes are broadcast on the two free-to-air commercial television stations (TVB and ATV). Some of the programmes are produced in VCD/DVD format and are distributed to all secondary schools, most primary schools and kindergartens. The public can also access the programmes through eTVonline ([www.eTVonline.tv](http://www.eTVonline.tv)), RTHK's educational website.





eTVonline 擁有龐大網上學習資源庫，透過互動教材、學科練習、網上遊戲與比賽等，配合相關的學習活動，為老師、學生及家長締造一個完善的學習環境。

eTVonline provides an extensive archive of e-Learning materials. Through interactive teaching modules, subject revision, online games and quizzes that are tied to the relevant curriculum activities, teachers, students and their parents can learn online.

eTVonline (www.eTVonline.tv)

網站於 2011 年底完成系統與版面的升級工程，讓用家有更理想的瀏覽經驗之外，亦提升視像節目的畫面質素和流暢度。

在網站教學內容方面，互聯網用戶可透過 eTVonline 實時收看或重溫教育電視及其他相關的香港電台節目。網站亦設有網上學習平台《上網功課》，每集內容由資深老師配合各科教材撰寫。

eTVonline 自 2005 年設立《通識網》(www.LiberalStudies.tv) 以來，為通識教育科的教與學，提供豐富資源，深受家長、教師及學生歡迎。網站設參考教學理論，按通識課程六個範疇設計教案和工作紙，予老師參考使用。

除提供網上資源外，eTVonline 繼續與各學校、政府部門和機構合作，為教師和學生舉辦以通識教育、媒體教育及公民教育為重心的活動，包括論壇、工作坊、實地考察等。其中《聯校通識學生論壇》，以通識教學內容為主題，鼓勵多形式的討論，提升學生分析和思考的能力。《LENS 通識攝影比賽》讓參加者通過攝影的創意和技巧表達對社會議題的看法，並互相比較交流，別開蹊徑。

《開心家庭網絡》網站 <http://family.etvonline.tv/> 舉行《人人就位·孝愛互傳》運動的一連串比賽及活動，包括徵文比賽、電子書、電子心意咭、電子遊戲設計等，宣揚傳統的孝道精神。

Following a system upgrade completed in late 2011, eTVonline users can now enjoy an improved service and better visual quality.

Visitors to eTVonline can access ETV programmes and other related RTHK programmes either live or on-demand from the archive. An e-Learning platform "Tutor Online" invites educators to upload teaching materials to the programme website.

"Liberal Studies website" (www.LiberalStudies.tv) was created in 2005, providing rich resources to facilitate teaching and learning. The website is popular among parents, teachers and students. It is tailored to the six areas in the liberal studies curriculum and includes teaching modules and worksheets.

Besides online resources, eTVonline has launched community-based projects such as forums, workshops and field trips, in collaboration with schools, Government departments and other organizations. The "2012 Inter-school Liberal Studies Forum" focused on the teaching of liberal studies and encouraged critical discussion in order to enhance students' analytical and thinking skillset. Participants of the "LENS Photo Competition" were asked to explore and express their views on current issues through the medium of photography.

The website "Happy Family Info Hub" (<http://family.etvonline.tv/>) organized a series of competitions and activities including the "Love and Respect Thy Elders" campaign. The campaign included competitions for writing, designing e-books, e-cards and video games to promote the traditional Chinese family value of filial piety.



# 新媒體服務

隨時隨地 · 隨心所欲

香港電台新媒體服務，透過新科技與市民緊密聯繫，讓你任何時地，與香港電台同行；並提供不同類型多媒體內容，資訊、教育及娛樂一應俱全。

## 香港電台網站

香港電台網站 (<http://rthk.hk>) 總合香港電台節目直播、重溫及新聞資訊。中英文新聞二十四小時不停更新，文字、圖片、視像齊備；節目重溫令你不曾錯過任何港台的電視及電台節目。網站並製作有不同主題內容，無論是專題網頁，或提供多媒體網上學習及文化題材的特備項目，都切合大家興趣。



無論網站、流動電話、平板電腦，香港電台新聞就在你左近。



### 《公共事務專頁》

節目主持與不同界別嘉賓，深入討論社會議題。



### 《香港文學行腳 2012》

尋覓作家筆下的地景蹤跡，感受香港歷經歲月流逝的蒼海桑田。



### 《衝動·體育人》

藉著香港有熱誠與衝動的體育人，提升大家對體育的認知和興趣。



### 《無限領域》

帶來非一般的音樂世界。



### 《Teen Time》

讓年青人談論音樂、明星、潮流和城中熱話的園地。

## Podcast Station

為方便大家隨時隨地收聽香港電台節目，香港電台網站提供的 Podcast 節目，現時已庫存超過二百個節目系列，只要訂閱節目的 xml feed，節目的最新集數便會傳送到你的電腦或手機。

## 流動程式 (Mobile Apps)

繼「RTHK On The Go 香港電台隨身版」，多個切合大家興趣的流動手機程式陸續推出。

### ■ Prime



「Prime」以全新排版方式，讓你瀏覽香港電台最新動向消息、新聞、Podcast 視像節目、本地插畫師執筆的 Soha 四格漫畫等。

### ■ Thumb / 《城市論壇》流動版



「Thumb / 《城市論壇》流動版」直播每周日的論壇節目，就算你未能親赴現場，都可以透過手機對討論內容表態。

### ■ Node / 《鏗鏘集》流動版

「Node / 《鏗鏘集》流動版」結集香港電台長壽紀錄片，讓你隨時收看你所關心的社會題材。



RTHK's new media services maintain a close link with the public with the help of the latest technology. Numerous RTHK multimedia programmes, providing information, education and entertainment, are all readily accessible via various devices, anytime and anywhere.

## NEW MEDIA SERVICES

Anytime · Anywhere · Any Device



rthk.hk

The RTHK website is the hub of RTHK's live programmes, archives, news and information. Visitors can read the news in Chinese and English, which are regularly updated round-the-clock and illustrated with photos, video and audio clips. Our archives mean you will never again have to miss any of your favourite programmes. Our web portal offers a wide spectrum of multimedia content to suit a broad range of interests.

RTHK's news is now available on the website and through a variety of platforms, including mobile devices.



### "Public Affairs Website"

Presenters hold in-depth discussions on social issues with guests from all walks of life.



### "Literary Walk & Talk 2012"

Landmarks of Hong Kong as depicted by writers are traced through guided tours.



### "Let's Do Sports"

The passion of local sports talents helps to lift up your interests in sports.

## Podcast Station

The RTHK website provides a vast collection of audio and video Podcast programmes. At present, there are over 200 series of programmes in the archive. By subscribing to the xml feed of the programmes, the latest episodes will be delivered to your computer or mobile for you to enjoy.



### "Music Beyond Borders"

A showcase of unexplored music.

### "Teen Time"

A place for teens to chat about music, popular artists, trends, and the coolest events in town.



## Mobile Apps

Following the successful launch of "RTHK On The Go", a range of new mobile apps to cater to all interests will soon be launched.

### ■ Prime

"Prime", with a brand new look, features the latest RTHK activities, news, video podcast programmes and Soha comic strips created by local illustrators.



### ■ Thumb / "City Forum" mobile version

Thumb / "City Forum" mobile version provides live broadcast of the programme every Sunday. You can also give your views on the debated topics by voting via your mobile phone.



### ■ Node / "Hong Kong Connection" mobile version

Node / "Hong Kong Connection" mobile version provides the archive of RTHK's long-running series of social documentaries which can be viewed anytime and anywhere.



## 屢獲殊榮 廣受認同

香港電台的製作，歷年來在本地及海外多項權威性的頒獎禮屢獲殊榮；這些獎項反映香港電台的製作優質，無論在題材、內容，以至製作手法上，皆具備國際水準，得到本地及國際同業認同及嘉許。

香港電台於 2011 至 2012 年度共奪得多個國際及本地重要獎項，包括 2011 紐約節廣播節目及推廣大獎、2011 年芝加哥國際電視節獎、第十三回 TBS DigiCon6 大賞獎、亞太廣播聯盟獎、2011 紐約電視節獎、聯合國公共資訊部獎、第二屆中國國際新媒體短片金鵬獎、中國廣播影視大獎、2011 年國際電影及電視節獎、第二屆全球華語廣播獎、第二十四屆新加坡國際電影節獎、香港十大 .hk 網站選舉獎，以及本地的第十一屆消費權益新聞報導獎、第十六屆人權新聞獎、第五屆中大新聞獎和 2012 香港資訊及通訊科技獎等。



## AWARDS AND RECOGNITION

Over the years, RTHK has received numerous authoritative awards at the local and overseas award presentations. These awards reflect the high quality of RTHK productions. Our programme genres, content and production format have attained international standards and earned the industry's acclaim and recognition both locally and internationally.

In year 2011-2012, RTHK has won a number of international and local awards. These included the 2011 New York Festivals Radio Program and Promotion Awards, the 2011 Hugo Television Awards, the 13th TBS DigiCon6 Animation & Movie Awards, the Asia-Pacific Broadcasting Union (ABU) Prizes 2011, the 2011 New York Festivals, the United Nations Department Of Public Information (UNDPI) Awards, the 2nd China International (King Bonn) New Media Shorts Awards, China Radio and Television Awards, the 2011 U.S. International Film And Video Festival, the 2nd Global Chinese Broadcasting Awards, the 24th Singapore International Film Festival, 2011 Top 10 .hk Website Competition Prizes; as well as the local 11th Consumer Rights Reporting Awards, the 16th Annual Human Rights Press Awards, the 5th Chinese University Journalism Awards and the Hong Kong ICT Awards 2012 etc.



# 香港電台數字資料 RTHK in Figures (2011-2012)

## 1 整體資料 General Figures

營運開支(2012-2013 預算) : 6.180 億元  
Operational Expenses  
(2012-2013 Estimate) : \$618.0 million

政府過去五年撥款  
Government Funding in the Past Five Years

人力資源分配  
Manpower Allocation

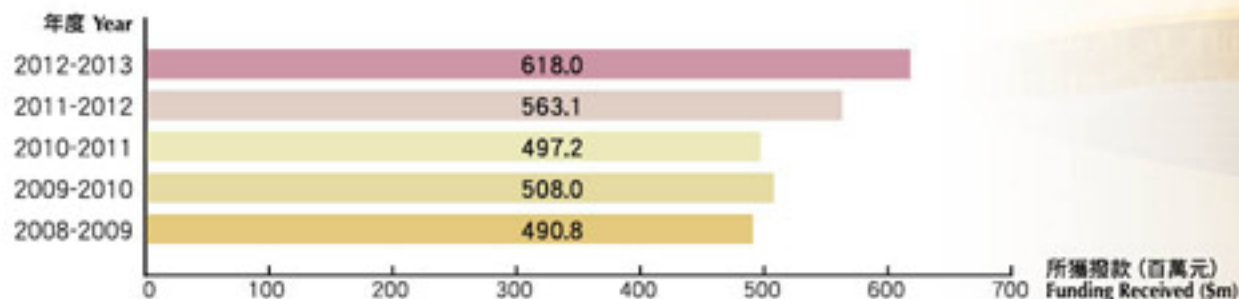
總人數 : 779 人 (截至 2012 年 4 月 1 日)  
Total Manpower: 779 (As at 1st April 2012)

28.2 教育電視撥款 (百萬元)  
Financial provision in ETV (\$m)

新媒體撥款 (百萬元)  
Financial provision in New Media (\$m) 23.8

332.3 電視撥款 (百萬元)  
Financial provision in TV (\$m)

電台撥款 (百萬元)  
Financial provision in Radio (\$m) 233.7



163 行政 Administration

電台 Radio 95

224 製作事務部 Production Services Division

電視 Television 132

13 新媒體 New Media

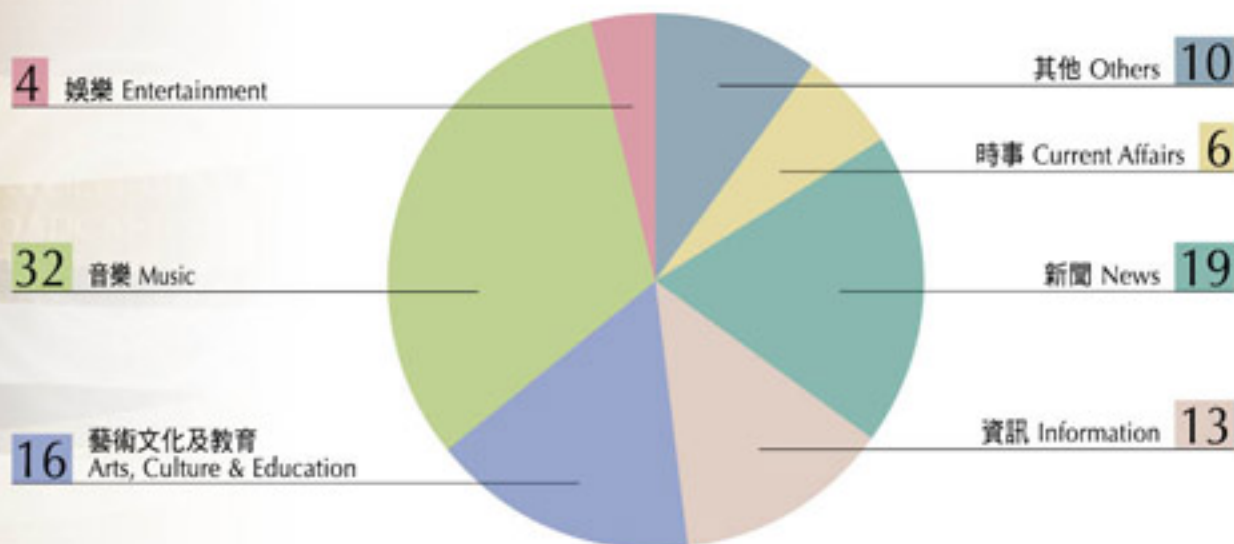
教育電視 ETV 72

新聞部 News 80



聽眾人數 (過去七日) Radio Listenership (past 7 days)	2,942,000
全港最高收聽率電台節目 Highest Rating Programme	《投資新世代》 "Investment Era"
全港最受歡迎電台節目 Most Favourite Programme	《晨光第一線》 "Morning Suite"
全港最高收聽率 Phone-in 電台節目 Highest Rating Phone-in Programme	《千禧年代》 "Talkabout"
聽眾心目中最具新聞公信力的電台 Most Credible News Radio Channel	香港電台第一台 Radio 1, RTHK
聽眾心目中節目質素最好的電台 Highest Programme Quality Radio Channel	香港電台第一台 Radio 1, RTHK
聽眾心目中最適合全家收聽的電台 Most Favourite Family Radio Channel	香港電台第一台 Radio 1, RTHK
最高欣賞指數電台 Top Appreciation Index Radio Channel	香港電台第五台 Radio 5, RTHK

\* 根據香港大學民意研究計劃 2011 收聽率調查  
According to the Radio Audience Survey 2011  
conducted by the Public Opinion Programme  
of the University of Hong Kong



電台節目類型分佈 (百份比)  
Distribution of Radio Programmes (%)

\* 不包括香港電台第六台  
Excluding RTHK Radio 6

### 3 電視服務 Television Services (2011-2012)

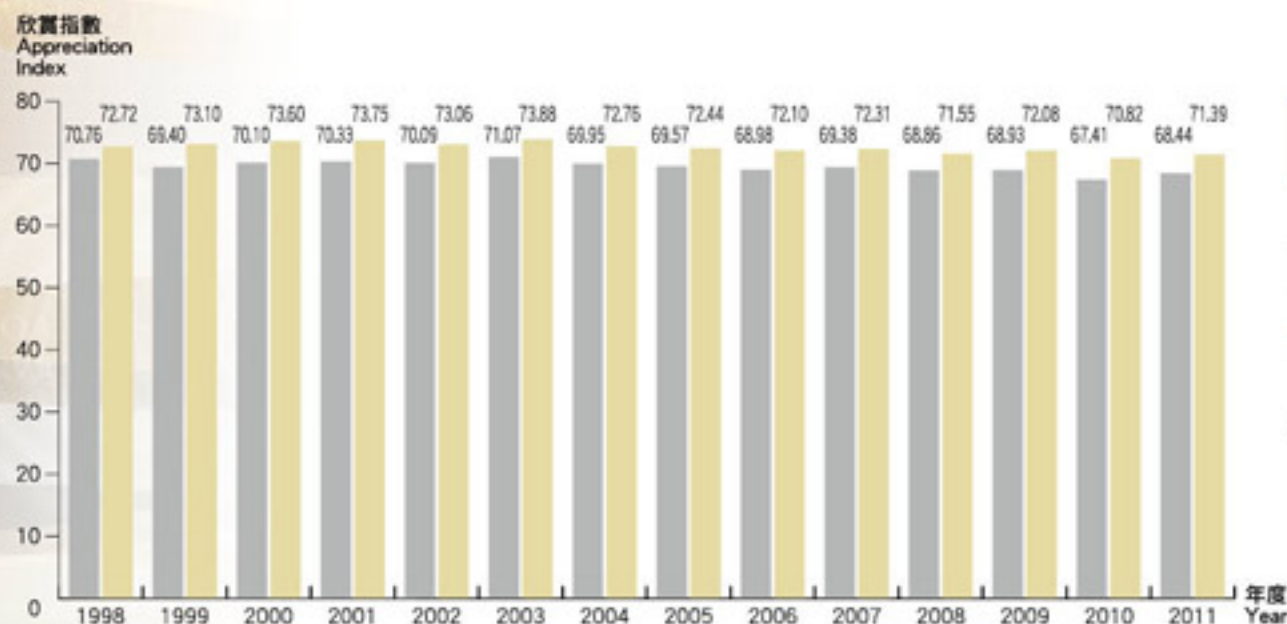
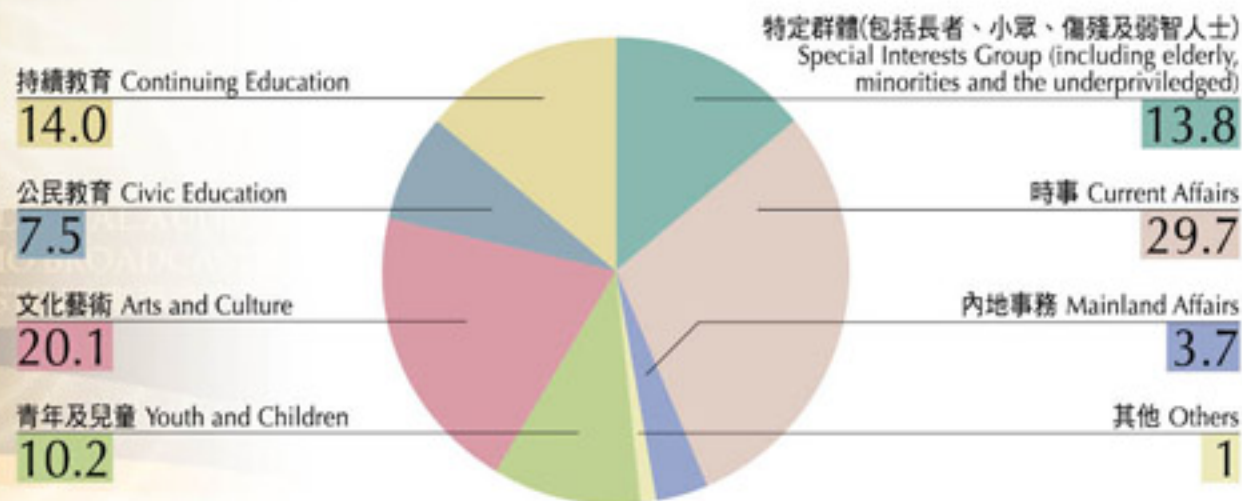
\* 根據香港大學民意研究計劃 2011 電視節目欣賞指數調查  
According to the Television Programmes Appreciation Index Survey 2011 conducted by the Public Opinion Programme of the University of Hong Kong

節目製作時數 Hours of output	631.9
製作節目數目 Number of output	1,752
黃金時段節目之平均收視 Average viewership of prime time programmes	亞洲電視 ATV : 229,000 無綫電視 TVB : 956,000
* 「電視節目欣賞指數調查」: 2011 年香港電台 5 個最高欣賞指數的電視製作 Television Programmes Appreciation Index (TVAI) Survey: RTHK's top 5 TV productions in the year 2011	<ul style="list-style-type: none"> <li>■ 《2011 香港政情大事回顧》 (2011 Year Ender : Hong Kong Affairs)</li> <li>■ 《鏗鏘集》(Hong Kong Connection)</li> <li>■ 《2011 國際變革大事回顧》 (2011 Year Ender : International Affairs)</li> <li>■ 《窮富翁大作戰 II》(Rich Mate Poor Mate II)</li> <li>■ 《反斗英語》(English Made Easy 2011)</li> </ul>
播放時數 Total hours of transmission	5,900
向媒體提供本地盛事廣播訊號時數 (包括立法會會議) Hours of public events signals provided to media (including LegCo meetings signal)	264.6
為立法會會議向媒體提供視像訊號 (實際數字) Hours of LegCo meetings signals provided to media (actual figure)	207.3
香港電台 (電台或電視) 攝、錄及轉播的大型音樂會數目 Number of concerts covered and transmitted by TV or radio	62

### 學校教育電視 School ETV (2011-2012)

製作學校教育電視節目數目 Number of school ETV programmes output	119
受惠學生數目 Number of students benefited	388,000
收看學校數目 Number of schools covered:	
幼稚園 Kindergartens	226
小學 Primary Schools	491
中學 Secondary Schools	265





電視節目欣賞指數  
Television Programmes Appreciation Index

- 參與調查電視台全年總平均欣賞指數  
Yearly Average Appreciation Index for all participating television broadcasters
- 香港電台 RTHK

\* 香港電台連續十四年於電視節目欣賞指數調查中位居參與調查的電視台之冠。  
For 14 consecutive years, RTHK attained the "Highest Average Appreciation Index" in the Television Programmes Appreciation Index Survey among the participating broadcasters.

#### 4 新媒體服務 New Media Services

香港電台網站點擊率  
RTHK Website Hit Rate  
(1.4.2011 - 31.3.2012)

教育電視網站 eTVonline (2011-2012)  
(截至 2012 年 4 月 1 日)  
(As at 1st April 2012)

香港電台網站十大最高點播率的電視、  
電台節目及網上專項

(由 2012 年 1 月至 6 月累計結果)

Top 10 Most Accessed RTHK TV, Radio  
Programmes and Special Web Projects on  
rthk.hk

(Accumulated from Jan to Jun, 2012)

平均每日瀏覽頁數 Average daily page views	3,500,000
特備項目的網上廣播時數 Webcast hours of special online projects	850
播客 Podcast	
■ 節目數量 Number of Podcast programmes	237
聲音播客 Audio podcast	129
視像播客 Video podcast	108
■ 已推出的節目集數 Number of published episodes	23,593

每日登入次數 Daily Access Rate	239,500
每日瀏覽頁數 Daily Page views	30,800
網上直播特備節目時數 Live Webcast Hours of Special Events	81

	電視節目 TV Programmes	電台節目 Radio Programmes	網上專頁 Special Web Projects
1	頭條新聞	晨光第一線 (第二台)	新聞 / News
2	鏗鏘集	音樂情人 (第一台)	Teen Power
3	火速救兵 II	瘋 Show 快活人 (第二台)	美味 DIY- 甜品篇
4	功夫傳奇 II 之再戰江湖	講東講西 (第一台)	非一般旅程
5	警訊	投資新世代 (第一台)	古文觀止
6	城市論壇	LTV Café (第二台)	第 34 屆十大中文金曲
7	賭海迷徒	輕談淺唱不夜天 (第二台)	Teen Time
8	香港故事	Gimme 5 (第二台)	立法會直擊
9	正斗中文	E 線金融網 (普通話台)	香港生態遊
10	左右紅藍綠	千禧年代 (第一台)	原創空間 - 純粹繪作

#### 5 其他 Others (1.4.2011 - 31.3.2012)

經由機構傳訊及節目標準組處理及紀錄的各項公眾意見 / 投訴 / 查詢數目 Number of public feedbacks, complaints and enquiries handled by Corporate Communications and Standards Unit	3,562
通訊事務管理局裁定成立的節目投訴個案 Number of substantiated cases ruled by the Communications Authority	4
香港電台主辦及協辦的公眾參與節目及活動 Number of public events / activities organized and co-organized by RTHK	139
安排團體參觀香港電台的次數 Number of arranged station visits for outside organizations	111
香港電台《傳媒透視》月刊網上瀏覽頁數 RTHK monthly publication "Media Digest" total page views	2,532,373

查詢電話  
Enquiry Numbers

電台 Radio (852) 2339 6300 電視 TV (852) 2339 7600

傳真  
Fax Numbers

電台 Radio (852) 2336 9314 電視 TV (852) 2338 4151

港台服務熱線 (收聽電台節目；接收公眾意見)

RTHK Service Hotline (for listening to radio programmes; feedbacks) (852) 2272 0000


電郵地址  
E-mail Address


ccu@rthk.hk


香港電台網站  
RTHK Website

http://rthk.hk

社交媒體平台  
Social Media Platforms

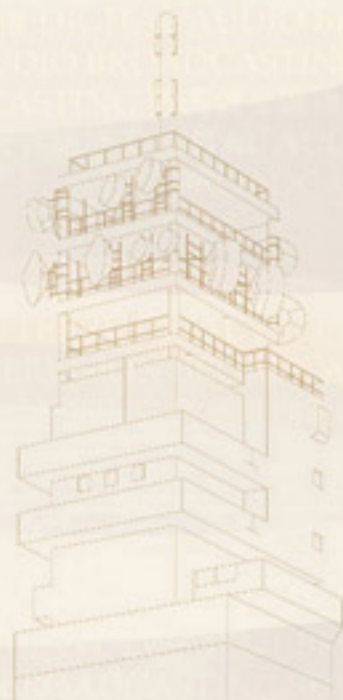
 [www.youtube.com/rthk](http://www.youtube.com/rthk)

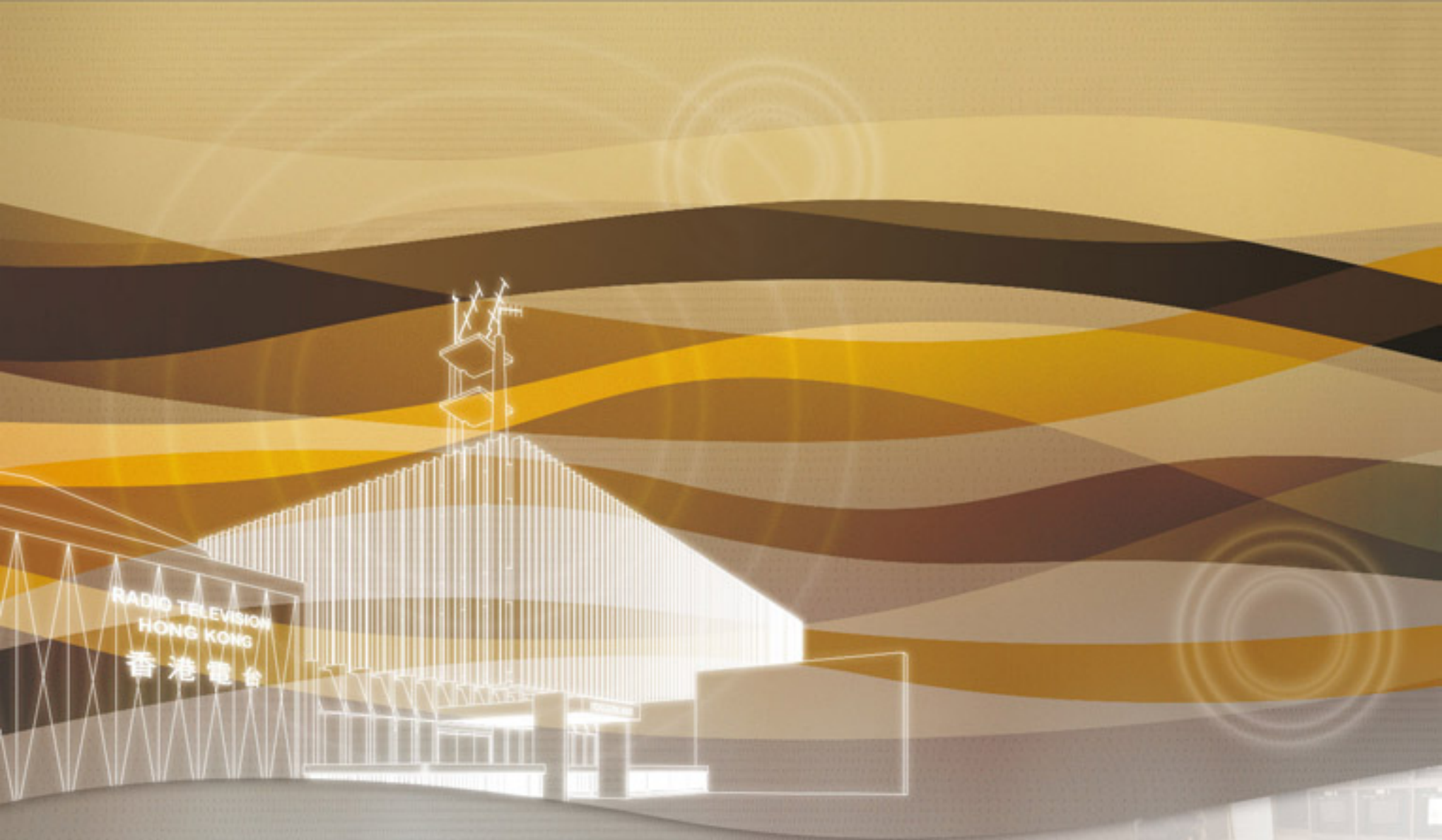
 [www.facebook.com/rthk.hk](http://www.facebook.com/rthk.hk)

 [www.twitter.com/rthk\\_hk](http://www.twitter.com/rthk_hk)

地址  
Address

香港九龍廣播道30號廣播大廈  
Broadcasting House, 30 Broadcast Drive, Kowloon, Hong Kong





RADIO TELEVISION  
HONG KONG  
香港電台

Radio Television Hong Kong 香港電台

