

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

2015-16

This performance pledge summarizes the services provided by Radio Television Hong Kong (RTHK) and the standards you can expect. It also explains the steps you can take if you have a comment or a complaint.

1. Hong Kong's Public Service Broadcaster

RTHK is the sole public service broadcaster in the Hong Kong Special Administrative Region (HKSAR). Its primary obligation is to serve all audiences - including special interest groups - by providing diversified radio, television and internet services that are distinctive and of high quality, in news and current affairs, arts, culture and education. RTHK is editorially independent and its productions are guided by professional standards set out in the RTHK Producers' Guidelines.

Our Vision

To be a leading public service broadcaster in the new media environment

Our Mission

- ✧ To inform, educate and entertain our audiences through multi-media programming
- ✧ To provide timely, impartial coverage of local and global events and issues
- ✧ To deliver programming which contributes to the openness and cultural diversity of Hong Kong
- ✧ To provide a platform for free and unfettered expression of views
- ✧ To serve a broad spectrum of audiences and cater to the needs of minority interest groups

2. Corporate Initiatives

In 2015-16, RTHK will

- ✧ continue to enhance participation by stakeholders and the general public with a view to strengthening transparency and accountability; and will receive advice from the Board of Advisors on issues pertaining to its terms of reference, such as the way forward for the Community Involvement Broadcasting Service Pilot Project;
- ✧ maximize return on government funding by further enhancing cost efficiency and

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productivity;

- ✧ continue to ensure staff handle public funds in a prudent and cost-effective manner;
- ✧ actively explore opportunities in generating revenue for the government from RTHK programmes and contents;
- ✧ provide media coverage and produce special radio, television programmes and related web content on topical issues of concern or interest to the public, including anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), National Day, Chief Executive's Policy Address, the Financial Secretary's Budget Speech and other major events;
- ✧ continue to enhance the Digital Terrestrial Television (DTT) trial transmission by strengthening its infrastructure and programming, as well as promoting to the public the tuning and reception of the DTT service;
- ✧ produce, commission, repackage and acquire new quality programmes of interests to the public for the Digital Audio Broadcasting (DAB) and the DTT services; and
- ✧ proceed with re-planning of the New Broadcasting House and other related procedures, and continue the projects of restoring archive and establishing the Media Asset Management (MAM) system.

3. *Radio Services*

- (I) RTHK operates seven radio channels (four in AM and three in FM) and produces 1,070 hours of programmes weekly of different genres in Cantonese, Putonghua and English. Five DAB channels have been in operation since 2012, and audience has a choice of better reception quality for the RTHK AM channels through the partial simulcast in DAB 31, DAB 33 and DAB 35. One channel, DAB 32 is dedicated to relay the Hong Kong Edition of the China National Radio. Programmes of the Community Involvement Broadcasting Service Pilot Project, including those produced in ethnic minority languages, are broadcast on DAB 31.
- (II) For details of the programming direction of the Radio Division, please refer to the 2015-16 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The radio performance targets in 2015-16 are as follows:

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	2015-16 Targets*
Number of hours of programming output	55,525
Number of hours of news programming output	7,140
Number of output hours per programme staff	385.6
Number of community/educational projects organized	150
Number of hours of new programme output on DAB channels	1,460

*The indicators do not include the output hours on the relay of Legislative Council meetings and football matches.

4. *Television Service*

- (I) RTHK will produce around 2,164 television programmes, totaling 1303 hours in 2015-16, which are shown by RTHK DTT Channel, namely RTHK TV 31, and partly simulcast on the two free-to-air terrestrial television stations: Television Broadcasts Limited (TVB) and Asia Television Limited (ATV). These programmes are also webcast on RTHK ON INTERNET (rthk.hk), mobile application RTHK SCREEN, and broadcast on different pay television channels and other media platforms. Upon the launch of the trial run of the DTT channels in January 2014, RTHK will continue to keep abreast with the technological advancement and explore more outlets for transmission of RTHK productions on the Standard Definition and High Definition platforms to further enhance our audience reach.
- (II) For details of the programming direction of the Television Division in 2015-16, please refer to the 2015-16 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The television performance targets for 2015-16 are as follows:

	2015-16 Targets
Number of programmes produced	2,164
Number of programmes per programme staff	11

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Number of community/educational projects organized	65
Average viewership of RTHK prime-time programmes	
On ATV	77,928
On TVB	610,436

(III) School Educational Television (ETV) Service

RTHK produces programmes on school ETV subjects for the Education Bureau (EDB) which are shown via the two free-to-air terrestrial television stations on weekdays from 9:00 a.m. to 10:00 a.m. at TVB Pearl, from 3:00 p.m. to 4:00 p.m. at ATV World during school term. The school programmes are also shown on RTHK TV 31 during weekdays. The programmes can also be viewed online at eTVonline (<http://www.eTVonline.hk>).

For details of the programming direction of ETV in 2015-16, please refer to the 2015-16 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The school ETV performance targets in 2015-16 are as follows:

	2015-16 Targets
Number of programmes produced	80
Number of programmes per programme staff	8.9
Number of primary schools covered	470
Number of secondary schools covered	330
Number of kindergartens covered	190
Number of school children benefited	393,000

5. *New Media Service*

- (I) <http://rthk.hk> provides live webcast of RTHK's news, radio and television programmes. A twelve-month on-demand archive of television and radio programme service is also available at rthk.hk. In addition, original multimedia web content items are produced for public access, including instant news, podcasts, internet television application, weekly live video webcast of Legislative Council meetings, and various distinctive web channels, such as e-Learning, Culture Web,

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Chinese Culture Channel, RTHK Memory, A-Power and Teen Power. Smartphone and tablet users can also use mobile applications RTHK OTG (RTHK On The Go), RTHK Prime or mobile site (m.rthk.hk) for accessing RTHK instant news, video podcasts and all live radio channels. In addition, RTHK content can also be accessed through different mobile applications. RTHK Cube provides live streaming of radio channels and archive of selected fine music programmes; RTHK Mine showcases short videos of radio programmes with strengthened traffic updates; and RTHK Screen provides live streaming of RTHK TV 31 and RTHK TV 32, and DTT programme catch-ups.

- (II) For details of the programming direction of the New Media Service and eTVonline in 2015-16, please refer to the 2015-16 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The performance targets of the new media in 2015-16 are as follows:

	2015-16 Targets
Daily page view	5,100,000
Daily visits	320,000
Live webcast hours	1,000

The performance target of Teen Power in 2015-16 is as follows:

	2015-16 Target
Daily page view	280,000

The performance targets of eTVonline in 2015-16 are as follows:

	2015-16 Targets
Daily page view	58,000
Live webcast hours	350

6. Other Specific Services

(I) Typhoon/Bad Weather Radio Announcements

RTHK broadcasts updated weather information every 15 minutes when typhoon signal

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No. 8 or higher is announced. If schools need to be closed because of typhoon or bad weather, announcements will be made before 6:15 a.m. for morning classes and before 11:00 a.m. for afternoon classes on notification from the Government Information Services or other Government bureaux or departments.

(II) *Follow-up Action on Calls to Public Affairs Programmes*

Our radio channels act as a platform for the public to voice their opinions on topical issues. On-air calls that require action will be followed up, and a reply will be given or the matter will be referred to the appropriate authorities within 8 calendar days.

(III) *Captioning of TV Prime Time Programmes for the Hearing Impaired*

In 2015-16, RTHK will continue to provide 100% subtitling of prime time television programmes in compliance with the licensing requirement of the commercial free-to-air terrestrial broadcasters.

(IV) *Advice on Radio and Television Reception*

For advice on problems with reception of our radio broadcasts, please contact our Duty Engineer at 2339 6440. For advice on coverage and reception of our DTT television broadcasts, please contact us at 3403 0431.

(V) *Video Library*

A loan service is available for non-profit making organizations, please contact our Librarian for details at 2339 7773. In addition, free viewing is also available at public libraries with audio-visual reference services. Please contact the public libraries direct.

(VI) *Audio Archives*

Selected radio programmes are available for borrowing from the City Hall Library and Shatin Central Library. For more details, please call our Librarian at 2339 6445.

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(VII) Service Hotline

The RTHK Service Hotline 2272 0000 is an interactive voice response system which allows listeners to dial in for radio programmes from any RTHK channels. Users have a choice of three languages (Cantonese, English and Putonghua) and can also record their opinions or complaints through the system.

7. Programme Advisory Panel Meeting

In 2015-16, annual Programme Advisory Panel meeting will be held to collect views on programming development for radio, television and new media services. Some of the ideas raised may subsequently turn into programme initiatives or use as reference for future programme development.

8. Producers' Guidelines and Programme Standards

In September 1998, RTHK published a set of working guidelines to reflect and codify established editorial practices for producers to follow. The document was last updated in June 2003, and is available from the RTHK website <http://rthk.hk>.

RTHK is committed to complying with the Codes of Practice on programme standards issued by the Communications Authority. The Charter of RTHK setting out RTHK's voluntary compliance with the Codes was signed between the Chief Secretary for Administration, the Chairman of the then Broadcasting Authority and RTHK in August 2010.

9. Effective Monitoring - Opinions, Suggestions and Complaints

RTHK welcomes opinions and suggestions and will also look into complaints to identify room for service improvements.

If you have opinions, suggestions or complaints, please write to us or leave your message with our Service Hotline at 3691 2388. Where a written reply is expected, we will acknowledge receipt within 10 calendar days and strive to issue a substantive reply

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within 30 calendar days or keep you informed of the progress if it may take longer for a substantive reply. If you feel that your case has not been dealt with adequately, you may write to the Director of Broadcasting at the address below. You may also lodge a complaint with the Broadcasting Branch of the Office of the Communications Authority if the matter is within their purview.

10. For Contact or Further Information

You can write to us at this address: Radio Television Hong Kong
Broadcasting House
30 Broadcast Drive, Kowloon

You can also contact our Corporate Communications Unit at:
Telephone Number: 2339 6402 or 2339 7669
Fax: 2336 9314 or 2338 4151
Email: ccu@rthk.hk