RADIO TELEVISION HONG KONG
PERFORMANCE PLEDGE
2023 – 2024

This performance pledge summarises the standard of services provided by Radio Television Hong Kong (RTHK) which you can expect. It also explains the avenues available for you to provide feedback or lodge a complaint in respect of RTHK's services.

RTHK's Role as Hong Kong's Public Service Broadcaster

2. RTHK is the sole public service broadcaster in the Hong Kong Special Administrative Region (HKSAR). Its objective is to provide diversified radio, television and new media services aiming to deliver its public purposes and mission[1] stipulated in the Charter of RTHK (the Charter), which was signed among the Chief Secretary for Administration, the Chairman of the then Broadcasting Authority and RTHK in August 2010. It aims to serve all audiences, including special interest groups and ethnic minority groups in the HKSAR. RTHK is also committed to complying with the Codes of Practice on programme standards issued by the Communications Authority (CA).

Performance Evaluation Framework

3. To facilitate objective evaluation of the extent the Charter obligations are achieved, RTHK introduced a performance measurement and evaluation framework in which its 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 –

(1) Promote understanding of our community, our nation and the world through provision of accurate, impartial and objective news and public affairs programmes;

[1] http://rthk.hk/about/pdf/charter_eng.pdf paragraphs 4 and 5.

(2) Promote understanding of the concept of "One Country, Two Systems" and engender a sense of citizenship and national identity;
(3) Provide a platform for the free exchange of views on public policies without fear or favour;
(4) Provide a platform to support and promote community participation in broadcasting, such that participants can convey their creation concepts and intended messages;
(5) Encourage social inclusion and pluralism, reflect the diversity of Hong Kong and other places, encourage integration, inject positive energy into society, and cater to the needs of minority interest groups;
(6) Promote education and learning including e-learning;
(7) Stimulate creativity and originality with a view to promoting arts and cultural activities and nurturing talents; and
(8) Provide informative and entertaining programmes to broaden audiences' horizons and for their leisure and relaxation.

Performance Targets

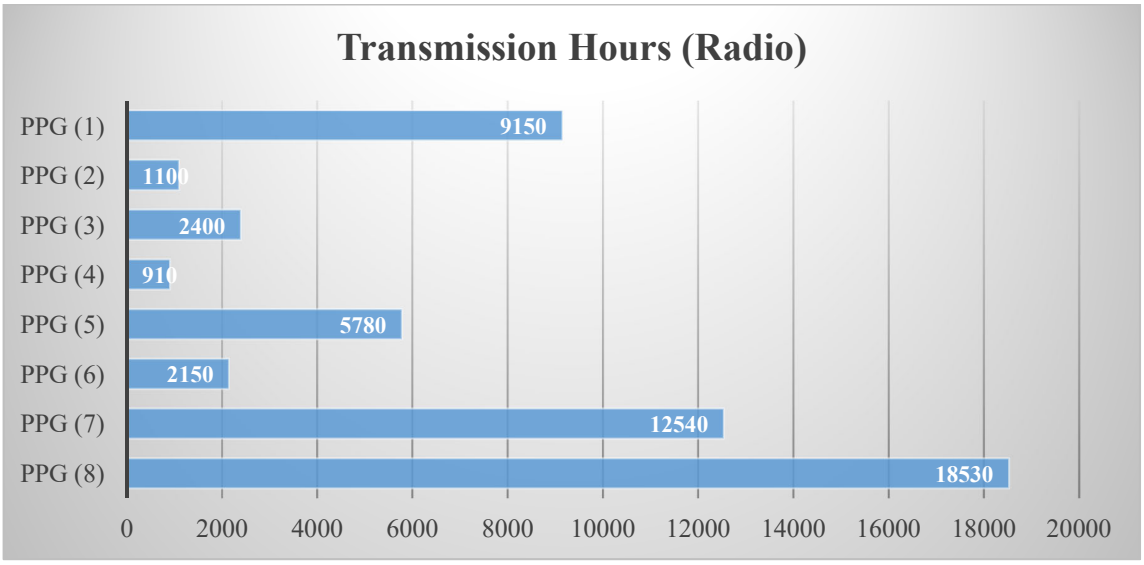
4. To allow the public to scrutinise and monitor our performance, RTHK sets performance targets under each PPG for the coming year and announces its performance achievements on these areas in respect of the previous year. These performance targets serve to indicate the degree to which RTHK has fulfilled its public purposes and mission. An Annual Plan will also be prepared to delineate in detail the strategies and action plan to be adopted to achieve the performance targets. The Annual Plan for 2023-24 is available on the RTHK website[2].

[2] http://rthk.hk/about/pdf/annual_plan2324_en.pdf

RADIO TELEVISION HONG KONG
PERFORMANCE PLEDGE
2023 – 2024

Radio Services

5. RTHK operates eight analogue radio channels (Channels 3, 5, 6 and Putonghua Channel in AM and Channels 1, 2, 4 and 8 in FM) and transmits programmes of different genres in Cantonese, Putonghua and English. Special programmes presented in Tagalog, Nepali and Urdu are also produced to serve the ethnic minority communities in Hong Kong. Aside from relaying China National Radio Hong Kong Edition on Channel 6 and Radio The Greater Bay of the China Media Group on Channel 8, RTHK commits to provide a total of 52 560 hours of radio programmes on the other six radio channels in 2023-24 as follows –



6. With reference to data collected from various channels, RTHK targets to achieve the following listenership –

PPG	**1**	**2**	**3**	**5**	**6**	**7**	**8**
No. of listeners (million)	1.19	0.18	0.42	0.53	0.32	0.56	1.83

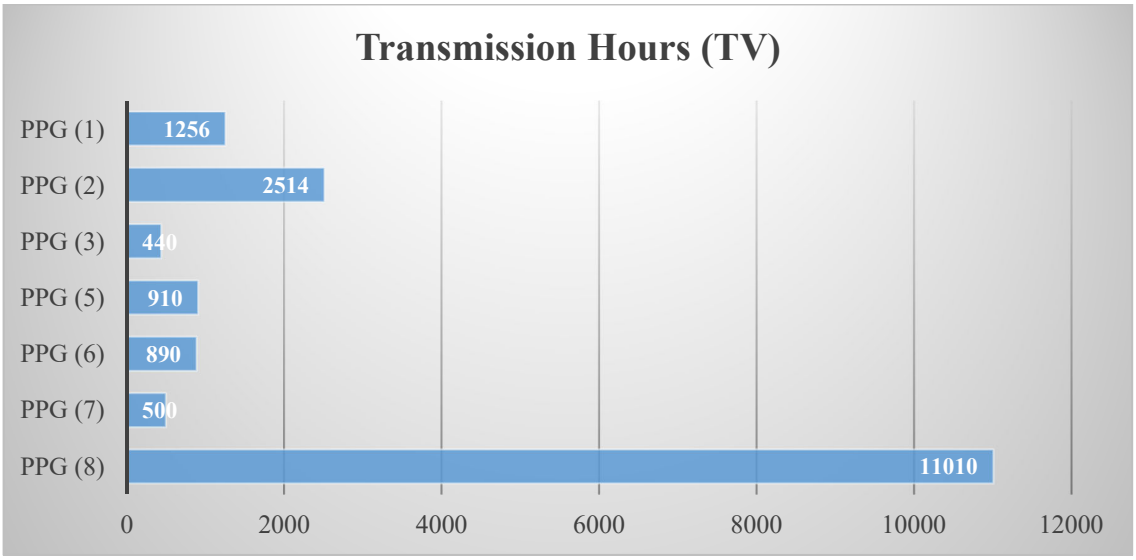
and win the agreement of 85% of the respective audience to our achievement of the PPGs. For the Community Involvement Broadcasting Service (CIBS) which serves PPG (4) to provide a platform for the community and organisations (e.g. ethnic minority groups and non-governmental organisations) to participate in broadcasting, RTHK targets to have 50% of the public aware of its availability and 95% of its applicants agree that we have achieved the goal.

7. RTHK radio channels broadcast updated weather information every 15 minutes when typhoon signal No. 8 or above is issued. 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 Information Services Department or other government bureaux/ departments.

Television Services

8. RTHK operates four Digital Terrestrial Television (DTT) channels, namely RTHK TV 31, RTHK TV 32, RTHK TV 33 and RTHK TV 34. RTHK TV 31 is a flagship channel which offers diversified programmes covering news and current affairs, education, arts and culture and minority interests, comprising in-house produced programmes, commissioned programmes, acquired programmes and Radio-on-TV programmes. RTHK TV 32 is an information channel which mainly covers local, Mainland and international news, press conferences, Legislative Council meetings, international and local sports and live events of public interest, latest traffic information, weather forecasts, news updates and video segments. RTHK TV 33 relays programmes of China Central Television Channel 1 (CCTV 1) and RTHK TV 34 relays programmes of China Global Television Network (CGTN) Documentary.

9. In the coming year, RTHK will continue to relay programmes of CCTV 1 and CGTN Documentary, and commits to providing a total of 17 520 hours of TV programmes on the other two channels by in-house production, commissioning or acquisition as follows –



RTHK targets to achieve the following viewership –

PPG	1	2	3	5	6	7	8
No. of viewers (million)	3.5	3.2	3.5	3.5	3.2	3.2	3.5

and win the agreement of 70% of the respective audience to our achievement of the PPGs.

10. Weather information, including temperature, humidity and weather icons collected from the Hong Kong Observatory are displayed on RTHK TV 32 round the clock. Typhoon signal No. 1 or above and rainstorm signals are displayed on RTHK TV 31 and RTHK TV 32 as and when necessary.

New Media Services

11. The New Media services provide different online platforms and contents for audiences through the official website[3], seven mobile applications[4] featuring different services as well as on social media. The official website provides 24-hour simulcast of all RTHK radio channels, RTHK TV 31 and RTHK TV 32. A 12-month on-demand archive of most radio, TV and news programmes is also available on the official website.

Public Feedback

12. RTHK welcomes opinions and looks into complaints to identify room for service improvements. You may contact us at –

Enquiry & Opinion Hotline	: 3691 2300
Complaint Hotline	: 3691 2388
E-form	: https://rthk.hk/feedback_en

13. For complaints made in writing, we will issue an acknowledgement within 10 calendar days upon receipt of the complaint. We strive to give a reply within 30 calendar days. If we need more time, we will let you know why.

14. If you are not satisfied with our reply, you may request to have your case reviewed by our Complaints Review Board. You would need to do so within 14 calendar days from receiving our reply together with reasons for your dissatisfaction. If your request is accepted, we will give you a confirmation within seven calendar days that your complaint will be reviewed. We strive to give you a reply on the review within

[3] rthk.hk
[4] RTHK on the Go, RTHK Screen, RTHK Mine, RTHK News, RTHK Memory, Chinese History – the Flourishing Age and RTHK Audio Description.

60 calendar days from the date of confirmation. In case your request for review is declined, we will provide you with the reason.

15. Under the Charter, we should ensure that the programmes broadcast on our television and radio services comply with the relevant codes of practice issued by the CA. Apart from filing your complaints to us, if you suspect our television or radio services have breached the CA's codes of practice, you may also consider lodging your complaints with the CA direct (www.coms-auth.hk).

Other Enquiries

16. You may obtain information about the services we provide through the RTHK homepage at https://rthk.hk.

17. You are also welcome to make enquiries on specific issues through the following ways –

Nature	Contact Details
General enquiries	Tel: 3691 2300 Fax: 2867 2321 Email: ccu@rthk.hk
Radio programme content	Radio 1: radio1@rthk.hk Radio 2: radio2@rthk.hk Radio 3: radio3@rthk.hk Radio 4: radio4@rthk.hk Radio 5: radio5@rthk.hk Putonghua Channel: am621@rthk.hk
Reception of RTHK radio broadcasts	Tel: 2339 6440

RADIO TELEVISION HONG KONG
PERFORMANCE PLEDGE
2023 – 2024

Nature	Contact Details
rthk.hk online services	Email: webmaster@rthk.hk
Application for station visit	Tel: 3691 2388
Programme and footage licensing	Email: licensing@rthk.hk
TV video loan by non-profit making organisations	Email: archives@rthk.hk
Borrowing of selected radio programmes	Tel: 2339 6445

18. Please note that it is voluntary for you to supply to us your personal data. All personal data collected by us in the course of our handling of your case presented to RTHK will only be used for purposes which are directly related to the case. The personal data collected may be transferred to parties who will be contacted by us during the handling of the case including the party being complained against or other parties concerned. The information provided might also be disclosed to agencies who are authorised to receive information relating to law enforcement, prosecution or review of decisions.

Radio Television Hong Kong
May 2023