

Head 160 — RADIO TELEVISION HONG KONG

Controlling officer: the Director of Broadcasting will account for expenditure under this Head.

| | |
|---|-----------------|
| Estimate 2017–18 | \$995.2m |
| Establishment ceiling 2017–18 (notional annual mid-point salary value) representing an estimated 713 non-directorate posts as at 31 March 2017 rising by nine posts to 722 posts as at 31 March 2018 | \$414.9m |
| In addition, there will be an estimated nine directorate posts as at 31 March 2017 and as at 31 March 2018. | |
| Commitment balance | \$117.0m |

Controlling Officer's Report

Programmes

| | |
|--|---|
| Programme (1) Radio | These programmes contribute to Policy Area 17: Information Technology and Broadcasting (Secretary for Commerce and Economic Development). |
| Programme (2) Public Affairs and General Television Programme | |
| Programme (3) School Education Television Programme | This programme contributes to Policy Area 16: Education (Secretary for Education). |
| Programme (4) New Media | This programme contributes to Policy Area 17: Information Technology and Broadcasting (Secretary for Commerce and Economic Development). |

Detail

Programme (1): Radio

| | 2015–16 (Actual) | 2016–17 (Original) | 2016–17 (Revised) | 2017–18 (Estimate) |
|---------------------------|---------------------|-----------------------|----------------------|-----------------------------------|
| Financial provision (\$m) | 354.1 | 385.5 | 398.1 (+3.3%) | 400.1 (+0.5%) |
| | | | | (or +3.8% on 2016–17 Original) |

Aim

2 As the public service broadcaster of Hong Kong, Radio Television Hong Kong (RTHK) aims to inform, educate and entertain the general public through high quality programmes.

Brief Description

3 The Radio Division of RTHK produces and transmits radio programmes to the community of Hong Kong. It operates seven AM/FM channels and five digital audio broadcasting (DAB) channels, namely:

- Channel 1 (Cantonese) - news, information and general programming;
- Channel 2 (Cantonese) - youth, entertainment and popular music, promotion of family and community projects;
- Channel 3 (English) - news, information and general programming;
- Channel 4 (English and Cantonese) - serious music and fine arts;
- Channel 5 (Cantonese) - elderly, cultural and education;
- Channel 6 (English) - BBC World Service relay;
- Channel 7 (Putonghua) - general programming, news and finance;
- DAB-31 (Putonghua) - general programming, news and finance;
- DAB-32 (Putonghua) - China National Radio Hong Kong edition relay;
- DAB-33 (English) - news, information and general programming;
- DAB-34 (English) - BBC World Service relay; and
- DAB-35 (Cantonese) - elderly, cultural and education.

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4 In 2016–17, the Chinese and English radio news teams continued to provide accurate coverage of local, regional and national news. On the international front, the United Kingdom referendum on the European Union membership and the United States (US) presidential election were also highlighted.

5 The video news team launched its video news on RTHK television (TV) in April 2016. Two public affairs phone-in programmes “Talkabout” and “Accountability” on Radio 1 were also simulcast on RTHK TV from April and October 2016 onwards respectively.

6 The Community Involvement Broadcasting Service (CIBS) had become a regular service and continued to invite interested parties to take part in the scheme. To enhance the awareness of CIBS, promotional events and consultation services had been organised in various districts.

7 Radio 1, Radio 2, Radio 3, and Putonghua Channel produced special reports and programmes on the Olympic Games in Rio de Janeiro. Capitalising on the unique visual display feature of DAB, DAB-35 produced a two-episode illustrated radio drama to echo with the spirit of the Rio 2016 Paralympics.

8 To preserve and document the heritage of local creative industries, special programmes were produced to record the artistic journeys of local theatre masters and their art form, the development of the local movie industry, as well as the music of prominent local composers, musicians and performers.

9 On Radio 1, the public affairs team produced a series of 2016 Legislative Council (LegCo) Election forums, special programmes to cover the Election Committee Subsector Elections and the 2017 Chief Executive Election, allowing exchange of views among members of the public.

10 To address youth issues, Radio 2’s Solar Project 2016 focused on anti-drugs messages and career development opportunities of the youth.

11 Radio 3 launched its annual charity project Operation Santa Claus and collected a handsome amount of proceeds for 23 registered charities.

12 Radio 4 conducted a series of on-campus workshops to provide students with an opportunity to appreciate classical music, and to try out as radio hosts.

13 Radio 5 produced a series to pay tribute to the artists and musicians of traditional Cantonese opera.

14 The Putonghua Channel launched a series to educate new immigrants, students and the elderly on smart spending.

15 DAB serves to enhance the reach of RTHK’s AM channels. In addition to the simulcast, new programmes were produced which included a total of 1 248 and 919 broadcast hours on DAB-31 and DAB-35 channels respectively. A film collection of a local legend was featured to allow listeners, in particular the visually impaired community, to visualise the classic movies through audio description.

16 The key performance measures in respect of radio are:

Target

| | Target | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Plan) |
|---|--------|---------------------|----------------------------------|---------------------------|
| advice on radio reception within eight working days (%)..... | 100 | 100 | 100 | 100 |

Indicators

| | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Estimate) |
|--|---------------------|----------------------------------|-------------------------------|
| hours of output§ | | | |
| Channel 1 | 8 760 | 8 760 | 8 760 |
| Channel 2 | 7 640 | 7 640 | 7 640 |
| Channel 3 | 8 760 | 8 760 | 8 760 |
| Channel 4 | 6 570 | 6 570 | 6 570 |
| Channel 5 | 8 100 | 8 100 | 8 100 |
| Channel 6 | 8 760 | 8 760 | 8 760 |
| Channel 7 | 6 935 | 6 935 | 6 935 |
| Total | 55 525 | 55 525 | 55 525 |
| hours of news programming output | 7 140 | 7 140 | 7 140 |

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| | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Estimate) |
|---|---------------------|----------------------------------|-----------------------|
| cost per channel hour excluding Newsroom (\$) | | | |
| Channel 1 | 5,945 | 6,656 | 6,653 |
| Channel 2 | 6,913 | 6,517 | 6,685 |
| Channel 3 | 3,343 | 3,460 | 3,478 |
| Channel 4 | 4,996 | 5,184 | 5,119 |
| Channel 5 | 4,308 | 4,288 | 4,292 |
| Channel 6 | 85 | 113 | 114 |
| Channel 7 | 2,965 | 2,872 | 2,887 |
| no. of listeners—past seven days (million) ^ω | 3.476 | 3.411 | 3.411 |
| cost per listener—past seven days (\$)..... | 101.9 | 114.4 | 115.0 |
| audience reach per channel—past seven days (%/million) ^ω | | | |
| Channel 1 | 32/2.159 | 36/2.421 | 36/2.421 |
| Channel 2 | 29/1.982 | 25/1.687 | 25/1.687 |
| Channel 3 | 4/0.252 | 4/0.250 | 4/0.250 |
| Channel 4 | 6/0.384 | 6/0.392 | 6/0.392 |
| Channel 5 | 8/0.553 | 6/0.423 | 6/0.423 |
| Channel 6 | 3/0.222 | 2/0.155 | 2/0.155 |
| Channel 7 | 4/0.268 | 3/0.211 | 3/0.211 |
| minority audience compared with total audience (%)..... | 24.5 | 21.3 | 21.3 |
| new programme hours compared with total output | | | |
| hours (%) | 7.2 | 7.2 | 7.0 |
| no. of substantiated complaints ^Ω | 1 | 7 | N.A. |
| output hours per programme staff..... | 382.9 | 355.9 | 349.2 |
| community/educational projects organised..... | 150 | 150 | 150 |
| radio hours devoted to public affairs phone-in..... | 2 563 | 2 563 | 2 563 |

§ The indicators do not include the output hours of the five DAB channels.

ω The figures are based on a survey conducted by an independent survey house. The number of listeners represents those who have listened to any of RTHK's channels. However, a listener might have listened to more than one channel.

Ω They include warnings, breaches or advice issued by the regulatory authority, and substantiated complaints received from all other sources.

Matters Requiring Special Attention in 2017–18

17 During 2017–18, RTHK will:

- extend the broadcasting hours of CIBS and continue its promotion to attract more applicants,
- produce programmes for celebrating the 20th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR),
- reach out to community groups through programme productions/collaborations,
- enhance the accessibility of radio programmes in the multimedia environment, and
- continue to plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to radio services.

Programme (2): Public Affairs and General Television Programme

| | 2015–16 (Actual) | 2016–17 (Original) | 2016–17 (Revised) | 2017–18 (Estimate) |
|---------------------------|---------------------|-----------------------|----------------------|-------------------------|
| Financial provision (\$m) | 416.2 | 523.7 | 513.8 (–1.9%) | 520.7 (+1.3%) |

(or –0.6% on
2016–17 Original)

Aim

18 As the public service broadcaster, RTHK aims to inform, educate and entertain the general public through the provision of high quality TV programmes that are not adequately provided by commercial broadcasters.

Brief Description

19 Starting from 2 April 2016, the broadcasting hours of RTHK TV 31 have been extended to 0630 until 0130 hours. RTHK also commenced the simulcasting of the programmes of two of its digital terrestrial television (DTT) channels on the two analogue TV channels vacated by Asia Television Limited on 2 April 2016. RTHK TV 31A and RTHK TV 33A simulcast the programmes of RTHK TV 31 and RTHK TV 33 respectively.

20 The TV Division of RTHK produces programmes under four sections - namely, acquisition, education, general, and public and current affairs.

21 The Television Appreciation Index Advisory Panel (led by RTHK and comprised representatives from local TV stations, advertising associations and university professors) conducted an industry-wide TV Programme Appreciation Index (A.I.) survey for 2015. RTHK's programmes scored 69.82, which was the highest average amongst all local stations (average was 66.36). Of the programmes with the top 20 A.I. scores, ten were RTHK's productions.

22 RTHK continued to provide technical support, coverage, pool signal and live broadcast for major events, including the Anniversary of the Establishment of the HKSAR, the National Day, the Chief Executive's Policy Address, the Financial Secretary's Budget Speech and the Belt and Road Summit. The pool signals of the Ceremony to Commemorate the Victory Day of the Chinese People's War of Resistance Against Japanese Aggression and the Rio Olympic Games Mainland Olympians Delegation's visit to Hong Kong were also live broadcast on RTHK's TV channel and distributed to other broadcasters.

23 To promote civic education, a series of election forums and programmes were produced to enrich the public's knowledge about the 2016 LegCo Election. The whole process of the vote counting and announcement of results, which lasted for over 20 hours, was live broadcast on RTHK's TV channels wherein 10.5 hours were broadcast with sign language interpretation. Programmes relating to the 2017 Chief Executive Election were also produced. Public Affairs programmes continued to offer audience a fair and impartial perspective of the socio-political landscape of Hong Kong and worldwide via "City Forum", "Pentaprism", "Hong Kong Connection", "LegCo Review" and "This Week".

24 To promote harmony within the community and awareness of the underprivileged and people with disabilities, RTHK continued to produce "Look and Learn" and "News Review" with the provision of sign language. "This Morning", the first live information and current affairs programme with sign language interpretation was introduced. Other programmes such as "Minorities in Hong Kong" and programmes with Indonesian and Nepali subtitles were also produced to cater to the needs of special interest groups and to promote social integration. Pool signals of the Chief Executive's Policy Address and the Financial Secretary's Budget Speech accompanied with sign language interpretation were also distributed to local broadcasters.

25 To better inform the public of the work of the Government and non-governmental organisations (NGOs), RTHK partnered with various government bureaux and departments and NGOs to produce programmes that covered a wide variety of topics, e.g. raising public awareness of family core values, civic education and health issues; enhancing people's knowledge and concerns about current affairs and social issues; and arousing the public's interest in science, technology and creativity.

26 On arts and culture, RTHK continued to cover performances of different artistic disciplines including music, dance, opera, etc. The Hong Kong Arts Development Council continued to sponsor the programme "Artspirations" which featured weekly news and reviews of visual and performing arts, literary and other art works. "Artspirations" together with "The Works", "Chinese Works" and "Arts On-air" are year-long programmes that promote arts and culture in Hong Kong.

27 RTHK also produced a new series of flagship programmes such as "Below the Lion Rock 2016" to showcase the contemporary "Lion Rock spirit" in nowadays Hong Kong and "Nature and Man in One 2016" to raise public awareness and sense of responsibility in environmental protection.

28 RTHK TV 32 continued to broadcast LegCo meetings and other important meetings and events as well as local and international news images and footage. The channel has enhanced its services to broadcast major international events. During the Olympic Games period from June to October 2016, RTHK TV 32 had provided world and sports news bulletins as well as highlights of the Olympic Games. On the US Presidential Election, RTHK TV 32 provided live coverage of all the Presidential and Vice Presidential Debates, election results and related events. RTHK TV 33 continued to provide the relay of China Central Television China Global Television Network Documentary, an English documentary channel.

29 Establishment of 22 fill-in stations for the DTT services by phases in five years is underway. The first batch of six fill-in stations was completed in 2016 while the work for the second batch has started. RTHK's signal coverage will reach about 99 per cent of the Hong Kong population upon completion of the whole project in 2019.

30 RTHK continued to promote the reception of RTHK's TV channels. The Channel Tuning Team, established in August 2015, had continued to handle the public's enquiries relating to the reception of RTHK's DTT channels as well as providing door-to-door tuning service.

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31 To address the problem of former and existing subscribers of Hong Kong Cable Television Limited (Cable TV) who could not receive RTHK's TV channels via Cable TV's Communal Aerial Broadcast Distribution even after upgrading of the public antennae, RTHK worked with Cable TV to transmit RTHK's DTT signals through its transmission system in individual residential estates via DTT signals interconnection. The signal interconnection works with Cable TV was completed in June 2016 which covered 97 per cent of its users.

32 The key performance measures in respect of public affairs and general TV programme are:

Target

| | Target | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Plan) |
|-----------------------------|--------|---------------------|----------------------------------|-------------------|
| total hours of output | 1 410 | 1 334 | 1 389 β | 1 410 |

β Increase in total hours of output in 2016–17 is mainly due to enhancement of DTT service.

Indicators

| | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Estimate) |
|--|---------------------|----------------------------------|-----------------------|
| hours of output per section | | | |
| acquisition | 246.3 | 219.1 $@$ | 300.0 |
| educational (non-school) | 246.5 | 230.0 | 348.0 |
| general | 486.4 | 449.5 | 299.0 |
| public and current affairs | 354.8 | 490.4 η | 463.0 |
| total | 1 334 | 1 389 | 1 410 |
| hours transmitted | 17 029.4 | 35 593.8 γ | 35 643.0 |
| programmes produced $^{\wedge}$ | 2 400 | 2 440 | 2 461 |
| programmes per programme staff | 12.1 | 11.9 | 11.9 |
| major public events | | | |
| no. of events | 11 | 12 | 12 |
| hours of events | 15.8 | 22.0 | 22.0 |
| hours of pool signal provided to media | 515.7 | 540.0 | 540.0 |
| cost per hour (\$) | 312,000 | 324,300 | 319,400 |
| cost per hour per section (\$) | | | |
| acquisition | 134,000 | 158,600 | 149,300 |
| educational (non-school) | 438,400 | 556,600 | 527,300 |
| general | 233,300 | 269,800 | 248,700 |
| public and current affairs | 455,600 | 339,200 | 319,200 |
| distribution of output by programming nature (%) Φ | | | |
| current affairs | 18.6 | 23.7 | 21.6 |
| special interests group (including elderly, minorities and the underprivileged) | 4.7 | 5.2 | 5.2 |
| youth and children | 14.9 | 12.2 | 12.2 |
| arts and culture | 17.2 | 15.3 | 15.3 |
| civic education | 22.3 | 20.2 | 20.2 |
| continuing education | 15.0 | 16.5 | 16.5 |
| Mainland affairs | 7.3 | 6.9 | 9.0 |
| average viewership of prime-time programmes | | | |
| on Asia Television Limited (ATV) \diamond | 59 000 | N.A. | N.A. |
| on Television Broadcasts Limited (TVB) | 715 000 | 470 000 | 300 000 |
| no. of substantiated complaints Ω | 4 | 7 | N.A. |
| community/educational projects organised | 85 | 85 | 85 |
| A.I. Survey | | | |
| RTHK average | 69.8 | 69.0 | 69.0 |
| no. of RTHK programmes in the top 20 list | 10 | 10 | 10 |

$@$ The decrease in the output hours for acquisition section was due to the fact that programmes which were stocked up in previous years were transmitted in 2016–17. Moreover, it took a relatively longer time for the section to procure programmes during the period when the procurement mechanism for programme acquisition was under review in 2016–17.

η To cater to the need for timely information about the 2016 LegCo Election and to enhance the morning programme service, there was an increase in the output hours from public and current affairs section.

γ Increase in transmission hours in 2016–17 is mainly due to the broadcasting on two analogue TV channels vacated by ATV starting from April 2016.

$^{\wedge}$ Number of programmes varies with factors such as time slot, genre of programmes, programme duration, etc.

- ⊕ The distribution of output by programming nature varies with output hours. The programme nature will largely be driven by the needs of the community.
- ◇ The domestic free television programme service licence of ATV expired on 1 April 2016. Viewership of prime-time programmes on ATV is no longer available while the broadcasting time of RTHK programmes on TVB Jade has been advanced from 1900 to 1800 from Monday to Friday.
- Ω They include warnings, breaches or advice issued by the regulatory authority, and substantiated complaints received from all other sources.

Matters Requiring Special Attention in 2017–18

33 During 2017–18, RTHK will:

- continue to produce programmes on civic education, youth and children;
- continue to promote civic awareness amongst the public and support HKSAR’s official events;
- continue to produce programmes and commission projects to encourage creativity;
- continue to explore collaborations with local and international partners;
- continue to produce programmes to reflect the daily life of the community, including the stories of the underprivileged and minorities;
- continue to cover public performances and produce programmes to promote public appreciation of arts, culture and sports;
- produce special projects for celebrating the 20th Anniversary of the Establishment of the HKSAR;
- continue the enhancement of DTT services by acquiring more high quality programmes, commissioning more productions to nurture local talents and establishing DTT fill-in stations in order to increase the network coverage; and
- continue to plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to TV services.

Programme (3): School Education Television Programme

| | 2015–16 (Actual) | 2016–17 (Original) | 2016–17 (Revised) | 2017–18 (Estimate) |
|---------------------------|---------------------|-----------------------|----------------------|------------------------------------|
| Financial provision (\$m) | 32.1 | 33.9 | 34.7 (+2.4%) | 29.6 (–14.7%) |
| | | | | (or –12.7% on 2016–17 Original) |

Aim

34 The aim is to produce school educational television (ETV) programmes for the Education Bureau (EDB) in support of the Government’s education policies.

Brief Description

35 School ETV programmes are produced for students of different levels, including kindergartens, primary, junior and senior secondary. The duration of primary and secondary school programmes is 15 to 20 minutes whereas programmes for kindergartens are of ten minutes. The production of ETV programmes is based primarily on the curriculum and learning needs of students. The programmes produced for primary and secondary schools cover the eight Key Learning Areas and cross-curricular issues. In 2016–17, a series of programmes were produced for kindergartens to promote children’s interest and curiosity in Nature, while a series of promotional videos on the recent development of kindergarten education were produced for the public. RTHK and EDB also worked with the Department of Health to produce programmes for promoting public’s awareness on the proper use of antibiotics. Besides, “Education Magazine” programmes are also produced to introduce the latest developments in local education such as Science, Technology, Engineering and Mathematics Education, senior secondary curriculum and e-learning.

36 The programmes are broadcast via TVB Pearl on school days with a daily transmission time of one hour. On the other hand, RTHK TV 31 and 31A also transmitted one hour of ETV programmes daily on weekdays in 2016–17.

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37 The key performance measures in respect of school ETV programme are:

Target

| | Target | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Plan) |
|----------------------------|----------|---------------------|----------------------------------|-------------------|
| school ETV programmes..... | 70 μ | 80 | 80 | 70 μ |

Indicators

| | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Estimate) |
|---|---------------------|----------------------------------|-----------------------|
| hours of output | 21.0 | 19.9 | 18.0 μ |
| cost per hour (\$) | 1,528,600 | 1,743,700 | 1,644,400 |
| kindergartens benefited | 240 | 240 | 240 |
| primary schools benefited | 451 | 450 | 450 |
| secondary schools benefited..... | 293 | 300 | 300 |
| cost per school benefited (\$) | 32,600 | 35,100 | 29,900 |
| school children benefited | 371 027 | 371 000 | 371 000 |
| cost per school student benefited (\$)..... | 86.5 | 93.5 | 79.8 |
| programmes per programme staff..... | 8.9 | 8.9 | 8.8 |
| utilisation rate of the school ETV service (average no. of programmes watched by each class) (kindergartens/primary/secondary)..... | 4.4/71.0/6.0 | 4.4/71.0/6.0 | 4.4/71.0/6.0 |
| usefulness of the school ETV service (kindergartens/ primary/secondary) α | 75/77/66 | 75/77/66 | 75/77/66 |

μ The decrease in the number of programmes and hours of output for school ETV section in 2017–18 is due to the redeployment of resources in EDB for developing multimedia learning and teaching resources in accordance with the direction of curriculum development. The target is revised from 80 to 70 as from 2017–18.

α The usefulness indicator is reported by teachers along the scale from 0 to 100.

Matters Requiring Special Attention in 2017–18

38 During 2017–18, RTHK will continue to:

- produce ETV programmes with subtitle version apart from a clean version to cater for learner diversity, and
- broadcast ETV programmes on the RTHK TV 31 and 31A.

Programme (4): New Media

| | 2015–16 (Actual) | 2016–17 (Original) | 2016–17 (Revised) | 2017–18 (Estimate) |
|---------------------------|---------------------|-----------------------|----------------------|------------------------------------|
| Financial provision (\$m) | 38.5 | 35.3 | 42.6 (+20.7%) | 44.8 (+5.2%) |
| | | | | (or +26.9% on 2016–17 Original) |

Aim

39 RTHK aims to extend its high quality radio and TV programming to the audiences by leveraging the different platforms in the new media.

Brief Description

40 The New Media services of RTHK provide different online platforms for audiences, including the official website of RTHK, various mobile applications and social media platforms. The “eTVonline” websites and other educational portals of “eTVonline” are developed for interactive and education related activities while “Teen Power” targets at the young generation.

rthk.hk and mobile applications

41 “rthk.hk” provides the simulcast of all 24-hour RTHK’s AM and FM radio channels and DAB-31, 33 and 35 channels, and more than 260 hours of Chinese and English TV programmes every week. Other online services provided include on-demand archives of all radio, TV and news programmes broadcast in the past 12 months, and a choice of original web contents produced by the New Media Unit.

42 In April 2016, the revamped mobile application “RTHK On the Go” was launched, providing audience with enhanced radio live service, updated local and international news as well as enriched content of podcasts. In November 2016, CIBS website was revamped to become more user-friendly and responsive to support most of the mobile and tablet platforms. In early 2017, the first phase of rthk.hk revamp was completed, with a new layout and redefined user experience.

43 The number of downloads of the mobile application “RTHK On the Go” was the second highest among all government mobile applications.

44 Live webcasting of RTHK’s TV services has been further extended. Both RTHK TV 31 and 32 have been live on rthk.hk and the mobile application “RTHK Screen” from 0630 to 0130 from April 2016 and July 2016 onwards respectively.

45 Two crowdsourcing synergy projects were launched. “Smart Elderly Travelogue” invited public entries through rthk.hk and collected selfie videos through the mobile application “RTHK VOX”, with a series of TV and radio programmes being broadcast in early 2017. Besides, “Hong Kong 30 Seconds” invited ten renowned Hong Kong film producers and artistes to produce 30-second videos about Hong Kong. Through its special web page, the general public can submit their self-made videos which may be put online on rthk.hk or on-air on DTT channels.

46 In 2016, RTHK continued to license rthk.hk web content to various mobile service operators and provide multimedia content on the RTHK YouTube Channel and smart TV platforms.

Teen Power

47 As a dedicated multimedia online platform, “Teen Power” produces on demand programmes on daily basis to cater to the needs of the youth. It is operated and manned by young people recruited from schools and universities. A disc jockey training session was conducted through teaming up with Radio 2’s Solar Project 2016.

eTVonline

48 The “eTVonline”, “Liberal Studies” websites and other educational portals of “eTVonline” provide online interactive services to all schools, with downloadable multimedia teaching modules, worksheets and other learning materials. These websites aim at promoting learning and the pursuit of knowledge for students, and facilitating teachers’ work by providing these e-learning materials. Students and teachers can interact via these platforms.

49 “eTVonline” had organised a series of school activities to respond to the demand for experiential learning. In the first three quarters of 2016, “eTVonline” organised over ten activities, involving over 1 800 teachers and students. Such activities included Liberal Studies, Family Education, Media Education and Environmental Education, etc. The Liberal Studies website of “eTVonline” had also launched a series of competitions. 64 schools and over 3 400 students had joined the Liberal Studies article writing competition, while 78 schools and over 3 400 students had taken part in the Online Challenge Competition, which was co-organised with Hong Kong Education City.

50 Over 60 hours of live webcast and video recording of these educational events were produced and uploaded to the websites, including “eTVonline Family Project” (with Home Affairs Bureau), “Nature and Man in One 2016 (Media Education)”, “Workshop on How to Teach Poverty in Liberal Studies”, “Knowledge Zone” and “Teens Club”.

51 “eTVonline” has used different social networking services, such as Facebook and microblog, as platforms to provide services, so as to keep pace with the new web trend of the younger generation. Up to October 2016, there were more than 20 000 subscribers of “eTVonline” social networking services.

52 “eTVonline” produces liberal studies learning materials with reference to daily news every school day. Teachers, students and scholars of universities have also been invited to contribute articles and reports regularly. An archived library of RTHK’s TV programmes relating to Liberal Studies has also been set up. In order to facilitate the sharing of teaching experiences between Liberal Studies teachers, a new project “Teachers Library”, which aims at introducing the theory and teaching methods of various teachers, was launched.

53 The key performance measures in respect of new media are:

Target

| | Target | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Plan) |
|--|--------|---------------------|----------------------------------|-------------------|
| rthk.hk | | | | |
| provision of 24-hour continuous streaming service (%)..... | 100 | 100 | 100 | 100 |

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Indicators

| | 2015–16 (Actual) | 2016–17 (Revised Estimate) | 2017–18 (Estimate) |
|---|---------------------|----------------------------------|--------------------------------|
| rthk.hk | | | |
| daily page view (million) λ | 4.8 | 4.3 ρ | 4.3ρ |
| daily media access Δ | 510 000 | 520 000 ϵ | 520 000 |
| daily visits | 320 000 | 330 000 | 330 000 |
| live webcast hours | 1 260 | 1 300 | 1 300 |
| no. of podcasts available | 31 000 | 30 000 | 31 000 |
| - audio programmes (%) | 48 | 52 | 50 |
| - video programmes (%) | 52 | 48 | 50 |
| daily page view of news section | 999 000 | 1 000 000 | 1 000 000 |
| Teen Power | | | |
| daily page view λ | 35 000 | 24 000 Ψ | 20 000Ψ |
| daily media access Δ | 8 814 | 20 000 υ | 22 000 |
| live webcast hours | 632 τ | 0 | 0 |
| eTVonline | | | |
| daily page view λ | 70 000 | 65 000 | 65 000 |
| daily media access Δ | 2 772 | 2 800 | 2 800 |
| live webcast hours | 363 | 370 | 370 |

λ Page view refers to the number of hits to files designated as pages.

ρ Increasing number of web pages was made more dynamic, facilitating users to get into the programmes or information without browsing numerous pages, thus reducing the number of daily page view.

Δ Media access indicates the number of audio/video footages being accessed by users.

ϵ Access figure has been revised downwards due to a sharp increase in live streaming of RTHK's programmes after the advancement of the live streaming services to cloud platform. The increasing demand for live streaming lowered the need for retrieving archive.

Ψ Due to the rising popularity of the "sharing function" through social media platforms, where the public could have direct access to a particular video clip without having to first visit the RTHK's web page, the daily page view was streamlined.

υ The rise in daily media access was due to the introduction of mobile web version that provided direct navigation and accessibility. Technical enhancement also enabled users to access the media contents promptly and efficiently by using mobile devices, which contributed to the increasing number of hit rates.

τ Live webcast service ceased from September 2015 and was replaced by on-demand service.

Matters Requiring Special Attention in 2017–18

54 During 2017–18, RTHK will continue to:

- develop and enhance new media projects, and make RTHK's contents available on mobile and social media platforms;
- develop synergy projects among TV, radio and new media;
- develop mobile applications for RTHK to facilitate interaction with the public;
- focus on the revamp of rthk.hk;
- improve the technical performance of rthk.hk for stable access by local and overseas users, and facilitate personalised use of the content;
- explore working with new external parties to extend the online reach of RTHK's new media contents;
- explore new analytical tools, especially in the field of social media;
- work with schools, teachers' organisations and NGOs to organise student forums, seminars, workshops and other activities to respond to the demand for experiential learning and for enhancement of the "eTVonline" service; and
- provide diversified learning opportunities through "eTVonline" and strengthen the ties with schools to host interactive school activities.

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ANALYSIS OF FINANCIAL PROVISION

| | 2015–16 (Actual) (\$m) | 2016–17 (Original) (\$m) | 2016–17 (Revised) (\$m) | 2017–18 (Estimate) (\$m) |
|--|------------------------------|--------------------------------|-------------------------------|---|
| Programme | | | | |
| (1) Radio | 354.1 | 385.5 | 398.1 | 400.1 |
| (2) Public Affairs and General Television Programme | 416.2 | 523.7 | 513.8 | 520.7 |
| (3) School Education Television Programme | 32.1 | 33.9 | 34.7 | 29.6 |
| (4) New Media | 38.5 | 35.3 | 42.6 | 44.8 |
| | 840.9 | 978.4 | 989.2 (+1.1%) | 995.2 (+0.6%) |
| | | | | (or +1.7% on 2016–17 Original) |

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2017–18 is \$2.0 million (0.5%) higher than the revised estimate for 2016–17. This is mainly due to the increase in personal emoluments arising from the filling of vacancies and an increase of five posts, as well as the increase in operating expenses arising from the production of programmes for celebrating the 20th Anniversary of the Establishment of the HKSAR, partly offset by decrease in capital expenditure.

Programme (2)

Provision for 2017–18 is \$6.9 million (1.3%) higher than the revised estimate for 2016–17. This is mainly due to the increase in personal emoluments arising from the filling of vacancies and an increase of four posts, as well as the increase in operating expenses arising from the production of programmes for celebrating the 20th Anniversary of the Establishment of the HKSAR and enhancement of DTT service, partly offset by decrease in capital expenditure.

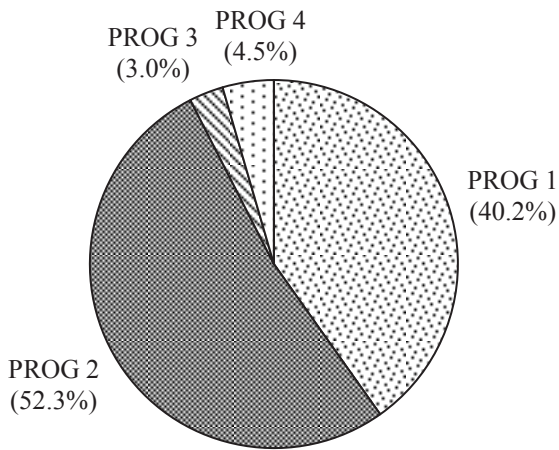
Programme (3)

Provision for 2017–18 is \$5.1 million (14.7%) lower than the revised estimate for 2016–17. This is mainly due to the redeployment of financial resources in EDB including the deletion of one post and decrease in the sharing of capital expenditure.

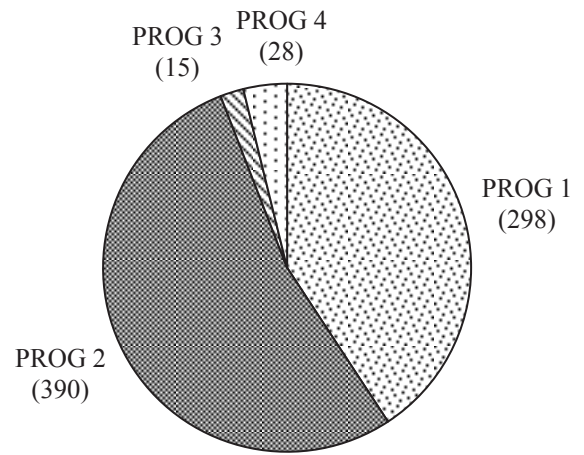
Programme (4)

Provision for 2017–18 is \$2.2 million (5.2%) higher than the revised estimate for 2016–17. This is mainly due to the increase in personal emoluments arising from filling of vacancies and an increase of one post, partly offset by decrease in capital expenditure.

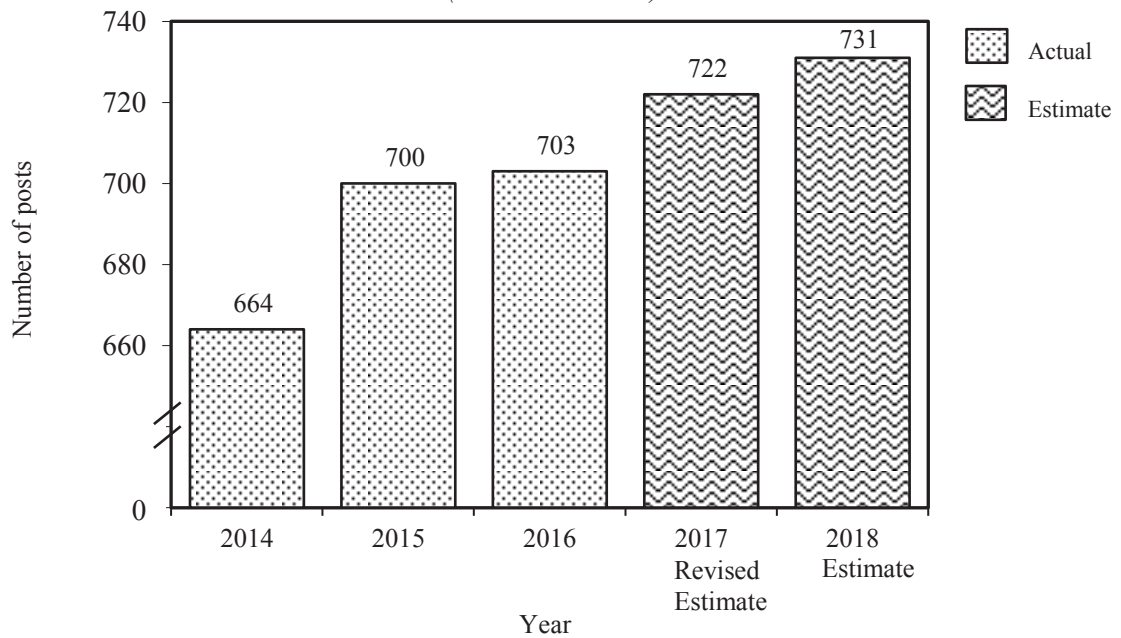
Allocation of provision to programmes (2017-18)



Staff by programme (as at 31 March 2018)



Changes in the size of the establishment (as at 31 March)



Head 160 — RADIO TELEVISION HONG KONG

| Sub-head (Code) | Actual expenditure 2015-16 | Approved estimate 2016-17 | Revised estimate 2016-17 | Estimate 2017-18 | |
|----------------------------|--|---------------------------------|--------------------------------|-----------------------------|------------------------------|
| | \$'000 | \$'000 | \$'000 | \$'000 | |
| Operating Account | | | | | |
| Recurrent | | | | | |
| 000 | Operational expenses | 786,896 | 888,903 | 891,912 | 930,085 |
| | Total, Recurrent..... | <u>786,896</u> | <u>888,903</u> | <u>891,912</u> | <u>930,085</u> |
| Non-Recurrent | | | | | |
| 700 | General non-recurrent | 6,561 | 8,500 | 6,200 | 7,000 |
| | Total, Non-Recurrent..... | <u>6,561</u> | <u>8,500</u> | <u>6,200</u> | <u>7,000</u> |
| | Total, Operating Account | <u>793,457</u> | <u>897,403</u> | <u>898,112</u> | <u>937,085</u> |
| Capital Account | | | | | |
| Plant, Equipment and Works | | | | | |
| 603 | Plant, vehicles and equipment..... | 32,300 | 43,224 | 43,224 | 29,520 |
| 661 | Minor plant, vehicles and equipment (block vote)..... | 15,180 | 37,821 | 47,821 | 28,597 |
| | Total, Plant, Equipment and Works..... | <u>47,480</u> | <u>81,045</u> | <u>91,045</u> | <u>58,117</u> |
| | Total, Capital Account..... | <u>47,480</u> | <u>81,045</u> | <u>91,045</u> | <u>58,117</u> |
| | Total Expenditure | <u><u>840,937</u></u> | <u><u>978,448</u></u> | <u><u>989,157</u></u> | <u><u>995,202</u></u> |

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Details of Expenditure by Subhead

The estimate of the amount required in 2017–18 for the salaries and expenses of the Radio Television Hong Kong is \$995,202,000. This represents an increase of \$6,045,000 over the revised estimate for 2016–17 and \$154,265,000 over the actual expenditure in 2015–16.

Operating Account

Recurrent

2 Provision of \$930,085,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of the Radio Television Hong Kong.

3 The establishment as at 31 March 2017 will be 722 posts including one supernumerary post. It is expected that there will be a net increase of nine posts in 2017–18. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2017–18, but the notional annual mid-point salary value of all such posts must not exceed \$414,871,000.

4 An analysis of the financial provision under *Subhead 000 Operational expenses* is as follows:

| | 2015–16 (Actual) (\$'000) | 2016–17 (Original) (\$'000) | 2016–17 (Revised) (\$'000) | 2017–18 (Estimate) (\$'000) |
|---|---------------------------------|-----------------------------------|----------------------------------|-----------------------------------|
| Personal Emoluments | | | | |
| - Salaries..... | 334,796 | 346,237 | 361,817 | 383,420 |
| - Allowances..... | 9,743 | 9,709 | 10,146 | 10,146 |
| - Job-related allowances..... | 80 | 240 | 389 | 398 |
| Personnel Related Expenses | | | | |
| - Mandatory Provident Fund contribution..... | 3,307 | 3,044 | 3,181 | 3,097 |
| - Civil Service Provident Fund contribution..... | 6,493 | 10,977 | 11,471 | 17,119 |
| - Disturbance allowance..... | 18 | 21 | 21 | 21 |
| Departmental Expenses | | | | |
| - General departmental expenses | 432,459 | 518,675 | 504,887 | 515,884 |
| | 786,896 | 888,903 | 891,912 | 930,085 |

Capital Account

Plant, Equipment and Works

5 Provision of \$28,597,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents a decrease of \$19,224,000 (40.2%) against the revised estimate for 2016–17. This reflects a downward adjustment of the cash flow requirements for the procurement of minor plant and equipment in 2017–18.

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Commitments

| Sub-head (Code) | Item (Code) | Ambit | Approved commitment | Accumulated expenditure to 31.3.2016 | Revised estimated expenditure for 2016–17 | Balance |
|--------------------------|----------------|---|------------------------|--|--|-----------------------|
| | | | \$'000 | \$'000 | \$'000 | \$'000 |
| Operating Account | | | | | | |
| 700 | | <i>General non-recurrent</i> | | | | |
| | 837 | Community Involvement Broadcasting Fund | 45,000 | 11,199 | 6,200 | 27,601 |
| | | | <u>45,000</u> | <u>11,199</u> | <u>6,200</u> | <u>27,601</u> |
| Capital Account | | | | | | |
| 603 | | <i>Plant, vehicles and equipment</i> | | | | |
| | 818 | Digital Audio Broadcasting audio encoding and associated equipment..... | 4,500 | 3,717 | 246 | 537 |
| | 821 | Digital Terrestrial Television transmitters at seven hilltop sites | 9,950 | 7,441 | 1,095 | 1,414 |
| | 823 | Ultra high frequency combiners for the Digital Terrestrial Television broadcasting network..... | 5,800 | 4,212 | — | 1,588 |
| | 825 | Establishment of Fill-in Stations for the Digital Terrestrial Television Service of Radio Television Hong Kong..... | 64,200 | 7,579 | 9,490 | 47,131 |
| | 830 | Replacement of the antenna arrays at Castle Peak, Golden Hill FM and Beacon Hill Transmitting Stations..... | 3,060 | 1,561 | 25 | 1,474 |
| | 831 | Replacement of emergency AC power generator at Castle Peak..... | 4,000 | 428 | — | 3,572 |
| | 834 | The supply and installation of FM transposers for Route 3, Kam Tin areas | 4,330 | 2,354 | 1,338 | 638 |
| | 859 | Archive storage for Media Asset Management System..... | 9,700 | 1,417 | 1,200 | 7,083 |
| | 860 | Production storage..... | 8,500 | 4,503 | 2,918 | 1,079 |
| | 861 | Upgrade of continuity studios for Chinese Programme Services | 8,000 | 1,019 | 1,944 | 5,037 |
| | 862 | Virtual set studio | 8,000 | — | 7,600 | 400 |
| | 863 | Replacement of the radiating mast at Peng Chau AM Transmitting Station .. | 7,840 | — | — | 7,840 |
| | 872 | Development and backup of TV Presentation System..... | 7,000 | 553 | 5,784 | 663 |
| | 873 | Refurbishment of Central Control Room..... | 6,750 | 1,153 | 3,992 | 1,605 |
| | 899 | Production equipment for enhancement of Digital Terrestrial Television service | 15,530 | — | 6,185 | 9,345 |
| | | | <u>167,160</u> | <u>35,937</u> | <u>41,817</u> | <u>89,406</u> |
| | Total | | <u><u>212,160</u></u> | <u><u>47,136</u></u> | <u><u>48,017</u></u> | <u><u>117,007</u></u> |