Controlling officer: the Director of Broadcasting will account for expenditure under this Head.	
Estimate 2004–05	\$462.7m
<b>Establishment ceiling 2004–05</b> (notional annual mid-point salary value) representing an estimated 614 non-directorate posts as at 31 March 2004 reducing by 42 posts to 572 posts as at 31 March 2005	\$235.5m
In addition there will be an estimated seven directorate posts as at 31 March 2004 and as at 31 March 2005.	
Commitment balance	<b>\$4.7m</b>

# **Controlling Officer's Report**

# **Programmes**

Programme (1) Radio
Programme (2) Public Affairs Television
Technology and Broadcasting (Secretary for Commerce, Industry and Technology).

Programme (3) School Educational
Television Production
This programme contributes to Policy Area 16: Education (Secretary for Education and Manpower).

Programme (4) New Media
This program contributes to Policy Area 17: Information Technology and Broadcasting (Secretary for Commerce, Industry and Technology).

#### **Detail**

# Programme (1): Radio

	2002–03 (Actual)	2003–04 (Original)	2003–04 (Revised)	2004–05 (Estimate)
Financial provision (\$m)	202.8	209.0	204.4 (-2.2%)	<b>195.4</b> (-4.4%)
				(or -6.5% on

2003–04 Original)

#### Aim

**2** As a public broadcaster, Radio Television Hong Kong (RTHK) aims to inform, educate and entertain the general public and specific target audiences through a balanced mix of high quality programming.

# **Brief Description**

- **3** The Radio Division of the department produces and transmits a mix of radio programming to the community of Hong Kong. It supports seven channels, which are:
  - Channel 1 (Chinese) news, information and general programming;
  - Channel 2 (Chinese) youth, entertainment and popular music; promotion of community projects;
  - Channel 3 (English) news, information and general programming;
  - Channel 4 (Bilingual) serious music and fine arts;
  - Channel 5 (Chinese) elderly, cultural and education;
  - · Channel 6 (English) BBC World Service relay; and
  - Channel 7 (Chinese) Putonghua general programming, news and finance.
- **4** The division itself is organised into three main services: the Chinese service supports channels 1, 2, 5 and 7; the English service, channels 3 and 4; and the News and Current Affairs service, all but channel 6. Reach Networks Hong Kong Limited provides engineering and technical support under the Technical Services Agreement.

5 To commemorate 75 Years of Broadcasting in Hong Kong, RTHK produced a series of events including exhibitions, seminars, a special publication and radio programmes on oral history. RTHK organised a Voters Registration Campaign and produced special programmes including forums, celebrity appeals, quizzes and a special webpage to promote public awareness of the District Council Election 2003. Following the outbreak of the Severe Acute Respiratory Syndrome (SARS), RTHK paid considerable attention to consolidating public efforts in combating the disease. In addition to numerous health messages and special programmes, RTHK produced acclaimed projects such as 'Operation Unite - Fight Against SARS Campaign', 'Take Off with HK', 'Net Care', the recording of the theme song 'United We Can' and the classical concert 'Ode to Life'. To popularise the usage of Putonghua, RTHK organised the 'Putonghua Festival', 'Guangdong-HK-Macau Putonghua Competition' and 'Inter-Varsity Putonghua Debate'. 'The Solar Project 2003' organised visits and cultural tours to Beijing and Suzhou, enabling young people to exchange ideas with their Mainland counterparts. Funds were raised for charities through 'Top Ten Chinese Gold Songs Award Concert', 'Operation Santa Claus 2003' and '8-hour Famine for the Elderly'. New programme initiatives such as Channel 1's 'One-minute Reading' and 'Nova Management', Channel 2's 'What A Wonderful World' and Channel 4's 'Music Beyond Borders' received good audience feedback.

**6** The key performance measures in respect of radio are:

# **Targets**

Targeis				
	Target working days	2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Plan)
advice on radio receptionfollow-up action on calls to public affairs	8	100%	100%	100%
programming	8	100%	100%	100%
Indicators				
		2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Estimate)
hours of output				
Channel 1		8 760	8 784	8 760
Channel 2		6 974	7 294	7 274
Channel 3		8 760	8 784	8 760
Channel 4		6 570	6 588	6 570
Channel 5		4 484	4 496	4 484
Channel 6.		8 760	8 784	8 760
Channel 7		6 413	6 430	6 413
Total		50 721	51 160	51 021
hours of news programming output		6 495	6 507	6 488
cost per channel hour excluding Newsroom (		0 493	0 307	0 700
Channel 1		3,610	3,600	3,610
Channel 2		4,040	4,090	3,970
Channel 3.		2,080	1,870	1,860
Channel 4		2,720	2,560	2,510
Channel 5		3,900	4,030	3,950
		3,900	4,030	3,930
Channel 7		2,530	2,550	2,550
Channel 7				
number of listeners—past seven days (million		3.058	2.953	2.953
cost per listener—past seven days (\$)	(0/) e	66.3	69.2	66.2
audience reach per channel—past seven days	(%)8	22	20	20
Channel 1		32	28	28
Channel 2		29	25	25
Channel 3		5	4	4
Channel 4		4	3	3
Channel 5		9	8	8
Channel 6		2	2	2
Channel 7	/ '11' \e	8	6	6
audience reach per channel—past seven days	(million)§	1 005	1 022	1 022
Channel 1		1.995	1.833	1.833
Channel 2		1.775	1.655	1.655
Channel 3		0.318	0.271	0.271
Channel 4		0.235	0.203	0.203
Channel 5		0.557	0.526	0.526
Channel 6		0.153	0.133	0.133
Channel 7		0.477	0.404	0.404
minority audience compared with total audier		25.8	25.2	25.2
number of partnerships/co-organised projects		96	105	105

	2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Estimate)
new programmes hours compared with total output hours	11.1	11.7	11.7
complaints received	95	94	94
hours of radio programming per employee	325.1	327.9	359.3
community/educational projects organised	200	200	200
radio hours devoted to public affairs phone-in discussion	2 883	2 921	2 910

<sup>§</sup> The figures are based on a survey conducted by a private sector research company. 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.

#### Matters Requiring Special Attention in 2004–05

- 7 During 2004–05, the department will:
- produce special programmes to promote and cover the 2004 Legislative Council election;
- relaunch digital sound broadcasting trials;
- launch 'Teen Power' on the web;
- produce programmes and projects to popularise the usage of Putonghua and English; and
- produce programmes to promote healthy living, lifelong learning, civic education for youth, anti-crime, culture
  and the arts.

# **Programme (2): Public Affairs Television**

	2002–03 (Actual)	2003–04 (Original)	2003–04 (Revised)	2004–05 (Estimate)
Financial provision (\$m)	226.2	225.3	222.8 (-1.1%)	<b>215.0</b> (-3.5%)
				(or -4.6% on 2003–04 Original)

#### Aim

**8** As a public broadcaster, RTHK aims to inform, educate and entertain the general public and specific target groups through the provision of a balanced mix of high quality television programmes which are not adequately provided by commercial broadcasters.

# **Brief Description**

- **9** The Public Affairs Television Division of the department provides a wide variety of high quality television productions for broadcast by commercial television channels to the community of Hong Kong.
- 10 Five programming strands are identified within the division, namely, Current Affairs, Educational Programmes, General Programmes, Servicing and Documentary. A number of production services such as Film Services, Editing, Art Services, etc., together with the engineering and technical services from Reach Networks Hong Kong Limited under the Technical Services Agreement, provide support for the production of programmes.
- 11 In 2003, RTHK, together with the three local television stations (ATV, TVB and HK Cable), conducted the fifth industry-wide television programmes Appreciation Index (A.I.) Survey. RTHK scored the highest average of 73.06 amongst the four stations. Of the top ten highest A.I. rated programmes, five were RTHK productions. For the third year in a row, RTHK co-produced the '22nd HK Film Awards Presentation Ceremony' with the HK Film Awards Organising Committee to show support to the local film industry. The event was broadcast live to local audiences.
- 12 On the arts and culture front, our commitment to strengthen public's appreciation continues through the coverage of classical performances such as the 'St. Petersburg Philharmonic Orchestra in Concert', 'HK Drum Festival', 'HK Philharmonic Orchestra Season's Opening 2003/04', 'Ode To Life', 'Golden Chinese Classics of the Century Winning Selection in Concert', 'Opera Hong Kong Inauguration Fundraising Gala Concert', etc., and production of programmes like 'Arts Unlimited', 'Children's Literature' and 'Merry Bookworm'. In addition, five internationally famous Chinese personalities were featured in the fifth series of 'Success Stories'.

- 13 To continue with its efforts in civic education, RTHK launched forums and documentaries on the District Council Election to encourage voter turnout. RTHK produced the second series of 'On The Beat' which recounted real life crime cases. RTHK provided other broadcasters with pool signals covering all Legislative Council sessions, Flag Raising Ceremonies and Receptions of the 6th Anniversary of the Establishment of the HKSAR and the National Day, Premier Wen Jia-bao's visit to Hong Kong, the signing ceremony of Closer Economic Partnership Arrangement, the visit of China's first astronaut in space Colonel Yang Li-wei and the Space Mission Delegation. It also televised the 'United in Spirit and Action Concert' which paid tribute to those in the fight against SARS.
- 14 To extend RTHK's audience reach, all RTHK television programmes are put online and a chatroom service to facilitate public feedback is available for individual programmes. Furthermore, RTHK continues to provide programmes to HK Cable, Road Show, M Channel, First Vision and Cathay Pacific for transmission. A total of 370 programmes or 1 700 minutes were provided to Multi-media operators.
  - 15 The key performance measures in respect of television are:

awards received

hours transmitted

Targets				
	Target	2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Plan)
television coverage of LegCo sittings% of subtitling on prime time $\Delta$	Full 100	Full 86	Full 95	Full 100
$\Delta$ This target has been revised from 95% to 100%	6 with effect from	om 2004–05.		
Indicators				
		2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Estimate)
hours of output per programming strand Current Affairs. Educational Programmes. General Programmes Servicing. Documentary Total cost per hour (\$) cost per hour per programming strand (\$) Current Affairs Educational Programmes.		194.1 158.3 111.6 56.4 57.0 577.4 391,700 332,100 409,500	190.5 160.6 110.4 55.9 56.0 573.4 388,500 345,400 378,200	185.0 160.0 110.0 55.0 50.0 560.0 383,900 344,400 366,000
General Programmes Servicing Documentary distribution of output by programming nature (%)		539,000 219,800 427,300	554,700 212,400 412,800	536,500 209,600 443,400
Current Affairs	inorities	32.2 16.4 14.7 9.7 8.4 7.5 5.0 6.1 4.7	31.8 15.4 12.2 14.3 12.7 6.7 3.0 3.9 4.7	33.0 15.0 12.0 14.0 14.0 4.0 3.0 5.0 4.9
programmes produced		1 727 14.2 320 439 1 206 149 14 85	1 709 14.0 404 500 1 189 000 14 86	1 700 14.8 404 500 1 189 000 14 80

25

1 395

25

1 350

#### Matters Requiring Special Attention in 2004-05

- **16** During 2004–05, the department will:
- produce programmes to encourage voter turnout in the 2004 Legislative Council election;
- produce cultural programmes to broaden the public's vision of arts and culture;
- continue to emphasise programmes for the elderly and language teaching;
- continue to televise classical performances with a view to cultivating music appreciation in the general audience;
- explore additional co-production opportunities with different partners, in particular with Mainland broadcasters on Mainland-related topics, especially in the production of documentary programmes;
- continue to support local creative talents by commissioning drama and documentary productions;
- nurture youth's social awareness through an education news-reporting programme; and
- feature local composers and authors in the local music industry as recognition of their contribution.

# Programme (3): School Educational Television Production

	2002–03 (Actual)	2003–04 (Original)	2003–04 (Revised)	2004–05 (Estimate)
Financial provision (\$m)	44.2	47.2	42.9 (-9.1%)	<b>42.0</b> (-2.1%)
				(or -11.0% on 2003-04 Original)

#### Aim

17 The aim is to produce school educational television (ETV) programmes for the Education and Manpower Bureau in support of the Government's education policies.

#### **Brief Description**

- 18 School ETV programmes presently consist of seven subjects (Chinese, Putonghua, English, Mathematics, Science, Social Studies and General Science) for students in pre-primary, primary and secondary levels. In 2003, the productions were extended to cover topics like arts and sports. Programme duration is 15 minutes for primary education and 20 minutes for secondary education. Cantonese is used for all subjects except Putonghua and English.
- 19 All programmes are broadcast to schools via the two local terrestrial television stations on weekdays from 8 a.m. to 4 p.m. during term time. The annual broadcast output in 2003 was 1 320 hours, which is 40 hours more than normal output (1 280 hours) due to the additional telecasts resulting from the SARS outbreak. The programmes can also be viewed online at 'eTVonline' and at the Hong Kong Education City website as well as on VCDs. The department was able to achieve the planned production output for the year.
- 20 Apart from providing real time transmission and archives of school ETV programmes, eTVonline and Tutor Online, both initiated by RTHK, also act as the e-learning platforms which contain additional teaching materials to enhance the learning value of school ETV programmes. Students and teachers are able to interact and communicate via these platforms.
  - 21 The key performance measures in respect of school ETV productions are:

# **Target**

	Target	2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Plan)
school ETV productions $\beta$	161	191	183	161

β Through phasing out of secondary school programmes from 2003, the target production in 2004–05 will be further reduced to 161.

#### **Indicators**

	2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Estimate)
hours of outputcost per hour (\$)	51.5	50.3	49.8
	858,600	853,800	843,800

	2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Estimate)
kindergartens covered†			110
primary schools covered	640	649	650
secondary schools covered	490	484	480
cost per school benefited (\$)	39,100	37,900	33,900
school children benefited	745 716	741 392	740 000
cost per school student benefited (\$)	59.3	57.9	56.8
productions per programme staff	11.9	11.4	11.5
output hour per programme staff	3.2	3.1	3.6
utilisation rate of the school ETV service (%)			
$(primary/secondary)\Omega$	70.7/13.7	71.7/16.5	71.2/15.1
usefulness of the school ETV service (primary/secondary) $\Omega$ .	70.1/66.9	73.2/67.5	71.7/67.2

- † New indicator. The production of pre-primary programmes will commence officially in 2004–05.
- Ω Education and Manpower Bureau has commissioned a survey on school ETV programmes' utilisation rate and perceived usefulness by teachers. Utilisation rate indicates how often the school programme service is used, in percentage terms. Usefulness indicates teachers' assessment of the service out of a full score of 100.

### Matters Requiring Special Attention in 2004-05

- 22 During 2004–05, the department will:
- continue to produce for the Education and Manpower Bureau new programmes on the seven subjects and crosscurricular education;
- produce integrated educational programmes such as coverage of academic seminars and inter-school contests;
- continue to repackage prime-time programmes with educational values and telecast such programmes in school ETV timeslots to broaden the perspective of students;
- review existing ETV programmes and replace those which are outdated;
- produce VCDs for distribution to schools in the interim period prior to e-Distribution, another RTHK initiative, being fully developed to support schools;
- produce web-based interactive programmes and value added non-curriculum ETV programmes to supplement classroom teaching; and
- produce language programmes with interactive features to equip eTVonline as an online language centre. eTVonline will also initiate the development of online sex education.

#### **Programme (4): New Media**

	2002–03 (Actual)	2003–04 (Original)	2003–04 (Revised)	2004–05 (Estimate)
Financial provision (\$m)	11.3	14.5	11.4 (-21.4%)	<b>10.3</b> (-9.6%)
				(or -29.0% on 2003-04 Original)

#### Aim

23 RTHK aims to extend its balanced mix of high quality radio and television programming on the Internet with a view to achieving its vision to be a leading public broadcaster in the new media environment.

# **Brief Description**

- 24 The RTHK ON INTERNET service began in December 1994, and its popularity and importance have grown with time. In October 2000, the New Media Unit was set up to devise strategies and explore the development of multimedia opportunities in the new media arena.
- 25 The current webcasting schedule includes 24-hour live broadcast of all the six self-produced radio channels, and more than 11 hours weekly of regular prime-time and fringe-time Chinese and English television programmes. Other Internet services provided cover on-demand archives of all radio, television and news programming broadcast in the past 12 months, and a choice of Chinese and English access. Apart from live webcast of radio and television programming, the unit also produces original content comprising about 25% of the total webcast output.

- 26 In 2003, RTHK improved the technical features of RTHK ON INTERNET. The new homepage served as a portal hyperlinked to seven separate websites for individual radio channels and the TV division. The Automated Publishing System was upgraded with new features, e.g. content indexing system, video editing system and news indexing system. RTHK launched a self-developed search engine to facilitate user-friendly access to web contents. It also upgraded the server so that users now enjoy enhanced quality of online audio and video streaming from the RTHK website.
- 27 At the same time, RTHK enriched web contents by producing seven e-learning projects on the web (namely Distinguished Lecture Series, One-minute Reading, Healthy Living, Discovery Tour Around the World, 2003 Asian Inter-University Multi-media Design Competition, Music Fantasy and Web-thinking with Dr. LEE Tin-ming). The contents of e-Finance Channel and Chinese Culture Channel were also enhanced with new elements. In February 2004, it launched a new web channel 'Teen Power' which is a live web radio channel with interactive original web programming for the youth. RTHK also arranged live video webcast sessions and special online projects to cover the Iraq War, the concerted efforts to fight against SARS, the Chief Executive question and answer session in the Legislative Council, and the District Council Election 2003.
- **28** In 2003–04, RTHK licensed RTHK ON INTERNET online content to mobile network operators and web portals.
  - **29** The key performance measures in respect of New Media are:

# **Targets**

	Target	2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Plan)
self-produced radio programmes webcast self-produced TV programmes webcastα	100%	100%	100%	100%
	100%	100%	100%	100%

α This target has been revised to cover all self-produced prime time and fringe time TV programmes with effect from 2004–05.

#### **Indicators**

	2002–03 (Actual)	2003–04 (Revised Estimate)	2004–05 (Estimate)
daily hit rate (million)	10.0	15.0	20.0
daily multi-media access	123 000	180 000	250 000
webcast hours of special online projects	535	400	400
% of content items tied in with Radio and TV	75	75	75
% of content items with original web content	25	25	25

### Matters Requiring Special Attention in 2004-05

- 30 During 2004–05, the department will:
- continue to increase original web contents through digital video production and co-operation with outside organisations;
- collaborate with outside organisations to develop a variety of e-Learning projects;
- continue to conduct new media research on third generation mobile and wireless platform;
- · improve overseas access by exploring new technical server configurations; and
- explore the possibilities of distributing RTHK programme archives on the Internet through partnership and strategic alliances with both the commercial and non-commercial sectors.

#### ANALYSIS OF FINANCIAL PROVISION

Prog	gramme	2002–03 (Actual) (\$m)	2003–04 (Original) (\$m)	2003-04 (Revised) (\$m)	2004–05 (Estimate) (\$m)
(1) (2) (3)	Radio Public Affairs Television School Educational Television	202.8 226.2	209.0 225.3	204.4 222.8	195.4 215.0
	Production	44.2	47.2	42.9	42.0
(4)	New Media	11.3	14.5	11.4	10.3
		484.5	496.0	481.5 (-2.9%)	462.7 (-3.9%)

(or -6.7% on 2003–04 Original)

# **Analysis of Financial and Staffing Provision**

# Programme (1)

Provision for 2004–05 is \$9.0 million (4.4%) lower than the revised estimate for 2003–04. This is mainly due to reduction in operating expenses to deliver efficiency savings and a net deletion of 19 posts.

# Programme (2)

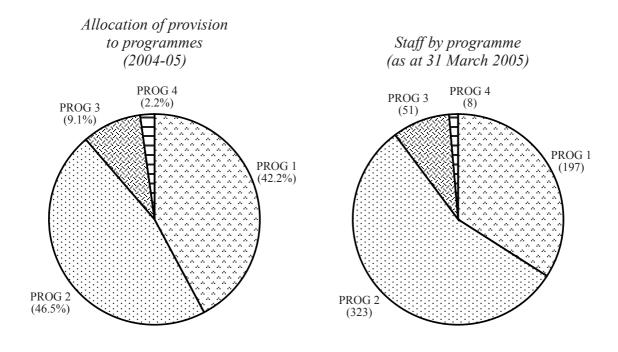
Provision for 2004–05 is \$7.8 million (3.5%) lower than the revised estimate for 2003–04. This is mainly due to reduction in operating expenses to deliver efficiency savings and a net deletion of 19 posts.

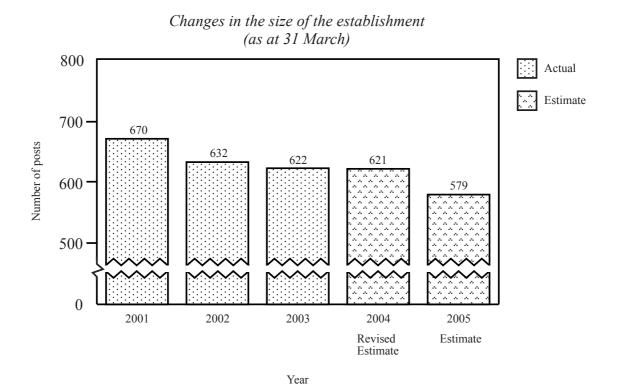
# Programme (3)

Provision for 2004–05 is \$0.9 million (2.1%) lower than the revised estimate for 2003–04. This is mainly due to reduction in operating expenses to deliver efficiency savings and a net deletion of four posts.

# Programme (4)

Provision for 2004–05 is \$1.1 million (9.6%) lower than the revised estimate for 2003–04. This is mainly due to reduction in operating expenses to deliver efficiency savings.





Sub- head (Code)		Actual expenditure 2002–03	Approved estimate 2003–04	Revised estimate 2003–04	Estimate 2004–05
		\$'000	\$'000	\$'000	\$'000
	<b>Operating Account</b>				
	Recurrent				
000	Operational expenses Salaries Allowances Job-related allowances Technical Services Agreement Temporary staff General departmental expenses	239,737 3,905 87 66,725 43,199 120,014	478,896 — — — — —	468,018	452,168 — — — — — —
	Total, Recurrent	473,667	478,896	468,018	452,168
	Total, Operating Account	473,667	478,896	468,018	452,168
	Capital Account				
	Plant, Equipment and Works				
603 661	Plant, vehicles and equipment	3,069	9,235	5,560	3,300
	Minor plant, vehicles and equipment (block vote)	7,725	7,900	7,900	7,200
	Total, Plant, Equipment and Works	10,794	17,135	13,460	10,500
	Total, Capital Account	10,794	17,135	13,460	10,500
	Total Expenditure	484,461	496,031	481,478	462,668

#### **Details of Expenditure by Subhead**

The estimate of the amount required in 2004–05 for the salaries and expenses of the Radio Television Hong Kong is \$462,668,000. This represents a decrease of \$18,810,000 against the revised estimate for 2003–04 and of \$21,793,000 against actual expenditure in 2002–03.

#### Operating Account

#### Recurrent

- **2** Provision of \$452,168,000 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 2004 will be 621 permanent posts. It is expected that 42 posts will be deleted in 2004–05. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2004–05, but the notional annual mid-point salary value of all such posts must not exceed \$235,485,000.
  - 4 An analysis of the financial provision under Subhead 000 Operational expenses is as follows:

	2002–03 (Actual) (\$'000)	2003–04 (Original) (\$'000)	2003–04 (Revised) (\$'000)	2004–05 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	239,737	240,554	234,787	215,729
- Allowances	3,905	3,852	3,802	3,830
- Job-related allowances	87	104	239	244
Personnel Related Expenses				
- Mandatory Provident Fund				
contribution		526	690	690
Departmental Expenses				
- Technical Services Agreement	66,725	68,000	67,500	68,000
- Temporary staff	43,199	39,561	35,800	33,300
- General departmental expenses	120,014	126,299	125,200	130,375
	473,667	478,896	468,018	452,168

#### Capital Account

# Plant, Equipment and Works

**5** Provision of \$7,200,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents a decrease of \$700,000 (8.9%) against the revised estimate for 2003–04. This is mainly due to fewer replacement items required in 2004–05.

# **Commitments**

Sub- head (Code)	Item (Code)	Ambit	Approved commitment  \$'000	Accumulated expenditure to 31.3.2003  \$'000	Revised estimated expenditure for 2003–04	Balance \$'000
Capita	al Acco	unt				
603		Plant, vehicles and equipment				
	321	One wireless camera	2,438	560	_	1,878
	329	Replacement of FM transmitters in Beacon Hill and Cloudy Hill	4,052	1,766	1,030	1,256
	330	Replacement of FM transmitters in	4,032	1,700	1,030	1,230
		Castle Peak and Lamma Island	4,052	_	3,500	552
	331	Replacement of FM transmitters at	2 000		1.020	1.050
		Golden Hill FM Station	2,080		1,030	1,050
		Total	12,622	2,326	5,560	4,736