

## Head 160 — RADIO TELEVISION HONG KONG

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

**Estimate 2014–15** ..... **\$784.5m**

**Establishment ceiling 2014–15** (notional annual mid-point salary value) representing an estimated 656 non-directorate posts as at 31 March 2014 rising by 35 posts to 691 posts as at 31 March 2015..... **\$345.8m**

In addition, there will be an estimated nine directorate posts as at 31 March 2014 and as at 31 March 2015.

**Commitment balance**..... **\$87.1m**

### Controlling Officer's Report

#### Programmes

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

#### Detail

##### Programme (1): Radio

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	<b>2014–15 (Estimate)</b>
Financial provision (\$m)	273.3	311.3	312.0 (+0.2%)	<b>323.0</b> (+3.5%)
				(or +3.8% on 2013–14 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 2013–14, the news team of the Division continued to provide accurate news coverage of local, regional, national and international news. The news coverage included audio reporting on the radio, and video reports on RTHK’s new media platforms including the RTHK website (rthk.hk), podcasts and mobile telecommunications devices.

5 In addition to enhancing the reach of the RTHK’s AM channels through DAB, newly produced programmes with new genres were aired. This included a total of 1 248 and 916 broadcast hours on DAB-31 and DAB-35 channels respectively. The first-batch programmes of the pilot project Community Involvement Broadcasting Service produced by community interest groups were premiered on DAB-31 channel in July 2013. Programme topics included education, arts and culture, politics, social services, and ethnic minority issues.

6 The relay of Legislative Council (LegCo) meetings was changed from Radio 5 to DAB-35 starting from April 2013.

7 The Public Affairs Unit produced a special programme in memory of the tenth anniversary of Severe Acute Respiratory Syndrome (SARS) in April 2013. A “Ten Years On: Civil Society Seminar” was conducted in July 2013 to review the community’s major developments in the past decade. A special “Voices from the Hall” series using random sampling methodology was convened in May, August and November 2013 to collect public views on issues of local concerns.

8 The Cultural and Education Unit conducted a number of summer activities for youngsters, including the Children Sunday Visit 2013 guided tour to the LegCo in August 2013.

9 A Hong Kong Caring Families Selection Award Presentation was held in September 2013 to promote harmonious integration among new immigrant families.

10 The RTHK Apprenticeship Scheme was organised in October 2013. Public who were interested in becoming programme presenters might join the quest. A comprehensive training programme would be provided to coach and groom the selected participants.

11 A theatrical production “Safe Journey” Drama Festival was produced in November 2013 to promote the message of safe sex among the community. A Fight Drugs Musical was produced in December 2013 as the finale of the Solar Project 2013 to promote the message of fighting drugs.

12 A “Christmas Concert In The Park - Party at Tamar” was staged on Christmas Eve 2013 where music lovers were greeted by a potpourri of popular band music and choral pieces at the festive season.

13 The Operation Santa Claus 2013 was successfully concluded in December 2013 and drew a record-breaking \$21.2 million proceeds for the needy.

14 To celebrate the 30th anniversary of the Traditional Chinese Opera programme, Top Ten Cantonese Opera Election for the Century will be organised in March 2014. Apart from the public, famous opera artists were invited to perform and cast their votes on their favourite Cantonese Opera.

15 The key performance measures in respect of radio are:

### *Target*

	Target	2012–13 (Actual)	2013–14 (Revised Estimate)	<b>2014–15 (Plan)</b>
advice on radio reception within eight working days (%).....	100	100	100	<b>100</b>

### *Indicators*

	2012–13 (Actual)	2013–14 (Revised Estimate)	<b>2014–15 (Estimate)</b>
hours of output§			
Channel 1 .....	8 760	8 760	<b>8 760</b>
Channel 2 .....	7 221	7 418	<b>7 640</b>
Channel 3 .....	8 760	8 760	<b>8 760</b>
Channel 4 .....	6 570	6 570	<b>6 570</b>
Channel 5 .....	7 014	7 014	<b>7 640</b>
Channel 6 .....	8 760	8 760	<b>8 760</b>
Channel 7 .....	6 935	6 935	<b>6 935</b>
Total .....	54 020	54 217	<b>55 065</b>
hours of news programming output .....	7 051	7 074	<b>7 140</b>

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	2012–13 (Actual)	2013–14 (Revised Estimate)	2014–15 (Estimate)
cost per channel hour excluding Newsroom (\$)			
Channel 1 .....	4,150	4,730	4,900
Channel 2 .....	5,330	5,920	5,960
Channel 3 .....	2,830	3,230	3,340
Channel 4 .....	3,330	3,800	3,940
Channel 5 .....	4,020	4,590	4,360
Channel 6 .....	60	60	70
Channel 7 .....	2,480	2,830	2,930
no. of listeners—past seven days (million) <sup>ω</sup> .....	3.073	2.949	2,949
cost per listener—past seven days (\$).....	88.9	105.8	109.5
audience reach per channel—past seven days (%/million) <sup>ω</sup>			
Channel 1 .....	27/1.832	27/1.785	27/1.785
Channel 2 .....	25/1.648	25/1.665	25/1.665
Channel 3 .....	4/0.285	4/0.252	4/0.252
Channel 4 .....	5/0.305	5/0.344	5/0.344
Channel 5 .....	6/0.413	7/0.468	7/0.468
Channel 6 .....	3/0.165	3/0.181	3/0.181
Channel 7 .....	4/0.239	3/0.232	3/0.232
minority audience compared with total audience (%).....	23.0	24.9	24.9
new programme hours compared with total output			
hours (%) .....	8.7	9.7	10.5
no. of substantiated complaints <sup>Ω</sup> .....	4	4	N.A.
output hours per programme staff.....	425.4	398.7	382.4
community/educational projects organised.....	145	155	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 advices issued by the regulatory authority, and substantiated complaints received from all other sources.

### ***Matters Requiring Special Attention in 2014–15***

**16** During 2014–15, RTHK will:

- continue the Community Involvement Broadcasting Service on a pilot basis, and strengthen promotion to draw wider public awareness and participation;
- continue to work with other DAB operators to enhance the DAB transmission network;
- produce programmes for the World Cup in July 2014;
- produce specials to cover the Asia-Pacific Economic Co-operation Finance Ministers' Meeting to be held in September 2014 in Hong Kong;
- enhance the overnight programmes;
- continue to work on the preservation and digitisation of analogue audio archives; 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**

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	2014–15 (Estimate)
Financial provision (\$m)	290.0	386.8	354.7 (-8.3%)	392.2 (+10.6%)
				(or +1.4% on 2013–14 Original)

### ***Aim***

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

***Brief Description***

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

19 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 2012. RTHK programmes scored 70.8, which was the highest average amongst all local stations (average was 66.9). Of the programmes with the top 20 A.I. scores, 16 were RTHK productions.

20 RTHK continued to provide technical support, coverage and pool signal for major events held in Hong Kong, including Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR), the National Day, the Chief Executive’s Policy Address, the Financial Secretary’s Budget Speech and the Ceremonial Opening of the Legal Year 2013.

21 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 “Face to Face”.

22 To promote harmony within the community and awareness of the underprivileged and people with disabilities, RTHK continued to produce programmes with sign language - “Look and Learn”, “News Review”, “Sign Language Mini-series” and “Talent - Wise Employment”. Pool signals of the Chief Executive’s Policy Address and the Financial Secretary’s Budget Speech with sign language were distributed to local broadcasters.

23 To better inform the public about 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 concern about current affairs and social issues; and arousing public’s interest in science, technology and creativity.

24 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 features weekly news and reviews of visual and performing arts, design, literary and other art works. “Artspirations” together with “The Works” and “Chinese Works” are year-long programmes that promote arts and culture in Hong Kong.

25 RTHK continued to maximise audience reach of the programmes. Selected programmes were broadcast on other broadcast platforms such as Cable TV, Hong Kong Broadband, Now TV and Television Broadcasts Limited (TVB) Pay Vision. In addition, non-profit-making organisations have been using RTHK TV programmes for free for educational purposes or community service.

26 To celebrate the 40th anniversary of the long running programme “Police Magazine”, a special series to review in retrospect the past series footages as well as to look forward to different aspects was produced.

27 RTHK commenced trials on Digital Terrestrial Television (DTT) programme transmission in respect of its three DTT channels in January 2014. The official channel names are RTHK TV 31, RTHK TV 32 and RTHK TV 33. RTHK TV 31 is a comprehensive channel which initially aims to provide programmes from 1700 to 0130 hours on the next day on weekdays and 1200 to 0130 hours on the next day on the weekend. RTHK TV 32 is a live feed channel which aims to live feed LegCo meetings every Wednesday and other important meetings and events. RTHK TV 33 provides the relay of China Central Television (CCTV)-9 Documentary which is a documentary channel.

28 The seven DTT hilltop transmitting stations including Temple Hill, Kowloon Peak, Castle Peak, Golden Hill, Cloudy Hill, Lamma Island and Mount Nicholson have commenced operation and the network coverage has reached about 75 per cent of the Hong Kong population.

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

***Target***

	Target	2012–13 (Actual)	2013–14 (Revised Estimate)	2014–15 (Plan)
total hours of output .....	786.0	635.0	760.8	<b>1,303.2</b>

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### Indicators

	2012–13 (Actual)	2013–14 (Revised Estimate)	2014–15 (Estimate)
hours of output per section <sup>θ</sup>			
acquisition <sup>δ</sup> .....	N.A.	51.7	247.0
educational (non-school) .....	192.4	247.0 <sup>v</sup>	408.1 <sup>v</sup>
general .....	122.5	137.5 <sup>v</sup>	283.5 <sup>v</sup>
public and current affairs .....	320.1	324.6	364.6
total .....	635.0	760.8	1,303.2
hours transmitted .....	6,324.9	8,235.3 <sup>Ψ</sup>	18,281.3 <sup>@</sup>
programmes produced .....	1 362	1 528	2 164
programmes per programme staff .....	10.2	8.3	11.0
major public events			
no. of events .....	15	12	12
hours of events .....	23.9	26.0	24.0
hours of pool signal provided to media .....	757.8 <sup>Λ</sup>	528.6	510.0
cost per hour (\$) .....	456,700	466,200	301,000
cost per hour per section (\$)			
acquisition <sup>δ</sup> .....	N.A.	205,800	238,200
educational (non-school) .....	456,800	420,700	243,100
general .....	616,800	646,100	291,200
public and current affairs .....	395,500	466,000	415,700
distribution of output by programming nature (%) <sup>Φ</sup>			
current affairs .....	33.0 <sup>μ</sup>	26.3	26.3
special interests group (including elderly, minorities and the underprivileged) .....	13.6	8.5	8.5
youth and children .....	7.4	6.8	6.8
arts and culture .....	20.9	23.1	23.1
civic education .....	8.8	10.0	10.0
continuing education .....	13.8	22.9	22.9
Mainland affairs .....	2.5	2.4	2.4
average viewership of prime-time programmes			
on Asia Television Limited (ATV) .....	133 000	130 000	130 000
on TVB .....	866 000	843 000	843 000
no. of substantiated complaints <sup>Ω</sup> .....	0	1	N.A.
community/educational projects organised .....	70	60	65
A.I. Survey			
RTHK average .....	70.8	70.0	70.0
no. of RTHK programmes in the top 20 list .....	16	11	11

<sup>θ</sup> There will be fluctuations in the output hours with the commencement of DTT channel trial run in January 2014, after which RTHK has more flexibility to slot its programmes as and when required.

<sup>δ</sup> New indicator as from 2014. With the commencement of DTT channel trial run, TV Division has started to acquire programmes from both local and overseas distributors, in addition to its in-house production, to enrich the programming and to provide Hong Kong audience an alternative choice of programmes. A new section “Acquisition Section” has been formed in April 2013 to cater for this purpose.

<sup>v</sup> Increased output hours owing to increase in new production and repackaging of RTHK classical programmes for RTHK TV 31.

<sup>Ψ</sup> Increased transmission hours owing to relay of CCTV-9 Documentary on RTHK TV 33.

<sup>@</sup> Increased transmission hours owing to the launch of trial run of RTHK TV 31 to 33. RTHK TV 33 is running 24 hours daily.

<sup>Λ</sup> The number of hours of pool signal provided to the media was exceptionally high in 2012–13 because a considerable number of LegCo meetings on Wednesday were extended till Thursday.

<sup>Φ</sup> The distribution of output by programming nature fluctuates according to output hours. The programme nature will be determined according to the needs of the community.

<sup>μ</sup> Percentage of current affairs programmes was high owing to the coverage of the 2012 LegCo Election.

<sup>Ω</sup> They include warnings, breaches or advices issued by the regulatory authority, and substantiated complaints received from all other sources.

***Matters Requiring Special Attention in 2014–15***

**30** During 2014–15, RTHK will:

- continue the preparatory work for the full launch of DTT services by increasing the production of High Definition (HD) programmes, acquiring high quality local and overseas programmes and establishing DTT transmission network in order to increase the network coverage;
- 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;
- continue to work on the preservation and digitisation of analogue video archives; 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**

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	<b>2014–15 (Estimate)</b>
Financial provision (\$m)	27.6	30.1	31.4 (+4.3%)	<b>30.7</b> (-2.2%)
				(or +2.0% on 2013–14 Original)

***Aim***

**31** 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***

**32** School ETV programmes are produced for students of different levels, including pre-primary, primary, junior and senior secondary. The duration of primary and secondary school programmes is 15 to 20 minutes whereas pre-primary programmes are of ten minutes. The production of ETV programmes is based primarily on the curriculum and learning needs of primary and secondary school students. The programmes produced for primary and secondary schools cover the eight Key Learning Areas and cross-curricular issues. In 2013–14, RTHK and EDB also work together with the Department of Health to produce a series of programmes to promote healthy lifestyle amongst young children. Apart from subject-based programmes, the “Education Magazine” programmes are also produced to cover the latest developments in education and curriculum reforms.

**33** The programmes are broadcast to schools via the two commercial channels of ATV World and TVB Pearl on weekdays of each school year. The daily transmission time was reduced from four to two hours in response to stakeholders’ views since September 2012 and the total transmission hours for ETV programmes are 320 in 2013-14. However, RTHK TV 31 transmits two hours of ETV programmes daily on weekdays after RTHK DTT channels launched its trial run on 12 January 2014.

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

***Target***

	Target	2012–13 (Actual)	2013–14 (Revised Estimate)	<b>2014–15 (Plan)</b>
school ETV programmes.....	80	80	80	<b>80</b>

*Indicators*

	2012–13 (Actual)	2013–14 (Revised Estimate)	2014–15 (Estimate)
hours of output .....	20.3	20.8	<b>20.8</b>
cost per hour (\$) .....	1,359,600	1,509,600	<b>1,476,000</b>
kindergartens benefited .....	154	224	<b>224</b>
primary schools benefited .....	471	475	<b>475</b>
secondary schools benefited.....	322	328	<b>328</b>
cost per school benefited (\$).....	29,100	30,600	<b>29,900</b>
school children benefited .....	382 856	383 500	<b>383 500</b>
cost per school student benefited (\$)..	72.1	81.9	<b>80.1</b>
programmes per programme staff.....	6.7	8.9	<b>8.9</b>
utilisation rate of the school ETV service (average no. of programmes watched) (pre-primary/primary/secondary)....	11.3/43.9/5.2	6.2/44.0/5.5	<b>6.2/44.0/5.5</b>
usefulness of the school ETV service (pre-primary/ primary/secondary) <sup>α</sup> .....	69/77/72	75/78/71	<b>75/78/71</b>

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

**Matters Requiring Special Attention in 2014–15**

**35** During 2014–15, RTHK will:

- migrate progressively towards HD production of ETV programmes, and
- broadcast ETV programmes on the RTHK TV 31 upon its trial run with effect from 12 January 2014.

**Programme (4): New Media**

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	2014–15 (Estimate)
Financial provision (\$m)	24.4	26.1	34.7 (+33.0%)	<b>38.6</b> (+11.2%)
				(or +47.9% on 2013–14 Original)

**Aim**

**36** 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**

**37** The RTHK ON INTERNET service began in December 1994. Over the years, different platforms catering for various needs have been launched. The “eTVonline” websites and other educational portals of eTVonline were developed for interactive and education related activities while “Teen Power” targeted at the young generation.

*rthk.hk*

**38** In July 2010, the official website of RTHK was revamped and retitled “rthk.hk”. It now provides the simulcast of all the 24-hour RTHK radio channels except DAB-32 (China National Radio Hong Kong edition relay), DAB-34 and RTHK Radio 6 (BBC World Service relay), and more than 11 hours every week of prime-time and fringe-time Chinese and English TV programmes. Starting from January 2014, live webcast schedule for rthk.hk and mobile platforms have included selected programmes from both RTHK TV 31 and RTHK TV 32. Other Internet 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.

**39** To facilitate access to RTHK programmes on mobile platforms, RTHK launched its first iPhone application “RTHK On the Go” and also enhanced the mobile version (<http://m.rthk.hk>) in June 2010. The Android version of “RTHK On the Go” and the first social TV iPhone application “RTHK Thumb” were launched in 2011. There are over 1.2 million downloads of “RTHK On the Go” since its launch and users can receive RTHK instant news and information anytime and anywhere, on both iOS and Android platforms. The “MeeGo”, “Symbian” and Windows Phone versions were launched in 2012.

**40** RTHK produced special online projects and live video webcasts on various social events and international conferences including the web special of “2013 Chief Executive’s Policy Address”, “The 2013-14 Budget” and live webcast of LegCo’s weekly meetings.

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41 Since October 2012, all TV programmes have been automated to podcast formats to provide high quality videos and easy access for users of smartphones, tablets, as well as desktop devices. A special Internet project “RTHK Memory” was launched in 2012, reviving and highlighting RTHK’s past media archive.

42 In 2013, RTHK continued to license rthk.hk web content to various mobile service operators and provide multimedia content on the RTHK YouTube Channel.

### *Teen Power*

43 To cater for the needs of the youth, a dedicated multimedia online platform, “Teen Power”, operated and manned by youth, is produced with daily programmes hosted by collegiate recruits and Radio 2 trained novice Web Js. “Teen Power” has an accumulative online membership of about 39 000. Collaborative ventures of multi-media output and productions were organised regularly. A system upgrade to enhance web performance and attract public participation of “Teen Power” was carried out and completed in September 2013.

### *eTVonline*

44 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.

45 “eTVonline” has also organised a series of school activities to respond to the demand for experiential learning. In the first three quarters of 2013, “eTVonline” organised over 15 activities, involving over 2 500 teachers and students. Such activities included Liberal Studies, Family Education, Environmental Protection and Moral Education, etc.

46 Over 50 hours of live webcast and video filming of these educational events have been produced and uploaded to the websites, including “Tutor-on-Line”, “Family Education” (with Home Affairs Bureau), “Knowledge Zone”, “Robocon 2013”, “Children’s Rights Project” (with Constitutional and Mainland Affairs Bureau) and “Liberal Studies LENS Competition”.

47 “eTVonline” has used different social networking services, such as Facebook and microblog, as platform to provide services, so as to adapt to the new internet trend of the younger generation. Up to October 2013, there were more than 12 000 subscribers of “eTVonline” social networking services.

48 “eTVonline” has produced 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.

49 The key performance measures in respect of New Media are:

### **Target**

rthk.hk

	Target	2012–13 (Actual)	2013–14 (Revised Estimate)	<b>2014–15 (Plan)</b>
provision of 24-hour continuous streaming service (%).....	100	100	100	<b>100</b>

### **Indicators**

	2012–13 (Actual)	2013–14 (Revised Estimate)	<b>2014–15 (Estimate)</b>
<b>rthk.hk</b>			
daily page view (million)λ .....	3.6	4.3	<b>4.6</b>
daily media accessΔ .....	500 000	520 000	<b>600 000</b>
daily visits .....	260 000	280 000	<b>300 000</b>
live webcast hoursη .....	900	1 000	<b>1 000</b>
number of podcasts available .....	22 000	24 000	<b>27 000</b>
- audio programmes (%) .....	67	60	<b>55</b>
- video programmes (%) .....	33	40	<b>45</b>
daily page view of news section .....	730 000	760 000	<b>800 000</b>
<b>Teen Power</b>			
daily page viewλ .....	100 000	100 000	<b>105 000</b>
daily media accessΔ .....	1 500	1 500	<b>1 500</b>
live webcast hoursη .....	1 310	1 300	<b>1 300</b>



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	2012–13 (Actual)	2013–14 (Revised Estimate)	2014–15 (Estimate)
eTVonline			
daily page view <sup>λ</sup> .....	70 600 <sup>ε</sup>	50 000	<b>51 000</b>
daily media access <sup>Δ</sup> .....	N.A. <sup>ρ</sup>	1 800	<b>2 000</b>
live webcast hours <sup>η</sup> .....	77	350 <sup>β</sup>	<b>350</b>

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

Δ Media access indicates the number of videos or audios being accessed by users.

η Refer to the special live webcasting exclusively on rthk.hk.

ε The number was high owing to the one-off webcasting of the 2012 International Asia-Pacific Broadcasting Union Robocon Contest website in August 2012.

ρ The number of videos or audios accessed by users was only available starting from April 2013.

β The increase is owing to the inclusion of all school programmes' webcast hours starting from April 2013.

### *Matters Requiring Special Attention in 2014–15*

**50** During 2014–15, RTHK will:

- continue to enhance web content and develop new online projects for e-Learning Channel, Culture Web and Chinese Civilisation Channel through multimedia and interactive production and co-operation with other organisations;
- facilitate the development of DTT by making RTHK's DTT content available for web and mobile platforms as well as to encourage the use of participatory media;
- continue to enhance the web analytic tools that measure the performance of all online platforms of rthk.hk with a view to developing a key performance indicator that can more accurately reflect RTHK's content consumption on all media platforms.
- continue to explore and develop the methodology of producing content through crowd-sourcing. Users will be involved in the process of producing RTHK products by using IP connected devices and social platforms. The targeted development for the year will be on smartphones, "wearable computers" and cooperation with YouTube.
- continue to improve the technical performance of rthk.hk for stable access by local and overseas users, and facilitate personalised use of the content;
- continue to explore the media streaming technology such as mp3 and mp4-streaming to expand the delivery formats of rthk.hk content to the next generation of multimedia and communications devices;
- continue to explore new services such as smart TV, social TV, multi-screen media and mobile applications to increase new platforms that may allow access to RTHK contents;
- continue to 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
- continue to provide diversified learning opportunities through "eTVonline" and strengthen the ties with schools to host interactive school activities.

## Head 160 — RADIO TELEVISION HONG KONG

### ANALYSIS OF FINANCIAL PROVISION

Programme	2012-13 (Actual) (\$m)	2013-14 (Original) (\$m)	2013-14 (Revised) (\$m)	2014-15 (Estimate) (\$m)
(1) Radio .....	273.3	311.3	312.0	<b>323.0</b>
(2) Public Affairs and General Television Programme .....	290.0	386.8	354.7	<b>392.2</b>
(3) School Education Television Programme .....	27.6	30.1	31.4	<b>30.7</b>
(4) New Media .....	24.4	26.1	34.7	<b>38.6</b>
	615.3	754.3	732.8 (-2.9%)	<b>784.5</b> (+7.1%)
				<b>(or +4.0% on 2013-14 Original)</b>

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2014-15 is \$11.0 million (3.5%) higher than the revised estimate for 2013-14. This is mainly due to increase in capital expenditure and an increase of 13 posts in 2014-15.

##### Programme (2)

Provision for 2014-15 is \$37.5 million (10.6%) higher than the revised estimate for 2013-14. This is mainly due to increase in operating expenses and a net increase of 17 posts in 2014-15.

##### Programme (3)

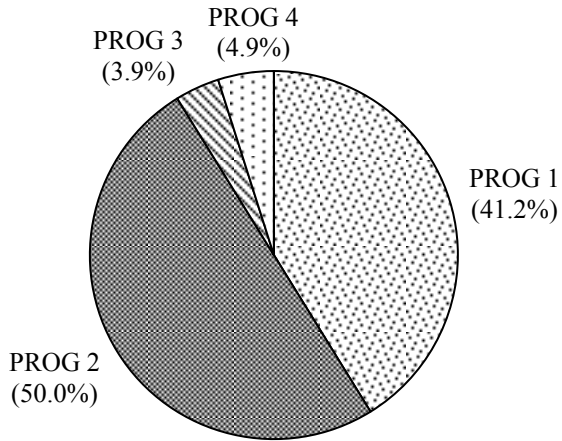
Provision for 2014-15 is \$0.7 million (2.2%) lower than the revised estimate for 2013-14. This is mainly due to decrease in capital expenditure in 2014-15.

##### Programme (4)

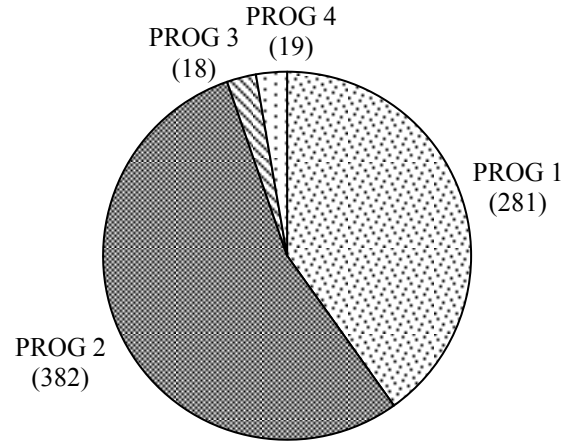
Provision for 2014-15 is \$3.9 million (11.2%) higher than the revised estimate for 2013-14. This is mainly due to increase in operating expenses and an increase of five posts in 2014-15.

## Head 160 — RADIO TELEVISION HONG KONG

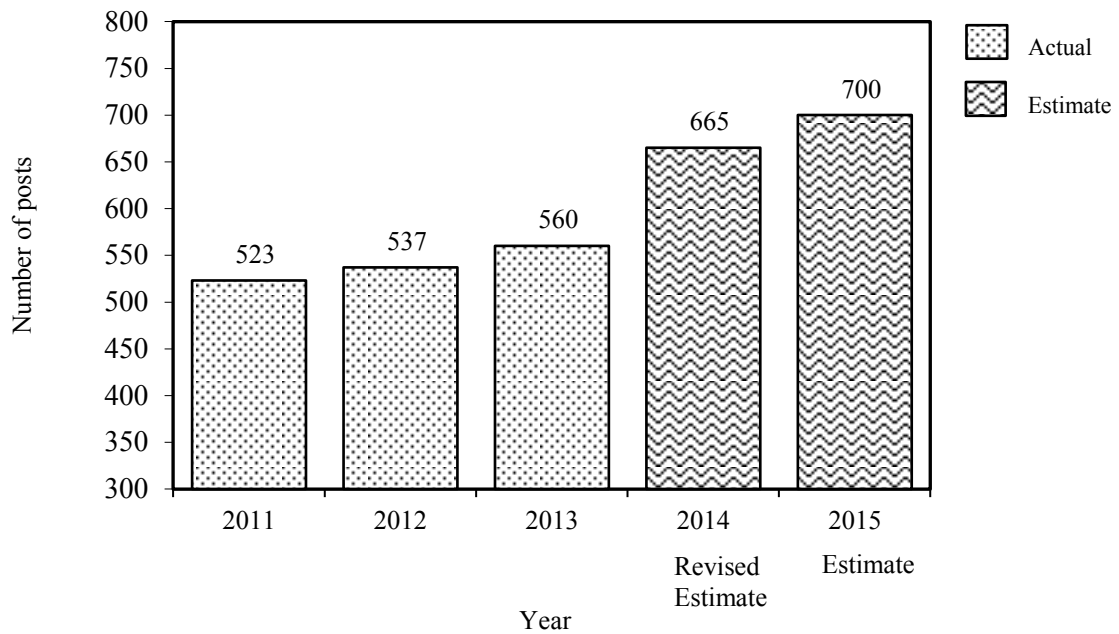
*Allocation of provision  
to programmes  
(2014-15)*



*Staff by programme  
(as at 31 March 2015)*



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



## Head 160 — RADIO TELEVISION HONG KONG

Sub-head (Code)	Actual expenditure 2012–13	Approved estimate 2013–14	Revised estimate 2013–14	<b>Estimate 2014–15</b>	
	\$'000	\$'000	\$'000	<b>\$'000</b>	
<b>Operating Account</b>					
Recurrent					
000	Operational expenses .....	569,566	694,083	686,115	<b>745,877</b>
	Total, Recurrent.....	569,566	694,083	686,115	<b>745,877</b>
Non-Recurrent					
700	General non-recurrent .....	—	12,000	5,626	<b>6,900</b>
	Total, Non-Recurrent.....	—	12,000	5,626	<b>6,900</b>
	Total, Operating Account .....	569,566	706,083	691,741	<b>752,777</b>
<b>Capital Account</b>					
Plant, Equipment and Works					
603	Plant, vehicles and equipment.....	36,734	43,462	28,313	<b>26,130</b>
661	Minor plant, vehicles and equipment (block vote).....	9,028	4,743	12,711	<b>5,570</b>
	Total, Plant, Equipment and Works.....	45,762	48,205	41,024	<b>31,700</b>
	Total, Capital Account.....	45,762	48,205	41,024	<b>31,700</b>
	Total Expenditure .....	615,328	754,288	732,765	<b>784,477</b>

## Head 160 — RADIO TELEVISION HONG KONG

### Details of Expenditure by Subhead

The estimate of the amount required in 2014–15 for the salaries and expenses of the Radio Television Hong Kong is \$784,477,000. This represents an increase of \$51,712,000 over the revised estimate for 2013–14 and of \$169,149,000 over actual expenditure in 2012–13.

#### *Operating Account*

##### Recurrent

**2** Provision of \$745,877,000 under Subhead 000 Operational expenses is for the salaries, allowances and other operating expenses of the Radio Television Hong Kong. The increase of \$59,762,000 (8.7%) over the revised estimate for 2013–14 is mainly due to additional provision for planning and launching the new Digital Terrestrial Television (DTT) services and planning for the provision of television news on DTT channels.

**3** The establishment as at 31 March 2014 will be 665 posts including one supernumerary post. It is expected that there will be a net increase of 35 posts in 2014–15. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2014–15, but the notional annual mid-point salary value of all such posts must not exceed \$345,807,000.

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

	2012–13 (Actual) (\$'000)	2013–14 (Original) (\$'000)	2013–14 (Revised) (\$'000)	<b>2014–15 (Estimate) (\$'000)</b>
Personal Emoluments				
- Salaries.....	243,488	276,054	267,335	<b>297,273</b>
- Allowances.....	3,148	4,186	6,716	<b>6,076</b>
- Job-related allowances.....	216	222	230	<b>240</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	1,182	1,677	2,042	<b>2,267</b>
- Civil Service Provident Fund contribution.....	1,213	1,476	1,550	<b>2,022</b>
- Disturbance allowance.....	—	—	10	<b>10</b>
Departmental Expenses				
- General departmental expenses .....	320,319	410,468	408,232	<b>437,989</b>
	569,566	694,083	686,115	<b>745,877</b>

#### *Capital Account*

##### Plant, Equipment and Works

**5** Provision of \$5,570,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents a decrease of \$7,141,000 (56.2%) against the revised estimate for 2013–14. This is mainly because some urgent purchases of equipment were required in 2013–14.

## Head 160 — RADIO TELEVISION HONG KONG

### Commitments

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2013	Revised estimated expenditure for 2013–14	Balance
			\$'000	\$'000	\$'000	\$'000
<b><i>Operating Account</i></b>						
700		<i>General non-recurrent</i>				
	837	Community Involvement Broadcasting Fund .....	45,000	—	5,626	39,374
			<u>45,000</u>	<u>—</u>	<u>5,626</u>	<u>39,374</u>
<b><i>Capital Account</i></b>						
603		<i>Plant, vehicles and equipment</i>				
	802	The supply and installation of File-based Production System .....	10,000	977	350	8,673
	803	Upgrading Television Studio 2 for High Definition production.....	9,400	1,705	6,365	1,330
	813	Transportable continuity studios for Digital Audio Broadcasting .....	6,600	76	—	6,524
	816	Replacement of Cloudy Hill FM broadcast antenna array .....	2,200	—	—	2,200
	818	Digital Audio Broadcasting audio encoding and associated equipment.....	4,500	2,990	191	1,319
	819	Digital Terrestrial Television encoding system for signal transmission.....	4,760	3,014	1,579	167
	821	Digital Terrestrial Television transmitters at seven hilltop sites.....	9,950	3,989	3,107	2,854
	822	Studio-to-Transmitter Link and Supervisory Control and Data Acquisition System for Digital Terrestrial Television network.....	8,400	4,863	3,196	341
	823	Ultra high frequency combiners for the Digital Terrestrial Television broadcasting network.....	5,800	1,939	1,458	2,403
	824	Upgrading the Master Control Room system for Digital Terrestrial Television services.....	6,500	3,700	1,326	1,474
	830	Replacement of the antenna arrays at Castle Peak, Golden Hill FM and Beacon Hill Transmitting Stations.....	3,060	—	—	3,060
	831	Replacement of emergency AC power generator at Castle Peak.....	4,000	—	—	4,000
	832	The supply and installation of High Definition studio camera system.....	4,500	2,922	749	829
	834	The supply and installation of FM transposers for Route 3, Kam Tin areas .....	4,330	1,763	—	2,567
	840	The supply and installation of Integrated Digital Radio Newsroom System .....	10,000	4,091	—	5,909

## Head 160 — RADIO TELEVISION HONG KONG

### Commitments—Cont'd.

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2013	Revised estimated expenditure for 2013–14	Balance
			\$'000	\$'000	\$'000	\$'000
<b>Capital Account—Cont'd.</b>						
603	<i>Plant, vehicles and equipment—Cont'd.</i>					
845	The supply and installation of tapeless High Definition Television acquisition system.....		10,000	7,576	648	1,776
857	Microwave Studio-to-Transmitter Link System.....		8,283	7,213	600	470
898	Production equipment for Digital Terrestrial Television.....		7,000	—	5,128	1,872
			<u>119,283</u>	<u>46,818</u>	<u>24,697</u>	<u>47,768</u>
	Total .....		<u>164,283</u>	<u>46,818</u>	<u>30,323</u>	<u>87,142</u>