

Head 160 — RADIO TELEVISION HONG KONG

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

Estimate 2020–21 **\$1,046.3m**

Establishment ceiling 2020–21 (notional annual mid-point salary value) representing an estimated 746 non-directorate posts as at 31 March 2020 rising by six posts to 752 posts as at 31 March 2021 ... **\$486.6m**

In addition, there will be an estimated nine directorate posts as at 31 March 2020 and as at 31 March 2021.

Commitment balance..... **\$31.6m**

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	These programmes contribute to Policy Area 17: Information Technology and Broadcasting (Secretary for Commerce and Economic Development).
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

	2018–19 (Actual)	2019–20 (Original)	2019–20 (Revised)	2020–21 (Estimate)
Financial provision (\$m)	402.2	394.6	408.0 (+3.4%)	420.3 (+3.0%)
				(or +6.5% on 2019–20 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 the provision of high quality radio 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, namely:

- Channel 1 (Cantonese) – news, information and general programming;
- Channel 2 (Cantonese) – entertainment and popular music, promotion of youth, family and community projects;
- Channel 3 (English) – news, information and general programming;
- Channel 4 (English and Cantonese) – serious music, fine arts and relay of BBC World Service;
- Channel 5 (Cantonese) – elderly, cultural and education;
- Channel 6 (Putonghua and Cantonese) – relay of China National Radio Hong Kong Edition; and
- Channel 7 (Putonghua and other languages) – general programming, news and finance, and Community Involvement Broadcasting Service (CIBS).

4 The Chinese and English radio news teams provide local, Mainland and international news for broadcast on radio, television (TV) and various online platforms. The video news team produces video news programmes and live feeds of news coverage (including special events and press conferences) for broadcast on RTHK TV 31, TV 32 and various online platforms.

5 To strengthen synergy between radio and television services, Radio on TV programmes are simulcast on Radio Channel 1 and RTHK TV 31.

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6 CIBS provides a platform for community groups, non-government organisations and the underprivileged to participate in broadcasting.

7 The key performance measures in respect of radio are:

Target

	Target	2018–19 (Actual)	2019–20 (Revised Estimate)	2020–21 (Plan)
total hours of transmission@	61 320	61 320	61 320	61 320

Indicators

	2018–19 (Actual)	2019–20 (Revised Estimate)	2020–21 (Estimate)
hours of transmission@			
Channel 1	8 760	8 760	8 760
Channel 2	8 760	8 760	8 760
Channel 3	8 760	8 760	8 760
Channel 4	8 760	8 760	8 760
Channel 5	8 760	8 760	8 760
Channel 6	8 760	8 760	8 760
Channel 7	8 760	8 760	8 760
Total	61 320	61 320	61 320
hours of news programming output	7 120	9 900‡	7 622
hours of CIBS programmes producedΩ	832	844	884
cost per transmission hour excluding Newsroom and CIBS (\$)@			
Channel 1	6,930	7,010	7,420
Channel 2	6,050	5,730	6,350
Channel 3	3,160	3,160	3,300
Channel 4	3,660	3,610	3,840
Channel 5	2,900	3,110	3,180
Channel 6	11	11	11
Channel 7	2,590	2,430	2,710
no. of listeners (million)¶	3.513	—	—
cost per listener (\$)¶	112.7	—	—
audience reach per channel (%/million)¶			
Channel 1	34/2.336	—	—
Channel 2	25/1.760	—	—
Channel 3	4/0.262	—	—
Channel 4	5/0.310	—	—
Channel 5	7/0.460	—	—
Channel 6	1/0.091	—	—
Channel 7	3/0.182	—	—
minority audience compared with total audience (%)¶	20.3	—	—
new programme hours compared with total output hours (%)#	4.4	4.4	—
no. of substantiated complaints	5	5	—
transmission hours per programme staff@	388.1	378.5	365.0
community/educational projects organised	147	110ψ	130
radio hours devoted to public affairs phone-in discussion	2 578	2 578	2 578

@ The target and indicators have been suitably revised and adopted as from 2020–21 to better reflect and measure the performance after taking into account the recommendations in Report No. 71 of the Director of Audit on RTHK's provision of programmes.

‡ The increase in the hours of news programming output is due to the increase in live coverages of the social events in Hong Kong.

Ω This is a new indicator after CIBS is subsumed under *Subhead 000 Operational expenses* with effect from 2020–21.

¶ The figures are based on commissioned surveys. To better reflect and measure the performance after taking into account the recommendations in Report No. 71 of the Director of Audit on RTHK's provision of programmes, revised surveys will be commissioned from 2020–21 and hence it is not possible to estimate the figures for 2020–21.

The indicator is no longer applicable to radio programmes and will be deleted as from 2020–21.

ψ The decrease in the number of community/educational projects organised is due to the cancellation of some events.

Matters Requiring Special Attention in 2020–21

- 8** During 2020–21, RTHK will continue to:
- strengthen the identity of different channels;
 - strengthen the synergy between radio and TV services to enhance reach and public engagement;
 - nurture young broadcasting talents;
 - strengthen the promotion of CIBS to raise public awareness and attract more diversified applicants;
 - reach out to community groups through programme productions/collaborations;
 - explore collaborations with local and external partners;
 - enhance the accessibility of radio programmes in the multimedia environment;
 - plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to radio services; and
 - take forward relevant recommendations as set out in Report No. 71 of the Director of Audit on RTHK’s provision of programmes.

Programme (2): Public Affairs and General Television Programme

	2018–19 (Actual)	2019–20 (Original)	2019–20 (Revised)	2020–21 (Estimate)
Financial provision (\$m)	563.9	553.8	562.1 (+1.5%)	581.2 (+3.4%)
				(or +4.9% on 2019–20 Original)

Aim

9 As the public service broadcaster, RTHK aims to inform, educate and entertain the general public through the provision of high quality TV programmes.

Brief Description

10 The TV Division of RTHK produces TV programmes and operates three Digital Terrestrial Television (DTT) channels, namely:

- RTHK TV 31 – general programming on current affairs, education, arts and culture and minority interests, comprising in-house produced programmes, commissioned programmes, acquired programmes and education programmes;
- RTHK TV 32 – covering live events including Legislative Council (LegCo) meetings, local, Mainland and international news, press conferences, international sports highlights, local sports competitions and live events of public interest, and also providing the latest traffic information, weather forecasts, news updates and video segments; and
- RTHK TV 33 – relaying programmes of China Central Television Channel 1.

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

Target

	Target	2018–19 (Actual)	2019–20 (Revised Estimate)	2020–21 (Plan)
total hours of transmission	26 280.0	19 715.6	26 280.0	26 280.0

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Indicators[□]

	2018–19 (Actual)	2019–20 (Revised Estimate)	2020–21 (Estimate)
total hours of first-run programmes	1 574.2	1 778.0	1 830.0
hours of transmission – DTT			
RTHK TV 31	6 936.3	8 760.0	8 760.0
RTHK TV 32	4 019.3	8 760.0	8 760.0
RTHK TV 33	8 760	8 760	8 760
total.....	19 715.6	26 280.0	26 280.0
transmission hours on DTT per programme staff.....	93.9	124.0	122.2
major official public events			
no. of events	16	15	15
hours of events	17.4	17.7	17.0
hours of pool signal provided to media.....	510.0	381.2 [§]	510.0
cost per transmission hour on DTT (\$).....	25,150	19,390	20,340
distribution of content by programming nature (%)			
current affairs	16.8	16.8	16.8
special interests group (including elderly, minorities and the underprivileged).....	12	14	14
youth and children.....	12.8	12.8	12.8
arts and culture.....	15.2	15.2	15.2
civic education	18.4	16.4	16.4
continuing education	15.8	15.8	15.8
Mainland affairs	9	9	9
audience reach (million) ^θ			
RTHK TV 31	4.858	4.897	— ^Φ
RTHK TV 32	3.846	4.976	— ^Φ
RTHK programmes on Television Broadcasts Limited (TVB)	5.138	5.028	— ^Φ
RTHK programmes on ViuTV	2.044	2.471	— ^Φ
average TV ratings ^θ			
RTHK TV 31	8 000	19 600	— ^Φ
RTHK TV 32	1 400	32 700	— ^Φ
RTHK programmes on TVB.....	227 000	223 000	— ^Φ
RTHK programmes on ViuTV	16 000	30 000	— ^Φ
highest TV ratings ^θ			
RTHK TV 31	144 100	111 000	— ^Φ
RTHK TV 32	65 500	517 000	— ^Φ
RTHK programmes on TVB.....	557 000	615 000	— ^Φ
RTHK programmes on ViuTV	58 900	91 600	— ^Φ
no. of substantiated complaints	2	5	—
community/educational projects organised.....	71	67	67
TV Programme Appreciation Index Survey ^λ			
RTHK average	70.3	—	— ^λ
no. of RTHK programmes in the top 20 list	10	—	— ^λ

□ The target and indicators have been suitably revised and adopted as from 2020–21 to better reflect and measure the performance since the transmission coverage of DTT service has reached 99 per cent of the Hong Kong population and TV programmes are broadcast 24 hours daily through three TV channels, namely RTHK TV 31, TV 32 and TV 33 from 1 April 2019 onwards. Due consideration has also been taken from recommendations in Report No. 71 of the Director of Audit on RTHK's provision of programmes.

§ The decrease in hours of pool signal provided to media is due to the suspension of LegCo meetings.

θ The figures of live streaming, archive access and visits of RTHK's programmes via "rthk.hk" (which are not included in audience reach and TV ratings) are reflected in the relevant indicators under Programme (4).

Φ It is not possible to estimate the figures for 2020–21 as audience reach and TV ratings are subject to audiences' response.

λ The figures are based on commissioned surveys. To better reflect and measure the performance after taking into account the recommendations in Report No. 71 of the Director of Audit on RTHK's provision of programmes, revised surveys will be commissioned from 2020–21 and hence it is not possible to estimate the figures for 2020–21.

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Matters Requiring Special Attention in 2020–21

12 During 2020–21, RTHK will continue to:

- produce programmes on civic education, youth and children;
- promote civic awareness amongst the public and support the Hong Kong Special Administrative Region’s official events;
- produce programmes and commission projects to encourage creativity;
- explore collaborations with local and external partners;
- produce programmes to reflect the daily life of the community, including the stories of the underprivileged and minorities;
- cover public performances and produce programmes to promote public appreciation of arts, culture and sports;
- plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to TV services; and
- take forward relevant recommendations as set out in Report No. 71 of the Director of Audit on RTHK’s provision of programmes.

Programme (3): School Education Television Programme

	2018–19 (Actual)	2019–20 (Original)	2019–20 (Revised)	2020–21 (Estimate)
Financial provision (\$m)	27.4	28.0	27.9 (–0.4%)	— [^] (–100.0%)
				(or –100.0% on 2019–20 Original)

[^] In the light of the recommendation to review RTHK’s production of school education television (ETV) programmes given in Report No. 71 of the Director of Audit on RTHK’s provision of programmes, the annual financial provision to RTHK for the production of ETV programmes and Programme (3) will cease with effect from 2020–21.

Programme (4): New Media

	2018–19 (Actual)	2019–20 (Original)	2019–20 (Revised)	2020–21 (Estimate)
Financial provision (\$m)	44.1	44.7	45.0 (+0.7%)	44.8 (–0.4%)
				(or +0.2% on 2019–20 Original)

Aim

13 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

14 The New Media services of RTHK provide different online platforms and contents for audiences, through the official website (i.e. “rthk.hk”), seven mobile applications featuring different services (namely “RTHK on the Go”, “RTHK Screen”, “RTHK Mine”, “RTHK News”, “RTHK Vox”, “RTHK Memory” and “Chinese History – the Flourishing Age”), and on social media (such as YouTube and Facebook).

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

Target

	Target	2018–19 (Actual)	2019–20 (Revised Estimate)	2020–21 (Plan)
<i>rthk.hk</i>				
provision of 24-hour continuous streaming service (%).....	100	100	100	100

Indicators◇

	2018–19 (Actual)	2019–20 (Revised Estimate)	2020–21 (Estimate)
<i>rthk.hk</i>			
daily live streaming (Radio and TV)δ.....	—	3 000 000	3 400 000
daily archive accessΔ	731 000	780 000	850 000
daily visits	470 100	480 000	600 000
no. of podcasts available	28 500	30 000	30 000
audio programmes (%).....	61	55	55
video programmes (%).....	39	45	45
daily access of news pages.....	1 233 400	2 000 000	2 300 000

◇ Since Programme (3) will cease with effect from 2020–21, the indicators for eTVonline are deleted as from 2020–21.

δ New indicator as from 2019–20. It refers to the number of hits designated to activate a live media webcast.

Δ Revised description of the previous indicator “daily media access” as from 2019–20. The indicator captures on-demand usage of media (audio and video) archive access. The revised description to “daily archive access” can more accurately reflect that this indicator is measuring access to archive.

Matters Requiring Special Attention in 2020–21

16 During 2020–21, RTHK will continue to:

- develop synergy projects among TV, radio and new media;
- enhance the user experience and accessibility of “rthk.hk” and the RTHK mobile applications;
- improve the technical performance of “rthk.hk” for stable and faster access by local and overseas users;
- plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to new media services; and
- take forward relevant recommendations as set out in Report No. 71 of the Director of Audit on RTHK’s provision of programmes.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2018–19 (Actual) (\$m)	2019–20 (Original) (\$m)	2019–20 (Revised) (\$m)	2020–21 (Estimate) (\$m)
(1) Radio.....	402.2	394.6	408.0	420.3
(2) Public Affairs and General Television Programme.....	563.9	553.8	562.1	581.2
(3) School Education Television Programme.....	27.4	28.0	27.9	—
(4) New Media.....	44.1	44.7	45.0	44.8
	1,037.6	1,021.1	1,043.0 (+2.1%)	1,046.3 (+0.3%)
				(or +2.5% on 2019–20 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2020–21 is \$12.3 million (3.0%) higher than the revised estimate for 2019–20. This is mainly due to the increase in personal emoluments arising from filling of vacancies and an increase of seven posts, as well as the increase in capital expenditure, partly offset by the decrease in operating expenses.

Programme (2)

Provision for 2020–21 is \$19.1 million (3.4%) higher than the revised estimate for 2019–20. This is mainly due to the increase in personal emoluments arising from filling of vacancies and an increase of five posts, as well as the increase in capital expenditure, partly offset by the decrease in operating expenses.

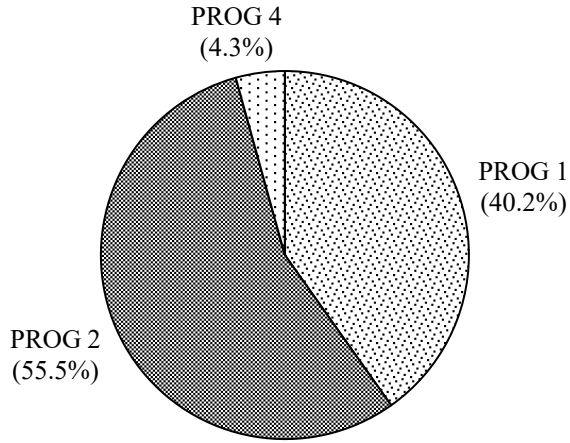
Programme (3)

In the light of the recommendation to review RTHK's production of school ETV programmes given in Report No. 71 of the Director of Audit on RTHK's provision of programmes, the annual financial provision to RTHK for the production of ETV programmes and Programme (3) will cease with effect from 2020–21, under which six posts will lapse.

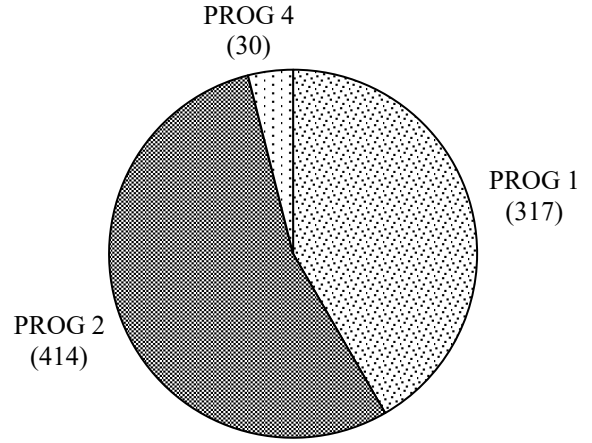
Programme (4)

Provision for 2020–21 is \$0.2 million (0.4%) lower than the revised estimate for 2019–20. This is mainly due to the decrease in operating expenses and capital expenditure, partly offset by the increase in personal emoluments.

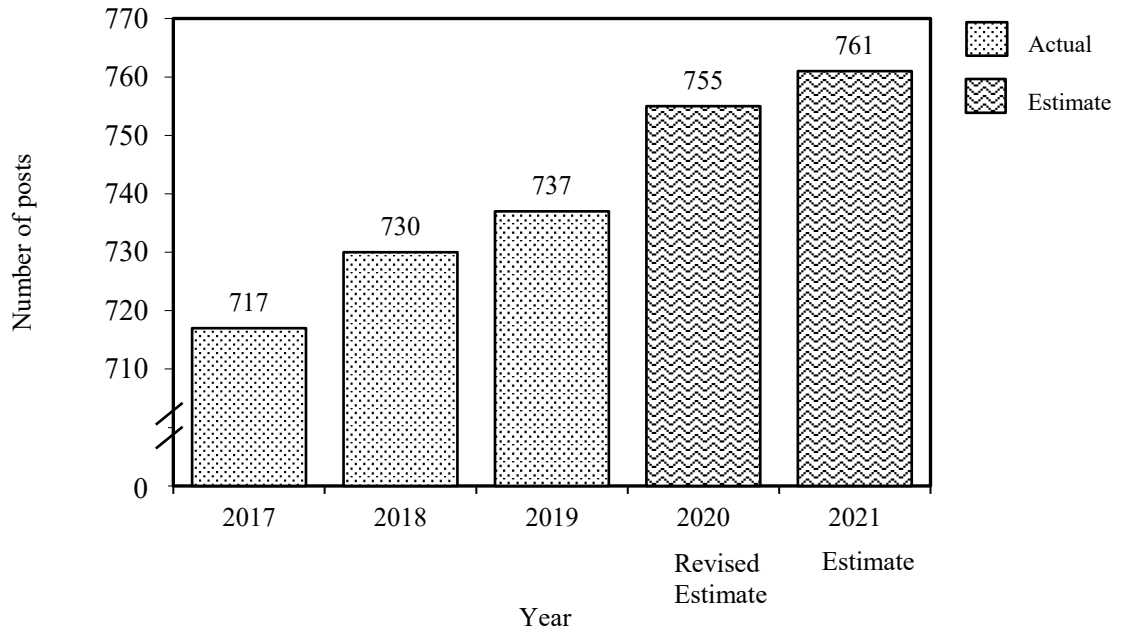
Allocation of provision to programmes (2020-21)



Staff by programme (as at 31 March 2021)



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



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Sub-head (Code)	Actual expenditure 2018–19	Approved estimate 2019–20	Revised estimate 2019–20	Estimate 2020–21	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	965,818	952,829	973,117	977,811
	Total, Recurrent.....	965,818	952,829	973,117	977,811
Non-Recurrent					
	General non-recurrent	8,025	8,000	8,000	— ^Δ
	Total, Non-Recurrent.....	8,025	8,000	8,000	—
	Total, Operating Account	973,843	960,829	981,117	977,811
Capital Account					
Plant, Equipment and Works					
603	Plant, vehicles and equipment.....	13,647	11,812	11,812	12,000
661	Minor plant, vehicles and equipment (block vote).....	50,095	48,414	50,114	56,529
	Total, Plant, Equipment and Works.....	63,742	60,226	61,926	68,529
	Total, Capital Account.....	63,742	60,226	61,926	68,529
	Total Expenditure	1,037,585	1,021,055	1,043,043	1,046,340

Δ *Subhead 700 General non-recurrent* Item 837 Community Involvement Broadcasting Fund is subsumed under *Subhead 000 Operational expenses* with effect from 2020–21.

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Details of Expenditure by Subhead

The estimate of the amount required in 2020–21 for the salaries and expenses of the Radio Television Hong Kong is \$1,046,340,000. This represents an increase of \$3,297,000 over the revised estimate for 2019–20 and \$8,755,000 over the actual expenditure in 2018–19.

Operating Account

Recurrent

2 Provision of \$977,811,000 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 2020 will be 755 posts. It is expected that there will be a net increase of six posts in 2020–21. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2020–21, but the notional annual mid-point salary value of all such posts must not exceed \$486,619,000.

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

	2018–19 (Actual) (\$'000)	2019–20 (Original) (\$'000)	2019–20 (Revised) (\$'000)	2020–21 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	412,958	421,400	435,680	455,880
- Allowances.....	8,159	7,550	8,600	8,800
- Job-related allowances.....	431	610	890	1,180
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	2,372	2,607	2,573	2,007
- Civil Service Provident Fund contribution.....	23,930	29,452	28,905	37,978
- Disturbance allowance.....	19	24	25	25
Departmental Expenses				
- General departmental expenses	517,949	491,186	496,444	461,941
Other Charges				
- Community Involvement Broadcasting Service	—	—	—	10,000 ^Δ
	965,818	952,829	973,117	977,811

Δ *Subhead 700 General non-recurrent* Item 837 Community Involvement Broadcasting Fund is subsumed under *Subhead 000 Operational expenses* with effect from 2020–21.

Capital Account

Plant, Equipment and Works

5 Provision of \$56,529,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents an increase of \$6,415,000 (12.8%) over the revised estimate for 2019–20. This reflects an increase in the cash flow requirements for the procurement of minor plant and equipment in 2020–21.

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Commitments

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2019	Revised estimated expenditure for 2019–20	Balance
			\$'000	\$'000	\$'000	\$'000
<i>Capital Account</i>						
603		<i>Plant, vehicles and equipment</i>				
	801	Replacement of transmission system for relocation of Digital Terrestrial Television frequency channel ^Λ	20,000 ^Λ	—	—	20,000
	825	Establishment of Fill-in Stations for the Digital Terrestrial Television service of Radio Television Hong Kong.....	64,200	44,054	8,561	11,585
		Total	<u>84,200</u>	<u>44,054</u>	<u>8,561</u>	<u>31,585</u>

Λ This is a new item, funding for which is sought in the context of the Appropriation Bill 2020.