

Head 160 — RADIO TELEVISION HONG KONG

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

Estimate 2023–24 **\$1,192.8m**

Establishment ceiling 2023–24 (notional annual mid-point salary value) representing an estimated 760 non-directorate posts as at 31 March 2023 reducing by one post to 759 posts as at 31 March 2024..... **\$503.6m**

In addition, there will be an estimated eight directorate posts as at 31 March 2023 and as at 31 March 2024.

Commitment balance..... **\$138.4m**

Controlling Officer’s Report

Programmes

<p>Programme (1) Radio Programme (2) Public Affairs and General Television Programme Programme (3) New Media</p>	<p>These programmes contribute to Policy Area 17: Information Technology and Broadcasting (Secretary for Commerce and Economic Development).</p>
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Detail

Programme (1): Radio

	2021–22 (Actual)	2022–23 (Original)	2022–23 (Revised)	2023–24 (Estimate)
Financial provision (\$m)	402.3	424.1	429.6 (+1.3%)	471.0 (+9.6%)
				(or +11.1% on 2022–23 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 eight 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 and fine arts;
- Channel 5 (Cantonese) – elderly, cultural and education;
- Channel 6 (Putonghua and Cantonese) – relay of China National Radio Hong Kong Edition;
- Channel 7 (Putonghua and other languages) – general programming, news and finance, and Community Involvement Broadcasting Service (CIBS); and
- Channel 8 (Cantonese and Putonghua) – relay of Radio the Greater Bay of the China Media Group.

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 TV services, Radio on TV programmes are broadcast on selected radio channels and RTHK TV 31.

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

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7 RTHK has introduced a new performance measurement and evaluation framework. Under the framework, RTHK's performance will be evaluated under eight Programme Production Goals (PPGs), which are drawn up by summarising the public purposes, mission and programming objectives stipulated in the Charter of RTHK. The list of PPGs is as follows:

- PPG 1 – promote understanding of our community, our nation and the world through provision of accurate, impartial and objective news and public affairs programmes;
- PPG 2 – promote understanding of the concept of “One Country, Two Systems” and engender a sense of citizenship and national identity;
- PPG 3 – provide a platform for the free exchange of views on public policies without fear or favour;
- PPG 4 – provide a platform to support and promote community participation in broadcasting, such that participants can convey their creation concepts and intended messages;
- PPG 5 – encourage social inclusion and pluralism, reflect the diversity of Hong Kong and other places, encourage integration, inject positive energy into society, and cater to the needs of minority interest groups;
- PPG 6 – promote education and learning including e-learning;
- PPG 7 – stimulate creativity and originality with a view to promoting arts and cultural activities and nurturing talents; and
- PPG 8 – provide informative and entertaining programmes to broaden audiences' horizons and for their leisure and relaxation.

8 The key performance measures in respect of radio are:

Targets‡

	Target	2021–22 (Actual)	2022–23 (Revised Estimate)	2023–24 (Plan)
Transmission hours of programmes (on Channels 1, 2, 3, 4, 5 and 7) by PPG				
PPG 1	9 150	—¶	9 150	9 150
PPG 2	1 100	—¶	1 030	1 100
PPG 3	2 400	—¶	2 400	2 400
PPG 4	910	—¶	910	910
PPG 5	5 780	—¶	5 780	5 780
PPG 6	2 150	—¶	2 150	2 150
PPG 7	12 540	—¶	12 550	12 540
PPG 8	18 530	—¶	18 590	18 530
<i>Total</i>	52 560	—¶	52 560	52 560
RTHK audience who listen to programmes under each PPG (%/million)				
PPG 1	34%	—¶	—¶	34% / 1.19
PPG 2	5%	—¶	—¶	5% / 0.18
PPG 3	12%	—¶	—¶	12% / 0.42
PPG 5	15%	—¶	—¶	15% / 0.53
PPG 6	9%	—¶	—¶	9% / 0.32
PPG 7	16%	—¶	—¶	16% / 0.56
PPG 8	52%	—¶	—¶	52% / 1.83
RTHK audience who agree that RTHK has achieved the PPG (%)				
PPG 1	85	—¶	—¶	85
PPG 2	85	—¶	—¶	85
PPG 3	85	—¶	—¶	85
PPG 5	85	—¶	—¶	85
PPG 6	85	—¶	—¶	85
PPG 7	85	—¶	—¶	85
PPG 8	85	—¶	—¶	85
Public awareness level of CIBS (PPG 4) (%)				
	50	—¶	—¶	50
CIBS applicants who agree that RTHK provides for public participation in broadcasting (PPG 4) (%).....				
	95	—¶	95	95

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Indicators[‡]

	2021–22 (Actual)	2022–23 (Revised Estimate)	2023–24 (Estimate)
Overall appreciation index of programme(s) by PPG (out of 5)			
PPG 1	—¶	—¶	3.5
PPG 2	—¶	—¶	3.5
PPG 3	—¶	—¶	3.5
PPG 4	—¶	—¶	3.5
PPG 5	—¶	—¶	3.5
PPG 6	—¶	—¶	3.5
PPG 7	—¶	—¶	3.5
PPG 8	—¶	—¶	3.5
Cost per transmission hour devoted to programmes (on Channels 1, 2, 3, 4, 5 and 7) by PPG (\$)			
PPG 1	—¶	18,034 [^]	19,119
PPG 2	—¶	4,295	4,905
PPG 3	—¶	8,400	8,905
PPG 4	—¶	26,211	27,776
PPG 5	—¶	6,197	6,567
PPG 6	—¶	8,202	8,693
PPG 7	—¶	4,129	4,381
PPG 8	—¶	5,125	5,414
CIBS applications received (no.) and first-time CIBS applicants (PPG 4) (%).....	318 / 44.0	348 / 56.5	350 / 57.0
CIBS page views (PPG 4).....	—	350 000	350 000
Outreach projects organised (PPG 8).....	123	125	125
No. of substantiated complaint cases dealt with by the Communications Authority (CA).....	2	0	—

[‡] Pursuant to the recommendations of the review on RTHK's governance and management, a new performance measurement and evaluation framework has been developed. The targets and indicators have been suitably revised and will be adopted as from 2023–24 to more appropriately reflect RTHK's level of performance in respect of its public purposes, mission and programming objectives under the Charter of RTHK.

¶ The new performance measurement and evaluation framework will be fully implemented with effect from 2023–24 when data from the re-designed surveys are available for setting new performance targets and indicators. It is therefore not possible to provide certain figures for 2021–22 and 2022–23.

[^] The cost covers production of news content on Radio, TV and the new media.

Matters Requiring Special Attention in 2023–24

9 During 2023–24, RTHK will:

- produce special programmes to celebrate the 95th anniversary of public service broadcasting in Hong Kong;
- continue to provide high-quality radio services to fulfil the public purposes and mission of RTHK as set out in the Charter of RTHK;
- continue to strengthen the synergy between radio and TV services to enhance reach and public engagement;
- continue to nurture young broadcasting talents;
- continue to strengthen the promotion of CIBS to attract more new and diversified applicants;
- continue to reach out to community groups through programme productions/collaborations with local and external partners; 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

	2021–22 (Actual)	2022–23 (Original)	2022–23 (Revised)	2023–24 (Estimate)
Financial provision (\$m)	562.0	617.5	626.2 (+1.4%)	678.2 (+8.3%)

(or +9.8% on
2022–23 Original)

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Aim

10 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

11 The TV Division of RTHK produces TV programmes and operates four 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 local, Mainland and international news, press conferences, Legislative Council meetings, international and local sports and live events of public interest, and also providing the latest traffic information, weather forecasts, news updates and video segments;
- RTHK TV 33 – relaying programmes of China Central Television Channel 1; and
- RTHK TV 34 – relaying programmes of China Global Television Network Documentary.

12 RTHK has introduced a new performance measurement and evaluation framework. Under the framework, RTHK's performance will be evaluated under eight PPGs, which are drawn up by summarising the public purposes, mission and programming objectives stipulated in the Charter of RTHK. The list of PPGs is as follows:

- PPG 1 – promote understanding of our community, our nation and the world through provision of accurate, impartial and objective news and public affairs programmes;
- PPG 2 – promote understanding of the concept of “One Country, Two Systems” and engender a sense of citizenship and national identity;
- PPG 3 – provide a platform for the free exchange of views on public policies without fear or favour;
- PPG 4 – provide a platform to support and promote community participation in broadcasting, such that participants can convey their creation concepts and intended messages (this PPG is not applicable to TV services);
- PPG 5 – encourage social inclusion and pluralism, reflect the diversity of Hong Kong and other places, encourage integration, inject positive energy into society, and cater to the needs of minority interest groups;
- PPG 6 – promote education and learning including e-learning;
- PPG 7 – stimulate creativity and originality with a view to promoting arts and cultural activities and nurturing talents; and
- PPG 8 – provide informative and entertaining programmes to broaden audiences' horizons and for their leisure and relaxation.

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

Targets‡

	Target	2021–22 (Actual)	2022–23 (Revised Estimate)	2023–24 (Plan)
Transmission hours of programmes (on RTHK TV 31 & 32) by PPG				
PPG 1	1 256	—¶	3 257 μ	1 256
PPG 2	2 514	—¶	2 483	2 514
PPG 3	440	—¶	443	440
PPG 5	910	—¶	770	910
PPG 6	890	—¶	768	890
PPG 7	500	—¶	477	500
PPG 8	11 010	—¶	9 322	11 010
<i>Total</i>	17 520	—¶	17 520	17 520
RTHK audience who watch programmes under each PPG (%/million)				
PPG 1	60%	—¶	—¶	60% / 3.5
PPG 2	55%	—¶	—¶	55% / 3.2
PPG 3	60%	—¶	—¶	60% / 3.5
PPG 5	60%	—¶	—¶	60% / 3.5
PPG 6	55%	—¶	—¶	55% / 3.2
PPG 7	55%	—¶	—¶	55% / 3.2
PPG 8	60%	—¶	—¶	60% / 3.5

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	Target	2021–22 (Actual)	2022–23 (Revised Estimate)	2023–24 (Plan)
RTHK audience who agree that RTHK has achieved the PPG (%)				
PPG 1	70	—¶	—¶	70
PPG 2	70	—¶	—¶	70
PPG 3	70	—¶	—¶	70
PPG 5	70	—¶	—¶	70
PPG 6	70	—¶	—¶	70
PPG 7	70	—¶	—¶	70
PPG 8	70	—¶	—¶	70

Indicators‡

	2021–22 (Actual)	2022–23 (Revised Estimate)	2023–24 (Estimate)
Total hours of first-run programmes	6 736.7	6 547.0#	6 000.0
Overall appreciation index of programme(s) by PPG (out of 5)			
PPG 1	—¶	—¶	3.5
PPG 2	—¶	—¶	3.5
PPG 3	—¶	—¶	3.5
PPG 5	—¶	—¶	3.5
PPG 6	—¶	—¶	3.5
PPG 7	—¶	—¶	3.5
PPG 8	—¶	—¶	3.5
Cost per transmission hour devoted to programmes (on RTHK TV 31 & 32) by PPG (\$)			
PPG 1	—¶	28,739	43,818
PPG 2	—¶	53,219	58,377
PPG 3	—¶	12,429	13,898
PPG 5	—¶	114,410	114,236
PPG 6	—¶	64,523	68,708
PPG 7	—¶	69,258	73,380
PPG 8	—¶	15,947	18,328
Major official public events on TV (PPG 1)			
no. of events	44	39	40
hours of events	68.3	68.2	68.0
hours of pool signal provided to media	542.0	539.2	540.0
Outreach projects organised (PPG 8)	20	21	20
No. of substantiated complaint cases dealt with by the CA	3	0	—

‡ Pursuant to the recommendations of the review on RTHK’s governance and management, a new performance measurement and evaluation framework has been developed. The targets and indicators have been suitably revised and will be adopted as from 2023–24 to more appropriately reflect RTHK’s level of performance in respect of its public purposes, mission and programming objectives under the Charter of RTHK.

¶ The new performance measurement and evaluation framework will be fully implemented with effect from 2023–24 when data from the re-designed surveys are available for setting new performance targets and indicators. It is therefore not possible to provide certain figures for 2021–22 and 2022–23.

μ The transmission hours under PPG 1 was at a higher level in 2022–23 due to the fifth wave of COVID-19 in 2022. RTHK TV 32 has been positioned as an “Anti-epidemic Channel” since February 2022, and more programmes were produced to disseminate anti-COVID-19 news and new measures by the Government.

The decrease in 2022–23 is mainly due to the reduction in programmes relating to COVID-19 in the second half of the year.

Matters Requiring Special Attention in 2023–24

14 During 2023–24, RTHK will:

- produce special programmes to celebrate the 95th anniversary of public service broadcasting in Hong Kong;
- strengthen the network’s distribution capabilities, with the aim of providing more diversified programmes and presenting more programmes with national perspectives;
- provide support to initiative championed by RTHK under the “Youth Development Blueprint”;
- enhance the English content on RTHK TV 31 to convey to local expatriates and overseas audiences the unadulterated truth of Hong Kong;

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- continue to provide high-quality TV services to fulfil the public purposes and mission of RTHK as set out in the Charter of RTHK;
- continue to explore collaborations with local and external partners;
- continue to nurture broadcasting talents; and
- continue to plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to TV services.

Programme (3): New Media

	2021–22 (Actual)	2022–23 (Original)	2022–23 (Revised)	2023–24 (Estimate)
Financial provision (\$m)	38.7	38.6	34.4 (–10.9%)	43.6 (+26.7%)
				(or +13.0% on 2022–23 Original)

Aim

15 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

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

17 In 2022, the RTHK Official YouTube Channel has over 1 080 000 subscribers and the viewership of top 20 RTHK videos on the channel is 7 330 000 approximately.

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

Target

	Target	2021–22 (Actual)	2022–23 (Revised Estimate)	2023–24 (Plan)
rthk.hk provision of 24-hour continuous streaming service (%).....	100	100	100	100

Indicators

	2021–22 (Actual)	2022–23 (Revised Estimate)	2023–24 (Estimate)
rthk.hk			
Daily live streaming (Radio and TV) ('000).....	4 200	4 200	4 200
Daily archive access ('000).....	800	800	800
Daily visits ('000)	550	580	580
No. of podcasts available ('000)	25	25	25
Audio programmes (%).....	58	58	58
Video programmes (%).....	42	42	42
Daily access of news pages ('000).....	2 200Δ	2 000	2 000

Δ The increase in 2021–22 was due to a drastic surge in news access amidst COVID-19 epidemic. The current revised estimate reflects the resumption of normal condition of news access.

Matters Requiring Special Attention in 2023–24

19 During 2023–24, RTHK will continue to:

- utilise social media platforms and advanced multimedia tools in support of the celebration of the 95th anniversary of public service broadcasting in Hong Kong;
- develop synergy among TV, radio and new media;

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- provide high-quality new media services to fulfil the public purposes and mission of RTHK as set out in the Charter of RTHK;
- 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;
- make use of social media/Apps to publicise RTHK programmes/activities/projects; and
- plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to new media services.

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ANALYSIS OF FINANCIAL PROVISION

	2021–22 (Actual) (\$m)	2022–23 (Original) (\$m)	2022–23 (Revised) (\$m)	2023–24 (Estimate) (\$m)
Programme				
(1) Radio.....	402.3	424.1	429.6	471.0
(2) Public Affairs and General Television Programme.....	562.0	617.5	626.2	678.2
(3) New Media.....	38.7	38.6	34.4	43.6
	1,003.0	1,080.2	1,090.2 (+0.9%)	1,192.8 (+9.4%)
				(or +10.4% on 2022–23 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2023–24 is \$41.4 million (9.6%) higher than the revised estimate for 2022–23. This is mainly due to the increase in operating expenses and capital expenditure.

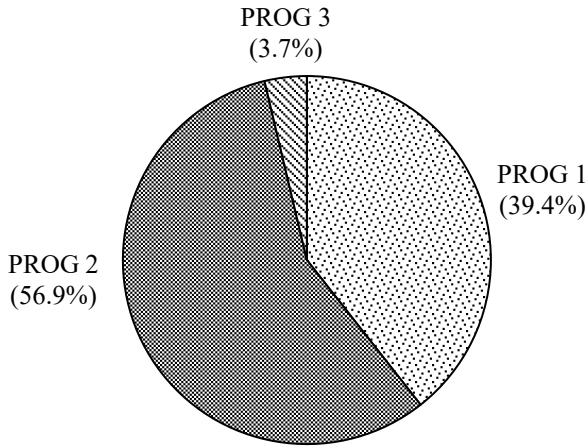
Programme (2)

Provision for 2023–24 is \$52.0 million (8.3%) higher than the revised estimate for 2022–23. This is mainly due to the increase in operating expenses, partially offset by the decreased cash flow requirement in capital projects due to completion. Besides, there will be a decrease of one post in 2023–24.

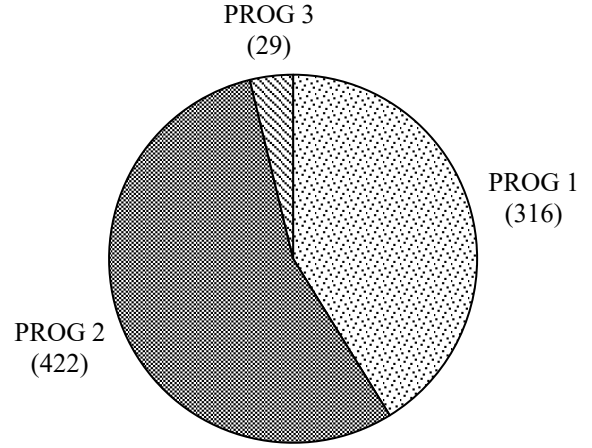
Programme (3)

Provision for 2023–24 is \$9.2 million (26.7%) higher than the revised estimate for 2022–23. This is mainly due to the increase in operating expenses and capital expenditure.

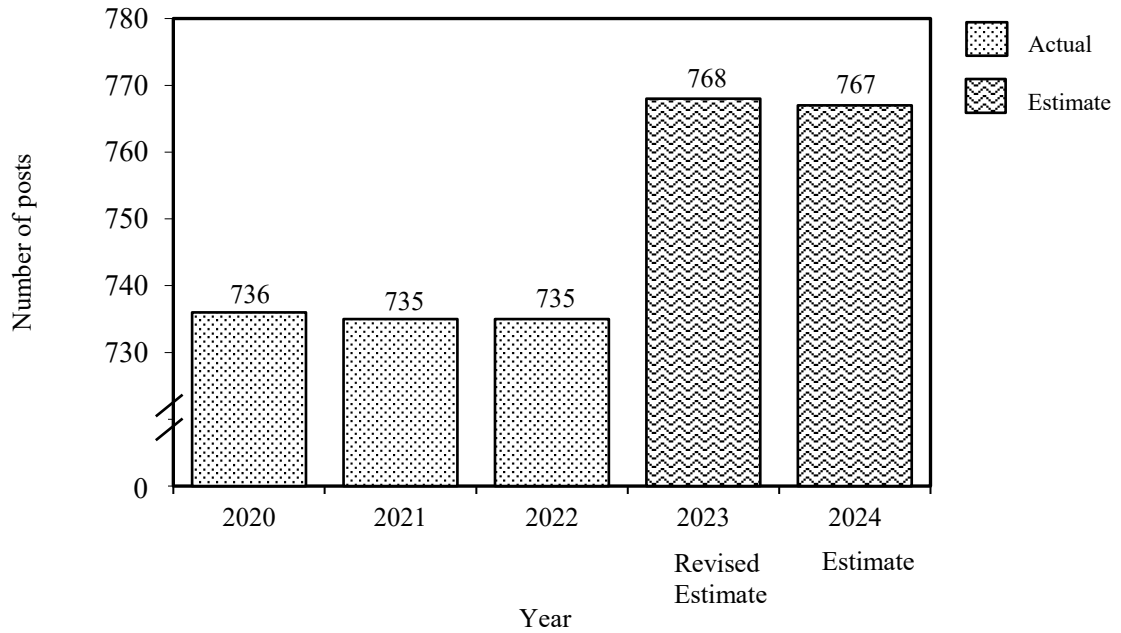
Allocation of provision to programmes (2023-24)



Staff by programme (as at 31 March 2024)



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



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Sub-head (Code)	Actual expenditure 2021–22	Approved estimate 2022–23	Revised estimate 2022–23	Estimate 2023–24	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	948,349	985,062	995,062	1,090,445
	Total, Recurrent	948,349	985,062	995,062	1,090,445
	Total, Operating Account	948,349	985,062	995,062	1,090,445
Capital Account					
Plant, Equipment and Works					
603	Plant, vehicles and equipment	5,349	45,333	45,333	54,625
661	Minor plant, vehicles and equipment (block vote)	49,341	49,783	49,783	47,735
	Total, Plant, Equipment and Works	54,690	95,116	95,116	102,360
	Total, Capital Account	54,690	95,116	95,116	102,360
	Total Expenditure	1,003,039	1,080,178	1,090,178	1,192,805

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Details of Expenditure by Subhead

The estimate of the amount required in 2023–24 for the salaries and expenses of Radio Television Hong Kong (RTHK) is \$1,192,805,000. This represents an increase of \$102,627,000 over the revised estimate for 2022–23 and \$189,766,000 over the actual expenditure in 2021–22.

Operating Account

Recurrent

2 Provision of \$1,090,445,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of RTHK.

3 The establishment as at 31 March 2023 will be 768 posts. It is expected that there will be a decrease of one post in 2023–24. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2023–24, but the notional annual mid-point salary value of all such posts must not exceed \$503,551,000.

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

	2021–22 (Actual) (\$'000)	2022–23 (Original) (\$'000)	2022–23 (Revised) (\$'000)	2023–24 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	431,886	429,463	409,121	435,189
- Allowances	11,231	17,300	16,393	19,241
- Job-related allowances.....	1,052	880	1,046	951
Personnel Related Expenses				
- Mandatory Provident Fund contribution	1,142	783	680	1,775
- Civil Service Provident Fund contribution	35,855	41,952	37,370	42,547
- Disturbance allowance.....	—	9	—	—
Departmental Expenses				
- General departmental expenses	457,584	484,675	520,452	580,742
Other Charges				
- Community Involvement Broadcasting Service.....	9,599	10,000	10,000	10,000
	948,349	985,062	995,062	1,090,445

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Commitments

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2022	Revised estimated expenditure for 2022–23	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	20,000	11,921	5,526	2,553
	804	Update of transmission system at existing Digital Terrestrial Television stations	67,889	—	25,832	42,057
	805	Update of television broadcast systems at Television House	16,350	—	10,000	6,350
	806	New technologies for new services, operational efficiency and capacity growth ^Ω	56,580 ^Ω	—	—	56,580
	808	Expansion and enhancement of transmission system for one additional FM radio channel at existing eight FM stations ^Ω	30,856 ^Ω	—	—	30,856
		Total	<u>191,675</u>	<u>11,921</u>	<u>41,358</u>	<u>138,396</u>

^Ω This is a new item, funding for which is sought in the context of the Appropriation Bill 2023.