

**RTHK In the Digital Future:**

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**Enhance Capacity,  
Promote Public Values**

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**RTHK's Future Aspirations**

- To develop digitalisation of broadcasting in both radio (DAB, DMB) and high definition television (HDTV)
- To re-provision to a new and modern broadcasting headquarters
- To set up a new and independent TV channel
- To reinforce our multimedia services in connecting Chinese communities around the world
- To digitalise the RTHK archives and streamline programme content policy
- To enhance professional development of public broadcasting and nurture broadcasting new talents in Hong Kong

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**Governance Framework**

- **Core principles of good governance for a public service broadcaster**
  - Public accountability
  - Institutional independence
  - Operational flexibility
  - Sustainability

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**Governance Framework**

- **Public Views**
  - HKU public opinion poll (Mar 2006): A vast majority (68.6%) agreed that a public broadcaster should be governed by a body independent of the Government
  - Other views : status quo, privatization, propaganda arm of the Government

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**Governance Framework**

- **Options**
  - To reform RTHK into a statutory corporation (RTHKC)
  - To set up a public trust fund either for all forms of PSB or only for RTHKC
  - To restructure RTHK into a trading fund
- **Recommendation :**
  - RTHKC

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**Statutory RTHK Corporation (RTHKC)**

- **RTHKC Legislation required to achieve the following :**
  - To provide the mandate for public service broadcasting so as to inform, educate and entertain the public under the principle of universality
  - To promote and guarantee the independence of RTHKC from political or commercial interference within a framework of public accountability
  - To ensure stable financial provision for RTHKC

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## Statutory RTHK Corporation (RTHKC)

- **Governing Board and CEO (Con't)**
  - CUHK public opinion poll (May 2006):  
42.6 % said members should be nominated by community organizations while 33 % said they should be nominated by the Legislative Council
  - **Composition of Governing Board:**
    - > 10 to 20 members from the public under specific conditions defined in the legislation to observe the following principles:
      - a) Possess relevant expertise, including the fields of broadcasting, education, arts, culture, technology, journalism, law, etc;
      - b) Free from political and commercial interference;
      - c) Election or open nomination by community organisations from culture, arts and education sectors; and
      - d) Legco should play a role in nomination procedure

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## Financing Arrangements

- **Public Funding Sources**
  - Direct Government funding on 3 or 5-year basis
  - Licensing fee
  - Trust fund
  - Government rates
  - Mixed funding sources
- **Widen Funding Sources**
  - Sponsorship and donation
  - Commercial sponsorship
  - Revenue from programme sales and commercial sources

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## Programme Initiative

- **Increase the proportion of commissioning to 25 %**
  - Good investment for Hong Kong, for the development of culture in general and for the independent film and documentary industry in particular
  - Success of this initiative would depend on two factors: (a) that RTHK should operate its own television channel, and (b) that an adequate level of funding should be provided for productions

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## Smooth transition of staff

- **Staff Participation**
  - Staff are the major asset of RTHK.  
RTHK staff (on civil service or non-civil service terms) should be fully consulted on the arrangements for corporatization, preferably 12 months in advance  
Civil Service Bureau Circular No. 26/91 on "General Guidelines for Staffing Issues in Privatisation / Corporatisation Exercises" should be observed

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