

商務及經濟發展局
通訊及科技科

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9 May 2011

Ms Yue Tin-po
Clerk to Panel on
Information Technology and Broadcasting
10/F, Murray Road Multi-storey Carpark Building
2 Murray Road
Central
Hong Kong
(Fax: 2978 7569)

Dear Ms Yue,

**Media Asset Management of
Radio Television Hong Kong**

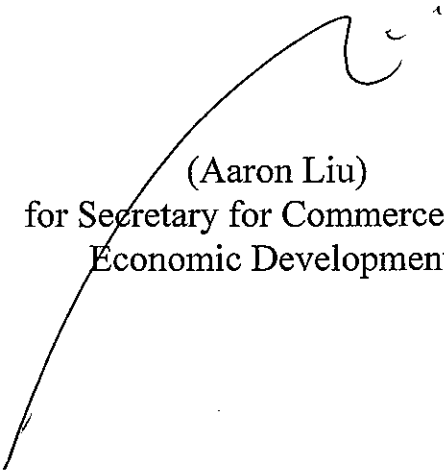
At the Panel meeting held on 10 December 2010, we briefed Members on the Media Asset Management (MAM) of Radio Television Hong Kong (RTHK). In response to the request made by a Member at the meeting, we wish to provide information about RTHK's submission to our Bureau on the funding requirements for the MAM project as set out in ensuing paragraph.

In 2009, RTHK conducted a consultancy study to estimate the resources required for digitizing RTHK's archives and to propose recommendations on the way forward. As part of the study, RTHK has considered to what extent the archives should be digitized, having regard to the costs and benefits of digitization for the materials concerned. RTHK estimates that the most valuable materials constitute about 25% of the total pool of materials. On this basis, RTHK has drawn up the funding

requirements for the MAM project and sought the required funding through the established mechanism. Upon consideration, the Government has approved a total of about \$99 million for RTHK to embark on the project for five years starting from 2011/12. The relevant provision for the current financial year has already been included in the estimate of RTHK this year.

We should be grateful if you would circulate the above information to Members for their reference.

Yours sincerely,



(Aaron Liu)
for Secretary for Commerce and
Economic Development

c.c. Director of Broadcasting