

Further questions to RTHK:

- 1. When did RTHK start performing the role of a public service broadcaster despite being a government department supported by government funding? How does this role differ from the role of the Hong Kong Government's broadcasting service announced by the Government in 1983? What prompted the change, if any?**

Founded in 1928, RTHK has been performing its role as a public service broadcaster to provide quality programmes and minority services to inform, entertain and educate the public, and in the 1930s, the programming became even more diversified.

The setting up of the Public Affairs Television Unit in 1970, an independent newsroom in 1973 and Radio 4 in 1974 further strengthened our role as a PSB in terms of editorial independence and looking after the minorities. In spite of the fact that there is no clear government policy on public service broadcasting in Hong Kong, editorial independence of RTHK has been stipulated in the Framework Agreement since 1993.

香港電台於 1928 成立，於三十年代起扮演公營廣播機構角色，透過高質素及多元化節目，為公眾提供資訊、娛樂及教育節目，同時也照顧小眾需要。

香港電台於 1970 年成立公共事務電視部，1973 年成立新聞部，以及 1974 年第四台投入服務，進一步加強編輯自主及照顧小眾的公營廣播機構功能。縱使政府沒有清晰的公營廣播政策，但在 1993 年與香港電台簽訂的架構協議中，經已訂明港台編輯自主的方針。

- 2. Was the Framework Agreement signed between the then Secretary for Recreation and Culture and RTHK (which came in force in 1993) the only document which laid down the responsibilities of RTHK as a public service broadcaster? Had any public consultation been conducted prior to the signing of the Framework Agreement after the recommendation for the Framework Agreement was made by the Public Sector Reform Policy group in 1992? If yes, what was the coverage of the consultation and how far the recommendation was supported by the community? If not, the reasons for not doing so and the extent of public knowledge of the existence of the Framework Agreement?**

Apart from the Framework Agreement, RTHK Producers' Guidelines, our Vision, Mission and Values Statement and Performance Pledge all clearly laid out our responsibilities as a public service broadcaster.

Framework Agreements were recommended by the Public Sector Reform Policy Group between selected Policy Secretaries and Heads of Departments as management tools in 1992. The Framework Agreement between the then Secretary for Recreation and Culture and Director of Broadcasting came into force in 1993 and has been reviewed every two years. It laid down the responsibilities of the Director of Broadcasting and the Secretary of the Policy Bureau. Since it was an internal management tool within the Government, no public consultation was conducted. The agreement has been posted on RTHK's website and no doubt the public is aware of its existence.

除架構協議外，「香港電台的節目製作人員守則」、「抱負、使命及信念」聲明和每年的服務承諾文件，均清楚說明港台作為公營廣播機構的責任。

公營部門改革政策小組於 1992 年選擇部份政策科及部門，制訂架構協議，加強管理。1993 年，廣播處長與當年的文康廣播司簽訂架構協議，以後每兩年檢討一次。架構協議訂明廣播處長與政策局局長的職權範圍。由於這是政府內部管理安排，因此沒有為此作公眾諮詢。但是，該協議早已上載於港台網站，讓公眾知悉。

- 3. According to the LegCo Brief on Review of Public Service Broadcasting (CTB(CR)9/17/9(05), public service broadcasting is delivered through RTHK and the public interest programmes provided by commercial television and sound broadcasting licensees. How far has RTHK taken into account these other public interest programmes provided by private licensees before drawing up its corporate plans and programmes? In what ways have these public interest programmes posed competition to RTHK? What strategies does RTHK adopt to face such competition and maintain the popularity of its programmes?**

RTHK's programming strategies are mainly based on our Vision, Mission and Values Statement (VMV). Benchmarking and innovation in accordance with the VMV are our goals in terms of programme production which are essential for the development of the media industry in Hong Kong as a whole.

We do not view the commercial sector as our competitor but partners in the industry. In the nineties, we launched a quality survey of our television programmes, i.e. the Television Programmes Appreciation Index (TVA.I.) Survey. Currently, this annual survey is jointly organised with the three local television stations (ATV, TVB and HK Cable TV). RTHK scored the highest average of 72.44 amongst the four stations in 2005.

It is also notable that RTHK has kept up pioneering new attempts in the exploration of programme genres and ideas over the years, for instance radio phone-in programmes, TV documentaries, docu-dramas, outdoor live forums, programmes on sex education, personal profiles, elderly, LegCo updates, environmental protection, gender equality and cultural performances etc. They are all imprints of RTHK's innovations, which reflect our mission and are partly brought forth by our lesser emphasis on ratings. We have, however, spared no effort in making our programmes attractive and interesting as borne by our professional standards. We welcome our commercial partners to follow in our footsteps, while some do, we continue to take the lead in developing new ventures.

香港電台的節目發展策略，主要建基於我們的「抱負、使命及信念」文件，並以此作為製作及創新的衡量指標，有關文件於香港媒體發展也同樣重要。

對於商營廣播機構，我們一直視為行業的合作伙伴，而非競爭對手。九十年代，我們推動電視節目質素的調查，即「電視節目欣賞指數調查」；時至今日，參與這項調查包括本地三間電視媒體機構（亞洲電視、無線電視和有線電視）。2005年度，香港電台取得 72.44 最高的平均欣賞指數。

值得注意的是香港電台不斷創新，多年來不斷引入新的節目類型及意念，例如：電台叩應節目、電視紀錄片、實況戲劇、戶外直播論壇、性教育節目、人物系列、長者節目、立法會資訊、環保節目、性別平等、以及文化演出等。這些節目均是港台節目創意的印記，既體現我們的使命、也是因為較少側重收視率所致。與此同時，我們亦會竭盡全力貫徹專業水平，使節目更具吸引力及趣味性。我們歡迎商營廣播機構時有追隨我們的標準，而我們更會致力推動新的創意。

- 4. Are there any programmes which are not normally produced by commercial licensees due to commercial reasons but are produced and broadcast by RTHK for public interest reasons? Please provide the percentages of such programmes**

in the last three years. Does RTHK review the needs of the community periodically so as to decide whether such programmes should be strengthened?

No comparison of programme nature as described above between commercial licensees and RTHK has been conducted scientifically in the past.

One of our missions is to serve a broad spectrum of audiences and cater to the needs of minority interest groups. In the Controlling Officer's Report, we have already listed the performance indicators which are unique to RTHK as a public service broadcaster. In the Radio Division, one of the indicators shows that 25.5% of our total audience consists of minority audience. As for television production, programme natures range from current affairs, youth and children, arts and culture, civic education, continuing education, mainland affairs, special interests groups, etc. On the arts and culture front, RTHK is fully committed to strengthening the public's appreciation through the coverage of classical performances such as 'Turandot', '2005 World Children's Choir Festival', 'Hong Kong Philharmonic New Year's Eve Gala Concert' and 'Messiah in the Park'. RTHK's PSB programming strategy is clearly distinct from commercial broadcasters.

RTHK conducts and compiles public opinion polls, audience surveys, television appreciation indices, public consultations, TV advisory panels, listeners' panels, focus groups and Channel Heads' hotlines to gauge community needs for programme planning. Producers diagnose all canvassed information and review programming accordingly.

One recent example is an early morning show for the elderly which will be launched in June on Radio 5. The idea of the show originated from the review of the needs of the elderly and baby boomers. The elderly audience and NGOs were invited to provide programme ideas in the course of planning.

我們並沒有科學地就上列的節目性質與商營廣播機構作比較。

我們其中一項使命是服務大眾，並且兼顧小眾需要；在管制人員報告內，我們已詳列港台作為公營廣播機構的表現指標。在電台服務方面，其中一項指標指出，港台的聽眾當中，25.5%屬於小眾；電視方面，節目類型包括公共事務節、青少年及兒童、文化藝術、公民教育、持續教育、中國及特定群體節目等。在文化藝術方面，香港電台致力提高市民對文化、藝術的賞識水平，經常轉播古典音樂演出，例如「杜蘭朵」、「世界童聲合唱節」、「香港管弦樂團新年音樂會」

及「聖誕園林音樂會－彌賽亞」等。港台提供的公共廣播節目策略與商營廣播機構明顯不同。

香港電台透過不同的方法，包括公眾意見調查、聽眾調查、電視節目欣賞指數調查、公眾諮詢會、電視節目顧問團、聽眾評議會、意見小組、台長熱線等來吸納社會意見，以規劃節目製作方針。在每次意見小組或聽眾評議會會議後，製作人員會進一步研究收集到的意見，檢討節目發展方向。

近期例子是 2006 年 6 月於第五台推出的一個長者節目，其意念就是因為檢討長者的需要後而訂定；我們在籌劃節目的過程中，會邀請長者聽眾及非政府組織提供意見。

5. Regarding the co-operation with other government departments in publicizing and promoting their services, what is the working relationship between RTHK and the departments concerned over the production of the programmes, from planning, script-writing to broadcasting? How far has RTHK been able to maintain editorial independence while at the same time meeting the needs of the departments concerned? Are these programmes fully funded by the departments concerned? Can all production costs, including staff cost be fully recoverable?

The working relationship between RTHK and other government departments, as well as with other NGO partners, are based on mutual cooperation and have been smooth all through the years. Our partners are aware of and respect RTHK's editorial independence as a public service broadcaster which operates free from government and commercial influence.

Programmes produced in co-operation with other government departments are not fully funded. Some of them, particularly for programme ideas originated from RTHK, are not funded at all. We maintain the principle that partnership with other parties should be based on a good cause. Basically, whether the production and staff cost is borne by RTHK or shared with our partners is immaterial.

香港電台與政府部門及非政府組織的合作，建基於相助的關係上，一直合作良好。我們的合作伙伴均理解及尊重港台作為公營廣播機構的編輯自主方針，不受政府或商業利益影響。

政府部門與港台的節目合作，並非全屬贊助；如節目意念是源自港台，則有關部門未必會提供贊助。我們緊守的原則是與外界的合作必須有合乎公眾利益的理據。因此，節目製作及員工成本由港台承擔，還是合作伙伴支持，並非我們的考慮因素。

6. What is RTHK's strategy in the outsourcing of production of programmes? What are the factors to be considered in deciding whether the production of a certain programme is to be outsourced? What is the percentage (in terms of number of broadcast hours and number of programmes) of RTHK's programmes that have been produced by outside contractors in the past three years?

Outsourcing of programme production comes in many forms to achieve cost efficiency, such as filming, artwork, subtitling etc. However, in support of the creative industry and grooming creative talent, RTHK initiated a commissioning project of television drama and documentary programmes in 2000, making reference to the Australian Broadcasting Corporation model which started commissioning in 1996. The prime objectives are to encourage diversity, provide a platform for independent producers and stimulate creativity by cross communication between RTHK and talented producers/production houses in the market.

The percentage of RTHK's prime time programmes produced by outside contractors in the past three financial years was maintained at approximately 4% in terms of the number of broadcast hours and 4-4.3% in terms of number of programmes.

節目製作外判爲了達致更好的成本效益，形式亦多樣化，包括：拍攝、美工及字幕製作等。爲了支持創意工業、培育創意人材，香港電台於 2000 年首推戲劇及紀實製作節目外判計劃，其時，我們參考澳洲廣播公司於 1996 年推出相類計劃的經驗。這項計劃的首要目的是激發創意、鼓勵多元製作，也爲獨立製作人提供平台，同時讓港台與市場上製作人材保持接觸。

過去三個財政年度，港台黃金時段的外判節目，以總播放時數計，約佔 4%；如以節目數目計，則佔 4 – 4.3%。

7. Does RTHK consider it a more appropriate arrangement if it were allocated an independent television channel? Would RTHK be able to sustain the

operation of a dedicated TV channel in addition to the existing radio services based on the present level of financial provision? If not, what should be the appropriate level of funding?

Given the difficulties in acquiring suitable time slots apart from the prime time arrangement with terrestrial broadcasters, RTHK considers it a more appropriate arrangement if it is to be allocated an independent television channel provided sufficient resources are forthcoming. To maximize the audience reach of RTHK's programmes as a core principle of universality in PSB by public funding, maintaining continual exposure in the free-to-air channels is essential.

The rough cost estimate for setting up a TV Channel is \$1.3 billion including the re-provisioning of RTHK premises and cost of digital equipment (excluding cost of transmission network), with an estimated recurrent cost of slightly more than \$600 million (excluding operating cost of TV newsroom) for 6 hours of Standard Definition output daily.

鑑於與免費電視頻道磋商於黃金時間以外要求額外播映時間是非常困難，港台認為更理想的安排是在足夠資源分配下，成立獨立電視頻道。然而，為確保以公帑製作的港台節目，能接觸最廣泛的受眾，保留在免費電視頻道的播放安排，是必需的。

成立獨立電視頻道的開支，粗略估計約為 13 億元，包括港台遷建新大樓及添置數碼器材（未計算發射網絡的開支）。有關頻道每年營運開支，以每日製作六小時標準數碼電視節目計算，預算約稍高於 6 億元（未包括電視新聞部的營運開支）。

- 8. Has RTHK been able to broadcast all of its TV programmes? Are there any productions which cannot be broadcast due to lack of air time? Are there other reasons for not being able to broadcast such programmes? Please provide the information for the past three years on the table below?**

(2003-04)

<i>Nature of programmes</i>	Actual number of TV programmes produced	Distribution of output by programme nature (%)	Hours transmitted	% of total income
Current affairs	553	31.2		
Youth and children	160	13.1		
Arts and culture	112	12.1		
Civic education	213	13.8		
Continuing education	101	7.6		
Mainland affairs	36	3.3		
Special interests group	159	15.4		
Sports	<i>Not reflected in COR</i>			
Religious				
Language				
Others (please specify)	382	3.5		
Total:	1716	100	1427	

<i>Programming Strands</i>	<i>Output Hours</i>	<i>Cost per hour (including staff cost)</i>
Current affairs	187	346,500
Documentary	56	452,600
Servicing	55.9	203,800
General Programmes	114.1	541,600
Educational Programmes	161.6	383,900
Total:	574.6	

(2004-05)

<i>Nature of programmes</i>	Actual number of TV programmes produced	Distribution of output by programme nature (%)	Hours transmitted	% of total income
Current affairs	554	31		
Youth and children	158	11.6		
Arts and culture	147	14.8		
Civic education	203	12.6		
Continuing education	107	8.1		
Mainland affairs	37	3.9		
Special interests group	140	16		
Sports	<i>Not reflected in COR</i>			
Religious				
Language				
Others (please specify)	374	2		
Total:	1720	100	2399	

<i>Programming Strands</i>	<i>Output Hours</i>	<i>Cost per hour (including staff cost)</i>
Current affairs	182.8	330,200
Documentary	54	480,100
Servicing	53.9	201,100
General Programmes	144.7	426,100
Educational Programmes	159.3	379,800
Total:	594.7	

(2005-06)

<i>Nature of programmes</i>	Actual number of TV programmes produced	Distribution of output by programme nature (%)	Hours transmitted	% of total income
Current affairs	526	34.2		
Youth and children	154	13		
Arts and culture	137	12.6		
Civic education	189	14.1		
Continuing education	131	8.1		
Mainland affairs	30	1.4		
Special interests group	127	14.7		
Sports	<i>Not reflected in COR</i>			
Religious				
Language				
Others (please specify)	370	1.9		
Total:	1664	100	3669	

<i>Programming Strands</i>	<i>Output Hours</i>	<i>Cost per hour (including staff cost)</i>
Current affairs	185.9	287,000
Documentary	62.3	368,000
Servicing	51	182,000
General Programmes	106.4	544,000
Educational Programmes	157.3	339,000
Total:	562.9	

RTHK would first liaise with commercial broadcasters in the acquisition of additional timeslots, apart from the prime time arrangements, before actual production commences. The timeslots offered might not be most desirable and are quite often scheduled during fringe hours. In some cases, the Television Division has to accommodate these programmes in the fixed prime time slots by pre-empting other productions. As a public broadcaster, RTHK also provides pool feed signals of all regular LegCo sittings and events of public interests to all broadcasters as a service.

如果香港電台希望獲取黃金時段以外的額外時段播放特備節目，我們會在製作前與商營電視台先行商討。獲安排的播映時間通常會在非黃金時間，時段未必理想，有個別情況，港台電視部仍要把這些節目安排在黃金時段中播出，原定節目因此被迫讓路。作為公營廣播機構，香港電台也會為立法會會議，或一些關乎公眾利益的活動，向全港廣播機構，提供公用視訊。

9. In the view of RTHK as a public service broadcaster, which types of programmes listed above should be expanded? What are the constraints which have made it difficult to expand such services?

In view of the current trends and social needs of the audience, we believe that programmes on current affairs, arts, culture and education should be expanded. There has been discussion internally that an independent TV Channel and a radio education channel are worth considering as they suit the needs of the public and can enhance the competitiveness of the Hong Kong population as a whole.

Lack of funding, inflexible TV airtime, insufficient FM radio frequencies and the pace of digital development are the biggest constraints for service expansion.

鑑於社會發展及社眾的需要，我們認為應加強公共事務、文化、藝術及教育節目製作，港台內部不時討論成立獨立電視頻道及電台教育頻道的需要，以回應社會的需求及增強港人的競爭力。

港台服務發展面對最大的障礙是資源不足、電視播映時間欠彈性，缺乏超短波廣播頻道及未能推展數碼廣播服務等。

- 10. Corporatization of RTHK has been discussed in public for a long time. What are the expectations of RTHK management and staff from corporatization? Are the management and staff of RTHK prepared to be subject to a licensing system after corporatization? Are they aware that after corporatization, there will be increased accountability and strengthened corporate governance over the operation of RTHK? What was the reason for not pursuing corporatization in the past?**

We expect RTHK to be transformed into a statutory public body through legislation with its editorial independence, accountability and governance clearly defined, coupled with a more flexible and efficient mode of operation designed and a more stable funding mechanism established in order to provide sustainable and innovative public broadcasting service to our audience.

We are conscious of the importance of accountability and governance regardless of our status as a government department or a statutory organization (being licensed or not).

There has been discussions on RTHK's organizational status in the past and the discussion was ultimately put on hold by the government.

我們期望港台能透過立法，轉變成為一法定公共機構，擁有編輯自主、明確問責及管治架構、彈性及有效率的運作模式，和穩定的撥款機制，為公眾提供可持續發展及具創新意念的公營廣播服務。

無論港台是政府部門，還是法定組織，抑或是一持牌機構，我們高度重視問責及管治的重要性。

過去關於港台組織架構問題的討論，最終因為政府決定擱置討論而沒有繼續進行。