

Information on Development of Public Service Broadcasting in Hong Kong

- 1. Were there any changes in working relationship between RTHK and the Policy Branch(es)/Bureau(x) responsible for broadcasting over the years? What was the role of RTHK before the signing of the Framework Agreement in the 1980s? What had prompted the signing of this Agreement?**

Relationship between RTHK and the Policy Branch(es)/Bureau(x):

The working relationship between RTHK and the policy branches/bureau has been evolving over the years. RTHK was first run by the Hong Kong Broadcasting Committee (1928 to 1938), the Postmaster General (1939 to 1951) and then the Public Relations Office from 1951 to 1954. After 1954, Radio Hong Kong (a new government department) was established. The responsible bureaus or branches were consistently evolving as well with the Home Affairs Branch from the 50s to the 80s, with the Administrative Branch in the 80s, the Recreation and Culture Branch in the 90s and the Information Technology and Broadcasting Bureau, and Commerce, Industry and Technology Bureau (now).

Role of RTHK:

The role of RTHK has always been that of a public service broadcaster serving the community. Its duties are to “inform, educate and entertain” the public (see RTHK’s Vision, Mission and Values). Its primary obligation is to serve all audiences - including special interest groups - by providing diversified radio, television and internet services that are distinctive and of high quality, in news and current affairs, arts, culture and education. RTHK is editorially independent and its productions are guided by professional standards set out in the RTHK Producers’ Guidelines.

Framework Agreement:

The Framework Agreement is not unique to RTHK as a government department. In 1992, the Public Sector Reform Policy Group recommended Framework Agreements between selected Policy Secretaries and Heads of Departments as management tools. 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. The Framework Agreement laid down the responsibilities of the Director of Broadcasting and the Secretary for the Policy Bureau.

香港電台與政策（科）局的工作關係：

香港電台與政策局（科）的關係經歷多番轉變，港台成立初期（1928-1938）由香港廣播委員會管轄，其後先後由郵政處（1939-1951）和公共關係處（1951-1954）接手。1954年，香港電台正式成為政府部門；多年來由不同政策局（科）管轄，包括五十年代至八十年代由華民政務科負責，在八十年代交由行政科統管，再於九十年代歸入文康廣播科，回歸後成為資訊科技局和工商及科技局轄下部門。

香港電台角色：

香港電台一直扮演公營廣播機構角色，服務社群，首要任務是提供資訊、教育及娛樂節目予公眾（附：香港電台抱負、使命及信念）。香港電台透過電台、電視、互聯網，在服務大眾的同時，也照顧特別社群的需要，提供高質素的新聞時事、文化、藝術及教育節目。香港電台秉持編輯自主，按照香港電台《節目製作人員守則》的專業準則從事製作。

架構協議：

香港電台並非唯一與所屬政策局（科）訂立架構協議的政府部門。公營部門改革政策小組於 1992 年建議部份政策司與部門首長，簽訂架構協議，加強管理。1993 年，廣播處長與當年的文康廣播司簽訂了架構協議，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。

- 2. Were there any changes in the delineation of responsibilities between RTHK and the Information Services Department (or Government Information Service (GIS)) following the drawing up of the Framework Agreement for RTHK in the 1980s? How far was RTHK able to use the air-time provided to it for broadcasting its TV programmes? Does RTHK promote the services of Government departments in the programmes it produces? Was RTHK given the mandate at any stage to do so? If yes, to what extent was RTHK given the editorial independence and the funding support to produce these programmes? If not, through what channels could such information be broadcast and how was it done? How much air-time was provided to RTHK or to Government departments for delivery such programmes on commercial TV channels?**

RTHK/ISD Working Relationship:

RTHK performs the role of a public service broadcaster. RTHK and ISD are separate departments and have different responsibilities.

Before 1973, the Government Information Service provided news to all radio stations including RTHK. ISD officers who were news editors were stationed in RTHK. In 1973, RTHK expanded its news feature unit and subsequently set up its own newsroom and began to exercise full editorial independence.

There are many areas of cooperation between ISD and RTHK, including large-scale celebrations and events, i.e. the Queen's visit in 1986, the Handover ceremony in 1997, 1st July celebrations, the anti-SARS campaign, the WTO Ministerial Conference, visits of national leaders and other VIPs such as China's astronauts. Cooperation could take the form of pool feeds for news coverage of various events.

TV airtime:

The amount of air-time provided to RTHK or to Government departments is governed by the Broadcasting Ordinance.

RTHK's total weekly television production amounts to roughly 11 hours, with 2.5 hours per week being broadcast during prime time on each Chinese Channel of ATV and TVB. Another 1 hour of productions is scheduled during prime time on each English Channel of ATV and TVB per week. This arrangement dates back in 1989.

Programmes with other government departments:

RTHK publicizes and promotes the services of government departments, including "School Educational Television" (with the Education and Manpower Bureau) since 1971, "Police Report" (with the Hong Kong Police Force) since 1973 and a series of Voters' Registration and Election programmes (with the Registration and Electoral Office) since 1982. More recent examples include the MC6 WTO HK Ministerial Conference Coordination Office, Census and Statistics Department, Civil Services Bureau, Correctional Services Department, Flying Services, Hong Kong Observatory, Leisure and Cultural Service Department, Environmental Protection Department, Transport Department, Home Affairs Department.

More routine services include traffic updates, road safety announcements, occupational safety campaigns and fighting crime concerts, as well as anti-smoking, public health and anti-narcotic messages.

This publicity work is multi-faceted; in addition to the aforementioned services, RTHK's radio division invites government officials to take part in a variety of current affairs programmes to explain and detail their policies, thus providing government with a platform to engage the public. Other services involve RTHK directly partnering with government departments and NGOs to jointly produce programmes.

Editorial independence remains RTHK's core value. Even when funding is attained from an outside source, RTHK maintains editorial integrity and control.

香港電台與政府新聞處的工作關係：

香港電台是公營廣播機構，與政府新聞處並無從屬關係，職責亦無任何重疊。

1973 年以前，政府新聞處為各電台包括香港電台，提供新聞資訊，並派駐新聞官在港台擔任新聞編輯。1973 年，香港電台擴展新聞專題組，及後成立新聞部，自始編採獨立。

一直以來，政府新聞處與香港電台於本港大型慶典或活動上，經常合作，例如 1986 年英女皇訪港、1997 年主權交接儀式、回歸慶典、防沙土活動、世貿部長級會議、以及國家領導人或重要人物（如太空人）訪港等等。港台為有關活動的新聞採訪提供視訊訊號。

電視播映時間：

提供予香港電台或政府的電視播映時間，由《廣播條例》規管。

港台每星期電視製作時數約為 11 小時，每星期有 2.5 小時節目分別在亞洲電視及無線電視中文頻道的黃金時段播出，另外，每星期約有 1 小時英語節目分別在兩間電視台的英語頻道播出。此項安排始於 1989 年。

與政府部門合作的節目：

港台協助推廣政府服務的製作眾多，如自 1971 年起製作的「學校教育電視節目」（與教育統籌局合作）、1973 年啓播的「警訊」（與香港警務處合作）、於 1982 年起製作選民登記及選舉系列節目（與選舉事務處合作）等。近年，我們協助多個部門推廣服務，包括世貿第六次部長級會議統籌辦公室、政府統計處、公務員事務局、懲教署、飛行服務隊、香港天文台、康樂及文化事務署、環境保護署、運輸署、民政事務總署等。

其他經常推廣公共訊息的服務還包括：交通消息、道路安全訊息、職業安全運動、滅罪演唱會和反吸煙、公眾健康、禁毒資訊等。

除宣傳推廣外，港台也會以不同方式帶出政策訊息；電台會邀請政府官員參與時事節目，向公眾解釋政策，提供市民與政府溝通的平台，我們也經常與政府部門及非政府組織等合作，製作節目。

編輯自主是香港電台秉持的核心價值，這項原則絕不受財政來源左右。

3. How far does RTHK regard itself as a public service broadcaster? What principles of public service broadcasting (PSB) does it adopt in drawing up its scope of programme content and business plans? Have any studies been conducted by RTHK in this regard and how far its staff have been trained to perform this role? Has any code of practice been drawn up to ensure the PSB principles are followed?

RTHK as a Public Service broadcaster:

RTHK is Hong Kong's sole public broadcaster, and draws on the traditions and principles of public broadcasting standards from around the world. It is an active member of Public Broadcasting International (PBI) and benchmarks many of the standards set by international PSB, such as the BBC, ABC and CBC. RTHK has enshrined PSB principles in its Mission, Vision and Values document as well as in its Producers' Guidelines.

Performance measurement:

RTHK's performance is measured through different means, including public polls, audience surveys, the Television Appreciation Index Survey, public consultations, listeners' panels, TV advisory panels and focus groups. Universities also regularly conduct surveys about RTHK. One by the Chinese University of Hong Kong in October 2005 showed that 72.2%

of respondents had an overall positive impression. Nearly 70% of the respondents reasoned that RTHK offered a wide choice of programmes. Another survey by the same university in March this year showed that more than 50% of respondents rated the overall performance of RTHK as “quite good” or “very good”. In addition, a public poll by the Public Opinion Programme of the University of Hong Kong in March this year also revealed that more than half of the respondents believed RTHK had fulfilled its role as a public broadcaster.

Training:

Since the 1970s, RTHK has arranged systematic training and attachment opportunities with the BBC in the UK for senior colleagues. Close contacts are maintained with other overseas public broadcasters. RTHK staff are exposed to international conferences organized by bodies such as the Asia-Pacific Broadcasting Union, Public Broadcasters International and the Commonwealth Broadcasting Association. Such conferences provide members of staff with opportunities to exchange views with broadcasters from around the world.

Code of practice

To ensure that the tenets of public service broadcasting are codified, the Producers' Guidelines were developed back in 1998, and internal workshops are held to ensure that staff members are aware of the principles.

香港電台作為公營廣播機構：

香港電台作為香港唯一公營廣播機構，按照世界公認的公營廣播原則營運。港台是國際公營廣播機構(PBI)的活躍成員，我們參照國際的公營廣播機構，如英國廣播公司、澳洲廣播公司和加拿大廣播公司的專業準則，制訂香港電台的「抱負、使命及信念」文件和《節目製作人員守則》。

衡量表現：

香港電台採納不同的方法衡量表現，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、聽眾評議會、電視節目顧問團及意見小組討論等，此外，還有學術機構做的研究。香港中文大學於 2005 年 10 月進行的調查結果顯示，72.2%受訪者對港台整體印象良好，接近七成受訪者認同港台提供多元化節目；中大於三月份進行的另一項調查也指出，超過五成受訪者認為港台整體表現是「頗好」及「非常好」。另外，香港大學民意研究計劃三月的調查顯示，超過五成受訪者認為港台貫徹公營廣播機構功能。

培訓：

七十年代以來，香港電台為資深員工，提供有系統的訓練，包括派往英國廣播公司受訓。現時，我們與海外公營廣播機構維持緊密聯繫，更不時派遣員工參與國際會議，如亞太廣播聯盟、國際公營廣播機構及英聯邦廣播組織的年會，讓員工有機會與世界各地廣播專業人員交流。

專業守則：

為確保公營廣播服務準則得以落實，我們早於 1998 年制訂《節目製作人員守則》予員工備考，並透過內部工作坊，讓員工熟知有關準則。

- 4. What planning parameters and time frame (e.g. in terms of years) have been used in drawing up its business plans? How far does RTHK refer to its business plan when drawing up its annual budget? What are the limitations in the current financial arrangements, i.e. funding through annual appropriations? What is the more appropriate funding arrangements to facilitate better planning?**

Business Plan

RTHK receives annual appropriation of funds from government through normal government budgetary procedures. The planning and budgetary process is affected by the government's fiscal position, which complicates longer-term development. RTHK's annual plans are drawn up in accordance with the latest societal trends and issues though planning is limited because of short-term funding. RTHK believes longer-term funding would be more conducive to effective management.

Future budgetary planning

As stated above, long term planning is difficult, particularly in the area of capital investment for digital migration and other technological advancements. An annual allocation of a few million dollars is not enough to sustain the necessary technical upgrades. A more appropriate arrangement would be three to five-year funding. This would enhance operational flexibilities and facilitate long term planning. The financial arrangements for the future RTHK could be guided by the following principles:

- Funding sources and arrangements that would ensure that RTHK could operate and be seen to operate independently from government intervention or market pressure;
- Financial arrangements that would be sustainable and acceptable to the public;
- Secure and stable funding sources that could be used for long-term planning and technological investment in the digital age;
- Sufficient funding that would enable RTHK to develop into a dynamic and versatile public broadcaster whose support is widely and deeply rooted among citizens; and
- That RTHK should be accountable to the public on its use of public funds.

業務計劃

香港電台按照政府一般預算程序，按年獲得撥款。港台的規劃及預算，經常受到政府的財政狀況所影響，難以作出長遠發展的規劃；因為撥款周期短，港台可以因應社會形勢發展而規劃的能力很有限。港台相信，周期較長的撥款安排有助管理效益。

未來預算規劃

如前所述，目前的財政安排限制了港台的長遠規劃，尤其在數碼科技發展方面需要的資本性投資。每年調撥數百萬元作資本性投資，並不足以更新器材應付持續的技術發展需要；以三年或五年為撥款周期是較合適的安排，將能配合長遠規劃及營運需要。未來撥款安排可按下列準則處理：

- 財政來源需確保香港電台能獨立運作，免受政府或市場壓力干預；
- 財政安排具持續性及為公眾所接受；
- 香港電台能獲得穩定財政來源作長遠規劃及在數碼年代作技術投資；
- 香港電台應有足夠資源，發展成為植根香港，有活力且多元化的公營廣播機構；及
- 香港電台就公帑使用向公眾問責。

5. Apart from the annual appropriation, what other sources of finance are available to RTHK? What kinds of programmes are expected to be produced by RTHK out of the funding provided by the annual appropriation? Is RTHK allowed to obtain commercial sponsorships for producing programmes outside the scope of the programme content agreed with the Bureau in the context of the Estimates?

No commercial sponsorship is allowed. Though corporate social responsibility is a trend, existing rules do not allow commercial sponsorship, which hinders RTHK's opportunities to tap into a wider community network. RTHK hopes to discuss with the Bureau a possible review of existing sponsorship guidelines.

In 2004 - 2005, non-commercial sponsorship accounted for \$42.8M. The types of programmes produced by RTHK are listed in the annual Controlling Officer's Report.

目前，香港電台並不接受商業贊助。雖然現時社會鼓勵企業履行公民責任，但有關規條並不容許港台接受商業贊助，港台因而難以拓展社區網絡的合作空間。港台將與局方檢討現行的接受贊助指引。

在 2004-2005 年度，非商業性質贊助數額約為 \$4,280 萬元，贊助節目詳情已載列於管制人員的周年報告。

6. What are the respective amounts of air-time allocated to RTHK by commercial television broadcasters? How far are such air-time quotas adequate to meet the needs of RTHK? What is the more appropriate arrangement?

TV airtime:

The amount of air-time provided to RTHK or to Government departments is governed by the Broadcasting Ordinance.

RTHK's total weekly television production amounts to roughly 11 hours, with 2.5 hours per week being broadcast during prime time on each Chinese Channel of ATV and TVB. Another 1 hour of productions is scheduled during prime time on each English Channel of ATV and TVB per week. This arrangement dates back to 1989.

According to the existing financial provision, the air-time quota can meet current needs. But there should be more flexibility in prime-time arrangements. Air-time at 10:00 pm and 11:00 pm would be more appropriate for certain offerings, such as programmes like Sex Education.

The prime-time slots allocated to RTHK have become marginalized over the years as viewing habits and the daily lives of Hong Kong people have changed. Additional prime-time slots are desirable, e.g., one 90-minute to 120-minute slot each month to accommodate government projects, or other projects of public interest. Additional fixed fringe-time slots for children/youth programmes, and arts and culture programmes would be desirable as well.

電視播映時間：

提供予香港電台或政府的電視播映時間，由《廣播條例》規管。

港台每星期電視製作時數約為 11 小時，每星期有 2.5 小時節目分別在亞洲電視及無線電視中文頻道的黃金時段播出，另外，每星期約有 1 小時英語節目分別在兩間電視台的英語頻道播出。此項安排始於 1989 年。

以現有的財政資源，港台只能應付現行的製作量。可是，節目編排應更具彈性。部份節目如性教育節目，能安排在晚上 10 時及 11 時播出會較為理想。

就觀看電視習慣及港人生活習慣而言，現時編配予香港電台的黃金時段已屬邊緣時段。港台期望能獲安排額外播映時間，例如每月多提供 90 至 120 分鐘時間，播映一些與政府合作的項目，或一些關乎公眾利益和公眾有興趣的製作；另外應於非黃金時段撥出固定時間播映港台製作的兒童 / 青少年節目及文化藝術節目。

7. What is the mechanism, if any, and assessment criteria for RTHK to decide on the types of programmes to be produced? Are the arrangements free from the influence of the Government administration? Have RTHK conducted any surveys to solicit public views on the types of programmes to be produced? If yes, to what extent does it accord importance to such views?

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 digest all canvassed information and review programming accordingly.

RTHK is editorially independent. The Director as the Chief Editor is responsible for ensuring that a system of editorial control in accordance with RTHK's Producers' Guidelines exists to provide fair, balanced and objective news, public affairs and general programming that inform, educate and entertain the public. As stated earlier, programme decision-making is free from government and commercial influence.

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。

香港電台編輯獨立，廣播處長是港台的總編輯，根據香港電台《節目製作人員守則》，須確保新聞、時事節目及其他節目製作，在提供資訊、教育及娛樂時，能公正、不偏不倚和客觀；節目內容及安排也不受政府左右。

8. How far does RTHK, being a public service broadcaster, play a leading role in the development of new services and broadcasting technologies? Please outline the relevant initiatives that have been taken in recent years and plans for the future.

RTHK does play an extremely active role in the development of new services. The Radio Division has been a pioneer in a number of areas, including the introduction of FM in 1960, the introduction of FM stereo in 1976, the Radio Data System (RDS) in the 80s, DAB trials in 1998, as well as youth web radio in the form of Teen Power in 2004. The first and sole Fine Music Channel was first launched in 1974, the sole elderly channel was introduced in 1978 and Hong Kong's only Putonghua channel was launched in 1997.

Our television division started the first ever outdoor live discussion among parties called City Forum in 1981, with other cross-media platform programmes, a High Definition TV trial and the introduction of a TV Appreciation Index (TVAI) Survey in 1991. The TVAI survey acts as a yardstick measuring the industry's performance quality. A pioneer exercise of commissioning launched in 2000 continues to offer a platform to nurture local production talents.

RTHK started its Internet service in December 1994 (the first local broadcaster to offer radio and TV programmes online). Online services have been expanding over the years. The daily access rate of RTHK ON INTERNET has increased from an average of 7,000 hits at the end of 1994 to the present 25 million hits. All radio and TV programmes produced by RTHK are web cast live, and 12-month on-demand online archive services are provided. Original multimedia web content is also produced on the RTHK website, and new features have been added in recent years, such as myrthk and audio and video podcasts that tailor to the rising demand of internet customization and mobile access.

To serve the public better, RTHK aspires to develop the following services if provided with the appropriate institutional capacity and sustainable financing:

- Digital broadcasting, including audio broadcasting (DAB/DMB) and high definition television (HDTV);
- Various forms of new media broadcasting (Internet, wireless and technology convergence);
- Enhance the cultural and educational elements of our programming; and
- Promote public access of RTHK archives as part of Hong Kong's cultural heritage preservation.

香港電台積極拓展新服務，我們在多個廣播領域上扮演先行者的角色，包括在 1960 年引入超短波調頻（FM）廣播、1976 年開始超短波調頻立體聲（FM stereo）廣播、八十年代引進電台數據系統（RDS）、1998 年開始測試數碼聲音廣播，又在 2004 年啓動年青人網上電台 Teen Power。港台還推出多個獨特的電台頻道，全港首個古典音樂頻道於 1974 年啓播，首個長者台於 1978 年投入服務，並於 1997 年推出首個普通話頻道。

電視服務方面，於 1981 年推出的戶外直播討論節目 -- 「城市論壇」，是當年一個嶄新嘗試，另外，跨媒體製作、高清電視製作測試已經開展。1991 年港台引入電視節目欣賞指數調查，作為業內量度節目質量的指標，2000 年推出電視節目外判計劃，為本地製作人材提供培訓平台。

1994 年香港電台推出互聯網服務，是本港首個廣播機構提供網上電台及電視節目。近年來，網上服務日趨蓬勃，港台網上廣播站每日點擊率由 1994 年底每日 7,000 次，增加至現時每日 2,500 萬次。港台所有電台及電視節目均作網上直播，並提供十二個月網上重溫服務。港台網站同時提供多媒體網站原創內容，近年新增服務有「myrthk」、聲音及影像 podcasts，專門針對日益增加的公眾需求，提供個人化及流動收聽和觀看服務。

為更好服務公眾，香港電台期望能推展以下發展計劃：

- 數碼廣播，包括數碼聲音廣播（DAB/DMB）和高清電視製作（HDTV）；
- 不同形式的新媒體廣播方式（互聯網、無線及科技匯流服務）；
- 增加節目內的文化及教育內容；及
- 保存香港電台資料庫的影音檔案，作為香港文化遺產，開放予公眾使用。

然而，推展這些計劃的大前提是港台的機構設施須得以改善及具持續性的財政資助。

9. What are the challenges currently faced by RTHK as a public service broadcaster?

RTHK faces numerous challenges, both in terms of daily operations and future deliberations. RTHK's role is likely to be widely discussed in the community throughout this year. In January, a Committee on Review of Public Service Broadcasting in Hong Kong was appointed, and members of the general public have been expressing their views. Some have expressed concerns. RTHK itself has stated it supports the Review. We have been listening carefully to the public and have conducted our own surveys and forums to gauge public views. It is clear that the public is concerned about editorial independence, the scope of programming, funding arrangements and the future development of RTHK.

RTHK needs stable funding and flexibility to run its operation effectively as a media organization. At present, RTHK operates on a modest annual budget of \$439 million. However, the annual resource allocation has made it difficult for RTHK to plan for long-term investment, and strategies to embrace future challenges such as digitization. RTHK's reprovisioning project (new headquarters) has been put on hold for the moment. But for RTHK to function efficiently, it needs new equipment and a more efficient working environment. Capital expenditure required for reprovisioning, relocation and equipment would be in the region of \$1.3 billion.

With its 78 years of history, RTHK has built up a substantial archive, which is a valuable cultural asset of the community. The question now is to look for a way to preserve the archives, which should be seen as a treasure trove of Hong Kong's heritage.

RTHK's complex staffing mix and structure pose numerous challenges, including inflexible conditions on staff deployment. This is unsatisfactory for a media organization that demands efficiency and flexibility. As of 1 May 2006, RTHK had a total of 782 staff, of which 493 were civil service staff and 289 non-civil service contract full time staff.

In pursuit of broadening the PSB sector and meeting public expectations, RTHK aspires to enhance its role and capacity as a public broadcaster and facilitate the development of public service broadcasting as a whole. The operational flexibility and developmental capacities of RTHK must be strengthened if we are to resolve many of the current problems and achieve future goals.

香港電台日常運作及未來發展，均面對不少挑戰。今年以來，港台角色的討論成為社會關注的議題。今年一月，政府委任公共廣播服務檢討委員會後，社會人士均表示關注。香港電台對檢討持正面態度，細心聆聽公眾意見，更透過民意調查和公眾諮詢會，收集各界對未來公營廣播服務的意見。公眾很明確的表示，他們關注港台的編輯自主、節目範疇、財務安排及未來發展。

香港電台作為傳媒機構，要有效運作，需要穩定的財政來源及營運彈性。現時，港台營運經費不算充裕，今年約為 4.39 億元，而每年撥款的安排對港台來說，既缺乏彈性，也難作長遠投資及規劃，以迎接數碼時代的挑戰。興建新大樓計劃已拖延多時，為有效運作，我們需要新器材及合時的操作設施。興建新大樓、搬遷及器材費用，估計為 13 億元左右。

啓播七十八年，港台儲存了不少資料及影音檔案，這些都是香港社會的寶貴文化資產，更是資料寶庫，但如何妥善保存正是目前另一大課題。

香港電台複雜的組織架構和員工組成，影響運作彈性及人事調配，對講求效率與機動性的傳媒機構來說，並不理想。截至 2006 年 3 月 1 日，港台共有 782 名全職員工，當中包括 493 公務員及 289 名非公務員合約僱員。

在拓展公共廣播服務以回應公眾期望這個理念基礎上，香港電台期望能進一步提升作為公營廣播機構的功能和服務，推進公共廣播服務發展。港台需要增加營運彈性和發展空間，以解決目前的種種問題及未來發展。

RTHK Vision, Mission and Values

Vision

To be a leading public broadcaster in the new media environment.

Mission

To inform, educate and entertain our audiences through multi-media programming;

To provide timely, impartial coverage of local and global events and issues;

To deliver programming which contributes to the openness and cultural diversity of Hong Kong;

To provide a platform for free and unfettered expression of views;

To serve a broad spectrum of audiences and cater to the needs of minority interest groups.

Values

Editorial Independence

Impartiality

Serving the Public

Competitiveness

Quality Production

Development of Talent

香港電台抱負、使命及信念

抱負

成爲新媒體環境中舉足輕重的公營廣播機構

使命

製作多媒體節目，提供資訊、教育及娛樂；
適時與不偏不倚報道本地及國際大事與議題；
協力推動香港的多元開放文化；
提供自由表達意見的渠道；
服務普羅大眾，同時照顧少數社群的需要。

信念

堅守編輯自主
保持不偏不倚
服務社會大眾
提昇競爭層次
製作優質節目
培育多元人才