



RTHK's Views on Public Service Broadcasting Review

Radio Television Hong Kong (RTHK) is the sole publicly-funded broadcaster in the HKSAR. Its primary obligation is to serve all audiences – including those with minority interests - 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 guided by professional standards set out in the RTHK Producers' Guidelines.

RTHK welcomes the review on public service broadcasting and will fully participate in the process. We believe the review should be carried out in an open and transparent manner.

RTHK recognizes that there is no clear policy on public service broadcasting in Hong Kong. We trust that the review will confirm the importance of public service broadcasting, and clearly define its scope of service. According to a report by UNESCO¹, public service broadcasting shall be independent from commercial or political interests; its only *raison d'être* is public service with special features as below:

- 1) **Universality:** Public service broadcasting must be accessible to every citizen throughout the territory. Its services shall target society as a whole and seek to serve as many people as possible;
- 2) **Diversity:** The services offered by public service broadcasting should be diversified in at least three ways: the genres of programmes offered, the audiences targeted and the subjects discussed to ensure the general public and minority groups are taken care of;
- 3) **Independence:** Public service broadcasting is a forum in which ideas should be expressed freely, where information, opinions and criticisms can circulate. Freedom of public broadcasting shall be maintained against commercial or political influence;

¹ Source : <http://unesdoc.unesco.org/images/0014/001415/141584e.pdf>



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- 4) **Distinctiveness:** Services offered by public service broadcasting must be distinguished from those of other broadcasting services in terms of programme categories and quality. Public broadcasters shall take a leading role in the industry through innovation and commitment to quality.

RTHK trusts that the review will take consideration of all views to serve the best interests of the community. It should also take full account of the experience of both local and overseas public service broadcasters to ensure the sustainable development of public service broadcasting. RTHK will also be able to explore the opportunities presented by the ever-changing broadcasting environment to deliver a high-quality service to the community.

RTHK has set up a PSB working group to follow through the review and will engage staff for their views before making submissions to the Committee.

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Vision, Mission and Values Statement of RTHK

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