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**Legislative Council Panel on
Information Technology and Broadcasting**

**Radio Television Hong Kong –
New Developments in
Public Service Broadcasting**

14 February 2011

New Development Initiatives of RTHK

- ❖ Launch of Digital Audio Broadcasting (DAB) Service
- ❖ Plan for Digital Terrestrial TV (DTT) Service
- ❖ Trial of Community Involvement in Broadcasting
- ❖ Establishment of Media Asset Management System
- ❖ Development of New Broadcasting House in Tseung Kwan O
- ❖ New Resources
- ❖ Development of Manpower Resources

Launch of DAB Service

- ❖ RTHK will launch five DAB programme channels -
 - ❧ 4 channels : used for simulcasting the existing four AM channels to improve reception quality, with gradual enhancement of programme content, including the introduction of community involvement in broadcasting.
 - ❧ 1 channel: used for relaying national radio programmes to enhance public understanding about Mainland matters.
 - ❧ Provide value-added data services such as screening of news highlights, weather information and traffic reports.
- ❖ Target to launch these channels by mid-2012.

Sharing & Cooperation in the Establishment and Operation of Transmission Network

- ❖ Need to share a single set of transmission equipment on technical grounds.
- ❖ Need to cooperate in establishing the DAB network and bear the costs involved.
- ❖ Will share the cost with reference to the number of DAB channels each operates.
- ❖ RTHK will be responsible for the maintenance of the transmission network. Cost will be shared based on the number of DAB channels each operates.

Establishing DTT Transmission Network

- ❖ Develop DTT service in a progressive and step-by-step manner.
- ❖ In the next few years, RTHK will be committed to establishing the DTT transmission network, including discussion on the rental of suitable hilltop transmission sites, purchasing transmitters and equipment, and conducting technical trials.

Plan for DTT Service

- ❖ Will increase its production of high definition (HD) TV programmes to not less than 200 hours per year from 2011-12 to prepare for the launch of its DTT service.
- ❖ Upon the establishment of the transmission network and subject to progress of the preparatory work and the resources needed for operating a TV station, RTHK may develop its DTT service progressively according to the needs of the community and market condition.

Trial of Community Involvement in Broadcasting

- ❖ Develop community involvement in broadcasting on digital platform.
- ❖ The Government has earmarked \$45 million for a three-year trial under the proposed Community Broadcasting Involvement Fund. RTHK is considering the framework and possible ground rules for the initiative.
- ❖ Expect to launch the trial in 2012-13 at the earliest.

Establishment of Media Asset Management (MAM) System

- ❖ RTHK has over 80 years of audio records and over 30 years of TV productions.
- ❖ The Government will provide resources in the next five years for RTHK to establish a MAM System in order to preserve the cultural heritage of Hong Kong's public broadcasting and make it accessible by the public and the industry.

Development of New Broadcasting House in Tseung Kwan O

- ❖ The Government has decided that TKO Area 85 should be the new site for the development of the new Broadcasting House.
- ❖ Compared with the original site, the new site is larger in size and subject to far less development constraints, thus substantially reducing construction difficulties.
- ❖ The Government plans to complete the technical feasibility study around the first half of this year, and will proceed with town planning procedures and funding application as soon as possible.

New Resources

- ❖ The Government proposes to allocate new resources to RTHK as from the financial year 2011-12 for launching various new services, including –
 - ❧ Recurrent funding: used for launching DAB service, increasing the production of HD TV programmes, planning for the new Broadcasting House, digitization of programme archives, etc; and
 - ❧ Non-recurrent funding: used for the procurement of equipment and facilities to kick start the DAB and DTT services.

Development of Manpower Resources

- ❖ Will resume internal promotion for staff at both directorate and non-directorate ranks in the first quarter of this year.
- ❖ Will in parallel resume the recruitment of civil servants.
- ❖ On manpower resources, will create a number of new civil service posts in 2011-12, including one permanent post of Controller (Broadcasting Services) ranked at D1 and a supernumerary post of Administrative Officer Staff Grade B (AOSGB) for three years.

Thank You!