

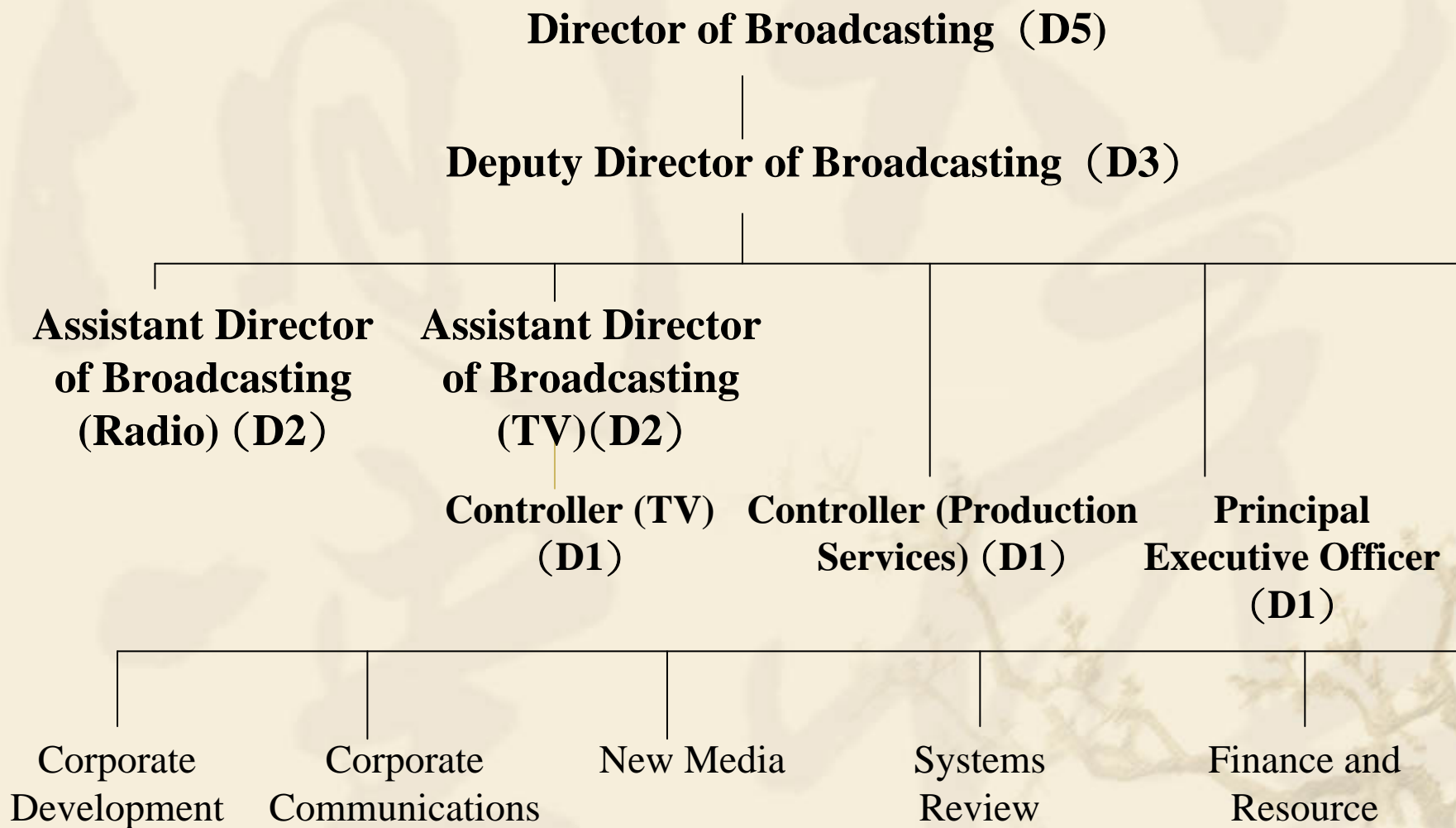
LC Paper No. CB(1)1252/10-11(02)

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

Strengthening Directorate Support for Radio Television Hong Kong

14 February 2011

Existing Organization Chart of RTHK



Proposal to create new posts

RTHK proposes to create two new directorate posts:

- ❖ **One Controller (Broadcasting Services) (D1) (Permanent post)**
- ❖ **One AOSGB (D3) (Supernumerary post for 3 years)**

Justifications

To strengthen its directorate support, institute organizational changes and new delineation of responsibilities among directorate staff for :

- ❖ **leading and coordinating new projects and services**
- ❖ **meeting the convergence of different media platforms and strengthening internal synergy**

New Services New Initiatives

(a) Digital Audio Broadcasting (DAB) Service

- **By mid-2012**
- **5 DAB programme channels**

(b) Digital Terrestrial Television (DTT) Service

- **Establish transmission network, conduct technical trials**
- **Increase production of High Definition (HD) TV programmes**

(c) Community Involvement in Broadcasting

- **Expect to launch the trial in 2012-13 at the earliest**

New Services New Initiatives

(d) Media Asset Management

(e) Re-provisioning of Broadcasting House

- **Town planning procedures and application for funding**

New Responsibilities

Three posts of Controller (Broadcasting Services) :

- ❖ Radio (Proposed permanent post) — Assist in day-to-day management of Radio Division, make preparation for the launch of DAB service, plan for the introduction of community involvement in broadcasting
- ❖ TV — Assist in overseeing TV Division, increase production of HD TV programmes and make preparation for the launch of DTT service
- ❖ Production Services — Manage technical and production support services for radio and television productions

New Responsibilities (Cont'd)

Two Assistant Directors of Broadcasting :

- ❖ **AD (Radio & Corporate Programming) —** Oversee radio programming matters (including news) and corporate programming strategies, development of DAB service and community involvement in broadcasting
- ❖ **AD (TV & Corporate Businesses) —** Oversee TV programming matters (including public affairs programmes) and new media service, development of HD TV programme production and DTT service, corporate businesses

New Responsibilities (Cont'd)

Deputy Director of Broadcasting (Programmes)

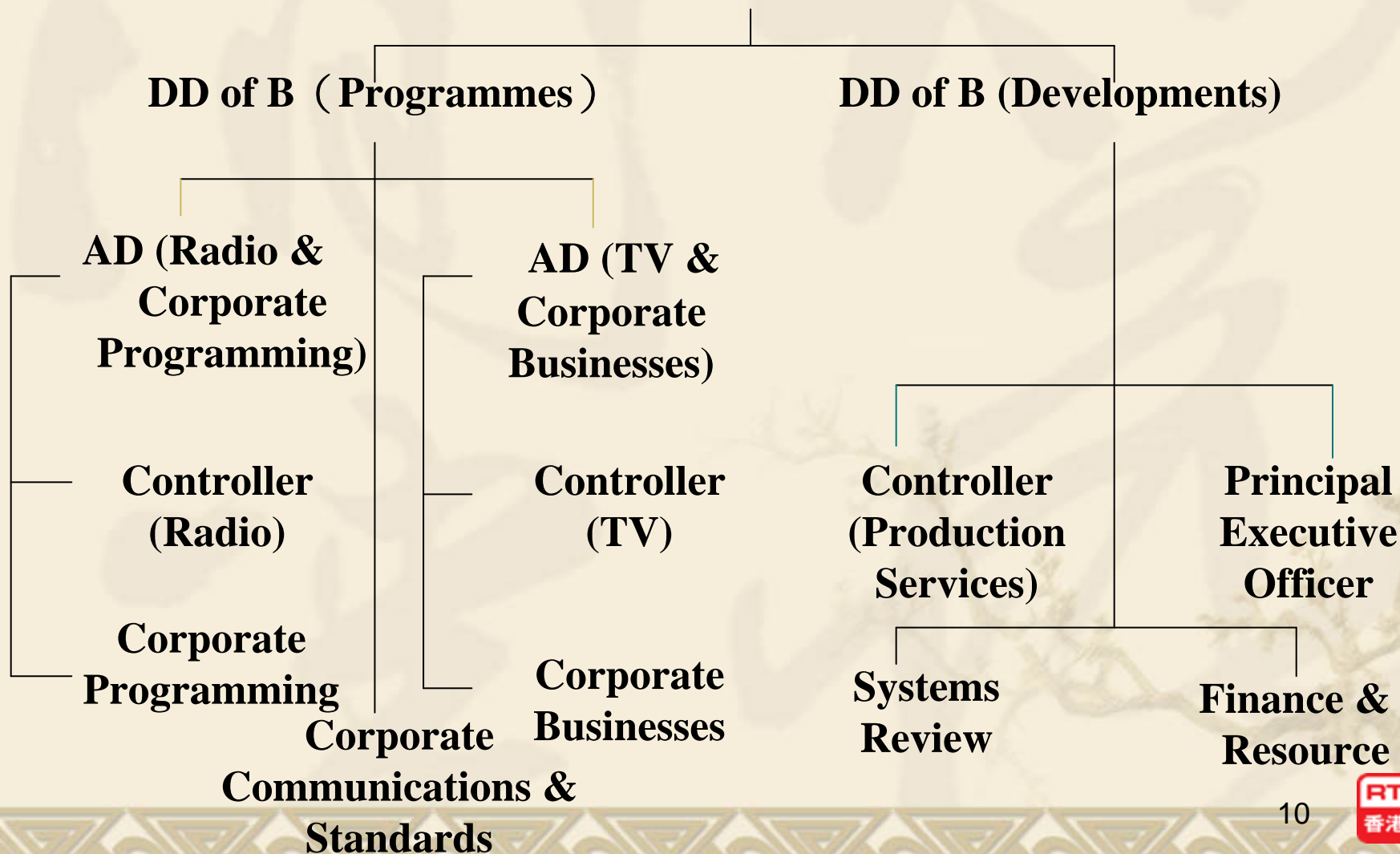
- ❖ Lead and coordinate development in radio, TV and new media
- ❖ Programming strategies and editorial management
- ❖ Corporate communications and programming standards

Deputy Director of Broadcasting (Developments) – the proposed supernumerary post for 3 years

- ❖ Lead and coordinate new projects
- ❖ Oversee departmental administration and resources deployment

Proposed Organization Chart of RTHK

Director of Broadcasting



Thank You!