

Head 160 — RADIO TELEVISION HONG KONG

Controlling officer: the Director of Broadcasting will account for expenditure under this Head.

Estimate 2018–19	\$1,012.5m
Establishment ceiling 2018–19 (notional annual mid-point salary value) representing an estimated 722 non-directorate posts as at 31 March 2018 rising by seven posts to 729 posts as at 31 March 2019	\$429.5m
In addition, there will be an estimated nine directorate posts as at 31 March 2018 and as at 31 March 2019.	
Commitment balance	\$58.0m

Controlling Officer's Report

Programmes

Programme (1) Radio	These programmes contribute to Policy Area 17: Information Technology and Broadcasting (Secretary for Commerce and Economic Development).
Programme (2) Public Affairs and General Television Programme	
Programme (3) School Education Television Programme	This programme contributes to Policy Area 16: Education (Secretary for Education).
Programme (4) New Media	This programme contributes to Policy Area 17: Information Technology and Broadcasting (Secretary for Commerce and Economic Development).

Detail

Programme (1): Radio

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	386.2	400.1	390.0 (–2.5%)	381.9 (–2.1%)
				(or –4.5% on 2017–18 Original)

Aim

2 As the public service broadcaster of Hong Kong, Radio Television Hong Kong (RTHK) aims to inform, educate and entertain the general public through high quality programmes.

Brief Description

3 The Radio Division of RTHK produces and transmits radio programmes to the community of Hong Kong. It operates seven AM/FM channels, namely:

- Channel 1 (Cantonese) - news, information and general programming;
- Channel 2 (Cantonese) - youth, entertainment and popular music, promotion of family and community projects;
- Channel 3 (English) - news, information and general programming;
- Channel 4 (English and Cantonese) - serious music and fine arts and relay of BBC World Service;
- Channel 5 (Cantonese) - elderly, cultural and education;
- Channel 6 (Putonghua and Cantonese) - relay of China National Radio Hong Kong Edition; and
- Channel 7 (Putonghua and other languages) - general programming, news and finance and Community Involvement Broadcasting Service (CIBS).

4 In 2017–18, the Chinese and English radio news teams continued to provide accurate coverage of local, regional and national news, including the 20th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR), the National People's Congress, the Chinese People's Political Consultative Conference and the 19th National Congress of the Communist Party of China. On the international front, North Korea Nuclear Crisis and the French Presidential Election 2017 were also covered.

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5 The video news team produced over 200 hours of video news programmes for broadcast on RTHK TV 31 and various web platforms in 2017. In addition, over 1 400 hours of live feed of news coverage (including special events and conferences) were produced and transmitted through various social media and/or RTHK TV 32.

6 For the celebration of the 20th Anniversary of the Establishment of the HKSAR, a theme song featuring renowned local artists and a series of special programmes were produced.

7 Further to the decision of the Chief Executive in Council on 28 March 2017 to discontinue the digital audio broadcasting (DAB) services in Hong Kong, the DAB services provided by RTHK were terminated at midnight of 3 September 2017. RTHK has made new programming arrangements from 4 September 2017, to continue to cater for the underprivileged, ethnic minorities and different communities. Among others, the CIBS programmes were accommodated on Putonghua Channel, with broadcasting hours extended to 16 hours per week. To enhance the awareness of CIBS, promotional events and consultation services were organised in various districts.

8 To preserve the heritage of Chinese pop music, a special campaign “Gold Songs 40 You and Me” was launched to mark the 40th Anniversary of the Top Ten Chinese Gold Songs Award.

9 On Radio 1, the programme “Healthpedia” was simulcast on RTHK TV 31 from September 2017. Besides, the public affairs team produced special programmes to cover the 20th Anniversary of the Establishment of the HKSAR, and forums for the Legislative Council (LegCo) by-election which allowed exchange of views among the public.

10 Radio 2’s Solar Project continued to focus on anti-drug messages and career development opportunities of the youth.

11 Radio 3’s annual charity project Operation Santa Claus celebrated its 30th anniversary and collected a handsome amount of proceeds for registered charities.

12 Radio 4 conducted a series of in-school workshops to provide students with an opportunity to be radio hosts and to appreciate classical music.

13 Radio 5 produced a series of programmes about Cantonese Opera to document the footprints of key figures, veterans and fledgling artists in the industry.

14 The Putonghua Channel produced a series of radio and television (TV) programmes, featuring the success stories of prestigious Chinese enterprise leaders who chose Hong Kong as their base of business.

15 The key performance measures in respect of radio are:

Target

	Target	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Plan)
advice on radio reception within eight working days (%).....	100	100	100	100

Indicators

	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Estimate)
hours of output§			
Channel 1	8 760	8 760	8 760
Channel 2	7 640	8 237§	8 681§
Channel 3	8 760	8 760	8 760
Channel 4	6 570	7 824§	8 760§
Channel 5	8 100	8 083	8 083
Channel 6	8 760	8 760	8 760
Channel 7	6 935	6 935	6 935
Total	55 525	57 359	58 739
hours of news programming output	7 140	7 118	7 120
cost per channel hour excluding Newsroom and CIBS (\$)¶			
Channel 1	6,251	5,871	5,563
Channel 2	6,989	5,403	4,848
Channel 3	3,342	3,177	3,002
Channel 4	5,129	3,890	3,282
Channel 5	4,153	3,774	3,576
Channel 6	113	54	11
Channel 7	2,938	3,345	3,178

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	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Estimate)
no. of listeners—past seven days (million) ^ω	3.411	3.371	3.371
cost per listener—past seven days (\$).....	111.0	113.9	111.5
audience reach per channel—past seven days (%/million) ^ω			
Channel 1	36/2.421	33/2.225	33/2.225
Channel 2	25/1.687	26/1.741	26/1.741
Channel 3	4/0.25	4/0.24	4/0.24
Channel 4	6/0.392	6/0.385	6/0.385
Channel 5	6/0.423	7/0.447	7/0.447
Channel 6	2/0.155	1/0.078	1/0.078
Channel 7	3/0.211	2/0.155	2/0.155
minority audience compared with total audience (%).....	21.3	21.1	21.1
new programme hours compared with total output hours (%)	7.2	7.2	7.2
no. of substantiated complaints ^Ω	8	7	0
output hours per programme staff.....	360.6	365.3	371.8
community/educational projects organised.....	150	150	155
radio hours devoted to public affairs phone-in discussion.....	2 563	2 578	2 578

§ Since termination of DAB services from midnight of 3 September 2017, selected DAB programmes and relays have been accommodated on the analogue channels which increased the output hours and further reduced the joint broadcasting hours. The estimate of 2018–19 reflects a full-year effect of the change in programming.

¶ Revised description of the previous indicator “cost per channel hour excluding Newsroom” as from the termination of the DAB services.

ω The figures are based on a survey conducted by an independent survey house. The number of listeners represents those who have listened to any of RTHK’s channels. However, a listener might have listened to more than one channel.

Ω They include warnings, breaches or advice issued by the regulatory authority, and substantiated complaints received from all other sources.

Matters Requiring Special Attention in 2018–19

16 During 2018–19, RTHK will:

- strengthen the promotion of CIBS to raise public’s awareness and attract more diversified applicants,
- produce special programmes for celebrating 90 Years of Broadcasting in Hong Kong,
- produce special reports and programmes on 2018 World Cup Russia and the 18th Asian Games Jakarta Palembang 2018,
- strengthen the synergy between radio and TV services to enhance reach and public engagement,
- continue to reach out to community groups through programme productions/collaborations,
- continue to enhance the accessibility of radio programmes in the multimedia environment, and
- continue to plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to radio services.

Programme (2): Public Affairs and General Television Programme

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	522.3	520.7	548.7 (+5.4%)	560.8 (+2.2%)

(or +7.7% on
2017–18 Original)

Aim

17 As the public service broadcaster, RTHK aims to inform, educate and entertain the general public through the provision of high quality TV programmes that are not adequately provided by commercial broadcasters.

Brief Description

18 The TV Division of RTHK produces programmes under four sections, namely acquisition, education, general, and public and current affairs.

19 The Television Appreciation Index Advisory Panel (led by RTHK and comprised representatives from local TV stations, advertising associations and university professors) conducted an industry-wide TV Programme Appreciation Index (A.I.) survey for 2016. RTHK’s programmes scored 68.92, which was the highest average amongst all local stations (average was 66.99). Of the programmes with the top 20 A.I. scores, nine were RTHK’s productions.

20 RTHK continued to provide technical support, coverage and pool signal for major events, including Banquet in honour of the President Xi Jinping, the 20th Anniversary of the Establishment of the HKSAR, the National Day, the television and radio forums of the Chief Executive’s Policy Address and the Financial Secretary’s Budget Speech, Honours and Awards Presentation Ceremony, the Ceremony to Commemorate the Victory Day of the Chinese People’s War of Resistance against Japanese Aggression and LegCo by-election. All the above events were also live broadcast on RTHK’s TV channel and distributed to other broadcasters.

21 To celebrate the 20th Anniversary of the Establishment of the HKSAR, several TV programmes were produced including “Transformers 2017 – Generations in Dialogue”, “Sports for All”, “Windtakers”, “Around the Corner”, “Concert of Ten Thousand Voices”, “Young Music Makers”, “Primary School Quiz”, “International Gala Extraordinaire – Stage of Ability”, “Our Scientists” and “Our Hong Kong Young Notes”.

22 To promote civic education, programmes were produced to enrich the public’s knowledge about the LegCo by-election. Public affairs programmes continued to offer audience a fair and impartial perspective of the socio-political landscape of Hong Kong and worldwide via “City Forum”, “Pentaprism”, “Hong Kong Connection”, “LegCo Review” and “This Week”. Starting from September 2017, a new daily five-minute “19:00 News Report” was broadcast on RTHK TV 31.

23 To promote harmony within the community and awareness of the underprivileged and people with disabilities, RTHK continued to produce programmes with sign language like “This Morning”, “Sign Language 2017”, “Look and Learn” and “News Review”. Besides, “A Wall-less World VI” featuring the life of people with disabilities while “International Gala Extraordinaire – Stage of Ability” demonstrating their talents were produced. Other programmes such as “Hong Kong My Home III”, “Rainbow Crossroad” and selected programmes with subtitles in Indonesian, Nepali and Urdu were also produced to cater for the needs of the special interest groups so as to promote social integration.

24 To better inform the public about the work of the Government, non-governmental organisations (NGOs) and public institutions, RTHK partnered with them to produce programmes that covered a wide variety of topics, e.g. raising public awareness of local culture, civic education and health issues; enhancing people’s knowledge about current affairs and social issues; and arousing public’s interest in music and creativity. Brand new talk shows on philosophy, Chinese history and literature were also produced to widen the horizons of the public.

25 On arts and culture, RTHK continued to cover performances of different artistic disciplines including music, dance, opera, etc. “Artspirations” featured weekly reviews of visual and performing arts, literary and other art works. “The Works”, “Chinese Works” and “Arts On-air” are year-long programmes that promote arts and culture in Hong Kong. A new programme “Everyday Design” introducing local design details in everyday life was also produced. To celebrate the 40th Anniversary of Top Ten Chinese Gold Songs Awards Presentation Concert, a series of TV programmes were produced.

26 RTHK TV 32 continued to broadcast LegCo meetings and other important meetings and events, local and international news images and footage. The channel has enhanced its services to broadcast major Mainland and international events, including the Visit of President Xi Jinping to Hong Kong, the Belt and Road Forum, the 20th Anniversary of the Establishment of the HKSAR, the 19th National People’s Congress, the French Presidential Election, the 19th South Korean Presidential Election, the 43rd G7 Summit and the United Kingdom General Election, etc. Starting from 29 May 2017, RTHK have relayed China Central Television 1 on TV 33 and 33A instead of China Global Television Network for wider audience reach.

27 To arouse public’s interest in local sports events, selected matches of badminton and volleyball competitions were broadcast live on RTHK TV 32.

28 To date, RTHK has established 19 transmitting stations for the digital terrestrial television (DTT) services, and its DTT coverage has reached about 90 per cent of the Hong Kong population. RTHK will continue to establish more transmitting stations aiming to achieve an overall DTT coverage of 99 per cent of the Hong Kong population in 2019.

29 To promote the DTT services of RTHK, Mobile TV Campaign regularly visited different districts in Hong Kong to answer public’s enquiries relating to the proper reception of RTHK’s DTT channels as well as introduce new programmes.

30 The key performance measures in respect of public affairs and general TV programme are:

Target

	Target	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Plan)
total hours of output	1 410	1 398	1 403	1 566

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Indicators

	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Estimate)
hours of output per section ^Ψ			
acquisition	222.5	294.0	301.0
educational (non-school)	229.5	348.0	368.0
general	450.6	298.0	434.0
public and current affairs	495.4	463.0	463.0
total	1 398	1 403	1 566
hours transmitted	35 557.4	37 272.1 [@]	36 163.0
programmes produced	2 456	2 444	2 578
programmes per programme staff	12.1	11.9	12.3
major public events			
no. of events	17 [ⓐ]	12	12
hours of events	29.2	20.0	20.0
hours of pool signal provided to media	524.9	520.0	520.0
cost per hour (\$)	328,800	338,900	311,600
cost per hour per section (\$)			
acquisition	175,000	151,900	144,600
educational (non-school)	597,700	390,200	366,800
general	264,500	421,500	333,400
public and current affairs	331,900	365,900	355,700
distribution of output by programming nature (%)			
current affairs	22.7	20.0	20.0
special interests group (including elderly, minorities and the underprivileged)	8	9	8
youth and children	11.8	13.2	13.5
arts and culture	15.7	16.9	16.0
civic education	20.6	18.1	18.7
continuing education	13.8	13.8	14.8
Mainland affairs	7.4	9.0	9.0
average viewership of prime-time programmes on Television Broadcasts Limited (TVB)	482 000	227 465	225 000
no. of substantiated complaints ^Ω	7	1	0
community/educational projects organised	85	68 [◇]	68
A.I. Survey			
RTHK average	68.9	69.0	69.0
no. of RTHK programmes in the top 20 list	9	10	10

^Ψ Hours of output per section vary with factors such as change in programme strategy, focus of the production plan and interests of the general public.

[@] Increase in transmission hours in 2017–18 was due to the transmission of more local and international news such as the Visit of President Xi Jinping to Hong Kong, the Belt and Road Forum, the 20th Anniversary of the Establishment of the HKSAR, the 19th National People's Congress, the French Presidential Election, the 19th South Korean Presidential Election, the 43rd G7 Summit and the United Kingdom General Election on RTHK TV 32.

[ⓐ] Increase in number of events in 2016–17 was due to coverage of more events such as Banquet in honour of the Chairman of the Standing Committee of the National People's Congress Zhang Dejiang, Welcome Reception in Honour of the Rio Olympic Games Mainland Olympians Delegation, Chief Executive Election Forum, RTHK's takeover of the analogue TV spectrum, etc.

^Ω They include warnings, breaches or advice issued by the regulatory authority, and substantiated complaints received from all other sources.

[◇] Community projects with Housing Authority concerning channel tuning at public housing estates were completed.

Matters Requiring Special Attention in 2018–19

31 During 2018–19, RTHK will:

- produce special programmes for celebrating 90 Years of Broadcasting in Hong Kong;
- continue to produce programmes on civic education, youth and children;
- continue to promote civic awareness amongst the public and support HKSAR's official events;
- continue to produce programmes and commission projects to encourage creativity;
- continue to explore collaborations with local and international partners;

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- continue to produce programmes to reflect the daily life of the community, including the stories of the underprivileged and minorities;
- continue to cover public performances and produce programmes to promote public appreciation of arts, culture and sports;
- continue the enhancement of DTT services by acquiring more high quality programmes, commissioning more productions to nurture local talents and establishing DTT fill-in stations in order to increase the network coverage; and
- continue to plan for the construction of the new Broadcasting House in Tseung Kwan O in relation to TV services.

Programme (3): School Education Television Programme

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	34.5	29.6	30.8 (+4.1%)	27.7 (–10.1%)
				(or –6.4% on 2017–18 Original)

Aim

32 The aim is to produce school educational television (ETV) programmes and video-based resources (collectively referred as “educational resources” below) for the Education Bureau (EDB) in support of the Government’s education policies.

Brief Description

33 School educational resources are produced for kindergartens, primary and secondary students. The duration of these educational resources is around 10 to 20 minutes, production of which is based primarily on the curriculum and learning needs of students. The educational resources for primary and secondary schools cover the eight Key Learning Areas and cross-curricular issues. In 2017–18, a series of educational resources were produced for kindergartens to promote children’s interest and curiosity in Nature. Besides, “Education Magazine” programmes are also produced to introduce the latest developments in local education such as senior secondary curriculum, Technology Education and the promotion of reading.

34 The ETV programmes are broadcast via TVB Pearl on school days with a daily transmission time of one hour. On the other hand, RTHK TV 31 and 31A also transmitted one hour of ETV programmes daily on weekdays in 2017–18.

35 The key performance measures in respect of school ETV programme are:

Target

	Target	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Plan)
school ETV programmes.....	62μ	80	70	62μ

Indicators

	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Estimate)
hours of output	20	18	16μ
cost per hour (\$)	1,725,000	1,711,100	1,731,300
kindergartens benefited	278	278	278
primary schools benefited	466	466	466
secondary schools benefited.....	321	321	321
cost per school benefited (\$)	32,400	28,900	26,000
school children benefited	398 889	398 889	398 889
cost per school student benefited (\$).....	86.5	77.2	69.4
programmes per programme staff	8.9	8.8	8.9
average no. of programmes watched by each class (kindergartens/primary/secondary)‡.....	2.3/39.9/5.3	2.3/39.9/5.3	2.3/39.9/5.3

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	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Estimate)
usefulness of the school ETV service (kindergartens/ primary/secondary) ^α	77/79/70	77/79/70	77/79/70

μ The decrease in the number of programmes and hours of output for school ETV section in 2018–19 is due to the redeployment of resources in EDB for developing multimedia learning and teaching resources in accordance with the direction of curriculum development. The target is revised from 70 to 62 as from 2018–19.

‡ Revised description of the previous indicator “utilisation rate of the school ETV service (average no. of programmes watched by each class) (kindergartens/primary/secondary)” as from 2018–19.

α The usefulness indicator is reported by teachers along the scale from 0 to 100.

Matters Requiring Special Attention in 2018–19

36 During 2018–19, RTHK will continue to:

- produce ETV programmes with subtitle version apart from a clean version to cater for learner diversity, and
- broadcast ETV programmes on the RTHK TV 31 and 31A.

Programme (4): New Media

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	42.4	44.8	41.6 (–7.1%)	42.1 (+1.2%)
				(or –6.0% on 2017–18 Original)

Aim

37 RTHK aims to extend its high quality radio and TV programming to the audiences by leveraging the different platforms in the new media.

Brief Description

38 The New Media services of RTHK provide different online platforms for audiences, including the official website of RTHK, various mobile applications and social media platforms. The “eTVonline” websites and other educational portals of “eTVonline” are developed for interactive and education-related activities while “Teen Power” targets at the young generation.

rthk.hk and mobile applications

39 “rthk.hk” provides the simulcast of all 24-hour radio channels. Other online services provided include on-demand archives of all radio, TV and news programmes broadcast in the past 12 months, and a choice of original web contents produced by the New Media Unit.

40 “rthk.hk” also provides podcast service of selected programmes. Members of the public can subscribe to the podcasts and enjoy RTHK audio and video programmes on the move. More than 30 000 podcasts were available for free download.

41 In March 2017, “rthk.hk” was revamped with enhancement of responsive design which can be adjusted to suit different desktop or tablet computers, and mobile phones. Members of the public can easily access the latest programmes of RTHK and enjoy live programmes, archives, news and web contents from various devices.

42 RTHK offered seven mobile applications featuring different services. The number of downloads of these mobile applications continued to increase steadily. The number of cumulative downloads of RTHK’s first mobile application “RTHK on the Go” almost reached two million and ranked second highest of all government applications. In 2017, RTHK improved the user experience and functionality of the mobile applications. “RTHK News” featuring live video news provided first-hand coverage of local and international news to the public. Materials on more dynasties were added to the “5000 Years of Chinese History” to enrich its contents.

43 The “Web+” section of RTHK website was enhanced. Two popular “Web+” portals of “Chinese Culture” and “Classic Radio Drama” were refined in design and structure to facilitate easy browsing on latest browsers and to enhance the accessibility of the multimedia contents in cross-media platforms.

44 In 2017, RTHK continued to license “rthk.hk” web content to various mobile service operators and provide multimedia content on the RTHK YouTube Channel and smart TV platforms. As an official content partner of YouTube, more than 200 000 of subscribers to RTHK YouTube Channel were recorded.

Teen Power

45 As a dedicated multimedia online platform, “Teen Power” produces on-demand programmes on daily basis to cater for the needs of the youth. It is operated and manned by young people recruited from schools and universities. A presenter training session was conducted through teaming up with Radio 2’s Solar Project 2017.

eTVonline

46 The “eTVonline”, “Liberal Studies” websites and other educational portals of “eTVonline” provide online interactive services to all schools, with downloadable multimedia teaching modules, worksheets and other learning materials. These websites aim at promoting learning and the pursuit of knowledge for students, and facilitating teachers’ work by providing e-learning materials. Students and teachers can interact via these platforms.

47 “eTVonline” organised a series of school activities to respond to the demand for experiential learning. In the first three quarters of 2017, “eTVonline” organised 14 activities, involving over 1 100 teachers and students. Such activities included Liberal Studies, Family Education, Media Education and Civic Education, etc. A special project, PressTeen – Student Reporter Scheme, was also organised, involving 114 students from 11 schools. Students joining the scheme conducted interviews with LegCo members and reports were published in PressTeen website. The Liberal Studies website of “eTVonline” continued to organise a series of competitions. 113 schools and over 6 000 students participated in the Liberal Studies article writing competition, while 76 schools and over 1 900 students took part in the Online Challenge Competition, which was co-organised with Hong Kong Education City.

48 Over 90 hours’ video archive of these educational events and related educational programmes were produced and uploaded to the websites, including “Media Ed 2017 (Minorities)” (co-organised with Constitutional and Mainland Affairs Bureau), “Workshop on Using Data Charts in Liberal Studies Questions”, “Time For Kids”, “English Made Easy 2017”, “Young Music Makers 2017” and “Liberal Studies Website”.

49 “eTVonline” has used different social networking services, such as Facebook and microblog, as platforms to provide services, so as to keep pace with the new web trend of the younger generation. Up to October 2017, there were more than 23 000 subscribers of “eTVonline” social networking services.

50 “eTVonline” produces liberal studies learning materials with reference to daily news every school day. Teachers, students and scholars of universities have also been invited to contribute articles and reports regularly. An archive library of RTHK’s TV programmes relating to Liberal Studies has been set up. To facilitate teachers and students to use the programmes for learning purpose, related information about the programmes have also been produced.

51 The key performance measures in respect of new media are:

Target

	Target	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Plan)
rthk.hk				
provision of 24-hour continuous streaming service (%).....	100	100	100	100

Indicators

	2016–17 (Actual)	2017–18 (Revised Estimate)	2018–19 (Estimate)
rthk.hk			
daily page view (million) λ	4.1	4.3	3.8p
daily media access Δ	535 000	520 000	540 000
daily visits.....	327 000	330 000	350 000
live webcast hours.....	1 208	1 300	1 300
no. of podcasts available.....	29 000	31 000	31 000
- audio programmes (%).....	48	50	50
- video programmes (%).....	52	50	50
daily page view of news section.....	1 089 000	1 000 000	1 100 000
Teen Power			
daily page view λ	27 000	28 000	28 000
daily media access Δ	21 841	24 598#	24 000
eTVonline			
daily page view λ	61 000	50 000 β	50 000β
daily media access Δ	2 438	2 000 ϵ	2 000
live webcast hours.....	382	370	370

λ Page view refers to the number of hits to files designated as pages.

- ρ RTHK website was revamped in March 2017. The new design architecture provides easy and simplified navigation which enables users to access the programmes and content information without browsing numerous pages, hence reducing the number of daily page view. Popular use of sharing function on social media platforms has facilitated users to access a particular video clip directly without having to visit the web pages, thus leading to a reduction in the daily page view.
- Δ Media access indicates the number of audio/video footages being accessed by users.
- # Technical enhancement enabled users to access the media contents promptly and efficiently by using online devices, which contributed to the increasing number of hit rates.
- β Liberal Studies website was revamped in February 2017. The new design architecture provides easy and simplified navigation which enables users to access the content with fewer steps, hence reducing the number of daily page view.
- ε Access figure has been revised downward due to the revamp of Liberal Studies website. In order to enhance the loading speed of the website, the preload function of the embedded videos has been disabled.

Matters Requiring Special Attention in 2018–19

52 During 2018–19, RTHK will:

- develop an interactive web portal on “rthk.hk” to commemorate 90 Years of Broadcasting in Hong Kong and engage the public to share their ties and memories of RTHK on the web and on social media;
- continue to develop and enhance new media projects, and make RTHK’s contents available on mobile and social media platforms to better cater for the needs of users;
- continue to develop synergy projects among TV, radio and new media;
- continue to enhance the user experience and accessibility of “rthk.hk”;
- continue to improve the technical performance of “rthk.hk” for stable access by local and overseas users;
- continue to explore new analytical tools, especially in the field of social media;
- continue to work with schools, teachers’ organisations and NGOs to organise activities to respond to the demand for experiential learning and for enhancement of the “eTVonline” service; and
- continue to provide diversified learning opportunities through “eTVonline” and strengthen the ties with schools to host interactive school activities.

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ANALYSIS OF FINANCIAL PROVISION

	2016-17 (Actual) (\$m)	2017-18 (Original) (\$m)	2017-18 (Revised) (\$m)	2018-19 (Estimate) (\$m)
Programme				
(1) Radio	386.2	400.1	390.0	381.9
(2) Public Affairs and General Television Programme	522.3	520.7	548.7	560.8
(3) School Education Television Programme	34.5	29.6	30.8	27.7
(4) New Media	42.4	44.8	41.6	42.1
	985.4	995.2	1,011.1 (+1.6%)	1,012.5 (+0.1%)
				(or +1.7% on 2017-18 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2018-19 is \$8.1 million (2.1%) lower than the revised estimate for 2017-18. This is mainly due to the completion of capital non-works projects in 2017-18 and hence a reduction in capital expenditure in 2018-19, partly offset by the increase in personal emoluments arising from filling of vacancies and an increase of two posts.

Programme (2)

Provision for 2018-19 is \$12.1 million (2.2%) higher than the revised estimate for 2017-18. This is mainly due to the increase in personal emoluments arising from filling of vacancies and an increase of six posts, as well as the increase in operating expenses arising from the enhancement of multimedia services, partly offset by the decrease in capital expenditure.

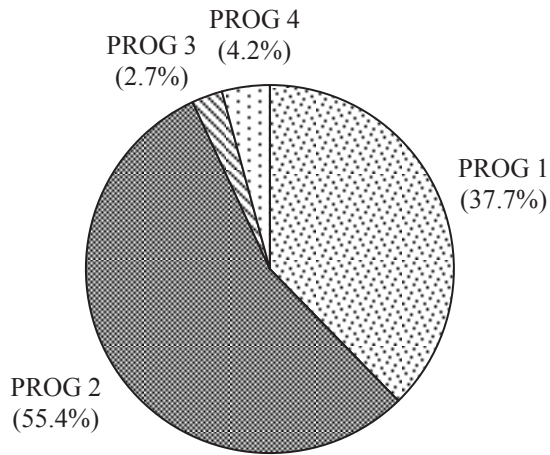
Programme (3)

Provision for 2018-19 is \$3.1 million (10.1%) lower than the revised estimate for 2017-18. This is mainly due to the redeployment of financial resources in EDB, decrease in personal emoluments arising from deletion of one post and decrease in sharing of capital expenditure.

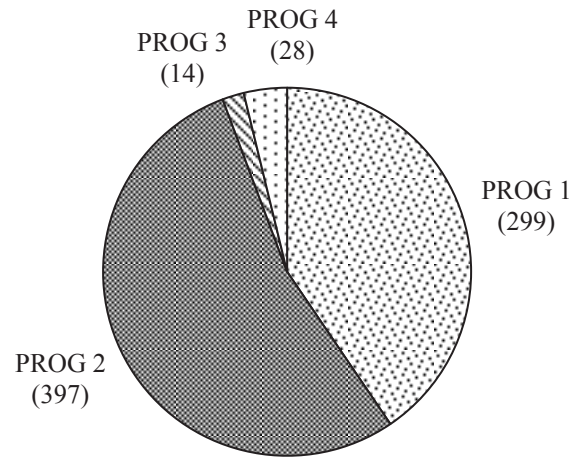
Programme (4)

Provision for 2018-19 is \$0.5 million (1.2%) higher than the revised estimate for 2017-18. This is mainly due to the increase in operating expenses.

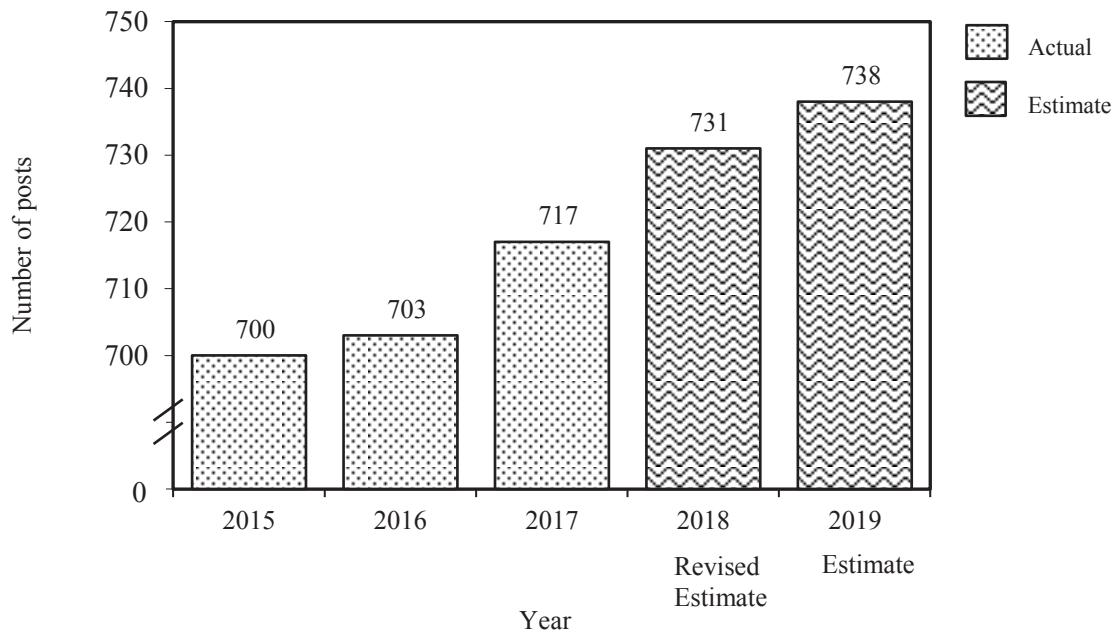
Allocation of provision to programmes (2018-19)



Staff by programme (as at 31 March 2019)



Changes in the size of the establishment (as at 31 March)



Head 160 — RADIO TELEVISION HONG KONG

Sub-head (Code)	Actual expenditure 2016-17	Approved estimate 2017-18	Revised estimate 2017-18	Estimate 2018-19	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	893,287	930,085	930,734	949,251
	Total, Recurrent.....	893,287	930,085	930,734	949,251
Non-Recurrent					
700	General non-recurrent	6,119	7,000	7,000	7,500
	Total, Non-Recurrent.....	6,119	7,000	7,000	7,500
	Total, Operating Account	899,406	937,085	937,734	956,751
Capital Account					
Plant, Equipment and Works					
603	Plant, vehicles and equipment.....	38,714	29,520	39,096	9,693
661	Minor plant, vehicles and equipment (block vote).....	47,319	28,597	34,272	46,017
	Total, Plant, Equipment and Works.....	86,033	58,117	73,368	55,710
	Total, Capital Account.....	86,033	58,117	73,368	55,710
	Total Expenditure	985,439	995,202	1,011,102	1,012,461

Head 160 — RADIO TELEVISION HONG KONG

Details of Expenditure by Subhead

The estimate of the amount required in 2018–19 for the salaries and expenses of the Radio Television Hong Kong is \$1,012,461,000. This represents an increase of \$1,359,000 over the revised estimate for 2017–18 and \$27,022,000 over the actual expenditure in 2016–17.

Operating Account

Recurrent

2 Provision of \$949,251,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of the Radio Television Hong Kong.

3 The establishment as at 31 March 2018 will be 731 posts including one supernumerary post. It is expected that there will be a net increase of seven posts in 2018–19. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2018–19, but the notional annual mid-point salary value of all such posts must not exceed \$429,508,000.

4 An analysis of the financial provision under *Subhead 000 Operational expenses* is as follows:

	2016–17 (Actual) (\$'000)	2017–18 (Original) (\$'000)	2017–18 (Revised) (\$'000)	2018–19 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	359,043	383,420	393,000	400,655
- Allowances.....	9,136	10,146	8,000	10,920
- Job-related allowances.....	432	398	600	604
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	2,912	3,097	2,847	2,566
- Civil Service Provident Fund contribution.....	11,756	17,119	16,577	24,339
- Disturbance allowance.....	9	21	10	12
Departmental Expenses				
- General departmental expenses	509,999	515,884	509,700	510,155
	893,287	930,085	930,734	949,251

Capital Account

Plant, Equipment and Works

5 Provision of \$46,017,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents an increase of \$11,745,000 (34.3%) over the revised estimate for 2017–18. This reflects an increase in the cash flow requirements for the procurement of minor plant and equipment in 2018–19.

Head 160 — RADIO TELEVISION HONG KONG

Commitments

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2017	Revised estimated expenditure for 2017–18	Balance
			\$'000	\$'000	\$'000	\$'000
<i>Operating Account</i>						
700		<i>General non-recurrent</i>				
	837	Community Involvement Broadcasting Fund	45,000	17,318	7,000	20,682
			<u>45,000</u>	<u>17,318</u>	<u>7,000</u>	<u>20,682</u>
<i>Capital Account</i>						
603		<i>Plant, vehicles and equipment</i>				
	825	Establishment of Fill-in Stations for the Digital Terrestrial Television service of Radio Television Hong Kong.....	64,200	16,812	13,752	33,636
	899	Production equipment for enhancement of Digital Terrestrial Television service	15,530	6,039	5,773	3,718
			<u>79,730</u>	<u>22,851</u>	<u>19,525</u>	<u>37,354</u>
		Total	<u><u>124,730</u></u>	<u><u>40,169</u></u>	<u><u>26,525</u></u>	<u><u>58,036</u></u>