



中華人民共和國香港特別行政區政府總部教育局  
**Education Bureau**  
**Government Secretariat, Government of the Hong Kong Special Administrative Region**  
**The People's Republic of China**

本局檔案 Our Ref. : EDB(CDI/ETV)/1-80/3/12(2)

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30 January 2019

Mr Anthony CHU  
Clerk to Public Accounts Committee  
Legislative Council Secretariat  
Legislative Council Complex  
1 Legislative Council Road  
Central, Hong Kong

Dear Mr CHU,

**Public Accounts Committee**

**Consideration of Chapter 5 of the Director of Audit's Report No. 71**

**Radio Television Hong Kong: Provision of programmes**

I refer to your letter dated 18 January 2019 to the Secretary for Education requesting for response and/or further information. Our reply is set out at Annex for reference by the Public Account Committee.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Joe KS NG'.

(Joe KS NG)

for Secretary for Education

Encl

c.c. Secretary for Commerce and Economic Development (fax no. 2588 1421)  
Director of Broadcasting (fax no. 2337 2403)  
Secretary for Financial Services and the Treasury (fax no. 2537 3210)  
Director of Audit (fax no. 2583 9063)

**Public Accounts Committee**  
**Consideration of Chapter 5 of the Director of Audit's Report No. 71**  
**Radio Television Hong Kong: Provision of programmes**

**Education Bureau's Reply to**  
**Issues Raised in Letter dated 18 January 2019**

**Follow-up question raised pursuant to Director of Broadcasting's reply**  
**on 8 January 2019**

2) Item 21(i)

Please provide the ratings of school education television ("ETV") programmes on commercial television and the channels of the Radio Television Hong Kong, and the situation of watching ETV programmes in schools for the past three years.

According to the information provided by Radio Television Hong Kong (RTHK), the ratings of Educational Television (ETV) programmes aired on a commercial channel and RTHK channels ranged from 0 to 0.5 in the past three years. As stated in our reply dated 8 January 2019, since the viewing of ETV programmes by teachers and students in the classroom has become less frequent owing to the changes in the modes of using video resources, the ratings of ETV programmes cannot adequately reflect the actual utilisation of ETV service. In this connection, the Education Bureau (EDB) has divided the programmes into chapters and short clips with a length of a few minutes. The short clips have been uploaded to the Hong Kong Education City ETV website (<https://etv.hkedcity.net>), and over three million hits are recorded every year. Moreover, since the launch of the "ETV mobile application" by the EDB in late 2012, the number of downloads has been rising steadily, i.e. exceeding 77 000 in late December 2018.

In addition, the EDB has been commissioning a tertiary institution or agency to conduct an annual survey to evaluate the utilisation rate of ETV service in schools. The findings revealed that the average numbers of ETV programmes watched by each class in the 2014/15, 2015/16 and 2016/17 school years were 4.9, 4.4 and 2.3 in kindergartens, 48.6, 71.0 and 39.9 in primary schools, and 3.0, 6.0 and 5.3 in secondary schools. The annual

survey is conducted on a school basis, which only collects figures of students' viewing of ETV resources arranged by teachers. Such findings cannot fully reflect students' access to online ETV resources outside the classroom. The EDB will improve the methodology of surveys on the use of ETV multimedia resources so as to gauge the actual utilisation of ETV resources in a more comprehensive manner.

**Follow-up question raised pursuant to Secretary for Education's reply on 8 January 2019**

3) Item 4(a)

Although it could not be simply concluded that "the use of ETV service was dropping continuously" from the survey findings, it could not be proved either positively that students were using ETV resources over the Internet outside class. In fact, the hit rate data concerned is not difficult to collect. Will the Government allocate resources to review the relevant situation, so as to understand the cost-effectiveness of ETV service as soon as possible?

To evaluate the cost-effectiveness of ETV service, it is important to understand the utilisation of ETV resources. As stated in our reply to Question 2, the findings from the current school surveys on ETV service and the ratings of ETV programmes cannot fully reflect the actual utilisation of ETV service. Therefore, the EDB will allocate resources to improve the survey methodology as soon as possible, and review the actual situation of students' using the internet to access ETV resources by themselves outside the classroom for a more comprehensive review of the position and cost-effectiveness of ETV service as one of the e-learning resources. This will facilitate the EDB to plan and deliver the related service more effectively.