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Translation

8 January 2019

Our Ref: RTHK CR/4-35/1 Pt.5

Clerk, Public Accounts Committee  
(Attn: Mr Anthony CHU)  
Legislative Council  
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**  
**Questions and Requests for Information**

Further to our letter of 4 January 2019, please find at **Appendix** the reply from Radio Television Hong Kong to Question 21.

  
(Philip LAM)  
for Director of Broadcasting

Encl.

c.c. Secretary for Commerce and Economic Development  
Secretary for Education  
Director of Audit

Evaluation of School Education Television (ETV) Programmes

- 21) Regarding paragraphs 4.46 to 4.66, please advise on the following:
- (g) According to paragraph 4.50(a), schools are gradually ceasing to designate lessons for watching school ETV programmes, has RTHK discussed with the Education Bureau (EDB) to consider introducing other multimedia educational resources so as to making better use of public money? If yes, what are the details? If not, what are the reasons? As there is a continuous decline in the usage of school ETV services, does the Government think that assessment review should be conducted to evaluate whether it is cost effective to continue providing this service?
  - (h) Although paragraphs 4.51 and 4.57 explained the reasons of low staff productivity and high production cost, the staff productivity and production cost of the ETV staff are still high when compared to the production of commercial television broadcasters. How will RTHK and EDB follow up on this issue?
  - (i) As some of the departments producing multimedia programmes (e.g. Information Services Department) do not outsource the programme production to RTHK and ETV programmes are not broadcast on RTHK or commercial television channels, will the Government consider carrying out a study to examine whether it will be more cost-effective for EDB to produce ETV programmes itself?
  - (j) According to paragraph 4.60, why did RTHK and EDB not take forward the proposal of the Standing Committee on the Development of the ETV Service in 2003, to jointly

**formulate commissioning strategy or draw up definite plan for commissioning the production of school ETV programmes? As RTHK's hourly cost of production on the ETV programmes is high, does the Government agree that EDB and RTHK should explore the possibility of increasing the scale of commissioning of school ETV programme productions?**

- (k) According to paragraph 4.61, since 2005, various committees have been set up by EDB to review its ETV service on an on-going basis. Please inform the results and the follow-up actions taken by EDB.**
- (l) According to paragraphs 4.64(b), 4.65 and 4.66, have EDB and RTHK completed the comprehensive review on RTHK's production of school ETV programmes to determine the way forward and the improvement measures? If yes, what are the results? If not, when will the review be completed?**

RTHK's Reply:

- 21) (g) As mentioned by EDB in their reply to Question 4, the mode of using video resources in the education sector has been changed. In recent years, there has been a downward trend in watching ETV programmes by teachers and students during lessons. Students can watch the ETV video segments over the Internet at home for lesson preparation or revision.

RTHK accepts the recommendations of the Audit Report and will discuss with EDB for conducting a comprehensive review on the future direction for development of school ETV programmes as well as the cost effectiveness of school ETV programmes currently produced by RTHK.

- (h) As mentioned in (g) above, RTHK will discuss with EDB for conducting a comprehensive review on the future direction

for development of school ETV programmes as well as the cost effectiveness of school ETV programmes currently produced by RTHK.

RTHK also accepts the recommendations of Audit Report, and is now actively exploring to increase the outsourcing of some work process in order to reduce the production costs. At the same time, RTHK has rationalised the division of work and the arrangement of staff deployment to enhance the productivity of production staff.

- (i) School ETV programmes have all along been broadcast on commercial TV channels. The programmes are now being broadcast via TVB Pearl on school days with a daily transmission time of one hour from 0900 to 1000. At the same time, RTHK TV 31 and 31A also broadcast one hour of ETV programmes daily on weekdays from 1500 to 1600. Meanwhile, eTVonline, the educational website of RTHK, simulcasts of ETV programmes online. Both eTVonline and HKEdCity website provide ETV programmes for revision. RTHK accepts the recommendations of the Audit Report, and will conduct with EDB a comprehensive review on the future direction for development of school ETV programmes as well as the cost effectiveness of school ETV programmes currently produced by RTHK.
  
- (j) In 2003-04, RTHK and EDB had explored ways to formulate the targets and strategies of outsourcing. However, RTHK was concerned about that outsourcing of programme production would worsen the problem of staff re-deployment and affect RTHK's number of staff on establishment. As such, the proposal of outsourcing had not been implemented.

RTHK accepts the recommendations of the Audit Report, and will discuss with EDB for conducting a comprehensive review on the future direction for development of school ETV programmes as well as the cost effectiveness of school ETV programmes currently produced by RTHK.

- (k) The committees concerned were established by EDB which is responsible for taking follow-up actions.
  
- (l) In view of the recommendations of the Audit Report on school ETV programmes, RTHK will discuss with EDB for conducting a comprehensive review on the future direction for development of school ETV programmes production as well as the cost effectiveness of school ETV programmes currently produced by RTHK. As mentioned by EDB in its reply to Question 4(f), as there is a need to conduct a comprehensive review of the future direction for development of ETV, a target date of completion of the review cannot be fixed at the moment.