

**For discussion
10 July 2023**

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

**The Work and Latest Development
of Radio Television Hong Kong**

Purpose

This paper briefs Members on the work and latest development of Radio Television Hong Kong (RTHK).

Background

2. As a government department and the sole public service broadcaster (PSB) in Hong Kong, RTHK has all along been discharging its social responsibilities through the provision of radio, television (TV) and new media services to fulfil the public purposes and mission stipulated in the Charter of RTHK (the Charter) (**Annex I**), especially in promoting the understanding of the concept of “One Country, Two Systems” and its implementation in Hong Kong, as well as the understanding of our community and nation. RTHK will produce more thematic programmes to tell good stories of our nation and Hong Kong, heighten the public’s awareness of national security and engender their sense of citizenship and national identity.

Key Initiatives Undertaken

Corporate Governance and Management

3. Apart from fully complying with the Charter, RTHK has also been actively following up with the implementation of various improvement recommendations of the Governance and Management of RTHK Review Report (the Review Report) released in February 2021, in areas such as editorial management and complaints handling, performance measurement and evaluation, management of RTHK’s workforce, financial management, stores and procurement and information technology (IT) management. One of the key improvement measures is the formulation of a performance evaluation framework covering eight Programme Production Goals (PPGs)(see **Annex II**)

developed according to the public purposes, mission and programming objectives set out in the Charter to provide clear assessment and evaluation of the performance of RTHK. The new framework has been fully implemented in 2023-24 and the evaluation findings will be publicised regularly¹ for monitoring the performance of RTHK against the target achievements. In addition, RTHK is actively improving its financial management and has introduced a holistic budgetary planning mechanism. It has also completed a review of the effectiveness of its procurement system resulting in streamlined procedures, enhanced checks and balances as well as increased transparency in the procurement process, thereby ensuring more efficient use of government resources in the public interest. RTHK has also strengthened its human resource management and improved the performance appraisal system to ensure that staff performance is in line with the interests and requirements of RTHK as a government department. Making full use of the limited human resources available, RTHK would adopt advanced broadcasting technologies for improving the quality of its broadcasting service to cater for the increasing capacity demand.

4. To enhance its editorial management and editorial governance, RTHK introduced a new editorial management mechanism in March 2021 for more effective fulfilment of its editorial responsibility. Furthermore, RTHK promulgated the “Editorial Policies and Processes of RTHK” in September 2021 to assist RTHK staff and its service providers in acquiring a thorough and comprehensive understanding of RTHK’s editorial policies and guiding principles, as well as the editorial processes for different types of productions. This would enable RTHK to better fulfil its responsibilities as a government department and a PSB.

Programme Production

5. In recent years, RTHK’s programme production goal focuses on strengthening the understanding of our nation and sense of national identity among Hong Kong citizens. In this connection, RTHK has produced a series of short videos “The 20th National Congress of the CPC: An Introduction” and “The Story of the Chinese National Anthem”. RTHK also keeps abreast of the developments and needs of our nation and Hong Kong, and produced a series of programmes for introducing the various industries in Hong Kong having clear support in the National 14th Five-Year Plan, such as “The Hong Kong Advantages”, “Family Offices in Hong Kong”, and “Treasures from Palace Museum”. These programmes enable viewers / listeners have better understanding of the relevant major policies and initiatives of Hong Kong. Regarding the promotion of the Constitution, the Basic Law and the National Security Law, RTHK has also produced a variety of short videos / short messages as well as TV and radio programmes to help members of the public to have better understanding about the relevant topics.

¹ Including publishing in RTHK’s Controlling Officer’s Report.

6. Besides, RTHK has also been actively assisting in strengthening the dissemination of government information. For instance, RTHK TV 32 was positioned as the “Epidemic Prevention Information Channel” during the COVID-19 epidemic to give full support to the government’s anti-epidemic work. To promote the nature of diversity and social inclusion of sports, RTHK live broadcast all events and ceremonies of the Tokyo Paralympics², relayed the events of Beijing Winter Olympics and Paralympic Winter Games, and live broadcast various local and inter-school competitions, etc., so that different communities could enjoy sports events and local sports development can be promoted.

Latest Development

Tell Good Stories of Our Nation and Hong Kong

7. RTHK has been maintaining a close partnership with the China Media Group (CMG). At present, China Central Television Channel 1 (CCTV-1) and China Global Television Network (CGTN) Documentary (broadcast in English) are relayed on RTHK TV 33 and TV 34 respectively, while China National Radio Hong Kong Edition and the Radio the Greater Bay of CMG are relayed on radio. These CMG programmes will help Hong Kong people understand more about the Chinese culture and the latest development of our nation through various channels so as to facilitate Hong Kong’s smoother integration into the overall development of our country.

8. To tell good stories of our nation, RTHK will continue to strengthen its professional exchange and collaboration with CMG and other media in the Greater Bay Area (GBA) so as to deepen public understanding of the latest and overall development of our country as well as the dynamics, livelihood and development opportunities in the GBA. RTHK will also actively discuss and coordinate with CMG and relevant departments for the broadcast of more Mainland exquisite programmes through RTHK. The CGTN English Channel has started to go live on RTHK from 1 July this year and on the same day, RTHK has started to relay CCTV-1, CGTN Documentary and CGTN English Channel on its website and streaming platforms to allow wider audience to enjoy Mainland programmes through different RTHK platforms. Henceforth, RTHK will also introduce exquisite programmes gifted by the CMG and documentaries featuring local characteristics to be co-produced with the CMG. To this end, a documentary “A Taste of Hong Kong” will be co-produced to provide opportunities for Mainland audience to get to know more about Hong Kong’s culture and development. As for Radio, RTHK is proactively pressing ahead technical improvement works in eight transmitting stations, striving to achieve full coverage of the Radio the Greater Bay FM channel in Hong Kong in end-2024.

² Sign language, audio description, English and Urdu dubbing were also provided.

9. To celebrate the 95th Anniversary of public service broadcasting in Hong Kong, RTHK will leverage on the synergy among radio, TV and new media to fully enhance cross-media multi-language broadcasting to tell good stories of Hong Kong. RTHK will also strive to enrich its English contents so as to keep expatriates in Hong Kong as well as people in the Mainland and overseas apprised of the latest developments and appeal of Hong Kong in various fields³, such as finance and economies, investments, innovation and technology, culture and arts, education, sustainable development and daily life. These programmes will also help to rectify the incorrect perceptions about the latest situation of Hong Kong.

10. RTHK will also reinforce its collaboration with other government departments and statutory bodies to make better use of public broadcasting resources to assist the government's promotion and publicity work in various aspects. For example, the information magazine programme "Hong Kong United" introduces new policies and initiatives of the Government in an easy-to-understand manner; "Serving the People" introduces the work of frontline civil servants in different government departments; interactive programmes such as "Talkabout", "Open Line Open View" and "Accountability" provide platforms for positive interaction between the Principal Officials and Members of the Legislative Council; the TV programme "I&T New Era" promotes Hong Kong's latest developments as an innovation and technology hub; the broadcast of Business of IP Asia Forum highlights Hong Kong's status as a regional IP trading centre; and the "Belt and Road Summit" live broadcast on RTHK helps the audience understand the profound business opportunities brought by the Belt and Road Initiative.

Nurturing and Developing the Youth

11. "Hong Kong will prosper only when its young people thrive". Young people are Hong Kong's future. RTHK plans to produce a series of programmes to showcase to our young people the various opportunities in our society. These programmes will also introduce practical opportunities for young people to participate and gain first-hand experience, so as to broaden their horizons, assist them in life planning and nurture them into a new generation of aspiring youth with positive thinking. RTHK is also proactive in introducing young hosts in different programmes to have better engagement with the young community. The content of regular informative radio programmes will also be enhanced to deepen young people's understanding of the development trends of our country and the GBA, so that they can get hold of the pulse of economic development, seize the opportunities, be fully aware of global dynamics and be more informed of such developments. To help secondary school students explore their own interests and potentials, RTHK has organised the Media Education Nurture

³ The English radio finance programme "Money Talk" has been extended from half an hour to an hour, and "Vibrant Hong Kong", the brand new TV magazine programme presenting the cultural diversity of Hong Kong, was launched in June this year. "Start Me Up", the brand new radio information programme displaying the excellent business environment in Hong Kong, will also be launched in late September this year.

Talent Scheme this year to introduce the media industry to the students through seminars / workshops and job shadowing, and to demonstrate to the students the proper ethics and roles of media.

12. To engender a sense of citizenship and national identity in young people, RTHK will continue to promote the understanding of The Constitution, The Basic Law and the knowledge about safeguarding national security through programmes such as “Roots & Origin: The Constitution”, “Talk About Basic Law With Photo”, “NSL Chronicles” and “20 Questions About Diplomacy”. RTHK will also continue to acquire high-quality Mainland dramas and documentaries to present the latest landscape and development of our nation to the audience.

Professional and Responsible News Editing

13. RTHK will continue to fulfil our social responsibilities and strictly adhere to the editorial values stated in the “Editorial Policies and Processes of RTHK”, bringing to the audience first-hand information on local and international news and current affairs with accuracy and impartiality as we seek to be the most credible source of news and public information in Hong Kong. As Hong Kong has fully resumed normalcy after the epidemic, RTHK TV 32 has been repositioned as a “General Information Channel” to provide the public with the most comprehensive and accurate information about the government and the community, facilitating constructive interactions between the government and the public and strengthening mutual communication.

Programme Promotion and Technical Support

14. In the coming year, RTHK will put more emphasis on programme promotion, striving for more focused dissemination of programme information to target audience. RTHK will capitalise on the advantage of digital platforms in promotional work and actively adopt Search Engine Optimisation Strategy to centrally manage the promotion efforts of RTHK on various media platforms, making it easier to identify the target viewer/listener groups of different programmes for more effective utilisation of promotion resources.

15. In terms of technical support, RTHK will expand the use of 5G mobile communications technology in the coming year to realise wireless video transmission and multimedia streaming with low latency, high capacity and great flexibility, thereby enhancing the capacity, speed and reliability of video transmission. We also have plans to expand the use of cloud technology to improve operational efficiency and reduce spatial requirements brought by the use of hardware facilities. Moreover, RTHK will provide functions such as multilingual closed captioning and audio channel selection on its website and mobile applications, and will adopt artificial intelligence to assist in programme production. RTHK is also actively preparing to utilize the “Metaverse” in programme production, so as to bring brand new experience and enhanced visual enjoyment to the audience.

Conclusion

16. Looking ahead, RTHK is dedicated to fully discharge its duties as a government department and as a PSB, improve the efficiency of public service broadcasting and fulfil its public purposes and mission including promoting the understanding of the concept of “One Country, Two Systems” and its implementation in Hong Kong, as well as engendering a sense of citizenship and national identity among citizens.

17. Members are invited to note the content of this paper.

Commerce and Economic Development Bureau
Radio Television Hong Kong
July 2023

Annex I

The Public Purposes and Mission stipulated in the Charter of RTHK

As the public service broadcaster in Hong Kong, RTHK is to fulfil the following purposes –

- (1) sustain citizenship and civil society. This involves:
 - (i) promoting understanding of our community, our nation and the world through accurate and impartial news, information, perspectives and analyses;
 - (ii) promoting understanding of the concept of “One Country, Two Systems” and its implementation in Hong Kong; and
 - (iii) engendering a sense of citizenship and national identity through programmes that contribute to the understanding of our community and nation;
- (2) provide an open platform for the free exchange of views without fear or favour. This involves the provision of a wide range of programmes for public participation and expression of views, and provision of a platform to support and facilitate community participation in broadcasting, including the administration of a Community Broadcasting Involvement Fund⁴;
- (3) encourage social inclusion and pluralism. This involves the provision of programmes with diversity of programming coverage, universality of reach and sensitivity to the pluralistic nature of Hong Kong and the world. The objective is to enhance public understanding and acceptance of the cultural, linguistic, religious and ethnic diversity both in the local community and beyond;
- (4) promote education and learning. This involves stimulating interest in a wide range of subjects, and providing information and resources to facilitate lifelong learning at all levels and for all ages; and
- (5) stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people. This involves the production, commission and

⁴ The Community Broadcasting Involvement Fund provided financial support for community groups (e.g. ethnic minority groups, non-governmental organizations, etc.) to actively participate in broadcasting and content productions. RTHK would administer the Fund, in consultation with the Board of Advisors, to encourage community organisations to bid for resources for producing television and radio programmes, and would arrange to broadcast these contents on RTHK's channels.

acquisition of distinctive and original content for public broadcast. There should be active promotion of public interest, engagement and participation in cultural activities, and its programming and other corporate policies and practices should foster creativity and nurture talent.

RTHK will provide to Hong Kong people editorially independent, professional and high-quality radio, television and new media services. Specifically, the mission of RTHK is to:

- (a) inform, educate and entertain members of the public through multi-media programming;
- (b) provide timely, impartial coverage of local, national and global events and issues;
- (c) deliver programming which contributes to the openness and cultural diversity of Hong Kong;
- (d) provide a platform for the Government and the community to discuss public policies and express views thereon without fear or favour; and
- (e) serve a broad spectrum of audiences and cater to the needs of minority interest groups.

Annex II

The Programme Production Goals of RTHK

The eight Programme Production Goals developed by RTHK based on the public purposes, mission and programming objectives set out in the Charter are –

- 1) promote understanding of our community, our nation and the world through provision of accurate, impartial and objective news and public affairs programmes;
- 2) promote understanding of the concept of “One Country, Two Systems” and engender a sense of citizenship and national identity;
- 3) provide a platform for the free exchange of views on public policies without fear or favour;
- 4) provide a platform to support and promote community participation in broadcasting, such that participants can convey their creation concepts and intended messages;
- 5) encourage social inclusion and pluralism, reflect the diversity of Hong Kong and other places, encourage integration, inject positive energy into society, and cater to the needs of minority interest groups;
- 6) promote education and learning including e-learning;
- 7) stimulate creativity and originality with a view to promoting arts and cultural activities and nurturing talents; and
- 8) provide informative and entertaining programmes to broaden audiences’ horizons and for their leisure and relaxation.