



A Presentation ... A Dialogue

Public Service Broadcasting in Hong Kong

1. Is it needed?
2. Should it be RTHK?
3. What are the obstacles?
4. How will the matter be resolved?



Review on Public Service Broadcasting

- 7-member review committee appointed by government in January 2006
- Public consultation



Not Public Service Broadcasting



Things To Hate About This Story

Let me count the ways

1. The media
2. HK's repressed society
3. The police
4. Edison
5. The girls
6. The thief
7. The uploader



Justification For PSB

1. Spectrum as a scarce asset – public service presence
2. Inform, educate and entertain (and engage).
3. Serve minority audience interests.
4. Act as benchmark – innovation, creativity and high quality.
5. Social development. Lead in development of civil society



Spectrum as a scarce public asset

- Limited number of frequencies
- Few commercial broadcasters



To inform, educate and entertain

- Engage the audience
- Identify strengths and cultivate them.
- Content and editorial values distinguish us
- A recognized brand name.

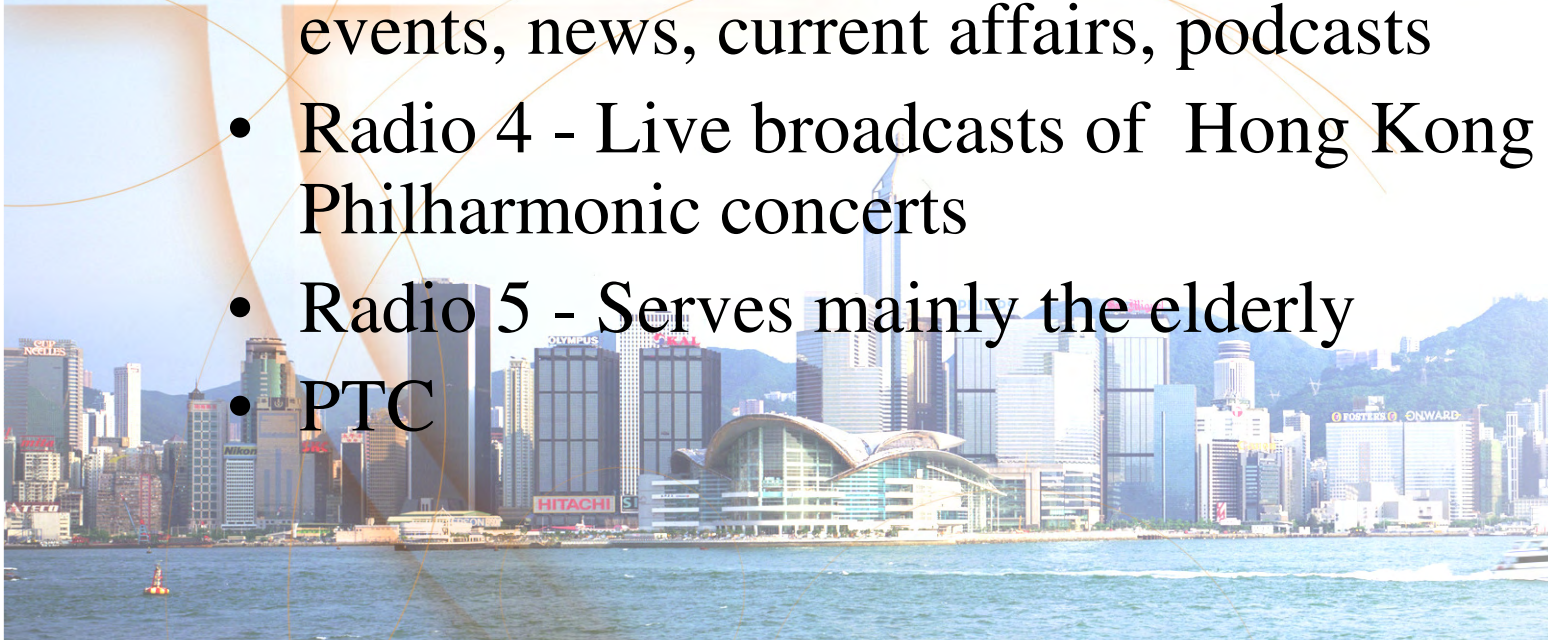


Serving minority audience interest

Commercial ventures - critical mass

PSB - original programmes for special needs to suit local tastes

- Radio 3 – Policy and budget addresses, big events, news, current affairs, podcasts
- Radio 4 - Live broadcasts of Hong Kong Philharmonic concerts
- Radio 5 - Serves mainly the elderly
- PTC



Quality Benchmarking

Clear mission + distinctive
programming + recognizable brand =
success



Viability of Public Broadcasters

- Providing unique content.
- Embracing new media development.
- Integrating into the fabric of local and global community through alliances with strategic partners.
- Providing independent, distinctive and diverse broadcast service.



Vision

To be a leading public broadcaster in the new media environment

Values

Editorial Independence

Impartiality

Serving the Public

Competitiveness

Quality Production

Development of Talent



RTHK's Radio Services

- Chinese Service – R1, R2, R5
- Putonghua Channel
- English Service – R3
- Fine Music on R4
- BBC World Service on R6
- English & Chinese News



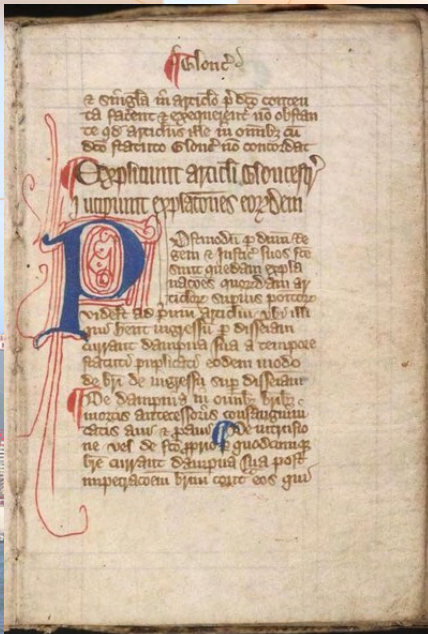
RTHK's TV Services

- Arrangement to broadcast programmes on TVB & ATV and pay TVs
- 40% public affairs & documentaries
- ETV productions for school children, teachers and parents



Themes for Programme Making

- Promoting civil society
- Culture and the arts
- New ideas and philosophies
- Public trust the rating that matters most



Public Expectations

Majority of HK public expects RTHK should

- Continue to serve as a public broadcaster and maintain editorial independence
- Serve mass audience while taking care of interests of the minority audience
- Provide trustworthy and credible news and information, and unbiased commentaries



Public Expectations

- Provide high-quality educational and innovative programmes that are entertaining and enhance culture in society
- Improve public accountability
- Be independent from the government and free of political and commercial interference



Our Recommendations

Principles of good governance

- Public accountability
- Institutional independence
- Operational flexibility
- Sustainability

**RTHK to be re-engineered into a
statutory RTHK Corporation by way of a
new legislation**



Financing

- **Current Situation**
 - Government Funding : \$430 million approx. (07/08)
 - Advantage : no commercial pressure
 - Disadvantage : Inflexibility in operation, difficult to plan long-term strategies
- **Public Views**
 - Public generally agrees that the major source of funding should be from the public coffers
 - CUHK poll (Feb 2006) : increase funding or maintain status quo

Mixed Funding Model

- **A mixed model of stable public funding (with a fixed allocation from the government, plus alternative funding sources) :**
 - Funding must be stable, predictable and sustainable



Our Aspirations

- Digital development in both radio & TV production
- New broadcasting building
- Corporatisation

THE CHALLENGE IS TO BE
A GOOD WITCH IN WHAT
CAN SOMETIMES FEEL LIKE
A WICKED WORLD



Thank you
(cue round of applause)

