

New developments of Radio Television Hong Kong



By Gordon Leung
Deputy Director of Broadcasting (Developments)
Radio Television Hong Kong



Government's Plan on RTHK (1)

- ✓ **Government department & public service broadcaster**
- ✓ **RTHK Charter**
- ✓ **Board of Advisors**
- ✓ **Digital Audio Broadcasting (DAB)**



Government's Plan on RTHK (2)

- ✓ **Community broadcasting services**
- ✓ **Digital Terrestrial Television (DTT)**
- ✓ **New broadcasting complex**
- ✓ **Digital media asset management (MAM) system**

In progress...(1)

- **RTHK Charter signed in Aug 2010**
- **Board of Advisors appointed in Sept 2010**
- **Five DAB channels to be launched in Nov 2011**
- **Pilot project for community broadcasting to be launched in Q3 2012**



In progress...(2)

- **Bigger site secured for constructing new broadcasting complex**
- **Technical trials for DTT services to be launched from 2012**
- **MAM project in good progress**

Finances (1)

- ✓ **Government funding, capital and recurrent**
- ✗ **Charges on users**



Finances (2)

- ✘ Commercial sponsorship in cash**
- ✓ From Government departments & other non-profit making public bodies**
- ✓ 10% of overall budget**
- ✓ Editorial decisions remain in RTHK**



Resources for new developments (1)

(US\$1=HK\$7.8) (as at Oct 2011)

- **DAB: HK\$15 million**
- **DTT: HK\$41million**
- **MAM: HK\$115-135 million**



Resources for new developments (2)

(US\$1=HK\$7.8) (as at Oct 2011)

- **Community broadcast pilot project: HK\$45m over 3 years**
- **New broadcasting complex: HK\$X billion**
- **Recurrent costs: HK\$28million/year**



Thank you!

