

## 抱負

- 成為新媒體環境中舉足輕重的公營廣播機構

## 使命

- 製作多媒體節目，提供資訊、教育及娛樂；
- 適時與不偏不倚報道本地及國際大事與議題；
- 協力推動香港的多元開放文化；
- 提供自由表達意見的渠道；
- 服務普羅大眾，同時照顧少數社群的需要。

## 信念

- 堅守編輯自主
- 保持不偏不倚
- 服務社會大眾
- 提昇競爭層次
- 製作優質節目
- 培育多元人才

## Vision

- To be a leading public broadcaster in the new media environment

## Mission

- To inform, educate and entertain our audiences through multi-media programming;
- To provide timely, impartial coverage of local and global events and issues;
- To deliver programming which contributes to the openness and cultural diversity of Hong Kong;
- To provide a platform for free and unfettered expression of views;
- To serve a broad spectrum of audiences and cater to the needs of minority interest groups.

## Values

- Editorial Independence
- Impartiality
- Serving the Public
- Competitiveness
- Quality Production
- Development of Talent

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### 廣開言路·反映民意

早於70年代已製作個人意見節目《太平山下漫步》，開啟民意自由發表的渠道，創「烽煙」（phone-in）節目之先河。此節目模式廣受聽眾歡迎，並為其他電台，甚至電視台相繼採用。電台節目《八十年代》、《九十年代》，以至現時的《千禧年代》和《自由風自由Phone》已成為時事「烽煙」節目的品牌。



### A facilitator of freedom of speech

RTHK is a trailblazer in phone-in programmes in Hong Kong. In the 1970s, it rolled out "太平山下漫步", the city's first ever personal view programme. The programme enjoyed sweeping support and its model was widely adopted by other radio and television channels. Over the decades, RTHK has continued its production of phone-in programmes. Now "Talkabout" and "Open Line, Open View" are household names representing freedom of speech in Hong Kong.

### 聲音寶庫·亞洲之冠

擁有全港存量最多的唱片資料庫，在35萬項唱片及聲音檔案中，歷史最悠久的要算是1928年出版的78轉唱片。若以中文唱片藏量而言，港台的唱片資料庫堪稱是全亞洲之冠。

### A voluminous collection

RTHK boasts the biggest music archive in town, with as many as 350,000 phonographs and music archives in its collection. The oldest item is a 78 rpm record released in 1928. The music archive in RTHK is the biggest Chinese album collection in Asia.

### 長壽論壇·民意陣地

於1979年推出《城市論壇》，每逢週日在維多利亞公園「開壇」，是香港首個讓市民在公開場所，就熱門社會話題各抒己見的電視直播節目。節目形式由初期正反雙方辯論，進展為由講者與市民暢所欲言。節目至今年屆廿八，已成為大眾的週日焦點。從中衍生的「維園阿伯」稱謂更成為香港獨有的代名詞。



### A catalyst for broad participation in public matters

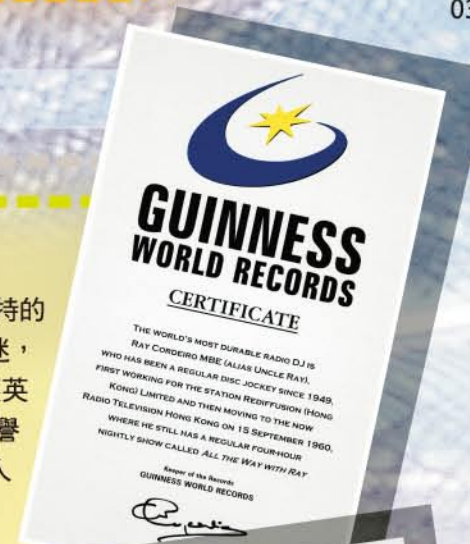
In 1979, RTHK began the production of "City Forum", the city's first open forum for discussion on public issues. Held at the Victoria Park every Sunday, the forum is covered live on television. During its decade-long development, its format has evolved from debating between two sides to free expression of views. Reaching 28 in 2007, "City Forum" is the focus of the people of Hong Kong on Sunday. It has also made the so-called "Victoria Park Old Men" a city phenomenon.

### 香港之光·服務無間

DJ Ray Cordeiro (Uncle Ray) 是香港廣播史上第一位唱片騎師。他所主持的 "All the Way with Ray" 由1970年播出至今仍然風雨無間地陪伴樂迷，是香港最長壽的電台節目。1987年，Uncle Ray於英國白金漢宮獲英女皇伊利沙伯二世頒發MBE勳銜；1998年，獲頒贈「廣播成就榮譽獎」。2000年，他憑著當年已服務廣播界51年的成績，成功打入健力士世界紀錄，榮獲 "The World's Most Durable Radio DJ" 的美譽。

### Uninterrupted service

Ray Cordeiro, who is intimately called "Uncle Ray", is the first disc jockey in local broadcasting industry. The programme he hosts, called "All the Way with Ray", has run uninterrupted on every evening since the 1970s, and it has become the longest-running in industry. Uncle Ray received an MBE in 1987. In 1998, Uncle Ray was presented with "Distinguished Broadcasting Award". Two years later, Guinness World Records named him "The World's Most Durable Radio DJ", in recognition of his then 51-year service in the industry.







### Unparalleled achievements

Mr. Chung Wai-ming started his career in radio broadcasting in 1947 by recording his first drama series in RTHK. His soothing voice, clear articulation, skillful presentation and serious attitude made him a heavyweight broadcaster, most remembered for his roles in dramas, which were unusually popular. After his retirement in 1991, Chung continued his work as a programme host in RTHK, largely because of his passion for radio broadcasting and the support given by a big audience. He received an MBE in 1992 and became the first Chinese in radio service to get this honour. Also in 1998, Chung was presented with "Distinguished Broadcasting Award". The year 2007 marks his 60th year as a radio broadcaster.



### 廣播奇葩·香港之寶

「播音皇帝」鍾偉明於1947年投身廣播界，於香港電台錄播其首個廣播劇。憑著其雄渾的聲音、清晰的吐字、精湛的演繹技巧和認真的態度，鍾大哥擔綱的廣播劇膾炙人口，締造香港廣播發展重要的一章。鍾大哥在1991年退休後至今仍然為港台主持節目，對播音工作和廣大聽眾不離不棄。1992年，他獲頒發「英帝國員佐勳章」(MBE)，成為廣播界首位得此榮譽的華人。1998年獲頒贈「廣播成就榮譽獎」。2007年則是他從事廣播業的60周年。

### 以歌傳意·凝聚人心

港台屢次發揮電台與音樂人的強大力量，以歌傳意。例如：為歡迎英女皇伊利沙伯二世伉儷訪港而製作的《這是我家》；勸勉港人退身移民潮的《把根留住》；支持賑災救難的《凝聚每分光》；慶祝香港回歸祖國的《香江組曲》、《回歸頌》；鼓勵港人堅強抵抗SARS的《香港心》；為全球抗疫華人打氣的《雄心飛揚》；紀念黃霑博士愛香港、愛本土音樂的《霧叔》；宣揚尊重知識產權，給音樂生命的《音樂力量》；慶賀香港特區成立十周年的《始終有你》；標誌北京奧運倒數一周年的《We are Ready》等。

### Songs for action

Over the years, RTHK has invited prominent musicians to compose songs dedicated to various campaigns. Pop singers helped spread the messages by singing them. Examples include: "這是我家" to welcome Queen Elizabeth II's visit to Hong Kong, "把根留住" to encourage people in Hong Kong to stay in the city, "凝聚每分光" to raise money for victims of natural disasters on the mainland, "香江組曲" and "回歸頌" to commemorate Hong Kong's reunification with the mainland, "香港心" to boost morale in the citywide efforts against severe acute respiratory syndrome, "雄心飛揚" to motivate all Chinese combating the disease, "霧叔" to remember Dr. James Wong, a prominent musician, "Music Power" to call for respect for intellectual property, "Just Because You Are Here" to mark the 10th anniversary of Hong Kong's handover, and "We are Ready" to mark the one-year countdown to Beijing Olympic Games.



### Sing to the heart

"Top Ten Chinese Gold Songs Awards" enjoys the longest history of all the music awards shows organised by local media. By its sixth year in 1984, the annual prize-presentation concert, which conferred the most representative music awards in the industry, became a fund-raising programme. Now, as "Top Ten Chinese Gold Songs Awards" is about to turn 30, it has gained worldwide recognition for its contribution to local pop music development, and raised millions of dollars for non-profit making organisations in Hong Kong.



### 推動樂壇·惠澤社群

「十大中文金曲」是香港流行音樂頒獎禮的先行者之一。自第六屆（1984年）始，它除了是香港樂壇最具代表性的頒獎禮外，還是港台的年度籌款活動。「十大中文金曲」邁向30載，已被海外視為香港流行中文音樂的指標，同時也為本地慈善團體籌募了數以千萬計的善款。



香港電台作為香港唯一的公營廣播機構，服務市民接近八十年。多年來，團隊上下本著不偏不倚，包羅多元的大原則，透過各式各樣的節目，為大眾提供高質素的資訊、教育和娛樂節目。

我們的製作方針一直緊貼時代脈搏，由早年開創的電話叩應節目，反映大眾生活面貌的電視製作，到今天在互聯網上提供文字、聲音及影像的同步資訊，自信是一支不斷向前的專業團隊，與市民攜手並進。

借此為大家介紹香港電台的理念，現有服務及發展方向。做好「香港人的香港電台」，是我們的口號，也是對社會的承諾。

八十周年即至，憑藉市民的支持和鞭策，我們將奮力奔向數碼年代，開創更輝煌的廣播篇章。

傅小慧

署理廣播處長傅小慧

RADIO TELEVISION  
HONG KONG  
香港電台

Radio Television Hong Kong, the sole public broadcaster, has been serving the public for about 80 years. Over the years, the broadcasting team has strived to offer, in an unbiased manner, a diversity of quality programmes that are informative, educational and entertaining, to cater to the diverse needs of the public.

Our production guidelines are always in keeping with the times: from ingenious phone-in programmes in the early years, and television productions serving to reflect the life of the general public, to today's web services providing synchronous textual, audio and video information, we take pride in our role as a professional team striding hand in hand with the community.

I take this opportunity to share with you RTHK's vision, the services it offers at present and its way ahead. Our slogan "RTHK for the people of Hong Kong" dutifully reflects our commitment to society.

With the imminent approach of the 80th Anniversary, we hope to build a brighter future for the broadcasting industry in the digital era with the support and encouragement of the audience.

Gracie Foo

Gracie Foo  
Acting Director of Broadcasting





香港電台於一九二八年啟播，與香港市民一同經歷了香港的變遷與發展。

在近八十年的經驗和歷史中，香港電台長期提供大量及多元化的電台及電視節目，以至近年廣受歡迎的新媒體節目，庫存大量的影音視訊及品牌節目，同步紀錄了香港開埠以來大半頁傳奇。今天，香港電台本身已是彌足珍貴的公共機構，她是香港開放社會的一個品牌，也是本地公共文化的生命體，反映香港發展的一種核心價值。

多年來，香港電台在公信力調查、服務表現調查、電台收聽調查以及電視節目欣賞指數調查等，均高踞領先位置，成績斐然；這些都顯示市民大眾對港台的支持與認同。

香港電台作為香港的公營廣播機構，在國際的業界組織中，已建立其地位。近年，香港電台參與亞太廣播聯盟會員機構聯合製作的跨區特輯，如禽流感、沙士、南亞海嘯等，供全亞太區播放，並多次獲推舉為跨區特輯的總監製，統籌有關製作。區內媒體機構對港台充滿信心，予以重任，這點優勢，得來不易。

一直以來，香港電台不斷探索嶄新節目類型，激發創意；又推動業界發展，為獨立製作人提供作品播放渠道。於各種社會關注的公共議題，港台從不迴避，提高公眾認知，深化討論。在新媒體環境中，不斷開拓新服務，通過互聯網絡接觸公眾，無遠弗屆。

數十年來，香港電台上下秉持一個信念：忠誠地以社會最大利益為前提，以民為本，提供資訊、教育及娛樂。歲月悠悠，這種精神為香港電台建立了傳統和歷史，得到市民的信任及支持。提升公民意識、推動多元發展、增加文化活動以及鞏固自由社會等，正是香港電台的使命。

邁向八十年，我們將繼往開來，希望在新的發展空間中，以專業和決心承擔未來挑戰，服務社會。

RTHK made its first broadcasts in 1928, and has experienced, with the people of Hong Kong, the many changes and developments in the territory.

In nearly 80 years of service, RTHK has provided a vast amount of diversified radio and television programmes, including the new media programmes that have become popular in recent years, and has thus accumulated a great reserve of video and audio, as well as signature programmes which recorded synchronously a major portion of Hong Kong's centenary history. At present, RTHK is an appreciated public organisation, the sign of an open society in Hong Kong, and a living entity of local public culture reflecting a core value of Hong Kong's development.

For many years, RTHK has made brilliant achievements and maintained a top position in public opinion polls and radio audience surveys in respect of credibility, performance and television appreciation, which is a good indication of the general public's support and recognition of the station.

RTHK, as Hong Kong's public service broadcaster, has established its status among international broadcasting institutions. In recent years, RTHK joined hands with member organisations of the Asia-Pacific Broadcasting Union in the production of cross-region specials on avian flu, SARS, Tsunami in South Asia, etc. for broadcasting in the Asia-Pacific region, and was repeatedly nominated the chief executive producer to co-ordinate the production of such programmes. The assignment of such important tasks to RTHK reflected the confidence of media organizations in the region towards RTHK, which has not come easily.

RTHK has continuously explored new programme genres to encourage creativeness; it helps to promote development of the industry by providing a broadcasting platform for the works of independent producers. With regard to issues of public concern, RTHK has never evaded its responsibility to raise public awareness and encourage extensive discussion. In the new media environment, RTHK will continue to exploit the possibilities for new services and to reach the public through the provision of web services.

Over the years, the RTHK team has always upheld one broad principle: providing information, education and entertainment to serve faithfully the greatest interests of the community. With this vision in mind, RTHK has established its tradition and history, and obtained the confidence and support of the public. It is also RTHK's mission to enhance civil awareness, foster diversified development, promote cultural activities, and lay a firm foundation for building up a free society.

With the imminent approach of the 80th anniversary, we would carry forward the past traditions and forge ahead into the future, striving to serve the community with professionalism and the determination to embrace future challenges in the new age.



香港電台  
Radio Television Hong Kong



香港電台擁有七個各具特色的電台廣播頻道，各有不同的服務對象和節目路向，共同肩負公營廣播機構的使命，以專業、客觀、中肯的態度製作節目，照顧社會不同階層和不同族群的需要，推廣本土多元文化發展。

現時，電台正逐步拓闊廣播空間，重整聯播時段以增加節目製作，讓聽眾有更豐富的選擇。節目路向方面，電台計劃進一步邀請公眾參與創作，透過外判及公開招募，引入具水準且能照顧小眾需要的節目，鼓勵全港市民為屬於自己的電台供謀獻策。

為節目灌注新創意、新元素的電台節目外判計劃，繼推出刻劃香港變遷的廣播劇「獅子山下」，以及檢視香港潛力的時事節目「香港競爭力」後，2007年再度推出「我的收音機」的節目外判計劃，徵集以電台廣播為題的作品。

RTHK runs seven individual radio channels, each defined by different characteristics, target audiences and programming styles. Together they realise the mission of a public service broadcaster and produce programmes with professionalism, objectivity and impartiality to cater for the needs of different classes and groups in society and to foster the development of cultural diversity in Hong Kong.

RTHK is broadening its broadcasting space by re-arranging the hours of merged broadcasting to increase programme output and provide more choices for the audience. On programming direction, RTHK will further invite public participation in creativity production through programme commissioning and open recruitment, with the aim of bringing in quality programmes that cater for the needs of minority interest groups and encouraging the public at large to offer advice and provide strategies for a radio station of their own.

Following the radio commissioning drama "Below the Lion Rock" depicting the changes in Hong Kong, and the current affairs programme "Hong Kong Competitiveness" examining Hong Kong's potentials, another programme commissioning titled "My radio" has been launched to call for productions using radio broadcasting as its theme.





### 時事節目

客觀分析本地及國際時事，廣開言路，透過電話討論反映民意，讓市民與政府及公共機構等直接溝通。節目也會定期邀請政府官員闡述社會政策和未來發展。

### 健康節目

包括外科及內科，照顧到心理和生理，節目邀請專業醫護人士提供保健常識、防病須知及治療方法等，亦會借助病患者的親述經歷，幫助大眾了解病症，提高對病患人士的關注。

### 長者節目

為長者提供日常資訊，使他們能夠與時並進，步入豐盛晚年。此外，為鼓勵長者終身學習，電台特別開設「長者空中進修學院」，與五十多個服務機構合作設立地區聯絡站，提供多元化、師資優、具規模的長者進修平台。至於今年新增的「耆力量」多媒體網頁，則集結了各方生活須知及精彩耆英節目，為長者提供一站式的資訊園地。

### 教育節目

服務對象由幼兒及至長者，涵蓋範疇由學科、通識，公民，以至生命教育。傳遞知識之餘，透過各界人士的經驗分享，發揚言教及身教。多年來，港台經常與其他政府部門、志願機構及慈善團體合作，提倡仁人愛物的精神。

### 古典音樂節目

在推介中、外古典美樂之餘，不時轉播各地世界級的精彩演奏會，以及透過比賽、親子活動、工作坊、音樂會、與名家會面等形式，推廣古典音樂文化。

### Current Affairs Programmes

They provide objective analyses of local and international issues, allow listeners to express their views, and serve as a platform for direct communication between members of the public, government departments and public organisations. Government officials are also invited to explain public policies and future developments.

### Health Programmes

They touch on surgical and medical topics, focusing on psychological and physical issues. Professionals are invited to provide information on health-related issues, prevention of illnesses, and treatment. Sometimes, patients share their experience to help audiences understand the nature of different illnesses and make them aware of the plight of victims.

### Programmes for the Elderly

RTHK provides daily information for the elderly to keep them informed of the latest developments around the world. To encourage the elderly to engage in life long learning, RTHK has set up a 'Radio College for the Elderly' to provide diversified courses by qualified lecturers. Some 50 social organisations are running regional service centres in support of the programme. A special webpage "A-Power" is also set up this year to provide the elderly with practical tips and exciting elderly programmes.

### Educational Programmes

RTHK aims to serve people of all ages, from pre-school children to senior citizens. The programmes cover academic topics, liberal studies, civic education and life education. In addition to dispersal of knowledge, celebrities are invited to share experience and teach by both words and deeds. Over the years, RTHK has teamed up with various government departments, voluntary agencies and charitable organisations to build a society of love.

### Classical Music Programmes

RTHK presents fine Chinese and Western music to listeners and relays world-class performances held in different places. Competitions, parenting activities, workshops, concerts and meetings with top performers are organised to promote the appreciation of fine music in the city.

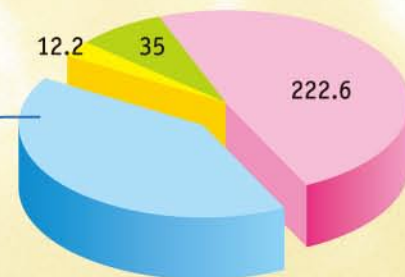
### Cultural Programmes

The latest information on literature, music, movies and drama is provided. Interviews and commentaries introduce the ideas behind creative works to heighten the appreciation level of listeners. Literary and artistic activities are also organised from time to time to encourage creativity in the community, as part of RTHK's efforts to promote local culture.





政府撥款 (2007/08) : 456.1 (百萬)  
 電台開支(百萬): 186.3 (百萬)  
 Government Funding(2007/08): 456.1 million  
 Expenditure on Radio (m): 186.3 million



人力資源分配 (總人數截至二〇〇七年七月) : 774人  
 電台服務 : 112人  
 Manpower Allocation (Total manpower As of 1 July 2007): 774 persons  
 Radio Services: 112 persons

#### 文化節目

緊貼時代脈搏，傳遞最新的文學、音樂、電影、戲劇等資訊，透過人物訪問和專評人的分析，深層介紹每個作品背後的製作意念，提高受眾的欣賞能力。同時會舉辦文藝活動，鼓勵大眾發揮創意，合力推廣本土文化。

#### 戲曲節目

港台是香港唯一推介地方戲曲的電台，也是本地戲曲發展的強力推動者之一，致力把中國的傳統地方劇如：京劇、潮劇、越劇、滬劇和粵劇等發揚光大，並籌辦表演活動、比賽和講座等，培育梨園新血。

#### 多元共融節目

推動多元共融社會，專為不同族裔、宗教、階層的人士製作節目，既照顧社會少數族群的需要，也有助大眾加深對他們的了解，達致互相包容、和諧共處。

#### 心靈輔導節目

鼓勵聽眾利用來電、信件、傳真、電郵抒發情緒，讓他們打開心窗，透過與節目主持的分享，疏導情緒。節目主持還會邀請社工及心理專家提供意見，協助聽眾解開心結。

#### 體育節目

網羅本地及國際體壇動態，亦不時轉播重點足球賽事。配合2008年北京奧運，電台開設「好運北京國際馬術三項賽現場頻道」，現場介紹及評述於香港舉行的奧運馬術比賽。同時，由奧運一周年倒數開始，電台每日直擊奧運重點場地北京、青島、香港的籌備和比賽情況。

#### 外判節目

自2005年開始進行電台節目外判計劃，旨在為節目灌注新創意、新元素。繼推出刻劃香港變遷的廣播劇《獅子山下》，以及檢視香港潛力的時事節目《香港競爭力》後，2007年再度舉行名為《我的收音機》的節目外判計劃，徵集以電台廣播為題的作品。

#### Opera Programmes

RTHK is the only broadcaster of Chinese regional operas in Hong Kong. It is also a keen supporter of the development of Cantonese opera performance. Efforts have been made to introduce the regional performances of Beijing, Chaozhou, Yue, Shanghai and Guangdong to a wider audience. Shows, competitions and seminars are held from time to time to help attract new blood.

#### Social Integration Programmes

To foster social integration and promote a tolerant and harmonious community, programmes are specially produced for people of different ethnic groups, religions and classes to cater for their needs and help people understand them.

#### Counselling Programmes

Listeners are encouraged to channel their emotions by phone, letter, fax and email. By sharing their feelings with programme hosts, listeners are relieved. In some programmes, social workers and psychologists are also available to provide professional advice.

#### Sports Programme

They embrace sports events in local and international arenas and relay spectacular soccer tournaments. In line with Beijing Olympic 2008, RTHK has set up a live channel for the three events of "Good Luck Beijing" equestrian competition, and to give briefing and commentary during the Olympic Equestrian Events in Hong Kong. Starting from the one-year Olympic countdown, RTHK will provide live coverage of the preparation work and competition events at major venues in Beijing, Qingdao and Hong Kong.

#### Programme Commissioning

Commenced in 2005 with the aim of injecting new ideas and elements into the programmes. Following the radio drama "Below the Lion Rock" depicting the changes in Hong Kong, and the current affairs programme "Hong Kong Competitiveness" examining Hong Kong's potentials, another commissioning programme titled "My Radio" will be launched to call for productions using radio broadcasting as its theme.





#### 第一台（粵語廣播）

(FM92.6-94.4)

傳遞最新最全面新聞時事資訊，兼備交流空間，讓民意和政府政策得以互相傳達，協助公民社會的發展。



#### 第二台（粵語廣播）

(FM94.8-96.9)

提供多樣化的生活資訊，推動社會共融，鼓勵包容小眾社群，支持多元文化發展。同時開拓與年青人溝通的網上世界，設有青年網上資訊園地 Teen Power ([www.teenpower.rthk.org.hk](http://www.teenpower.rthk.org.hk))。



#### 第三台（英語廣播）

(AM567 / FM97.9 跑馬地、渣甸山、陽明山莊 / FM106.8 港島南區 / FM107.8 將軍澳、天水圍區)

為居港的英語人士提供各方資訊，協助他們投入本地社會事務，融入香港。



#### 第四台（英粵雙語廣播）

(FM97.6-98.9)

藉推廣美樂提昇大眾精神生活的素質，是本港唯一的古典音樂頻道。



#### 第五台（粵語廣播）

(AM783 / FM92.3 天水圍 / FM99.4 將軍澳 / FM106.8 屯門、元朗)

既服務長者又照顧小眾，全力做到「戲曲文教·生活傳真·敬老慈幼·服務社群」。



#### 普通話台（普通話廣播）

(AM621 / FM100.9 跑馬地區 / FM103.3 將軍澳、天水圍區)

本港唯一普通話廣播頻道，肩負著促進世界華語地區信息交流的使命。

#### 第六台（英語廣播）

(AM675)

轉播英國廣播電台世界台的節目。

#### 新聞部

分為中文和英文兩個組別，每天透過電台頻道和網上廣播站為市民傳遞最新、最準確的本地及國際新聞。年內，新聞部於網站加入圖像及視像新聞，另設新聞專題，方便瀏覽查閱。



#### Radio 1 (Cantonese Service)

(FM 92.6-94.4)

Radio 1 is the hub of the latest and most comprehensive news and information in the city. It is also a platform for two-way communication between government and people, acting as a catalyst for the development of civil society in Hong Kong.



#### Radio 2 (Cantonese Service)

(FM 94.8-96.9)

Radio 2 provides a wide spectrum of daily information, encourages social integration, caters for minority interests and upholds diversified cultural development. It also runs Teen Power ([www.teenpower.rthk.org.hk](http://www.teenpower.rthk.org.hk)), an online information portal for youngsters to engage in direct dialogue in cyberspace.



#### Radio 3 (English Service)

(AM 567 / FM 97.9 in Happy Valley, Jardine Lookout and Parkview Corner / FM106.8 in Hong Kong South / FM 107.8 in Tseung Kwan O and Tin Shui Wai)

Radio 3 is an information and entertainment channel for English speakers living in Hong Kong. It also encourages their participation in local community services.



#### Radio 4 (Cantonese-English Bilingual Service)

(FM 97.6-98.9)

Radio 4, the only fine music channel in town, promotes the appreciation of music to enrich spiritual life in Hong Kong.



#### Radio 5 (Cantonese Service)

(AM 783 / FM 92.3 in Tin Shui Wai / FM 99.4 in Tseung Kwan O / FM 106.8 in Tuen Mun and Yuen Long)

Radio 5 strives to serve both the elderly and minority groups by offering Chinese opera, cultural and children's programmes.



#### Putonghua Channel (Putonghua Service)

(AM 621 / FM 100.9 in Happy Valley / FM 103.3 in Tseung Kwan O and Tin Shui Wai)

The only Putonghua-language channel in Hong Kong encourages the use of Putonghua in the city and facilitates exchanges of information among Chinese communities worldwide.

#### Radio 6 (English Service)

(AM 675)

Radio 6 relays the BBC World Service in Hong Kong.

#### News Service

RTHK's newsroom provides services in Chinese and English. The latest and most accurate local and international news is delivered to the public through both radio channels and RTHK on Internet. During the year, the Chinese news web page has incorporated video and photos to bring the actual scene to public. The Special News Topic section serves as a useful reference too.





香港電台製作高質素及多元化的電視節目，為市民提供資訊、教育及娛樂，建立自由暢通的意見表達平台。港台製作致力滿足大眾的需要，照顧小眾的興趣，以履行公營廣播的責任。

電視部平均每週製作超過十小時的中、英文節目，包括時事、資訊、文化、教育、戲劇及服務節目，品種及題材豐富、創新，涵蓋面廣闊。

香港電台沒有獨立的電視頻道，所有製作主要在兩家商營電視台（無綫電視和亞洲電視）播放。為拓闊觀眾層面，港台電視製作同時透過收費電視及新媒體播送。

香港電台於1991年首創「電視節目欣賞指數調查」，委託獨立調查機構進行，發展收視率以外的節目質素指標。港台歷年所得平均欣賞指數均高踞榜首；而2006年度首二十個得分最高的節目中，港台製作超過半數。

從1986年開始，香港電台提供立法會例會視象訊號予全港市民及電子傳媒，並於網上全程直播，每年轉播總時數超過400小時，服務廣被使用，深受歡迎。

RTHK provides a wide variety of high quality television programmes to inform, educate and entertain the public. It also provides a platform for free and unfettered expression of views. In fulfilling its role as the public broadcaster, RTHK serves a wide spectrum of audience, including minority interests groups.

The Public Affairs Television Division produces an average of over 10.5 hours of Chinese and English programmes per week, focusing on current affairs, information, culture, education, drama and services. The high quality, creativity and innovation of these programmes have made them popular with audiences from all walks of life.

RTHK broadcasts on Hong Kong's two terrestrial television stations - TVB and ATV. To reach the widest possible audience, programmes are also available on paid-TV channels and other new media platforms.

In 1991, RTHK commissioned an independent organization to conduct the first ever television "Appreciation Index" survey, to develop a programme quality benchmark as an assessment independent of audience rating. Over the years RTHK has consistently achieved the highest average scores in this survey, producing more than half of the annual top 20 highest rated programmes in 2007.

Starting from 1986, RTHK has been covering the Legco regular sittings, providing the signals to local electronic media in addition to webcasting on RTHK ON INTERNET. Annual transmission exceed 400 hours. The service is widely used and is very popular among viewers and our media partners.







積極參與香港特區成立十周年紀念活動視訊製作

為香港特區政府多項慶典，例如：香港特別行政區第三屆政府就職典禮、深圳灣口岸開通儀式等，提供視象訊號予各地傳媒，讓全球共享難忘時刻。又與中央電視台合作，製作《花開正十年深港萬名青年慶回歸大聯歡》。電視部同時製作多輯節目，以不同角度，回顧過去十年來本港各方面的變化及成就，包括《鏗鏘集：第一個十年》、《想一想香港》及《97同學會》等。

## 支持奧運馬術比賽

2008年8月，奧運會於首都北京舉行，電視部率先於2006年底推出《體育的風采》節目，鼓勵全民運動；2008年初再接再厲推出第二輯《體育的風采》，緊貼在香港舉辦的奧運馬術比賽最新情況。

## 時事及資訊節目

深入探討、詳盡分析，帶領觀眾掌握社會脈搏，開拓國際視野，多個節目已成為本地製作品牌。皇牌節目《鏗鏘集》二十多年來紀錄本地社會與國際時局的變遷，歷年贏取多個本地及海外獎項。《頭條新聞》開創先河，結合時事與音樂，輕鬆論政。直播節目《城市論壇》更是唯一讓市民在公開場所即時參與的民意陣地。《城市論壇》已嘗試走出維園，更多接觸市民。



Active participation in the production of commemorative activities and events in relation to the 10th Anniversary of the establishment of the HKSAR

RTHK provided video feeds of various official ceremonies of the HKSAR Government (e.g. Inauguration Ceremony of the Third Term HKSAR Government and Opening Ceremony of the Shenzhen Bay Port) to media worldwide to share the memorable moments. Collaborated with CCTV, "Celebration Party for Ten Thousand Youths in Shenzhen" was produced. Meanwhile, RTHK has also produced several series of programmes to review, from different perspectives, the multiple changes and achievements Hong Kong had made over the past decade, including "Hong Kong Connection: First 10 Years series", "Rethinking Hong Kong" and "Club'97", etc.

## In Support of the Olympic Equestrian Events held in Hong Kong

In preparation for the Beijing Olympics in August 2008, RTHK has taken the lead to launch the "Glamour of Sports" series to promote participation in sport activities by the entire population. At the beginning of 2008, a second series of "Glamour of Sports" will be aired to keep people informed of the latest development of the Equestrian Events in Hong Kong.

## Current Affairs and Information Programmes

Through in-depth reporting and analysis of current affairs, RTHK offers viewers an in-depth understanding of local and overseas issues and events. RTHK's brand name programmes include the award-winning "Hong Kong Connection", which documents local and international socio-political developments; the satirical programme "Headliner", which pioneered a light-hearted approach to politics; and the live broadcast programme "City Forum", the only public opinion forum that allows direct audience participation in HK. We have piloted to hold the "City Forum" in various districts other than Victoria Park to reach out to public.





#### 人物系列

特寫不同領域的傑出人才，分享他們的成功之道與人生哲學。2007年底推出全新一輯《傑出華人系列》，節目至今已訪問超過三十位傑出人士；《華人青年音樂家系列》、《華人青年演藝家系列》及《志在設計—海外華人青年設計師系列》介紹享譽國際的青年華人藝術家及設計師，廣受歡迎。

#### 本土文化 國際藝術

環境保育是近年備受關注的課題，紀錄片《吾土吾情》帶市民品味香港珍貴歷史文物；長篇節目《香港故事》細訴本土情懷；《藝力無限》從民間藝術出發，倡導市民將藝術融合生活。我們致力推動文化藝術節目，提高市民的賞識水平。節目包羅本地及國際盛事，涵蓋音樂、電影、戲曲、文學、藝術、流行文化等。此外，港台也轉播多個古典音樂及大型表演活動，培育社群文化素質。

#### Personality programmes

People from different fields are featured to share their philosophy of life and success stories. The audience will see a new series of "Success Stories" at the year-end of 2007. The series has featured over 30 accomplished personalities so far, while the "Young Chinese Musicians", "Young Chinese Performers" and "Designers Abroad-Chinese Designers Series" introduce world renowned young Chinese artists, performers and designers.

#### Local Culture and International Arts

In recent years, environmental conservation is a much-heeded issue. The documentary programme "Hong Kong Heritage" brings the audience a taste of the valuable cultural relic spots in Hong Kong; while long-run programme "Hong Kong Stories" recounts native sentiments that encourage a sense of belonging in Hong Kong. "Arts Unlimited" sets out from folk arts to promote the merging of arts into life.

RTHK has always been committed to producing programmes that enhance viewers' appreciation of arts and culture by introducing local and international events, including music, film, opera, literature, art and popular culture. RTHK also relays various classical music and large-scale performances to promote arts and culture in the community.







### 特備節目

港台不時製作特備節目，推廣及解釋政府重要政策，回應社會需要，促進政府與市民溝通。另外，每年亦就政府的施政報告及財政預算製作特輯或特寫環節；配合區議會選舉，推出《區議會選舉2007》。

### 外判節目

港台自2000年起推出外判電視節目計劃，目的是引入新思維及製作意念、推動並培育本地獨立創作。港台每年均徵求外判紀錄片及戲劇節目的製作計劃。2007年港台更增撥資源鼓勵更多創意製作，推出的節目包括戲劇節目《人間寫真》及《漂流吧！涌口健二》；紀錄片《現代西遊記》、《海底漫遊》及動畫《8花齊放》。

### 手語節目

港台每周製作一個半小時的手語節目，包括《識多一點點》和《時事摘錄》，提供手語傳譯及字幕，方便聽障人士收看。

### Special Programmes

RTHK produces programmes that promote and explain government policies, respond to community needs and promote communication between the government and the general public. RTHK also produces special programmes on the Chief Executive's annual policy address and Financial Secretary's budget. "District Council Election 2007" is produced to enhance the awareness of the District Council Elections.

### Commissioning

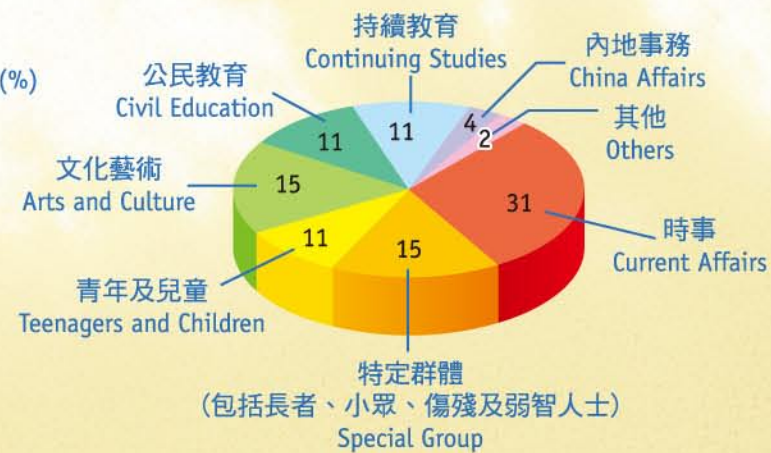
Since 2000, RTHK has regularly commissioned TV projects to bring in new ideas and creativity to encourage the growth of local independent productions. Each year, RTHK receives applications for documentary and drama programmes. In 2007, more resources are allocated to encourage more creative productions, including drama programmes "A Real Life Story" and "Bon Voyage! Lantau Boy", documentaries "Urban Visions", "Sea World Odyssey" and animations "Kaleidoscope of Ideas".

### Sign Language Programmes

Some 1.5 hours of sign language programmes with subtitles are produced each week to serve the needs of the hearing-impaired. They include "Look and Learn" and "News Review".



電視節目類型比例 (百份比) (2007/08 預算)  
Proportion of Television Programmes by nature (%)  
(2007/08 forecast)



人力資源分配 (總人數截至二〇〇七年七月) : 774人

電視部 : 126人

Manpower Allocation (Total manpower As of 1 July 2007): 774 persons

Television Services: 126 persons





學校教育電視服務，主要為教育局製作學校教育電視節目，透過不同平台播放，以拓闊學校教育電視節目的覆蓋面。節目主要涵蓋的學科包括：中國語文、普通話、英國語文、數學、科學、常識及個人、社會及人文教育，程度分為小學及中學兩級。此外，也製作學前

教育節目及非學科節目，包括《教訊》，聯校比賽如《香港校際音樂節》、《香港校際朗誦節》等；另外，亦輯錄《青年領袖教室系列》，城中學者名人就不同話題與學生分享經驗；節目安排於學校教育電視節目時段播放。

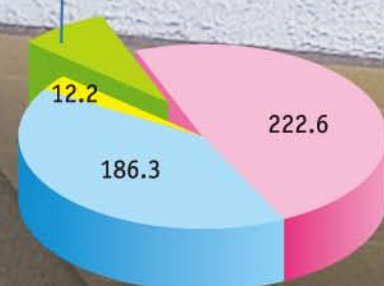
學校教育電視節目除了經由兩家商營電視台（無線電視和亞洲電視）於課堂時段播放外，節目會製作成影像光碟，分發予所有中學、大部份小學和幼稚園應用。市民可透過香港電台的「eTVonline」網站收看節目。

RTHK produces school ETV programmes for the Education Bureau for broadcast on different platforms for wide coverage. We produce programmes on Chinese Language, Putonghua, English Language, Mathematics, Science, General Studies and Personal, Social and Humanities Education for primary and secondary schools. We also produce Pre-school education programmes and non-curriculum programmes including "Education Magazine", inter-school contests such as "Hong Kong Schools Music Festival" and "Hong Kong Schools Speech Festival". Highlights from the "Leaders to Leaders" series, in which renowned academics talk on various issues to share their experiences with students, are broadcast during school ETV programme time-slots.

School ETV programmes are broadcast on the two terrestrial television stations (TVB and ATV) during class sessions. They are also available on disc format for distribution to all secondary schools, most primary schools and kindergartens.



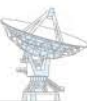
政府撥款（2007/08）：456.1（百萬）  
教育電視開支（百萬）：35（百萬）  
Government Funding (2007/08): 456.1 million  
Expenditure on ETV (m) : 35 million



人力資源分配（總人數截至二〇〇七年七月）：774人  
教育電視服務：98人  
Manpower Allocation (Total manpower As of 1 July 2007): 774 persons  
Education Television Services: 98 persons







上綱問功課

Tutor Online 09-07

2006/11/19至2007/6/10，逢星期六/日(詳情見頁)  
Starting from 18th November 2006 to 10th June 2007,  
on Saturdays or Sundays (for more details see page 19),  
09:30am to 10:00am, ATV Channel and Live Webcast on eTVonline

每集大綱

節目大綱

現場觀眾

網上聊天室

黑板留言功能

廣播室

01 02 03 04 05 06  
07 08 09 10 11 12  
13 14 15 16 17 18  
19 20 21 22 23 24  
25 26 27 28 29 30

English version

播放時間:  
二〇〇七年六月十日，星期日早上九時三十分至十時正  
亞洲電視香港台重播及eTVonline網上直播

收看節目  
Watch Now

第三十集節目大綱

中文:  
成語是人們長期以來習慣使用固定詞組，善用成語，能用簡短的話句來表達豐富的意思，並增加內容的趣味性。本集會向大家講解它們的正確用法。  
(下載教材)

英文:  
要曉得一些成語，用以代替表達比較負面或不雅的意思，運用方面，會比較顯及對方感受而減少歧視成份。本集會向大家介紹多項和要曉得有關的例子。  
(下載教材)

數學:  
數學不只是學習四則運算那麼簡單。很多學生都不清楚為何要學習代數，本集例子利用圓周公式，表現出運用代數的學習，提升學生運用及理解符號的能力，是我們想推不可缺少的。  
(下載教材)

教子:  
孩子小學成績良好，但升上中學後，變成無心讀書，成績退步，壓力大又逃避上學，為人父母應該如何處理？專家會在節目中解答家長觀察在親子問題上的種種困難。

BROADCAST TIME  
June 10, 2007, Sunday 9:30am to 10:00am  
ATV Local Channel eTVonline live web cast

Tutor Online Episode 30 Synopsis

Chinese:  
Idioms are fixed groups of words habitually used to represent a special meaning. The proper use of idioms can help one express a complex concept succinctly and interestingly. This episode explains the correct usage of idioms.  
(Click here to view) (Download teaching notes)

English:  
Euphemisms are words or groups of words used to express negative or undesirable ideas indirectly. They are used when the audience's feeling is at stake or when the speaker wants to be less critical. This edition gives some examples of this category of words.  
(Click here to view) (Download teaching notes)

Mathematics:  
Mathematics is not only about arithmetic. Many students do not see the importance of algebra. In this edition, the calculation of circumference is held up as proof that the study of algebra is essential in the development of students' thinking, for it can enhance their ability in making use of and understanding different variables.  
(Click here to view) (Download teaching notes)

Parents:  
It is not unusual that well-performing pupils find they cannot sustain their edge in secondary schools. Many of them lose interest in studying, so their performance slips. Some even find school classes stressful and try to excuse themselves for skipping them. How can their parents help them? In this edition, a counsellor tries to answer questions raised by audience on this problem.

中文版

eTVonline (www.eTVonline.tv)

eTVonline擁有龐大網上學習資源庫，儲存近5,000個教育節目；並透過互動學習教材、虛擬教室、網上遊戲、問答比賽、學科練習等，為老師、學生及家長締造一個完善的學習環境。

全球網戶可透過電腦實時收看或重溫學校教育電視節目。網站亦設有網上學習平台《上綱問功課》，即時為學生解決功課疑難，鼓勵師生在網上作互動教學及交流；提供教育及學習資源。

為配合香港在2009年引入的通識教育科，eTVonline於2005年底開設《通識網》，協助通識教育科的教與學。2007年，更進一步利用視象會議技術，聯繫本地及海外學生進行通識討論。該項《聯校通識學生論壇》，於學年內每月在中學校園舉行，讓師生齊參與。

eTVonline另設專題網站，提供互動材料，例如《睇波不賭波》、《成語e家睇》、分享科技新發明的《想·創·新》、性教育網站《性本善Online》及《點指傳媒》等，方便學生、家長、教師吸收多元化知識。

性本善

SEX Education ONLINE

e法辦事  
愛滋疑雲!?

乳房長大了

性病常識  
你要知

當精子遇上卵子

親子性教育

青少年快樂紀事

融洽關係・健康的性

www.eTVonline.tv

eTVonline

eTV Online (www.eTVonline.tv) is an on-line learning centre. The site's exhaustive archives include nearly 5,000 educational programmes, providing a rich resource for accelerated learning. Through interactive teaching modules, mock classrooms, online games, quizzes, and guided revision of academic subjects, teachers, students and parents are able to learn in an interactive, tailored environment.

Web visitors worldwide have the opportunity to access real-time transmissions and archives of ETV programmes. "Tutor Online", an e-learning platform, provides real-time assistance to students to solve classwork problems and encourages interactive teaching and exchanges, as well as easy access to a range of educational resources.

In line with the introduction of Liberal Studies to the curriculum in 2009, eTVonline established a liberal studies website to facilitate teaching and learning at the end of 2005. In 2007, video-conferencing technology is applied to further facilitate discussions on liberal studies between local and overseas students. The Interschool Liberal Studies Students Forum is held monthly during the school year in secondary school campuses for participation by students as well as teachers.

Think Ahead

想・創・新

www.innoDREAMS.tv

創作總監:  
Ratchanok Changka  
Chattam Jipet  
(來自泰國)

農機人  
Farmer Robot

農機人  
Farmer Robot

農機人  
Farmer Robot

16 Replax

補充資料

新上映

其他個案

1 2 3 4 5 6 7 8 9 10 11

eTVonline has established a number of additional thematic websites incorporating interactive content, e.g. "Do Not Gamble", "Chinese Idioms", "InnoDreams" introducing new inventions in science and technology, "SexEd Online" and "Point@Media", to provide learning opportunities for students, parents and teachers through access to diversified contents.

性本善

親子溝通小故事

小玲準備到媽媽家中度周末。

父母: 小玲，你最近好像沒了人陪，是不是被別家男生吸引了？有幾次家中翻臉，不都是因為你跟別家男生說話嗎？

父母: 小玲，你最近好像沒了人陪，是不是被別家男生吸引了？有幾次家中翻臉，不都是因為你跟別家男生說話嗎？



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<http://www.rthk.org.hk>[\[@\] 電台直播 Live Radio](#) [\[@\] 電視直播 Live TV](#) [\[@\] 新聞 News](#)[| myrthk | Podcast | 新聞 | 電台 | 電視 | 節目重溫 | 討論區 | 節目快訊](#)

### 香港電台網上廣播站

香港電台在1994年12月創建香港電台互聯網站 (www.rthk.org.hk)，是本港首個推出兼備電台、電視節目網上廣播的機構。時至今日，香港電台網上廣播站的服務已拓展至本地及國際新聞、時事財經、文化教育、生活消閒、音樂娛樂等不同範疇，全面照顧各界人士所需。網站的瀏覽人次由94年底的平均每日7,000，增長至現時逾2,900萬，瀏覽人士遍及海內外。

### 網上電台及電視頻道

24小時直播港台6個電台頻道（第一、二、三、四、五台和普通話台）的節目，以及每星期同步直播逾11個小時由港台製作的中、英文電視節目。所有於網站播出的電台、電視節目及新聞均會存檔12個月，方便公眾重溫欣賞。香港電台網上廣播站每周亦視像直播立法會會議。

### 網上即時新聞及財經頻道

24小時提供粵語、英語及普通話新聞報道、每小時簡報及新聞天地；網上即時新聞附設相關文本、相片及現場影音片段；並提供免費新聞訂閱，透過電郵直接傳送給訂戶，同時備有RSS、電子手帳及播客版本供用戶下載。《網上財經頻道》包羅即時財經新聞、電台財經節目、專家分析及上市公司專訪，並提供個別股份及認股證之數據報價和圖表分析等項目。

### 網上學習e-Learning及特備網上項目

透過多媒體互動平台，推廣終身學習，網上學習e-Learning頻道題材多元化，語言、文化、藝術、文學、健康生活等式俱備。香港電台網上廣播站更經常推出不同類型的網上特備項目，例如《港台我有份》、《漂書行動》、《Teen Power》、《耆力量》、《經典重溫頻道》、《廣播劇頻道》、《文化互聯網》、《中華文化頻道》、《聯合國在行動》、及《香港生態遊》等等，內容豐富。

### myrthk

2005年7月增設《myrthk》，讓用戶可按照個人喜好，重新編排及連續播放香港電台網上廣播站的電視、電台及新聞節目，締造完全個人化的網上頻道。

### Podcast Station下載頻道

提供多種聲音及視像節目，用戶只要選擇合適的多媒體儲存格式(mp4、3gp、avi)，即可下載至mp3、手提電話或其他流動多媒體播放器，隨時隨地收聽及收看。其中，《香港•300》是Podcast Station獨家播放的影像專輯節目。

政府撥款（2007/08）：456.1（百萬）  
新媒體開支(百萬):12.2（百萬）  
Government Funding(2007/08): 456.1 million  
Expenditure on New Media (m): 12.2 million



人力資源分配（總人數截至二〇〇七年七月）：774人  
新媒體服務：18人

Manpower Allocation (Total manpower As of 1 July 2007): 774 persons  
New Media Services: 18 persons



### RTHK ON INTERNET

With the launch of the RTHK website (www.rthk.org.hk) in December 1994, RTHK became the first media organisation to webcast radio and television programmes in Hong Kong. Today, RTHK ON INTERNET provides a wide range of web content covering local and international news, current affairs, finance, culture, education, lifestyle and leisure, music and entertainment etc, meeting the diverse needs of different sectors in the society. Its daily average access rate has increased from 7,000 hits at the end of 1994 to currently over 29 million, from both local and overseas access.

### Webcast of Radio and TV programmes

RTHK ON INTERNET provides round-the-clock live webcast of six radio channels (Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 and the Putonghua Channel). Every week, over 11 hours of RTHK Chinese and English TV programmes are being webcast live simultaneously. All programmes and news are archived online for a 12-month period for easy public access. In addition, the RTHK website also carries regular live video webcasts of the weekly Legislative Council meetings.

### Instant Online News and e-Finance

RTHK ON INTERNET offers 24-hour online news in Cantonese, Putonghua and English. Apart from hourly news bulletins, online Instant News is enriched with scripts, photos and original on-the-spot video and audio coverage. In addition, free Online News Subscription Service is available, with online news directly delivered daily via email to subscribers. RSS feeds, PDA and Podcast downloadable versions are also provided.

"e-Finance Channel" provides instant finance news and finance-related radio programmes, offering updated analysis and information with profiles of listed companies, stock quotations and performance charts of stocks and warrants etc.

### e-Learning and Special Online Projects

To arouse public interest in life-long learning, a wide range of interactive e-Learning projects is available online, covering different areas in language & culture, arts & literature, healthy living etc. Furthermore, RTHK ON INTERNET is enriched with many special online projects all year long, such as "RTHK Snapshots", "Bookcrossing", "Teen Power", "A Power", "Classics Channel", "Radio Drama Channel", "Culture Web", "Chinese Culture Channel", "UN In Action", "Hong Kong Eco Tour", plus many, many more.

### myrthk

A new customization feature of myrthk was launched in July 2005. Subscribers can use the myrthk player to tailor-make a personalized RTHK online channel to enjoy a non-stop stream of RTHK television, radio and news programmes available on RTHK ON INTERNET.

### Podcast Station

To facilitate mobile access to RTHK productions, a number of audio and video programmes are provided on Podcast Station. Users can select appropriate multi-media format (mp4, 3gp, avi) to download RTHK podcast programmes to their mp3 player, cellular phone or other mobile multi-media devices at any time. A special video feature of "Hong Kong•300" is solely produced for video podcast.

| 今日主打 | eLearning 網上頻道 | 語文學習 | 健康生活 | 文化互聯網 | 中華文化頻道 | 廣播劇頻道 | 經典重溫頻道 | 文教特區 | 時事公民 | 其他特備項目





## 放眼世界

傳訊科技發展為世界各地傳媒締造更多合作機會。香港電台深明與國際及內地的廣播機構聯繫，對機構長遠發展至為重要，我們著力開展各種合作，朝著拓闊視野及提高國際地位的標竿邁進。

作為香港人的公營廣播機構，香港電台肩負對外交流的使命。港台多年來與內地及海外同業緊密合作，為香港引入各式精彩製作；並與海外媒體互相切磋，介紹本地製作特色與經驗，藉此提高彼此製作質素。我們又與海外及內地傳媒機構合辦大型活動，加強人材與技術交流，關顧其他地區的需要。

近年，香港電台與內地同業的合作更為緊密。繼早前與廣東電視台合作攝製泛珠三角經貿發展紀錄片《新三角演義》之後，雙方去年再接再勵，製作中國留學史紀錄片《百年留學》；電台方面一直與內地保持緊密聯絡，透過製作如《三江論壇》節目，與廣東電台、上海第一財經電台連線討論三地經濟發展。普通話台亦於今年推出雜誌式節目《環球華語在線》，與二十五家國內與海外的華語電台連線，探討各地華人時事、民生及社會文化等問題，至於《粵港澳普通話大賽》亦已經踏入第十個年頭。

另一方面，香港電台積極參與亞太廣播聯盟、國際公營廣播機構、英聯邦廣播協會及亞太廣播發展協會等多個國際廣播組織，與同業交流製作經驗。香港電台管理層先後成為亞太廣播聯盟及國際公營廣播機構的行政委員會及籌備委員會成員，參與制定組織的發展方向及籌備會議，署理副廣播處長戴健文今年獲委任為亞太廣播聯盟計劃及策略小組主席。1996年、2001年及2002年，港台曾擔任東道主，在香港舉辦亞太廣播聯盟及國際公營廣播機構的大型年會，聯繫國際同業，協助樹立香港國際大都會的形象。

## International Perspectives

Advances in media technology have broadened the scope of cooperation among media organisations in different parts of the world. RTHK engages in frequent communication with its mainland and overseas counterparts to broaden its perspective, and further promote its international status.

As the public service broadcaster for the people of Hong Kong, RTHK involves itself heavily in various international exchanges. For many years, it has introduced a number of overseas productions through cooperation with broadcasters in the mainland and around the world. At the same time, RTHK's local productions are shown in overseas media. These exchanges have proven to be beneficial in raising production qualities on all sides. Large-scale activities are also held from time to time in collaboration with overseas and mainland media organisations to strengthen human resource exchanges and cater for the needs of other places.

Recent years have seen an ever-growing interest in cooperation between RTHK and its mainland partners. Following early success in co-producing the "Pan-PRD Project", a documentary on economic developments in the Pan-Pearl River Delta Region, RTHK and Guangdong Television also rolled out another documentary called "Hundred Years of Overseas Studies" last year. On the radio side, RTHK has co-produced "Sanjiang Simulcast" with radio stations in Guangzhou and Shanghai to discuss economic developments in the three places. A magazine type programme launched this year with 25 plus radio stations in the mainland and overseas to review the current affairs, social and lifestyle issues of Chinese all over the world. Further, the "Guangdong-Hong Kong-Macau Putonghua Competition" has now entered its tenth year.

On the global front, RTHK is an active member of international organisations such as the Asia-Pacific Broadcasting Union (ABU), Public Broadcasters International (PBI), the Commonwealth Broadcasting Association (CBA) and the Asia-Pacific Institute for Broadcasting Development (AIBD). Senior RTHK officials have been invited to join the ABU and PBI executive committee and preparatory committee to help formulate policy initiatives and discuss issues relating to the development of the organisations. Mr. Tai Keen-man, Acting Deputy Director of Broadcasting, has been appointed chairman of Planning and Strategic Group of ABU this year. RTHK also hosted the ABU General Assembly and PBI meetings in Hong Kong in 1996, 2001 and 2002, providing opportunities for media organisations worldwide to discuss issues of common concern.

## 開拓播送平台

港台以授權播送節目和內容的方式，積極拓展與本地收費電視頻道、海內外廣播機構、互聯網服務供應商、電訊營辦商、及數碼港的合作，增加香港電台節目的播放平台。

年內，港台給予美加、英國、澳洲、新加坡及內地的電視台授權播送的各類型節目超過2,000集；電台節目也通過新西蘭、紐約、多倫多、溫哥華及英國等電台，每天接觸上百萬海外華人。另外，透過本港流動廣播系統及電訊營辦商的通訊網絡，港台節目每日接觸的觀眾群高達200萬人次。香港電台經典節目製作已由獨立發行公司製作影碟發行及銷售。

然而，作為香港的公營廣播機構，香港電台有責任妥善保存記載了香港歷史的珍貴影音檔案，為此，港台計劃將部份現存影音檔案數碼化，期望建立一個龐大的數碼影音庫，成為香港文化遺產，開放給公眾使用。



為迎接數碼時代的來臨，香港電台整裝待發，開展數碼聲音廣播測試，分別以DRM(Digital Radio Mondiale)及歐洲尤里卡(Eureka 147)的技術進行測試；年內，又進行流動電視技術測試。香港電台會緊貼發展趨勢，引進新的技術平台，期望為公眾帶來更大的裨益，推展更優質的廣播服務。電視部將繼續嘗試利用數碼新技術提升節目製作質素，並會緊密留意2007年數碼地面電視服務推出後情況，規劃高清電視製作策略。

## Extended Reach

RTHK has actively expanded its licensing business, cooperating with subscription television operators, overseas broadcasters, internet service providers, telecommunications operators and Cyberport to deliver RTHK programmes on a number of new platforms.

In 2006, television stations in the US, Canada, the UK, Australia, Singapore and the mainland licensed over 2,000 episodes of RTHK productions. Simultaneously, as many as one million Chinese listeners in, New York, Toronto, Vancouver, and the UK and New Zealand now enjoy access to RTHK radio programmes. Thanks to mobile broadcasting technologies in Hong Kong, as many as 2 million people view RTHK programmes on telecommunications networks every day. Meanwhile, RTHK has commissioned an independent distributor for the sales of its classic RTHK productions on DVD and VCD.

As Hong Kong's public service broadcaster, RTHK is duty-bound to preserve audio-visual archives of historical value. As such, it plans to digitise some of its collection of past programmes for public consumption as part of its contribution to local cultural heritage.

In preparation for the coming of the digital age, RTHK has conducted trials of DRM (Digital Radio Mondiale) and Eureka 147 digital audio broadcasting technologies. The mobile TV technology was put to trial in 2007. It is keen to offer the new technologies in Hong Kong to provide a better service to the public. Television services will use digital technology to enhance the production quality of RTHK content. Meanwhile, we will closely monitor the launching of DTT services in 2007 and ascertain the strategy in the development of HDTV.





香港電台的製作，歷年來在本地及海外不少頒獎禮中取得獎項；這些獎項反映香港電台的製作優質，無論在題材、內容，以至拍攝手法上，具備國際水準，得到國際同業認同。

在「第十八屆電視欣賞指數調查—最佳節目頒獎禮」，港台電視製作共奪得十二個獎項，包括連續九年奪得的最高殊榮「全年最高平均欣賞指數大獎」及十一個「最佳節目大獎」。

在2006及2007年度，電台及電視部分別勇奪芝加哥國際電視節、國際電影及電視節、紐約廣播節、第四十三屆亞太廣播聯盟、第二十八屆美國特勒電視節、第八屆捷克國際電視廣播影展、伊朗伊斯蘭共和國國際廣播節、消費權益新聞報道獎、第二屆「我寫北京—北京新聞獎」、積極樂頌年傳媒大獎及優秀製作大賽2007等超過30個重要獎項。

得獎製作類型多樣，包括時事及公共事務節目、資訊節目、紀錄片、戲劇節目、文化節目、兒童節目等。

Over the years, RTHK productions have won many awards in Hong Kong and overseas, providing a powerful testament to the quality of both content and production.

At the 18th Appreciation Index Survey-Best TV Programmes Awards Presentation, RTHK won 12 awards for TV productions, including the Highest Average Appreciation Index Award for the 9th year, and 11 Best TV Programme Awards.

In 2006 and 2007, RTHK won more than 30 awards in various events or competitions, including Chicago International Film Festival, International Film and Video Festival, the New York Festival, the 43th Asia Broadcasting Union, the 28th Annual Telly Awards, the 8th Festival Znojensky Hrozen, the Islamic Republic of Iran Broadcasting Festival, the Consumer Rights Reporting Awards, the 2nd "Beijing Reporting Awards", Healthy Aging Media Award and Accolade Competition 2007 etc.

Awards secured covered a wide range of genres, from public affairs and informative programmes to documentaries, dramas, cultural and children's programmes.





「香港電台愛心服務團」於2006年11月成立，是一個由港台員工自發組織的社會服務團隊。它擁有近百名團員，承諾付出工餘時間，不分性質、不論形式、不計回報地各展所長，把歡樂和溫暖帶給弱勢社群。愛心服務團鼓勵團員帶同親人一起行動，一方面促進員工的團結，亦不防礙他們工餘合家歡聚；另一方面提供機會，讓他們以不同方式表達對社會的關愛，對服務香港的熱誠。

Founded in November 2006, the RTHK Community Service Team is formed by RTHK staff with a generous heart committed to helping people in need. The 100 or so members of the team vow to bring fun and warmth to the disadvantaged and deprived people by devoting their leisure time to volunteer activities of different forms and natures that make use of their talents. Team members are encouraged to bring along their family members to participate. It is hoped that through the activities, members would develop closer ties and enhance their sense of belonging to the organisation without losing family time. What is more: they can exhibit their concern for society and enthusiasm to serve the public.



#### 愛心傳城義工大行動

響應義務工作發展局的號召，到天水圍天華邨上門派發糧油物資予長者。

#### We Share to Care Volunteering Campaign

A visit in response to a call from Agency for Volunteer Service to distribute packaged food and cooking oil to elderly residents of Tin Wah Estate in Tin Shui Wai.



#### 濕地護理

到香港濕地公園除草施肥，保護大自然。

#### Wetland Conservation

A trip to Hong Kong Wetland Park to help remove weeds and add fertilisers to the natural reserve.



#### 歡騰快樂迎聖誕

與明愛樂頌宿舍的中度智障人士慶祝聖誕佳節。

#### Christmas Celebration

A programme to celebrate Christmas with mentally challenged residents of Caritas Lok Chung Hostel.



#### 毅力十二愛心跑

陪伴及照顧雅麗珊郡主紅十字會學校的弱能人士參與慈善接力賽，為再生會及精英運動員慈善基金籌款。

#### Run with Your Heart

Accompanying and looking after mentally retarded students from Prince Alexandra Red Cross Residential School, who took part in a charitable run to raise funds for Regeneration Society and Elite Athlete Charitable Trust.



#### 心晴粵曲CD義賣

參與心晴行動的義賣活動，為該會籌募經費以助情緒病患者脫離困擾。

#### Charity Sale for Joyful Foundation

Participating in a sale event organised by the Joyful (Mental Health) Foundation, aimed at collecting money to help victims of mood disorders.



#### 香港植樹日

於大欖郊野公園種植樹木，美化環境。

#### Hong Kong Tree Planting Day

Planting trees at Tai Lam Country Park to improve the environment.



#### 二手交易廣場

協助長春社在天水圍屋邨進行二手物資交換活動，同時派發環保袋，宣揚環保信息。

#### Exchange Square

Providing assistance in an activity held by the Conservancy Association, collecting used goods from tenants of estates in Tin Shui Wai for exchange and distributing shopping bags.

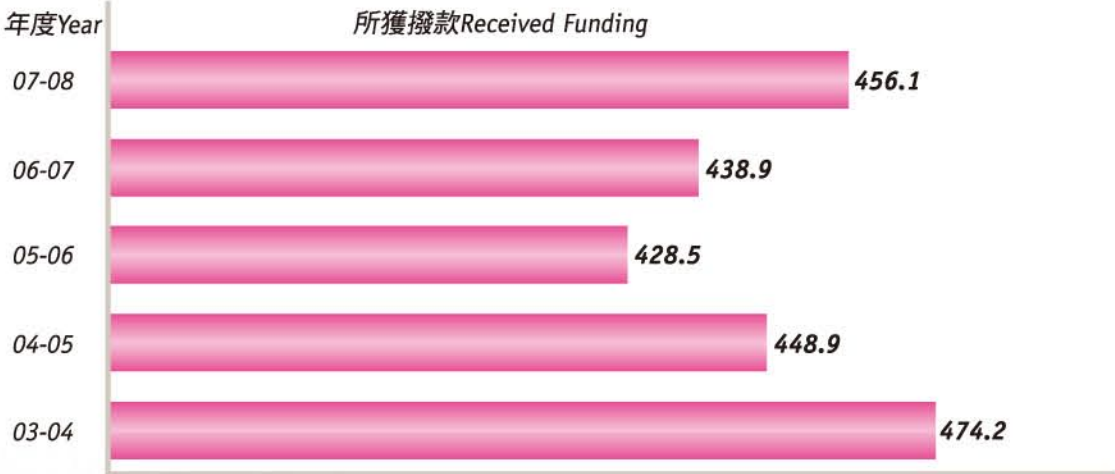




1. 整體資料 General Figures

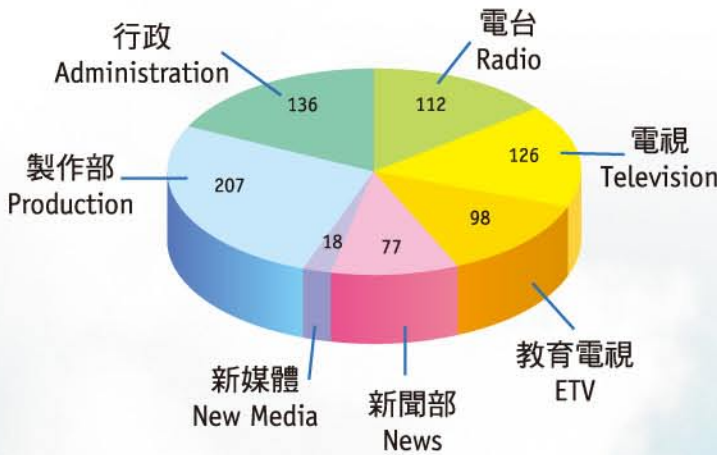
營運開支(2007-08預算) Operational Expenditure (2007-08 Estimate)  
政府撥款: 456.1百萬 Government Funding: 4.561 hundred million

政府過去五年撥款 (百萬)  
Government Funding in the past five years (Million)



人力資源分配 Manpower Allocation :

總人數:774人 (截至2007年7月)  
Total manpower: 774 persons ( As of 1 July 2007)  
電台Radio: 112  
電視 Television: 126  
教育電視 ETV: 98  
新聞部 News: 77  
新媒體 New Media: 18  
製作部 Production Services: 207  
行政部 Administration: 136



2. 電台服務 Radio Services

7 個電台頻道 7 Radio Channels	3 廣東話、1 普通話、2 英語及1雙語頻道 3 in Cantonese, 1 in Putonghua, 2 in English and 1 Bilingual
節目製作時數 Hours of output	50 193
新聞節目製作時數 Hours of output for news programmes	6 604
電話意見節目時數 Hours of output for phone-in programmes	2 897
聽眾人數 Size of audience*	2 753 000
獲獎電台節目數目 (2006) No. of award-winning radio programmes	8
聽眾心目中新聞最具公信力的電台第一位* Ranked first by audience with the highest credibility in news programmes*	香港電台第一台 Radio 1
具備最多富有教育意義年青人節目的電台第一位* The leading radio station with most educational youth programmes*	香港電台第二台 Radio 2
提供最多元化藝術文化教育節目的電台第一位* The leading radio station with the most diversified artistic, cultural and educational programmes*	香港電台第一台 Radio 1

\* 根據香港大學民意研究計劃2006收聽率調查  
According to The University of Hong Kong's Public Opinion Programme Listenership Survey 2006



Teen Power

每年節目製作時數 Yearly hours of output	平均每日點擊率 Average daily hit rate	會員人數 No. of members (as of May 2006)
1 642	251 377	28 440



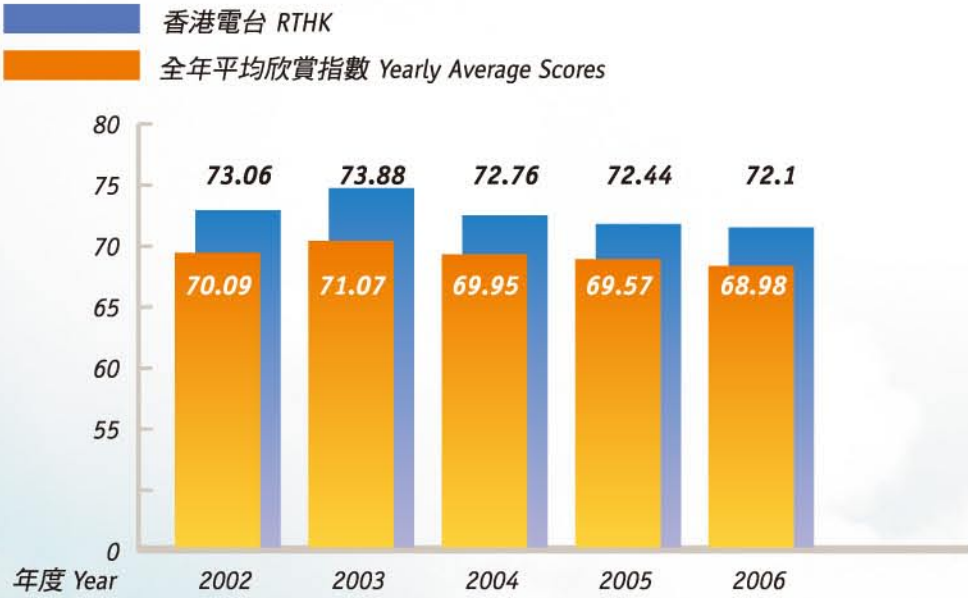


3. 電視服務 Television Services

節目製作時數 Hours of output	568.2
製作節目數目 No. of programmes	1 694
黃金時段節目之平均收視 Average prime-time audience	亞洲電視 ATV 185 000 無綫電視 TVB 1 035 000
獲獎電視節目數目 (2006/2007) No. of award-winning TV programmes	35
「電視節目欣賞指數調查」2006 — 香港電台最高欣賞指數的電視節目 # RTHK's top 5 TV programmes in the 2006 TV Programmes Appreciation Index Survey #	《賭海迷徒》Lose & Win 《鐵窗邊緣》The Road Back 《2006香港時局大事回顧》2006 Year-ender: Hong Kong Domestic Affairs 《香港故事》Hong Kong Stories 《經綸集》Hong Kong Connection

# 根據香港大學民意研究計劃2006電視節目欣賞指數調查  
According to The University of Hong Kong's Public Opinion Programme  
Television Programmes Appreciation Index Survey 2006

香港電視節目欣賞指數2002-2006  
Television Programmes Appreciation Index Survey



4. 教育電視服務 ETV Services

節目製作時數 Hours of output	48.4
製作節目數目 No. of programmes	143
受惠學生數目 Student audience	650 000
收看學校數目 No. of schools covered	幼稚園 Kindergarten 380 小學 Primary schools 550 中學 Secondary schools 400
香港電台網上教育電視 平均每日點擊率 eTVonline Average daily hit rate	1 334 340



5. 新媒體服務 New Media Services

點擊網上香港電台 RTHK ON INTERNET Hit Rate

平均每日點擊率 Average daily hit rate	29 000 000
特別網上項目的網上廣播時數 Webcast hours of special online projects	400





- 1928** 以**GOW**台號啟播。  
First broadcast using call-sign **GOW**
- 1929** 台號改為**ZBW**。同年，香港廣播節目委員會成立。  
Call-sign changed to **ZBW**. Hong Kong Broadcasting Committee was set up.
- 1934** 中文台成立，電台呼號改為**ZEK**，並開始播放新聞簡報。  
Chinese channel **ZEK** was established, started to broadcast news bulletins.
- 1948** 取消**ZBW**和**ZEK**電台呼號，正式命名為「香港廣播電台」。  
Officially named **Radio Hong Kong (RHK)** and abandoned the call-signs **ZBW** and **ZEK**.
- 1960** 推出超短波廣播服務。  
Introduced VHF/FM channels.
- 1969** 廣播大廈在廣播道落成啟用。  
Broadcasting House built in Broadcast Drive.
- 1970** 成立公共事務電視組，製作節目供其他商營電視台播出。  
Established Public Affairs Television Unit, producing public affairs programmes to be aired on licensed commercial TV stations.
- 1973** 香港廣播電台設立新聞部（在此之前，新聞簡報由政府新聞處提供）。  
Newsroom set up (prior to this, news bulletins were prepared by the Government Information Services).
- 1974** 成立本港唯一提供古典音樂的香港電台第四台頻道，其時，香港電台共設立四條頻道，分途廣播。  
Radio 4 launched, the first and only station for Fine Music in Hong Kong. By that time, RTHK had 4 channels.
- 1976** 電台正式命名為「香港電台」，採用超短波調頻立體聲廣播，開創亞洲先河，進一步提高廣播服務；同年成立教育電視中心。  
Renamed as **Radio Television Hong Kong (RTHK)**. It was the first radio station in Asia to broadcast in FM Stereo. Educational TV Centre was set up in the same year.
- 1978** 第五台啟播，專門播放文化、教育及戲曲節目，為長者及小眾服務。香港電台頻道增至五條。  
Radio 5 launched, targeted to serve the elderly and the minorities through various cultural, educational and Chinese opera programmes. RTHK proliferated to have five different channels.
- 1979** 創辦「十大中文金曲」選舉。  
Inaugurated poll for **Top Ten Chinese Gold Songs Awards**.

- 1981** 第二台成立，節目更趨多元化。  
Established Radio 2. RTHK serves the public with a wide range of programmes through various radio channels.
- 1989** 開始在亞洲電視及無線電視黃金時段播放節目；同年擬定公司化計劃，有關建議於1993年被擱置。  
Starting from April, RTHK's programmes were broadcast during prime time on ATV and TVB television channels. Corporatisation proposal was formulated but was left aside in 1993.
- 1991** 委任獨立機構進行「電視節目欣賞指數調查」，發展收視率以外另一專業指標。  
Initiated the **Television Programme Appreciation Index Survey** which was conducted by an independent body, to serve as another yardstick apart from viewership ratings.
- 1993** 跟前文康廣播司簽訂架構協議，每兩年檢討一次。  
First signing of **Framework Agreement** with the former Recreation and Culture Branch, which has since been reviewed every 2 years.
- 1994** 設立香港電台網上廣播站(www.rthk.org.hk)。  
Established **RTHK on Internet**.
- 1995** 與廣播事務管理局每年簽署諒解備忘錄，承諾遵守其訂下的節目標準守則。  
Signed a **Memorandum of Understanding** with the Broadcasting Authority (BA), agreeing to observe specific programme standards set by BA.
- 1996** 主辦「第33屆亞太廣播聯盟周年大會」，逾520位來自42個國家及地區會員出席會議。  
Hosted the **33rd Asia-Pacific Broadcasting Union General Assembly**, which was attended by over 520 members from 42 countries and regions.
- 1997** 成立全港唯一的普通話電台。  
Launched Hong Kong's first and only **Putonghua Channel**.
- 為香港回歸及特別行政區成立典禮擔任技術統籌，向全球發放長達七十二小時的交接儀式及活動。  
Coordinated the 72 hours live broadcast of the Handover ceremonies and related activities for global coverage.
- 1998** 制訂「節目製作人員守則」，系統地羅列編輯工作守則。  
Compiled the first set of **Producers' Guidelines** to maintain well-established editorial practices.
- 1999** 與民政事務局合辦慶賀千禧年大型活動「龍騰燈耀慶千禧」。  
Co-organized the **Millennium Extravaganza** with Home Affairs Bureau to celebrate the Millennium.
- 2000** 推出電視節目外判計劃，推動本地創意。  
Introduced **Television commissioning programmes** to encourage the creativity of local independent productions.





- 2001

聯同北京、上海、廣東、台灣、新加坡及馬來西亞的華語電台合辦「全球華語歌曲排行榜」，奠下世界最具模規的中文流行音樂指標。

The most coveted Chinese pop song indicator, **The Global Chinese Pop Chart** was jointly organized with the Chinese radio stations of Beijing, Shanghai, Guangdong, Taiwan, Singapore and Malaysia.

與亞太廣播聯盟聯合籌辦「第三十八屆亞太廣播聯盟週年大會」。

Co-hosted the **38th Asia-Pacific Broadcasting Union General Assembly** with the Asia-Pacific Broadcasting Union.
- 2002

慶祝回歸祖國五週年，製作「龍聲飛揚萬人青年音樂會」以萬人擊鼓合奏慶祝特區回歸五周年，刷新世界紀錄。

To celebrate the 5th anniversary of the handover, **The Music of the Dragons Concert** was organized with an attempt to break the Guinness Book of Records.

主辦「第十一屆公營廣播機構國際年會」。

Hosted the **Public Broadcasters International Conference 2002**.
- 2003

非典型肺炎肆虐，舉辦連串「心連心全城抗炎大行動」、「凝聚每分光感謝大會」等活動，凝聚港人。

Organized a series of events, including **Operation Unite Fight Against SARS Campaign** and **United in Spirit and Action Concert** to bring the general public together during the attack of the Severe Acute Respiratory Syndrome (SARS).
- 2004

**TeenPower** 年青人網上平台啟播。

Launched **TeenPower**, the web radio channel for youngsters.
- 2005

為南亞海嘯籌募善款及收集收音機，讓災民得以接觸外來資訊。

Fund raising and radio collection campaign for South Asia tsunami victims.

香港電台擔當「世界貿易組織第六次部長級會議」主播機構，為各國傳媒提供大小會議視像訊號，並透過電台、電視及互聯網傳遞會議的相關訊息。

As host broadcaster for **WTO MC6**, RTHK offered pool signal to the media worldwide and transmitted all WTO conference relevant information through our radio, TV and internet platform.
- 2006

推出首個電台外判節目獅子山下。

Introduced the first radio commissioning programme.

為「國際電信聯盟2006年世界電信展」提供視像訊號予各國媒體。

RTHK was the officiating media organisation for **ITU Telecom World 2006** to offer pool signal to media worldwide.
- 2007

特區政府成立十周年，籌劃多項特備節目，探討香港未來路向，又為特區誌慶活動，提供視像訊號。

To mark the 10th anniversary of HKSAR, a number of special programmes were produced. RTHK also offered pool signal of government celebration events to all media.

查詢電話	(電台Radio) 2339 6300	(電視TV) 2339 7600
Enquiry Hotlines		
傳真	(電台Radio) 2336 9314	(電視TV) 2338 4151
Fax Numbers		
電台接收諮詢服務		2339 6440
Advice on Radio Reception		
港台服務熱線（收聽所有電台節目；接收意見和建議）		2272 0000
RTHK Service Hotline		
電郵		ccu@rthk.org.hk
E-mail		
香港電台網上廣播站		http://www.rthk.org.hk
RTHK ON INTERNET		
地址		香港九龍廣播道30號
Address		30 Broadcast Drive Kowloon Hong Kong