

**Summary of ATV and TVB's Responses to the Views Collected
in the Public Engagement Exercise for
Gathering Views on the Programmes Provided by
Domestic Free Television Programme Service Licensees**

(a) Greater Variety of Programmes

ATV's Response

1. On programme variety, ATV has submitted that –
 - (a) in the mid-term review in 2009, many viewers opined that there were too many serial dramas during prime time on the Home Channel, and hoped that ATV could provide more current affairs and information programmes; and
 - (b) since then, ATV has gradually replaced the two lines of serial dramas broadcast at prime time by locally-produced entertainment, financial, talk shows on current affairs and infotainment programmes. The variety of programming since then has obviously become more diversified during prime time when compared with the schedule in 2010.

TVB's Response

2. On programme variety, TVB has submitted that –
 - (a) TVB has been providing a broad range of choice and diversity in programming. The programme genres provided include –
 - station-produced dramas of a wide choice of themes and settings;
 - acquired dramas of general appeal and of a selective-viewing category;
 - theatrical movies;
 - variety and game programmes and reality shows;

- entertainment game programmes featuring different professions; and
 - educational programmes, light-hearted intellectual programmes and edifying programmes;
- (b) the range of programmes broadcast on TVB in recent years was scheduled strategically on different channels and at different time zones to cater for the needs of the mass and niche audience; and
- (c) since 2010, a substantial number of programmes of different genres, both station-produced and acquired, have received merits and awards.

(b) More Programmes for the Elderly

ATV's Response

3. ATV has submitted that programmes on Cantonese Opera, such as “ATV Cantonese Opera Selection” and “林家聲粵劇特輯”, has been broadcast to cater for the needs of the elderly, and that ATV will continue to provide more programmes for the elderly.

TVB's Response

4. TVB has submitted that, since the conclusion of the mid-term review in 2009, it has significantly increased the broadcast of programmes for the elderly from 60 minutes to 120 minutes every week. TVB will consider the public's request for more programmes for the elderly in future reviews of programme scheduling.

(c) More Local/Station-produced Programmes (for ATV only)

5. In response to the request for more local/station-produced programmes, ATV has submitted that –

- (a) the broadcast of locally-produced programmes, especially during prime time on the Home Channel, has gradually increased since the mid-term review in 2009. The percentage of the broadcast of local production during prime time has increased from around 32% in 2009 to 64% in 2012; and

- (b) as mentioned in paragraph 1(b) above, the scheduling of serial dramas has been replaced by locally-produced infotainment programmes and current affairs programmes. ATV has also scheduled a lot of local productions in the weekends.

(d) *Too Many Re-run/Repeat Programmes and Frequent Changes to Programme Schedules (for ATV only)*

6. In response to the concerns over repeat programme and frequent changes to programme schedules, ATV has submitted that –

- (a) due to the trend of prolonged working hours in recent years, many viewers would have missed the programmes scheduled during the prime time when they are still at work. ATV schedules re-runs of prime time programmes after midnight and on the following early morning to cater for the needs of those who have missed the first run;
- (b) in view of criticisms from the public, ATV has adjusted the re-run schedule to better serve its purpose, such as reducing the number of re-runs from four times to three time a day, and rescheduling the re-runs to earlier hours or subsequent hours when compared to the original re-run time slot; and
- (c) from the 2009 mid-term review, ATV realised that viewers would like to have different types of programmes in the same time slot from the two Free TV licensees. Since then, ATV has diversified its programming and provided programme genres different from those of TVB at the same time slot, especially during prime time. It takes time to fine-tune the suitable patterns of programme schedule, and viewers may find the scheduling of programmes not uniform during this process. The process of fine-tuning is almost over and the scheduling of programmes on ATV is going to be more uniform.

(e) *Impartiality of Programmes on Current Affairs (for ATV only)*

7. In response to criticism over programmes on current affairs, ATV has submitted that –

- (a) since 2011, ATV has gradually increased the broadcast of

programmes on current affairs and hot topics, in which the programme hosts and guests express their personal views on various hot topics. These programmes, when classified as “Personal View Programmes” (“PVPs”), are exempted from the provisions governing due impartiality; and

- (b) criticisms against opinion programmes which contain unpopular views have significantly increased recently. While the right of programme hosts and guests to express personal views in PVPs is protected, ATV has taken measures to ensure that a broad range of views is to be expressed in PVPs. For example, the format of the programme “ATV Focus” has been revised to include more hosts and views from different parties. Opinions taken from the forum of ATV’s websites are also broadcast at the end of each episode.

(f) Quality of Game Shows (for TVB only)

8. On the quality of game shows, TVB has submitted that –

- (a) TVB’s game shows are of a high production quality, many of which are of an infotainment nature mingling entertainment with facts and knowledge, such as “The Law Society of Hong Kong Law Week Special” and “Outsmart”;
- (b) some game shows, such as the “Super Trio” series are designed to purely provide entertainment; and
- (c) TVB will continue to source and produce top quality game shows and is totally prepared to listen to viewers’ opinions.

(g) More Drama of New and/or Positive Themes (for TVB only)

9. In response to the comments on its drama productions, TVB has submitted that –

- (a) TVB is always striving for excellence on drama production. Drama serials in recent years have embodied quite a broad range of themes. Nonetheless, it will continue to explore and break new grounds in dramas, a genre which is still considered the most popular; and

- (b) TVB notes viewers' concerns about undesirable thematic materials in its dramas. It considers that drama mirrors reality and it is often unavoidable to show the rough and less attractive side of life in a dramatic context. The ultimate purpose of doing so is to promote family bonds, love, friendship, righteousness and good morals. TVB is and will remain vigilant about scenes in dramas which may have a negative impact on young audience.

(h) Too Many Cuisine and Gourmet Programmes which Encourage a Luxurious Lifestyle (for TVB only)

10. In response to criticism over its cuisine and gourmet programmes, TVB has submitted that –

- (a) while TVB produces a wide variety of cuisine and gourmet programmes, it has never intended to advocate or encourage an undesirable lifestyle in such programmes;
- (b) some of the cuisine programmes are a combination of travel documentary and gastronomy which impart knowledge on how the art of cooking has evolved and influenced by differences in culture; and
- (c) some cuisine programmes are in documentary-like format or talk shows targeting different types of audience and featuring celebrities talking about their career and life experiences. Cooking and eating are sometimes only incidental serving as a backdrop for the programmes.

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