



Radio Television Hong Kong
2025



2025^{to} 2026

Radio Television Hong Kong
Annual Plan

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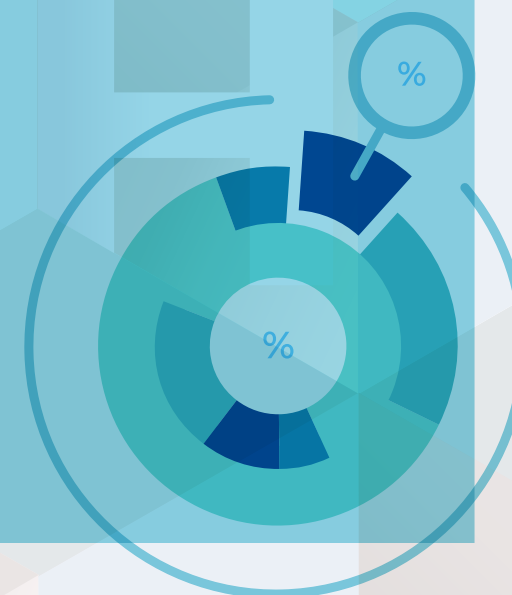
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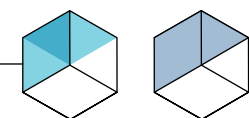
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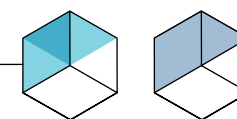
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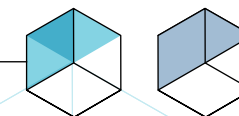
Introduction



Radio Television Hong Kong (RTHK) is a government department. As the public service broadcaster in the Hong Kong Special Administrative Region, RTHK has all along been discharging its social responsibilities through the provision of radio, television (TV) and new media services to fulfill the public purposes and mission stipulated in the Charter of RTHK (the Charter). With the promotion of social well-being as its operational objective, RTHK caters for the needs and interests of different groups and people from all walks of life. RTHK's operation is funded by public money. It must ensure that its utilisation of resources is in the public interest and its expenditure is well spent.

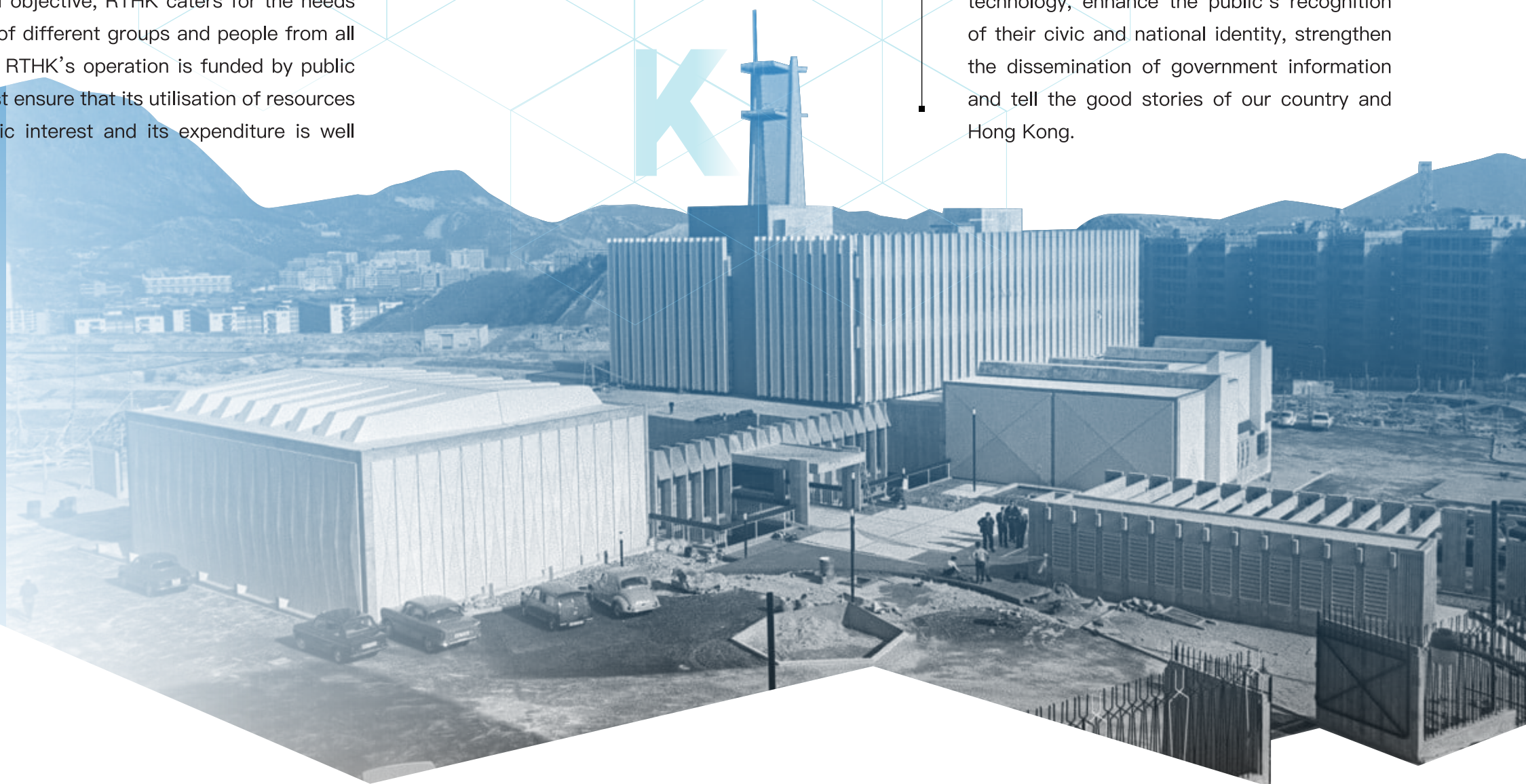


According to the Charter, RTHK has to prepare an annual plan to explain to the public its work in the coming year and set performance targets and indicators, with a view to enhancing transparency and accountability.



In the coming year, RTHK will remain steadfast in producing more good programmes in a more cost-effective way and through the use of technology, enhance the public's recognition of their civic and national identity, strengthen the dissemination of government information and tell the good stories of our country and Hong Kong.

RTHK



Production Highlights and Development Directions

The followings are highlights of the work and development of RTHK in the coming year



I. Enhancing public understanding of “One Country, Two Systems”, cultivating sense of national identity and patriotic sentiments



Strengthen the public understanding of the Constitution of the People's Republic of China (the Constitution), the Basic Law and national security, including –

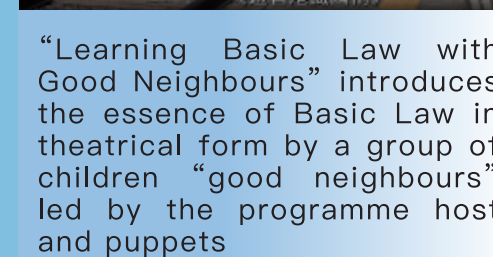
- launching a series of new programmes in cooperation with the Constitutional and Mainland Affairs Bureau to complement the promotion of the Constitution, the Basic Law and patriotic education:



“Basic Law and Patriotic Education Quiz” — a Chinese culture quiz competition participated by young people and members of the public of different backgrounds



“The Young Cultural Ambassadors” documents the design of thematic travel itineraries by local secondary schools to understand the inheritance of Chinese culture and historical stories of Hong Kong



“Learning Basic Law with Good Neighbours” introduces the essence of Basic Law in theatrical form by a group of children “good neighbours” led by the programme host and puppets



“New Legacy Keepers” introduces Chinese cultural crafts and their bearers



- collaborating with the Department of Justice and the Security Bureau to launch “NSL Chronicles III”, in which different sectors of the community, including officials, councilors, academics and young people are invited to participate in discussions to explain the Hong Kong National Security Law and the Safeguarding National Security Ordinance in an easily understandable manner.
- continue producing programmes such as flag-raising ceremony and seminar on National Security Education Day and Constitution Day, “Basic Law Quiz Competition”, etc.



Launch the programme “Chinese Revival and New Trends: Belt and Road” to deepen audience understanding of the countries along the Belt and Road and our country’s efforts in promoting diplomatic relationship along this modern-day Silk Road through dialogues amongst scholars and guests as well as storytelling.



Assist the Office of the Commissioner of the Ministry of Foreign Affairs in the Hong Kong Special Administrative Region, the Education Bureau and the Better Hong Kong Foundation in producing programmes on a new round of “Hong Kong Cup Diplomatic Knowledge Contest” and the winners’ study tour to the Mainland afterwards, so as to enhance public interest and awareness of the knowledge in national diplomacy and strengthen their sense of belonging to the country.



The Chief Executive and the Commissioner of the Ministry of Foreign Affairs presenting to the winner the “Best Performance Award” of the 16th “Hong Kong Cup Diplomatic Knowledge Contest”



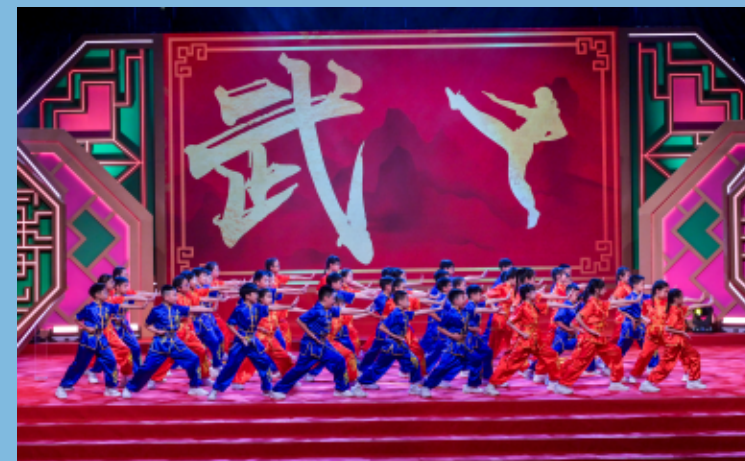
Participants of the 16th Hong Kong Cup Diplomatic Knowledge Contest Study Tour were arranged to visit the largest solar thermal power station ever built in the Mainland to gain first-hand experience of the rapid development of our country



一百兆瓦級熔鹽塔式光熱電站



Collaborate with the Education Bureau to produce a new series of short videos for the “Love Our Home, Treasure Our Country” Joint School National Education Activities. New cultural and educational programmes about traditional Chinese studies will also be produced, covering calligraphy, painting, music, medicine and architecture as well as the long-standing history, philosophy, geography and numerology, to enrich the public understanding of Chinese culture.



Students performing traditional martial arts at “Love Our Home, Treasure Our Country — Celebration of the 75th Anniversary of the Founding of the People’s Republic of China cum Joint School National Education Activities Kick-off Ceremony”



To commemorate the 240th anniversary of the birth of Lin Zexu, the documentary “Lin Zexu: Beyond Opium Destruction at Humen” filmed at Xinjiang, Xian, Fujian, etc. will explore the little-known facts of the national hero Lin Zexu, including the implementation of beneficial hydraulic engineering works in Xinjiang and assistance to Zuo Zongtang in recovering Xinjiang.



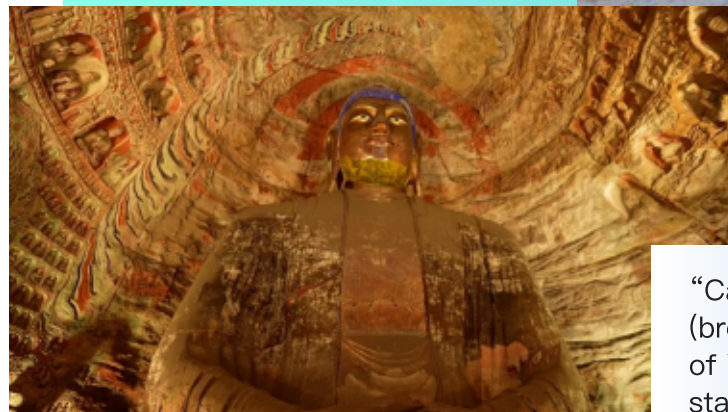
“Lin Zexu: Beyond the Opium Destruction at Humen” is scheduled to be broadcast in Q4 2025



Launch special programmes on the theme of “80th anniversary of victory in the War of Resistance”, and produce programmes with Beijing Radio & Television Station (BRTV) through convergence of online and offline media, to enhance awareness of national identity among members of the public.

Launch the new programme “Cantonese Travelogue – Beijing” to take audience on an in-depth exploration of the country’s capital and culture, and continue to look for exciting Mainland dramas and documentaries to promote Chinese culture on all fronts.

“Cantonese Travelogue – Anhui, Shanghai” (broadcast in 2024–25): Hongcun in Anhui Province is the filming location of the famous movie “Crouching Tiger, Hidden Dragon”



“Cantonese Travelogue – Tang Dynasty Architecture” (broadcast in 2024–25): The adjoining Caves 5 and 6 of Yungang Grottoes housing a 17-metre-tall Buddha statue, the largest one in the entire Yungang Grottoes



Broadcast in 2024–25, the Mainland documentary “China (Season II)” used cinematic visuals and vivid narration to present characters and events from the high Tang to the 1911 Revolution of great contemporary significance and bringing profound impact to modern China



Some of the programmes broadcast during the two Mainland drama timeslots in 2024–25





II. Publicising government policies and work, promoting sports culture and social inclusion



Publicising government policies and work



RTHK provides an effective platform to publicise and explain public policies and government work to enable members of the public to deepen their understanding –

- Produce and broadcast radio and TV programmes about the Policy Address and the Budget, etc. to provide platforms for the Government and various sectors to exchange views on public policies and social affairs. Government officials are invited to explain policy objectives, government policies and their implementation in programmes such as “Overview Policy”, “Talkabout”, “Open Line Open view” and “Accountability”, etc.



In hosting the “2024 Policy Address Public Consultation”, the Chief Executive led the Secretaries of Departments and Directors of Bureaux to listen to views from the public



The Financial Secretary attended the programme “Voices from the Hall – 2025–26 Budget Consultation”



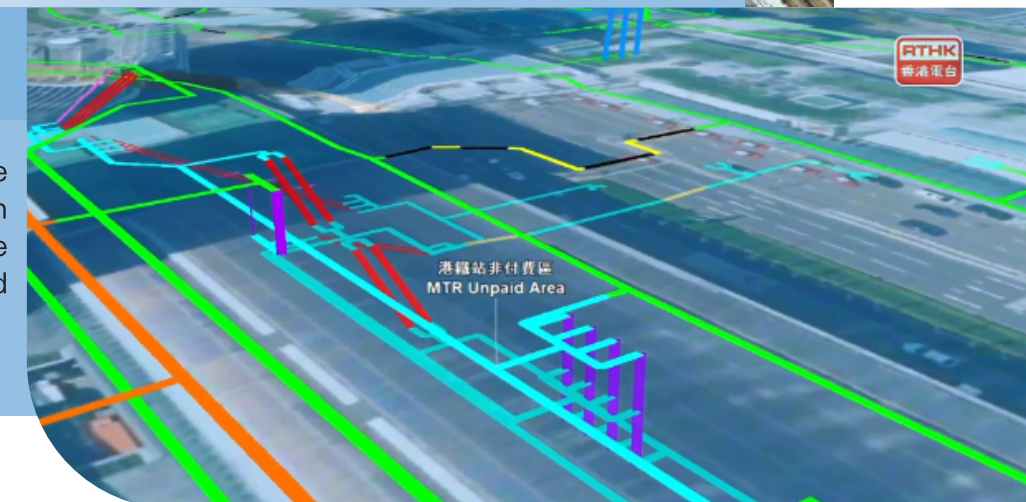
The Secretary for Commerce and Economic Development attended an interview by “Overview Policy”

- Launch the new TV programme “Government and You”, a five-minute programme aired four times daily to explain the latest information about the work of the Government, to deepen public understanding of government policies and operations.
- Collaborate with various policy bureaux and departments to produce programmes that introduce government work and policies and tell the good stories of the Government, and to produce the “Chief Executive’s Award for Exemplary Performance Presentation Ceremony”.



Civil Engineering and Development Department 20th Anniversary Documentary

“Mapping Our City”: The episode “3D Digital Map in Hong Kong” introduces the 3D Digital Map produced by the Lands Department





Promoting sports culture



To support the promotion, programme production and live broadcasting of the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) to be held in November and December 2025, RTHK has been making preparations for the upgrading of broadcasting infrastructure and production equipment since last year for promoting the nation's high-level competitive sports from various angles. The thematic TV programme “Towards the National Games” series and other programmes will be launched to raise audience understanding of the Games as well as to take them through the preparation progress of sports events and athletes. During the events, RTHK will provide comprehensive real-time updates of the competitions and latest news through its television, radio and online platforms, so as to heighten the atmosphere of the city and unite citizens to cheer for athletes of the national and Hong Kong teams.



To tie in with the one-year countdown of the NG, the programme “Towards the National Games”(1) was broadcast in the end of 2024. “Towards the National Games”(2) to (5) are also rolled out one by one starting from April 2025



To promote the culture of sports for all, radio programmes — “Our SportsDay”, “The Sports Weekly” and “Sports 4 Life” as well as TV programme — “Sports in RTHK” will gather information on sports and sports events; Radio 5 will continue to encourage seniors’ participation in easy sports and learning of new sports, disseminate sports knowledge, enhance public interest in sports activities to better enjoy the fun of sports activities. More local and international events will also be broadcast on RTHK TV channels, including:

- “Guangdong — Hong Kong Cup”, “AFC Asian Cup Qualifiers”, “AFC World Cup Qualifiers”, “AFC Champions League Two”, “Hong Kong Premier League”;
- “FIBA 3x3 World Tour”, “Hong Kong Basketball League”;
- ITTF World Cup tournaments;
- “Hong Kong Volleyball League Division A1”;
- USFHK competitions; and
- All Hong Kong Schools Jing Ying tournaments, etc.



“HKSSF D1 Athletics Final”: Winners of Boys A 4x400m Relay celebrated after winning the race





Embracing social inclusion



Continue to, through the Community Involvement Broadcasting Service (CIBS), encourage community members and organisations to participate in the production of radio programmes. Apart from arts and culture themes, there is also the regular theme of ethnic minorities to cater for the needs of minority interest groups and promote social harmony and inclusion.



In addition to broadcasting various para games, RTHK will add sign language to selected programmes for inclusion in “Look and Learn”, to facilitate the enjoyment of RTHK programmes by the hearing impaired.



“Look and Learn”: (sign language version) Hong Kong Stories: Master in the House 2, Episode 1, Life in the Bamboo Theatres



In response to the Working Group on Promoting Silver Economy, more programmes about the elderly population will be produced to promote understanding of the opportunities presented by the silver economy among different sectors of the society. While fostering economic development, this will also better address the diverse needs of the elderly community.



Radio 5 has co-organised “O camp 2.0” with Lingnan University and social service organisations to promote cross-generational integration, as well as to share knowledge about elderly-friendly technology related to daily life and health with the seniors



“Hong Kong Connection: “Care Food for Elderly” raises social awareness about the dietary quality of seniors and understanding of the development of ‘care food’ as a potential business opportunity of the silver economy





III. Connecting the Mainland and the rest of the world, enhancing cross-media multi-language broadcasting



Strengthening collaboration with Mainland broadcasters



RTHK has reached collaborative agreements with a number of Mainland broadcasters. The collaborative projects this year included —

- working on a thematic TV programme series titled “Towards the National Games” together with China Media Group (CMG) Asia-Pacific, Guangdong Radio and Television (GRT), etc.; relaying selected programmes from the convergence media project “Gongtong Wenhua Jiayuan” of CMG, including “Classic Quotes Cited by Xi Jinping” – an innovative interpretation of the ancient works and classic phrases quoted by General Secretary Xi Jinping; and co-producing “Traditional Chinese Opera Night: Gongtong Wenhua Jiayuan” with Radio the Greater Bay of CMG;



“Gongtong Wenhua Jiayuan” Programmes



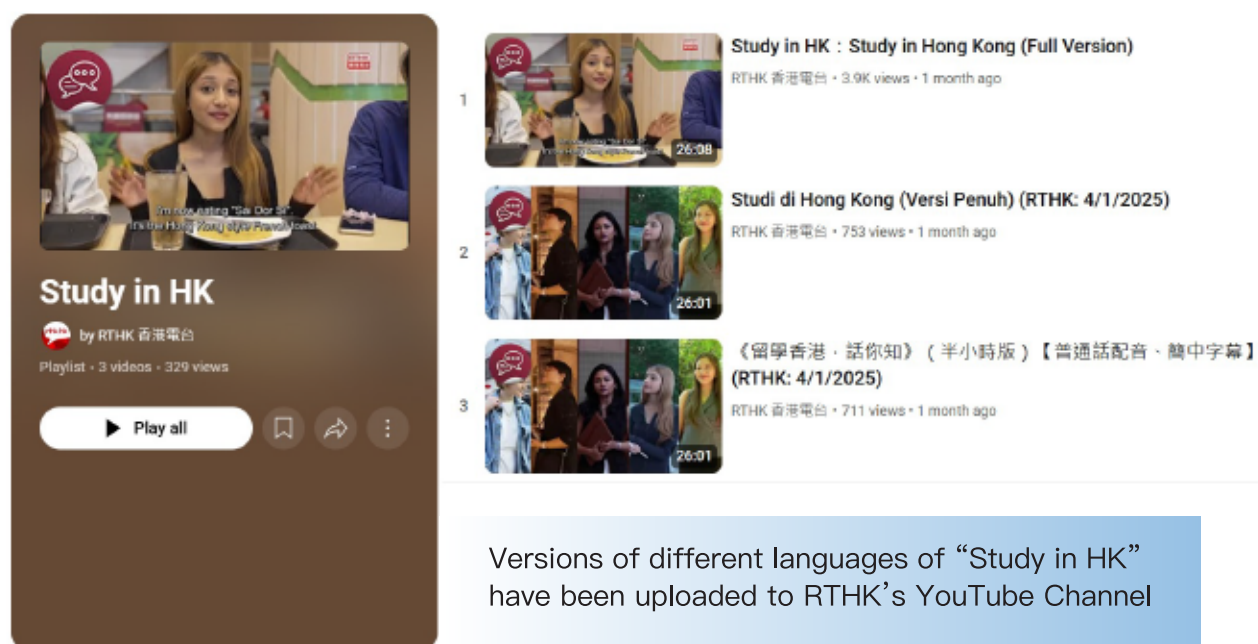
- continuing to collaborate with Shanghai Media Group (SMG), GRT and BRTV on the basis of the memoranda of understanding (MOUs) signed.
- preparing to sign an MOU with Guangzhou Broadcasting Network (GZBN) to strengthen collaboration between the two sides through exchanges and resources sharing across various aspects, including programme content, staff members, broadcasting platforms, copyrights, promotional activities, etc.
- with the coordination of the National Radio and Television Administration (NRTA), RTHK will strengthen extensive cooperation with Guangxi Radio and Television (GXRTV). In particular, the convergence media teams of the two sides will co-produce special convergence media programmes on themes such as ecology, social life, and folk culture through online connection and mutual interviews.
- receiving from NRTA and BRTV “The Panda Adventures”, China's first humanities documentary on giant pandas. There are six episodes in the programme, which show in detail the birth, growth, wild release and habitat protection of giant pandas. The programme also explores in-depth the latest scientific discoveries, ecological protection measures and the importance of giant pandas in global ecological protection.



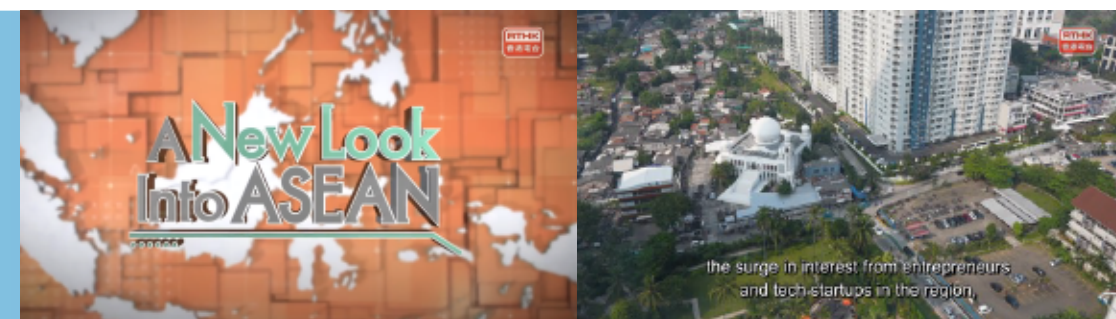
Enhancing cross-media multi-language broadcasting

Actively take up the role of connecting both the Mainland and the world by using English and other languages to tell the good stories of China and Hong Kong to local expatriates and people all over the world. This includes the launch of a new radio programme series on Chinese philosophy, which will introduce Chinese culture and thoughts in an easily understandable way, as well as a new radio programme highlighting the characteristics of major Chinese cuisines, allowing listeners to gain a deeper understanding of the rich cultural heritage of China.

Launch the thematic English programme “Lion Rockers (Season 4)” that showcases stories embodying the Lion Rock Spirit; provide multilingual dubbing and subtitles for programmes which promote Hong Kong's unique advantages, such as “Study in HK”, to tell the good stories of Hong Kong to the world through RTHK's radio, TV and new media platforms.



Launch season 2 of the English programme “A New Look into ASEAN” to continue to showcase the diversity and development opportunities of the member countries of the Association of Southeast Asian Nations (ASEAN).



Launch English version of “Climate Insight II”, to explore the achievements of cooperation on green development between China and Azerbaijan under the Belt and Road Initiative.



“Climate Insight II” visited the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP29) held in Baku, Azerbaijan

RTHK introduces an additional one-hour English programme slot (10:30am to 11:30am) on RTHK TV31 on Saturdays and Sundays from May this year to provide more English programmes.



IV. Expanding international broadcasting cooperation network



Strengthening the co-building of people-to-people connectivity under the Belt and Road Initiative



Actively seek partnerships with media in ASEAN countries to establish trans-national connections, including signing cooperation agreements to strengthen collaboration in co-producing programmes and exchange of content as well as talents —

- Continuing to collaborate with Radio Republik Indonesia (RRI) on the basis of the MOU signed. On the occasion of the 75th anniversary of the diplomatic relations between China and Indonesia, the co-produced programme “Halo Jakarta! Hello Hong Kong!” will launch special features on interviews with the Indonesian business community in Hong Kong and the Chinese living in Indonesia for long time to examine how the two countries forge closer ties in the context of the Belt and Road Initiative from the opening of the Jakarta-Bandung High Speed Railway, economic and trade activities to community exchanges.
- RTHK is also actively exploring the signing of MOU with the Malaysian Communications and Multimedia Commission to strengthen collaboration with Radio Televisyen Malaysia in terms of programme production, talent and technology.
- To celebrate the 75th anniversary of China-Vietnam diplomatic relations in 2025 as well as the China-Vietnam Year of People-to-People Exchanges, the “Top Ten Chinese Gold Songs” will join hands with “Sing the Friendship Songs Together” co-organised by GXRTV and the Voice of Vietnam, the national broadcaster of Vietnam, to organise activities for mutually promoting popular music culture so as to showcase Hong Kong's unique modern pop culture and arts.



Sustaining international coalitions including the Belt and Road Initiative



Continue to participate in the affairs of the Asia-Pacific Broadcasting Union (ABU) and the activities of the Belt and Road News Network, including competitions and annual conferences, so as to make an impact on international broadcasting jointly with NRTA and CMG, etc.



RTHK participates in ABU's children drama production and exchange programme every year to interact with member TV stations of ABU



Exploring other international collaborations



Actively invite broadcasters from regions outside Hong Kong to acquire RTHK programmes and continues to expand the reach of RTHK programmes on the airwaves. At the same time, different language versions will be produced for suitable programmes to facilitate their promotion in non-Chinese-speaking regions, thus broadening the audience base for RTHK.





V. Optimising the use of technology, enhancing production efficiency and programme quality



Strengthening infrastructure



Invest resources to strengthen infrastructure and enhance broadcasting equipment as well as technical competence to improve service efficiency and effectiveness, and to deliver programmes of better quality to the audience while moving towards smart broadcasting.



A new generation outside broadcasting truck installed with 5G mobile communication technology equipment will be put into service this year to achieve faster and more stable audio and video transmission. Coupled with ultra-high-definition filming equipment and technology, enhanced image clarity, colour contrast and details with 4K resolution, it will bring immersive viewing experience to viewers during live productions including National Games



Applying artificial intelligence (AI)



Continue to explore and test various AI technologies in media production and broadcasting through the Artificial Intelligence Lab (AI Lab) established last year. For instance, the host of “Nitty Gritty of Law 2” can be converted into a virtual character to spice up the programme with contents switched to other languages anytime through AI. The programme may then be broadcast and enjoyed by countries and regions of different language systems.



RTHK's first AI anchor, Aida, will continue to evolve into its third generation, appearing before the audience with a more human look. With AI technology, the production time for weather reports hosted by Aida can be shortened and inclusion of AI-driven sign language translation is being explored to provide new service experience to hearing impaired audience.



Develop new technologies such as video and photo auto-tagging, AI-assisted subtitling and captioning, enquiry hotline chatbot as well as video cloud editing, together with the continued adoption of various AI generative tools, we can enhance editing capabilities, restore old photos and footages, improve visual effects and enrich design effects with AI drawings. Productivity and efficiency can be further enhanced.



Using AI tools for image restoration of old programmes



AI text and image generative technology





Employing extended reality (XR)



Fully deploy the upgraded virtual production studios and LED display screens in programme production during National Games, we will continue to explore the application of XR technology to create more interactive and visually impactful contents by integrating virtual reality and augmented reality, providing viewers with better immersive experience.

8K



8K large LED display screens newly acquired for XR productions



Utilising cloud technology



Make use of cloud computing to optimise production processes and media management, including the use of cloud platforms to back up broadcasting master control room (MCR) to ensure speedy recovery of broadcasting services and uninterrupted content delivery in the event of technical failures or disasters; the combination of camera-to-cloud technology and 5G high-speed transmission performance to facilitate remote supervision by production staff, instant review of filming content and real-time collaboration as well as communication, thereby shortening the time gap between filming and post-production. On the cloud server, we can instantly share editing proposals and collaborate, conduct other production processes for direct pushing to internet for broadcasting, etc.



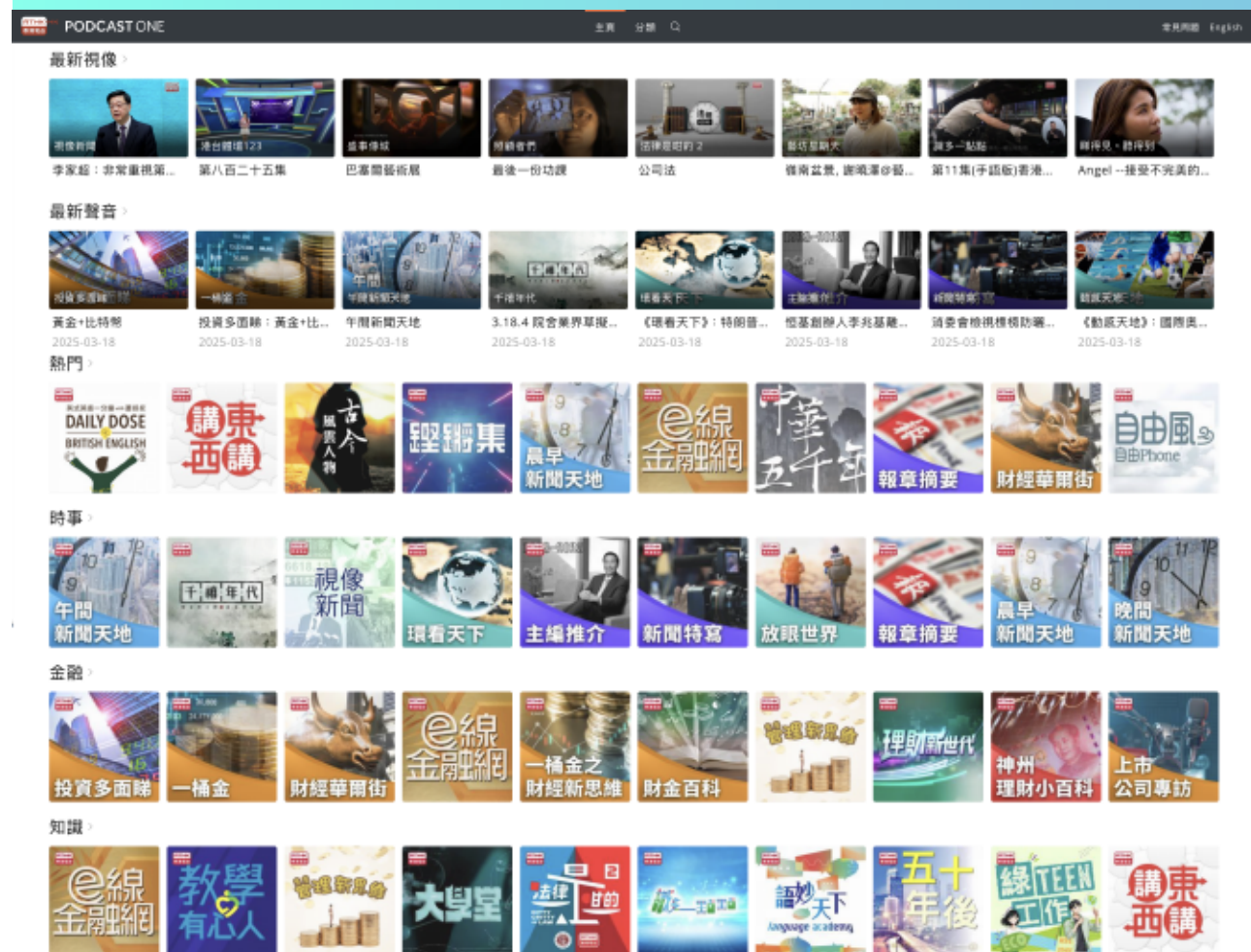
Using cloud-based production approach to conduct technical failure or disaster drills for MCR



Publicity and Promotion Strategy

I. Reaching out to different target audiences through new media and other channels

Make good use of RTHK's TV and radio channels, websites and mobile apps for cross-media promotion, develop more radio-on-TV programmes and upload more selected programmes onto podcast platforms to reach more audience of diverse usage habits.



Organise offline events for key programmes, such as launching ceremonies, and actively bring programmes into the community and schools to interact directly with the mass public, thereby enhancing awareness of RTHK programmes.



港台電視31
知性綻放
生活快樂
蓄勢待發4.28

RTHK 香港電台
政正 關你事
星期一至日
早上10:55 下午1:00
晚上7:55-9:25
政策新資訊 首播 4月28日 晚上7:55

星期六
XR自然紀錄片 晚上7:00
知性時段 晚上8:00
二次元動漫 深夜12:00

星期日
體育節目 下午3:00
流行音樂 晚上7:30
特備紀錄片 晚上8:00
優遊探索 晚上9:05
二次元動漫 深夜12:00

星期一至五
體育節目 下午3:35
兒童節目 下午4:30
凝聚香港 晚上6:30
精選國劇 晚上7:00/8:30
知性時段 晚上8:00
生活時段 晚上9:30
環球紀錄片 晚上10:00
深宵清談 晚上11:00

The "Wisdom in Bloom, Joy in Life" launching ceremony was organised to announce the newly revamped broadcasting schedule of RTHK TV31 so that audience can easier locate their interested programmes according to their tastes



Strengthen communication with young people. By arranging the new blood recruited in activities such as “I Am DJ” and “Kids Casting” to participate in programme production, organising the Media Education – Nurture Talent Scheme, and arranging student visits to the AI Lab, we can enhance the younger generation's understanding and recognition of RTHK and build up a new generation of viewers and listeners.

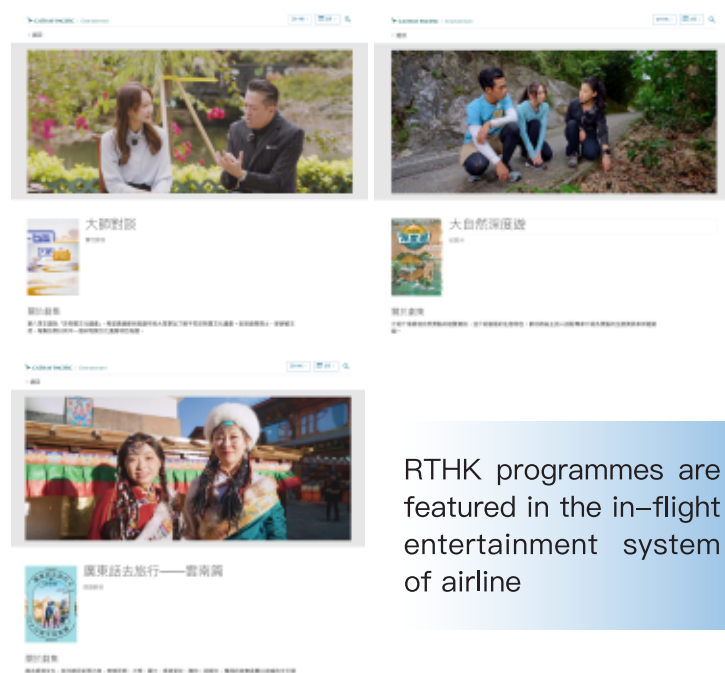


Winners of “I am DJ”



RTHK staff introducing the application of AI software to students in the AI Lab

Explore new partnerships and broadcasting platforms, including online media, news agencies, libraries, film companies, universities, record companies, publishers, mobile app developers, non-governmental organisations and corporations, etc.



RTHK programmes are featured in the in-flight entertainment system of airline



Supplying RTHK news to online media

II. Making good use of third-party online platforms

At present, there are RTHK accounts on Facebook, X, YouTube, Instagram, Weibo, Bilibili, and LinkedIn with a total number of over 2.4 million followers. RTHK has just landed on Xiaohongshu as well, and will continue to set up dedicated pages on social media platforms, produce short video clips of programmes and news to work with search engine optimization, so as to increase the online exposure of RTHK.



Advertise on the online and social media platforms of local newspapers and magazines.



Advertisement on the online platform of a local newspaper



Advertisement on the social media platform of a local magazine

Performance Targets and Indicators for 2025-26

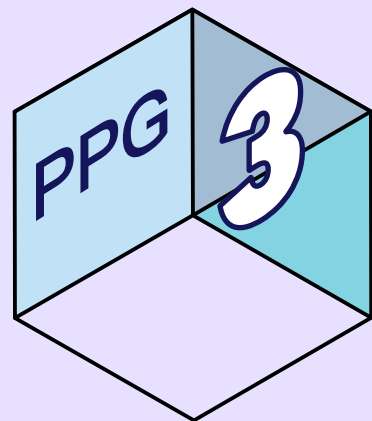
According to the Controlling Officer's Report, RTHK's performance will be evaluated under eight Programme Production Goals (PPGs). The eight PPGs are:



promote understanding of our community, our nation and the world through provision of accurate, impartial and objective news and public affairs programmes;



promote understanding of the concept of "One Country, Two Systems" and engender a sense of citizenship and national identity;



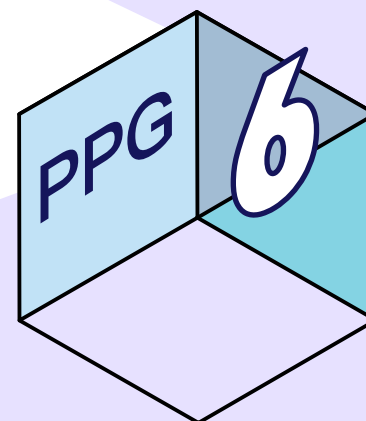
provide a platform for the free exchange of views on public policies without fear or favour;



provide a platform to support and promote community participation in broadcasting, such that participants can convey their creation concepts and intended messages (i.e. Community Involvement Broadcasting Service (CIBS));



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;



promote education and learning including e-learning;



stimulate creativity and originality with a view to promoting arts and cultural activities and nurturing talents; and



provide informative and entertaining programmes to broaden audiences' horizons and for their leisure and relaxation.

The Chief Executive will appoint individuals from different sectors to the RTHK Board of Advisors (BOA) in accordance with the Charter. The BOA's functions include advising the Director of Broadcasting on a range of issues relating to the RTHK services, and receiving reports on complaints about RTHK programmes and public opinion surveys.





Performance Targets

	PPG 1	PPG 2	PPG 3	PPG 4	PPG 5	PPG 6	PPG 7	PPG 8
Transmission hours (hours) <small>Not including the relay channels</small>	9 500	1 100	2 400	960	5 610	2 150	12 540	18 300
No. of listeners (million)	1.1	0.2	0.2	--	0.7	0.8	1.1	1.1
Listeners who agree that RTHK has achieved the PPG (%)	90	90	90	--	90	90	90	90
Public awareness level of CIBS (%)	--	--	--	55	--	--	--	--
CIBS applicants who agree that RTHK provides for public participation in broadcasting (%)	--	--	--	95	--	--	--	--

Performance Indicators

	PPG 1	PPG 2	PPG 3	PPG 4	PPG 5	PPG 6	PPG 7	PPG 8
Appreciation index of programme(s) (out of 5)	4.0	4.0	4.0	4.5	4.0	4.0	4.1	4.0
Number of outreach projects	--	--	--	--	--	--	--	125
CIBS applications received (no.) and first-time CIBS applicants (%)	--	--	--	325/57	--	--	--	--
CIBS page views	--	--	--	125 000	--	--	--	--
Cost per transmission hour devoted to programmes (\$)	25 178	4 502	6 797	24 048	6 744	7 867	4 294	5 397





TV Services



Performance Targets

PPG 4 is not applicable to TV services

	PPG 1	PPG 2	PPG 3	PPG 4	PPG 5	PPG 6	PPG 7	PPG 8
Transmission hours (hours) <small>Including RTHK TV 31 and 32</small>	2 700	3 000	440	--	480	570	510	9 820
Number of viewers (million)	4.0	2.3	3.0	--	2.7	2.9	3.2	4.2
Viewers who agree that RTHK has achieved the PPG (%)	85	85	85	--	85	85	85	85



Performance Indicators

PPG 4 is not applicable to TV services

	PPG 1	PPG 2	PPG 3	PPG 4	PPG 5	PPG 6	PPG 7	PPG 8
Total hours of first-run programmes	6 200							
Appreciation index of programme(s) (out of 5)	3.7	3.5	3.5	--	3.7	3.8	3.5	3.8
Major official public events on TV								
–Number of events	38	--	--	--	--	--	--	--
–Hours of events	63	--	--	--	--	--	--	--
–Hours of pool signal provided to media	510	--	--	--	--	--	--	--
Number of outreach projects	--	--	--	--	--	--	--	30
Cost per transmission hour devoted to programmes (\$)	57 970	30 690	83 700	--	134 269	96 916	180 529	43 129





New Media
Services



Daily live streaming
3.85M



Daily visits (000)
425



Daily archive access (000)
570



Daily access of news pages
1.50M



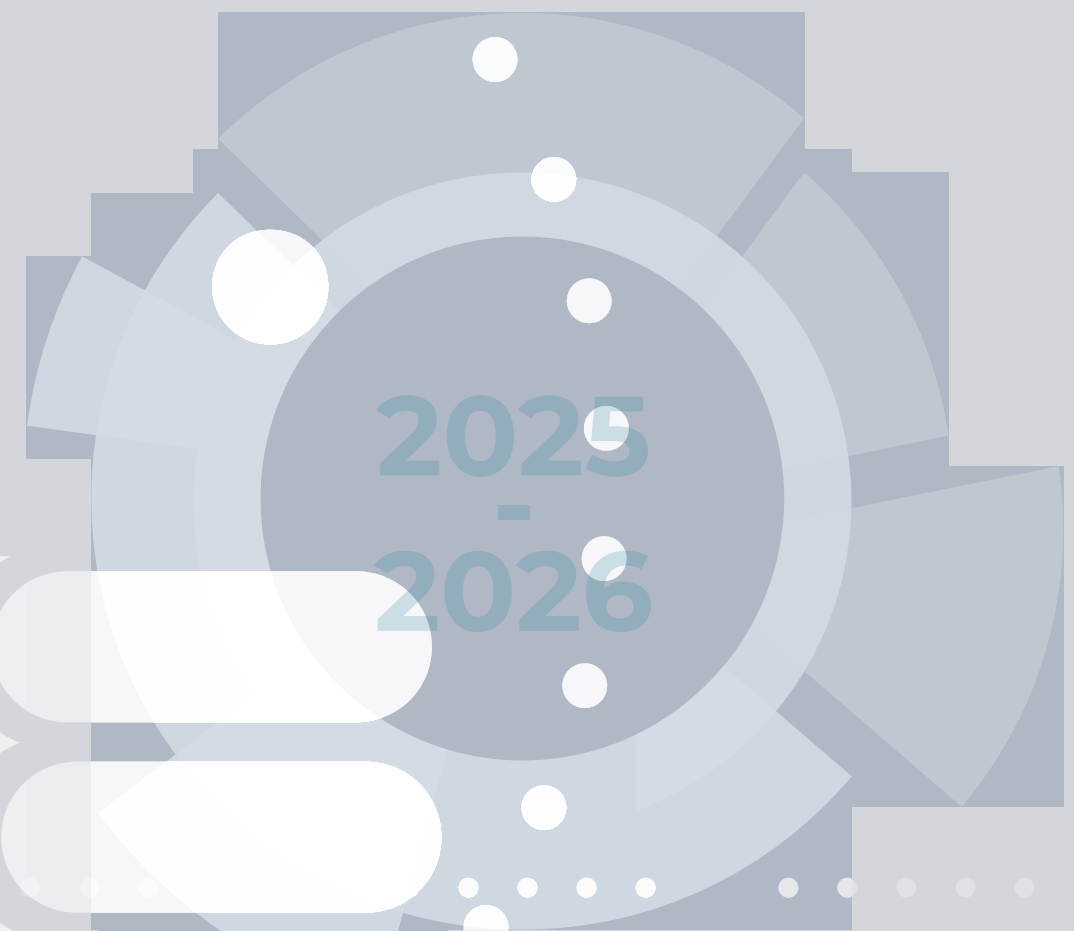
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