

Opening the Monopoly in Public Service Broadcasting*

*An Individual's Submission to the Panel on Information Technology and Broadcasting:
Public Service Broadcasting and the Future of Radio Television Hong Kong
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I am here as an *individual* member of the *Public*

- Last here in 4th December 1998
- Here to share my 'opinion' ... not 'fact'

Four Key Questions

- Who should produce the content for Public Service Broadcasting?
- Who should own the copyright to the material commissioned by the public purse?
- How should the *Public* gain access to this material? and
- On what terms?

RTHK 1.0 -

- Great Job so far!
- Really glad that RTHK is continuing as a Government Department. Why? Copyright Issues!
- After 80 years of public funding, what would happen to public access to our common Cultural Heritage?
 - If 'RTHKC' or New 'PSB' Then what about access to the 58,000 hours (Audio) - 19,000 hours (Video) circa 2005?
 - What RTHK material is now readily accessible and clearly in the '**public domain**'?

RTHK 2.0

- Current Path is really ‘More of the Same?’
 - More Radio and More Television
 - More ‘Digital’
 - More ‘Definition’ (HD)
 - More Internet-only Productions
 - More Access to Content via Mobile Devices
 - More Commissioned Works (25%)
 - More ‘Facilities’ (\$1.6 billion?)

But.. RTHK 2.0

Risks Losing Relevance to 'iPod-Generation'

- Expectation to
 - Be Active Participants and Co-Creators
 - not Passive Viewers
 - Have greater 'Control' of what 'content' is covered (via *existing* technology e.g. media blogs/youTube with *variable* quality) - the 'Future's now Arrived!'
 - Readily 'Vote' with their thumbs and fingers (content surfing)
- All digital ... anytime, anywhere! (~~Channel/Broadcast Paradigm~~)
- The 'new' RAT Race
 - 'Reputation' 'Attention' 'Trust' - the new currencies!

RTHK 3.0

- Continues to serve *Existing* customer base, builds *Future* customer base by
- Investing Management time to establish
 - new 'Production Processes' rather than new 'Production Facilities' i.e. not 'where' or 'what' is produced but 'who' and 'how'
- Processes which are 'Bottom Up' not 'Top Down'
 - 'Peer Produced' and 'Professionally Produced'
- Role to 'Coordinate' Not 'Control' Content Programming
- 'Archival' Access is 'Open', 'Some Rights Reserved' Licenced to *all* channels
- Greater 'Tolerance' to
 - Differences in 'Quality' and 'Views/Risk'
 - Time -- built without 'the broadcast window mindset'
 - In today's asynchronous world -- chances are we'll 'miss the window'

Redefining 'Public Service Broadcasting'

- 'The service of *coordinating* the public processes to produce, select and disseminate publicly-funded creative works, whose access and ownership *accrue* to the public benefit ... in the public interest'

The First Step in a New Direction?

- RTHK's Creative Archive - Excellent Start!
 - September 2009
- RTHK Total 2006 Cash Basis - HK\$ 440m*
- But in 2007-8 School Year**
 - HK\$ 446.9m disbursed to 308,015 students for purchasing textbooks
- How can Liberal Studies Teachers and Students Commission RTHK to produce

* Page 4, point 13, 27 October 2006 'Heading for the Digital Future' RTHK Report

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The 'Monopoly' in Public Parks & Spaces!

- Who cares if it is 'open'
- Doesn't HK need such a 'space' for 'speech'?
- Shouldn't RTHK build it?
- Change the thinking ... change the goal
 - Change the Metric for 'Success'
 - Start with 50% of 'Commission Works'?
 - Why not aim for 80...100%?

Thank you!

Additional Links

- 'Building RTHK 3.0 For the Next Generation' - Pindar Wong
- http://www.rthk.org.hk/mediadigest/20091112_76_122434.html
- RTHK's Creative Archive
 - <http://www.rthk.org.hk/creativearchive/>
- Public Media 2.0
 - <http://www.centerforsocialmedia.org/documents/whitepaper.pdf>