



# NMU Development Plan

## the next small steps





# rthk.hk overview

- 280,000 Visits daily
- 3.8 m average daily Pageviews (18% from apps)
- 550,000 Media access daily (34% from apps)
- 320,000 live streamings daily (60% from apps)
- 30% overseas vs 70% local





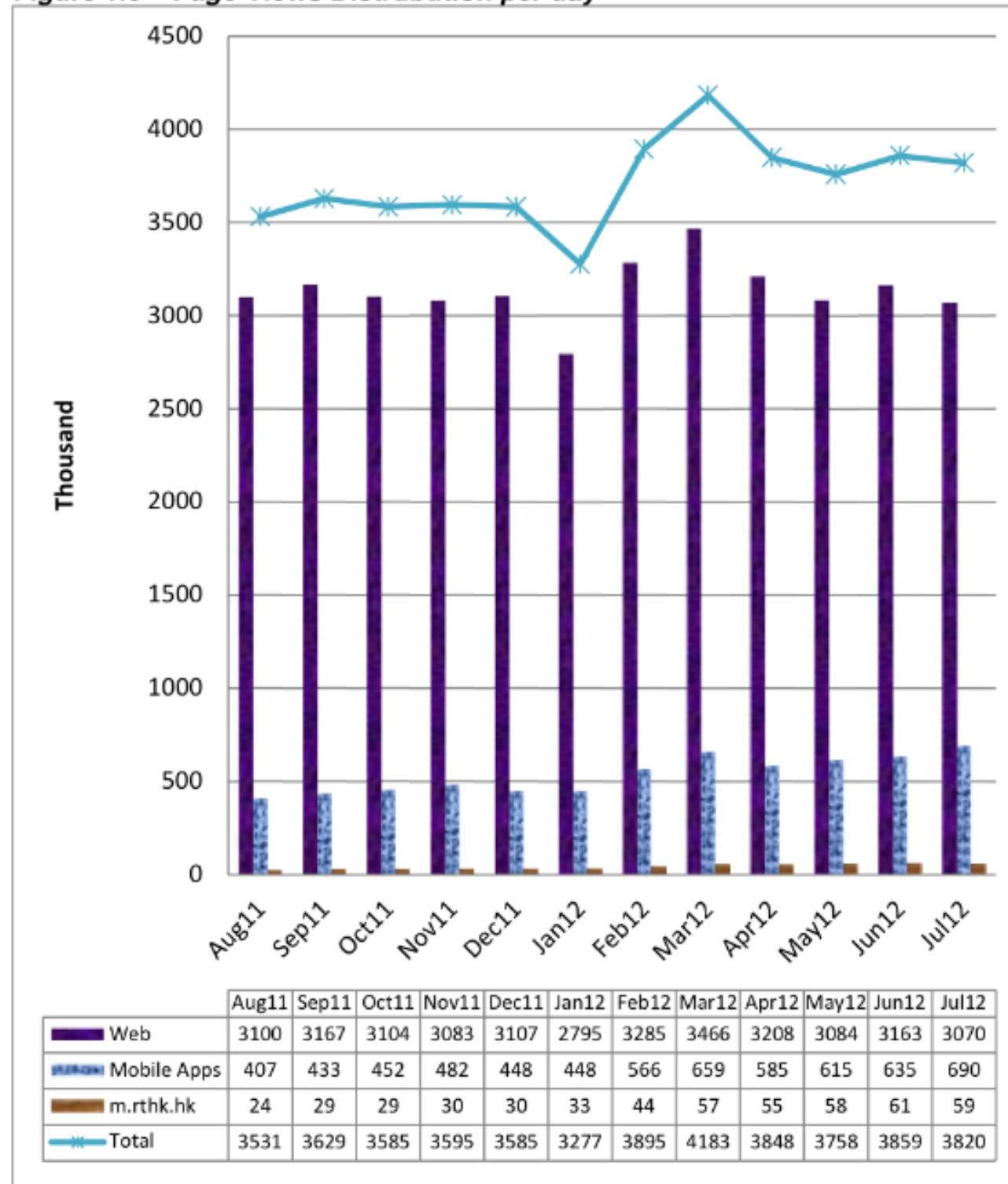
# Apps and sharing tools

- Facebook pages / Youtube
- Mobile Apps ( close to 1m total downloads )
- Social Media sharing tools



# Web vs Mobile Apps access.....

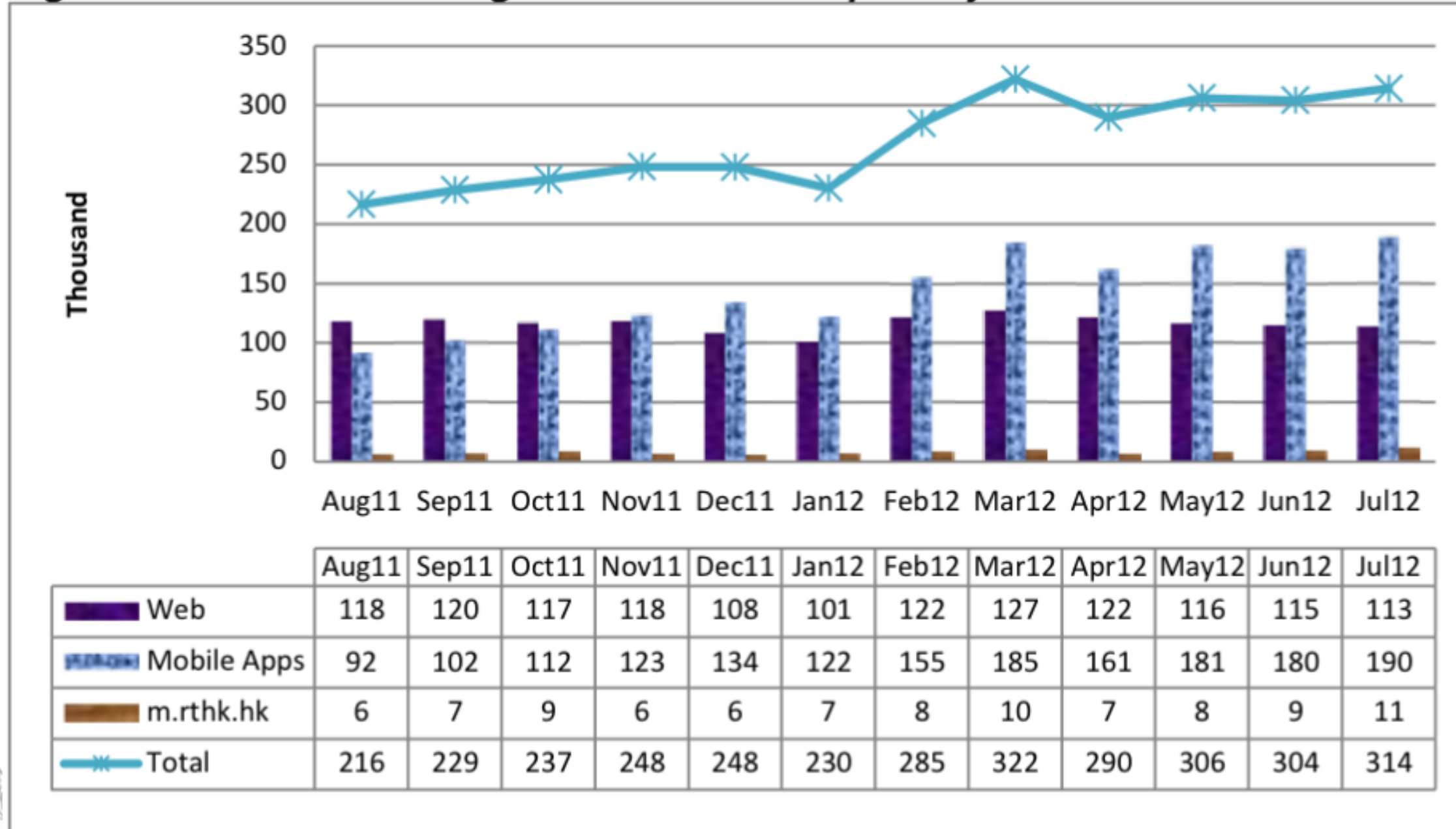
Figure 1.6 – Page Views Distribution per day





# Growth of mobile streamings.....

**Figure 1.7 – Live Streaming Hits Distribution per day**



# other features.....

- PODCAST Station
- e-Newsletters
- “Thematic” Program pages  
...etc.





# RTHK New Media Roadmap

**Broadcast  
Media**



**Connected  
Media**



**Participatory  
Media**





# RTHK Broadcast Media

- One to Many
- via Broadcast Airwaves
- via web
- Mostly one-way communication





# RTHK Connected Media

Anytime, Anywhere, Any Device

- All content available for Timeshift and mostly multiple platforms
- via Internet and Social Media



# RTHK Participatory Media

- all characters of Connected Media
- plus Social Discovery
- able to transform Audiences into Creators
- Crossing of all networks







# NMU missions:

- be communicative to users 24/7.
- empowerment of User-Generated-Programming and Validation of Information received.
- enhancement of Social Discovery for Viral Marketing and Brand promotion of RTHK.



# Technical Enabling:

- Cloud Computing ( migration of rthk.hk from a server based structure to Cloud )
- Multi-bitrates media encoding ( Multiple video resolutions and kbps for audio to distribute to all IP-connected device )
- APS Re-engineering ( the automation of RTHK's Special web projects; prepare for integration with the MAM, TV's traffic system, and Radio's Digital Playout System )

# UX Enhancement:

- Mobile Apps development ( App Strategy, Content fitting and management )
- Styling and Navigation ( NM Style guide, Positioning and Brand Identity )
- Search Engine Optimization ( usability enhancement; guideline for content indexing and metadata management )



# R&D / Marketing:

- Webtrends Management ( monitoring of RTHK's internet activities to strategize NM development and move to new KPIs )
- R&D for media technology ( keep a few steps ahead of consumer technology - Connected TV, Social Radio/TV, Multi-screen UX, etc. )
- Viral Marketing & Promotion ( production of viral videos for on-air/online promotions, brand IDs, viral campaigns )

# New project sample: RTHK Memories:



相片



獅子山下：垃圾 (1979)  
香港人喜歡隨地拋垃圾，連大型垃圾也隨便棄置街

相片



獅子山下：高老頭 (1979)  
修車學徒阿雄（林國雄飾）得到老闆提名，報名參加

影像



傑出華

● 隨機

● 熱門

☑ 影像

☐ 聲音

☑ 相片

分類

所有內容







***Thank you!!***

