

**MAJOR SPORTS EVENTS COMMITTEE**  
**Making Use of TV Episodes to Promote Sports Culture**  
**in the Community**

**PURPOSE**

This paper seeks Members' advice on the proposed production of sports-themed TV series to promote sports culture in our community.

**BACKGROUND**

2. During the first meeting of the Sports Commission (SC) held on 1 February 2005, the Major Sports Events Committee (MSEC) was requested to explore the feasibility of using television media to publicize sports events, either at the own costs of the television companies or by using public funds. Subsequent to the discussion at the MSEC Meeting in March 2005, the Advisory Panel of MSEC held an ad hoc meeting and a brainstorming session on 29 April and 12 May 2005 respectively, discussing the feasibility of making more judicious use of communication media to promote major sports events.

3. Through the arrangement of Information Services Department (ISD), sports-themed educational TV series could be broadcasted at the local commercial TV channels through air times allocated to Radio Television Hong Kong (RTHK). Nevertheless, it might take a prolonged period for the programmes to be produced, given the long waiting list and tight schedule of RTHK.

**THE PROPOSAL**

4. In consideration of the merits of the air times allocated to RTHK in the commercial TV channels, the Secretariat had invited RTHK to submit a proposal concerning the production of a series of sports-themed TV programmes. The proposal is designed to achieve the aim of instilling a sustainable sporting culture, fostering a sense of pride and social cohesion, enhancing Hong Kong's image as Asia's sports events capital by taking full opportunity of Hong Kong hosting the 2008 Olympic Equestrian Events and 2009 East Asian Games in Hong Kong.

5. The proposal prepared by RTHK (at Annex) sets out the proposed themes of three sports TV programmes and the detailed contents of the first series. The preparation of the first series would start at early 2006 and be telecasted at the end of 2006 in order to tie in with the 2006 Asian Games to be held at Doha. The second and third series would be telecasted in early 2008 and early 2009 to coincide with the 2008 Olympic Equestrian Events and 2009 East Asian Games in Hong Kong respectively. The estimated expenditure by RTHK for the first TV series of ten episodes is \$0.95 million (i.e. an average of \$95,000 per episode).

## **RECOMMENDATION**

6. The first series include ten episodes in total, which present the historical development of sports, the striving stories of elite athletes and sport as a totem of the community. To further enrich the contents and to publicize the “M” Mark events, it is recommended that major sports events and the importance of corporate sponsorships in sports be featured into the sixth and ninth episodes respectively.

7. We recommend to produce the first TV series as suggested by RTHK by using public funds of \$0.95 million. The series will be broadcast at peak air times allocated to RTHK in commercial TV channels in 2006, 2008 and 2009.

## **ADVICE SOUGHT**

8. Members are invited to comment on the proposal prepared by RTHK at Annex, and consider the recommendations in paragraph 6 and 7.

## **WAY FORWARD**

9. After receiving Members’ feedback, a revised version of the proposal incorporating Members’ views will be forwarded to SC for endorsement.