

CONTROLLING OFFICER'S REPLY

HAB178

(Question Serial No. 2402)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Home Affairs

Question:

It is mentioned in Matters Requiring Special Attention in 2021-22 in the Controlling Officer's Report that the Leisure and Cultural Services Department (LCSD) will deploy more resources to organise programmes on digital platforms to reach out to the community, and that it will continue to present a series of online programmes on art, science and history on the LCSD Edutainment Channel which was launched in early December 2020. How much were the total development costs of the Channel? What were the actual operation cost and actual page views for December 2020 and January 2021 respectively? What are the estimated operation cost and the target page views for each month in the future?

Asked by: Hon OR Chong-shing, Wilson (LegCo internal reference no.: 32)

Reply:

The Leisure and Cultural Services Department (LCSD) rolled out a new service in December 2020 and launched the LCSD Edutainment Channel, a one-stop online platform. By integrating existing online resources as well as updating and producing new content, the platform seeks to provide members of the public access to arts, cultural, sports and recreation programmes and enhance their interest in these disciplines any time from the comfort of their homes amid the pandemic. The LCSD also launched 101 Academy on the online platform to provide a systematic introduction to basic knowledge in culture, arts, science, recreation and sports as well as horticulture to members of the public. The "Vis-à-vis +01" series under the 101 Academy brings online interactive experience to the public through museum virtual tours, online sports training, and interactive guided tours of accessible parks.

It is expected that this new online platform will function as an instrument to bring sports and cultural resources to members of the public anytime and anywhere, and promote recreation, sports, culture and arts in a more effective manner. The total development costs for launching the LCSD Edutainment Channel amounted to about \$400,000. In 2021-22, about \$24 million has been earmarked for the estimated expenditure for the LCSD Edutainment Channel. Another \$15 million has been earmarked for interactive sports training programmes on which 10 000 viewers are expected to enrol. Regarding the daily operation, as the staff involved also undertake other duties, the related expenses of the LCSD

Edutainment Channel cannot be separately identified. The LCSD will take into account public feedback on the programmes of the LCSD Edutainment Channel in deciding the resources to be allocated in the future.

As at the end of February 2021, nearly 500 videos were uploaded to the LCSD Edutainment Channel with about 1.5 million page views in total. To broaden the reaching out for more viewers, the LCSD has uploaded the videos of 101 Academy to YouTube Channel, and released videos from “Art Appreciation 101” series under 101 Academy on the social media platforms of its museums. Some of the performance programmes on the Edutainment Channel are broadcast through its website and YouTube. WeWeWebWeb Carnival, for instance, recorded nearly 1 million page views in total. The LCSD will continue to promote the Edutainment Channel online and through physical newspapers and magazines, and upload videos on the Channel periodically to the “LCSD Pluss” pages on social media for sharing in order to serve more people.

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