

CONTROLLING OFFICER'S REPLY

CSTB183

(Question Serial No. 1984)

Head: (95) Leisure and Cultural Services Department

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

Programme: (1) Recreation and Sports

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

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It was mentioned under this Programme that the Leisure and Cultural Services Department (LCSD) would continue to produce videos introducing popular sports to be uploaded to the LCSD Edutainment Channel. In this connection, please advise this Committee of:

1. the numbers of page views and viewers of the Channel over the previous year;
2. the expenditure and manpower required for operating the Channel; and
3. whether the Government has considered stepping up promotional efforts to enhance the awareness of the Channel, with a view to fostering the public's understanding of various sports in promotion of "Sport for All", and the details if so, or if not, the reasons behind this.

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 11)

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 epidemic. 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 101 Academy brings online interactive experience to the public through museum virtual tours, online sports training, interactive guided tours of accessible parks and the like. It is expected that such an 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 Edutainment Channel has been very well-received since launch, with over 1 600 videos uploaded and an accumulated total of nearly 34 million page views so far. As the expenditures and manpower so involved are absorbed by existing resources, the Department does not hold a breakdown for the figures.

The LCSD promotes the Edutainment Channel by means of various channels, such as press releases, online media, print advertisements as well as the LCSD e-Magazine, with a view to enhancing its awareness. In addition, QR codes to the Edutainment Channel are printed on the Department's publicity materials including posters, banners and souvenirs, in a bid to encourage members of the public to watch the various videos on the Channel. Meanwhile, the Department will publicise the videos newly uploaded onto the Channel via the "LCSD Plusss" pages on social media platform, while adding such interactive elements as mini games to draw members of the public.

The sports videos on the Edutainment Channel like those under the "Learning Sports 101", "Hiking Scheme" and "Video of Exercise Demonstration" have been exceptionally well-received by the public. Under the "Learning Sports 101" series, elite athletes offer demonstrations on how to play various sports and an introduction of their basics, and so far 40 short videos of sports, including those Olympic and Asian Games events in which Hong Kong athletes had participated, have been successfully released, thereby promoting the public's interest in and understanding of the sports. On another front, sports videos on the Channel will be selected for showing in sports centres across Hong Kong, while links to such videos are also available on several online platforms to facilitate public viewing. The Department will explore interesting new topics in a sustained manner for production of more videos, as an effort to promote "Sport for All".

The Department will review the publicity strategies in relation to the Edutainment Channel from time to time, while utilising new publicity channels as appropriate, with a view to bolstering the effectiveness of its efforts in this regard.

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