

**Annual Report on
Compliance with the Positive Programme Requirement**

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Jade Channel (Year 2010)

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Pearl Channel (Year 2010)

- (A) Children's Programmes (9 pages)
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Additional Programmes Requirements – Condition 1.1 of the Fourth Schedule to the Amended Licence

- (A) RTHK Programmes (Year 2010) (1 page)

(a) station-produced programmes :

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|--|-------------------|------------|-----------------------------|--|--------------------|
| After School 放學ICU | station-produced | 4-11 | enrichment / entertainment | It is an entertaining programme with educational values. The programme includes children's dramas, animations and a wide variety of interesting information and knowledge. It aims to offer positive moral concepts and active learning attitude in a joyful way. (Please refer to Annex A attached for details) | Jan - Dec |
| Ask Master 問問Master Joe | station-produced | 8-15 | educational / entertainment | The programme aims to teach science knowledge to preteens through their participation and observation. (Please refer to Annex B attached for details) | Jan - Dec |
| M.I. Challenge 智激校園 | station-produced | 6-12 | educational / entertainment | An inter-primary school quiz contest, aims at promoting knowledge among children on diverse subjects such as languages, arts, culture, maths, science and sports. (Please refer to Annex C attached for details) | Jan - Dec |
| The Adventure Of Pan And Jam 阿笨與阿占 | station-produced | 4-12 | entertainment | A young chimpanzee and his bulldog friend embark on a variety of "human" tasks like buying groceries, planting a rice paddy or catching insects. It provides relaxation to kids and promotes the positive values of loving the animals. | Jul |

(A) Children's Programmes - Jade Channel (Year 2010)

(b) acquired programmes :

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|---|-------------------|------------|-----------------|--|-----------------------|
| Kaieido Star OVA: Legend of Phoenix 星夢美少女-鳳凰傳說 | overseas | 4-12 | animation | These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life. | Jan |
| Colourcloud Palace 彩雲國物語 | overseas | 6-15 | animation | | Jan - Feb |
| Taichi Chaser 太極千字文 | overseas | 7-15 | animation | | Jan |
| Yes! Pretty Cure 5 Yes!光之美少女 | overseas | 6-12 | animation | | Jan & Jun - Sep |
| Yatterman 小雙俠 | overseas | 6-12 | animation | | Jan - Jun |
| Origami Warriors 摺紙戰士 | overseas | 4-12 | animation | | Jan - Oct |
| Zenryoku Rabbits 全力兔 | overseas | 4-12 | animation | | Jan - May |
| Bokenger 轟轟戰隊 | overseas | 4-12 | animation | | Jan - Mar |
| Bakugan: Battle Brawlers 爆丸 | overseas | 6-12 | animation | | Jan - Feb |
| Ultraman Mebius 超人梅比斯 | overseas | 6-15 | drama | | Jan - Apr & Nov - Dec |

(b) acquired programmes :

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|---|-------------------|------------|-----------------|--|----------------------|
| New Doraemon 多啦A夢 | overseas | 4-14 | animation | These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life. | Jan - Dec |
| Keroro V KERORO 軍曹 | overseas | 4-14 | animation | | Jan - Feb |
| Metal Fight Beyblade 爆旋陀螺 | overseas | 6-12 | animation | | Jan - Jul |
| Disney My Friend Tigger & Pooh Disney 小熊維尼與跳跳虎 | overseas | 4-12 | animation | | Jan - Jul |
| Eyeshield 21 II 衝鋒21 | overseas | 4-12 | animation | | Jan & Oct - Dec |
| Eyeshield 21 III 衝鋒21 | overseas | 4-12 | animation | | Jan - Jul |
| Dinosaur King 恐龍王 | overseas | 4-12 | animation | | Jan - Oct |
| Marumaru Chibimaruko Chan 小丸子上電視 | overseas | 4-15 | animation | | Feb - Mar & May, Jun |
| Pleasant Goat And Big Big Wolf -The Super Adventure 喜羊羊與灰太狼之牛氣冲天 | overseas | 4-12 | animation | | Feb |

(A) Children's Programmes - Jade Channel (Year 2010)

(b) acquired programmes :

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|--|-------------------|------------|-----------------|--|-----------------------|
| Aniyoko 動物橫町 | overseas | 4-12 | animation | These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life. | Feb - Jul & Sep - Oct |
| Gekiranger 獸拳戰隊 | overseas | 6-12 | animation | | Mar - Dec |
| Atashin' chi 我們這一家 | overseas | 4-15 | animation | | Mar - Jun |
| Stormy Night 狼羊物語 | overseas | 4-12 | animation | | Apr |
| Ultraman Mebius and Ultraman Brothers 超人梅比斯 - 正義回歸 | overseas | 6-15 | drama | | Apr |
| Pokemon OVA Part 3 寵物小精靈之雷神傳說 | overseas | 4-12 | animation | | Apr |
| Pokemon SP Part 3 寵物小精靈之超夢夢強戰回歸 | overseas | 4-12 | animation | | Apr |
| Doraemon - Nobita's Dinosaur 2006 多啦A夢大電影：新大雄的恐龍 | overseas | 4-14 | animation | | Apr |

(b) acquired programmes :

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|---|-------------------|------------|-----------------|--|--------------------|
| Pretty Cure Splash Star the Movie 1: Chikutaku Kiki Ippatsu 光之美少女 - 時間精靈 | overseas | 4-12 | animation | These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life. | Apr |
| Ultraman Mebius Side Story: Hikari Saga 超人梅比斯外傳-光明始動 | overseas | 6-15 | drama | | Apr |
| Ultraman Mebius Side Story: Armored Darkness 超人梅比斯外傳-黑鎧追擊 | overseas | 6-15 | drama | | May |
| Ultraman Mebius Side Story: Ghost Rebirth 超人梅比斯外傳-凶獸重生 | overseas | 6-15 | drama | | May |
| Pokemon SP Part 1 寵物小精靈-開心嘉年華 | overseas | 4-12 | animation | | May |
| Cross Game 幸運四葉草 | overseas | 4-15 | animation | | Jun - Nov |
| Chess Master 象棋王 | overseas | 4-12 | animation | | Jun - Oct |

(A) Children's Programmes - Jade Channel (Year 2010)

(b) acquired programmes :

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|---|-------------------|------------|-----------------|---|--------------------|
| Pokemon SP Part 2 寵物小精靈-開心嘉年華 | overseas | 4-12 | animation | <p>These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life.</p> | Jun |
| Pocket Monster D&P Part 1 寵物小精靈-開心嘉年華 | overseas | 4-12 | animation | | Jun - Dec |
| Jewelpet 寶石寵物 | overseas | 4-12 | animation | | Jul - Dec |
| Disney Mickey Mouse Clubhouse 米奇妙妙屋 | overseas | 4-12 | animation | | Jul - Dec |
| Chibimaruko Chan 櫻桃小丸子 | overseas | 4-15 | animation | | Jul - Aug |
| Shooting Star Rockman 流星洛克人 | overseas | 4-12 | animation | | Jul - Aug |
| Keroro VI KERORO軍曹 | overseas | 4-14 | animation | | Jul - Dec |
| GA GA藝術科 | overseas | 4-12 | animation | | Jul - Sep |
| Keroro, The Movie 3 Keroro軍曹大電影3: 天空大作戰 | overseas | 4-14 | animation | | Jul |

(A) Children's Programmes - Jade Channel (Year 2010)

(b) acquired programmes :

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|--|-------------------|------------|-----------------|--|--------------------|
| The Brave Changes the Future 小白獅 | overseas | 4-14 | animation | These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life. | Jul |
| Doraemon - Nobita in the Wan-Nyan Space-Time Odyssey 多啦A夢大電影：大雄的貓狗時空傳 | overseas | 4-14 | animation | | Aug |
| The Adventures of Hello Kitty & Friends Hello Kitty愛漫遊 | overseas | 4-12 | animation | | Aug |
| Pokemon 7 Destiny Deoxy 寵物小精靈大電影-裂空之訪問者 | overseas | 4-12 | animation | | Aug |
| Kirari Star Bright Adventure 花漾明星 | overseas | 4-12 | animation | | Sep - Nov |
| Kirari Star Bright Adventure 花漾明星 | overseas | 4-12 | animation | | Sep - Nov |
| Pokemon 8 寵物小精靈 - 夢夢與波導勇者 | overseas | 4-12 | animation | | Oct |
| My Melody II 奇幻魔法Melody | overseas | 4-12 | animation | | Nov - Dec |

(b) acquired programmes :

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|---|-------------------|------------|-----------------|--|--------------------|
| Janggeum's Dream 大長今 | overseas | 4-12 | animation | These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life. | Nov - Dec |
| Yes! Precure 5 GoGo YES!光之美少女Go GO! | overseas | 4-12 | animation | | Nov - Dec |
| Kobato | overseas | 4-12 | animation | | Dec |
| Keroro, The Movie 3 Keroro軍曹大電影3： 天空大作戰 | overseas | 4-14 | animation | | Dec |
| Atashin'chi The Movie 我們這一家大電影 | overseas | 4-14 | animation | | Dec |
| Pokemon Ranger and Prince 寵物小精靈-保育家 與蒼海的王子瑪納霏 | overseas | 4-12 | animation | | Dec |

| Programme Title | Production Source | Format / Nature | Content / Objective | Broadcast Schedule |
|----------------------|-------------------|---------------------------|---|--------------------|
| Youth Nation 激優一族 | station-produced | magazine / informative | It is a TV magazine show tailor-made for the youth comprising discussion forums, student-produced projects and interest items on fashions and collectibles. It broadens their horizon and provides them with information on health and youth events in town. (Please refer to Annex D attached for details) | Jan - Dec |

| Programme Title | Production Source | Format / Nature | Content / Objective | Broadcast Schedule |
|--------------------------------|-------------------|---|--|--------------------|
| Happy Old Buddies 快樂長門人 | station-produced | enrichment / magazine / informative | This Monday-to-Friday mini-programme introduces senior citizens health-care tips (e.g. herbal medicine knowledge) and useful social & welfare information. (Please refer to Annex E attached for details) | Jan - Dec |
| Good Time Old Buddies 開心老友記 | station-produced | enrichment / magazine / informative | This programme introduces services of interest and relevance to senior citizens including interviews with those who have special achievements. It also provides health care and social welfare information. (Please refer to Annex F attached for details) | Jan - Dec |

| Programme Title | Production Source | Format / Nature | Content / Objective | Broadcast Schedule |
|-----------------------------|-------------------|-----------------------------|--|--------------------|
| Cultural Engine 4U 文化新領域 | station-produced | enrichment / informative | " Cultural Engine 4U " aims at promoting arts and culture literacy in young children and teenagers. The programme features interviews with artists and live performances. (Please refer to Annex G attached for details) | Jan - Dec |
| Cultural Plaza 文化廣場 | station-produced | enrichment / informative | " Cultural Plaza " is a TV magazine programme that features upcoming arts and culture events in town including behind-the-scene stories and and interviews with artists. (Please refer to Annex H attached for details) | Jan - Dec |

放學 ICU

這是一個屬於小朋友的綜合雜誌式節目，逢星期一至星期五下午四時十五分至五時十五分播出，內容非常豐富，包括學術、語文、人物、藝術、健康、歷史、趣劇等等。

學術方面的環節：

「通識話題」，「Rap Talk 人之初」與「閱讀愈開心」。

通識話題

新學制加入通識科，鼓勵小朋友主動了解身邊事物，從多角度思考問題。「通識話題」環節會邀請各方面的專家，在節目內與主持和小朋友一起討論特定的話題，除了擴闊小朋友的眼界，更可以提升他們的分析能力。

Rap Talk 人之初

打破一般人認為經典文學沉悶、難明的看法！「Rap Talk 人之初」以節奏強勁的 Rap Talk 方式，鼓勵小朋友朗讀「三字經」，更邀請到鄧昭祺博士為大家以輕鬆淺白的方式講解內容。

閱讀愈開心

「閱讀愈開心」邀請不同界別的嘉賓為大家介紹好書，帶動閱讀風氣，幫助小朋友了解閱讀的樂趣。

語文方面的環節：

「別字逐個捉」，「普通話世界」和「英語升 Level」。

別字逐個捉

「別字逐個捉」的主角 Dr.Joke 經常用錯字，弄致烏龍百出。幸好每次都有小朋友糾正他的錯誤，並說明正確的用字方法和講解字義！

英語升 Level

「英語升 Level」由林慕德哥哥以唱歌形式和由淺入深的方法，教大家英語拼音。

普通話世界

在「普通話世界」，小朋友可以一邊唱歌一邊學習普通話拼音，大家邊唱邊學，非常開心！

人物方面的環節：

「觀星會」與「葱葱話你知」。

觀星會

「觀星會」每集邀請一位知名人士作嘉賓，向小朋友分享他們的成長經歷與成功的經驗。

葱葱話你知

「葱葱話你知」由大布偶葱葱當主持，內容會以戲劇形式為小朋友講述中外歷史名人軼事，與及科學發明小故事等等有意義的故事。

藝術方面的環節：

「抱抱藝術（音樂）」，「演藝小天才」與「飛躍藝廊」。

抱抱藝術（音樂）

「抱抱藝術（音樂）」主要介紹音樂家的經典名作，片段更會帶領小朋友去到各個音樂之都，認識當地文化。

演藝小天才

「演藝小天才」為小朋友提供一個表演平台，讓他們有發揮演藝才華的機會。

飛躍藝廊

「飛躍藝廊」主要為小朋友介紹各種類型的藝術活動，藉此擴闊他們在藝術方面的眼界。

健康方面的環節：

「Yummy 好滋味」，「健康新角度」與「體能大作戰」。

Yummy 好滋味

「Yummy 好滋味」由主持教小朋友做一些營養豐富，又容易製作的健康美食，實行齊齊整，齊齊食！

健康新角度

每集節目都會邀請醫生或營養師等專家，為小朋友講解衛生常識，藉此提醒大家注意身體健康。

體能大作戰

「體能大作戰」是一個既好玩又有挑戰性的遊戲，主要考驗小朋友的體能及反應。當中有專業教練指導小朋友做熱身與舒緩運動，參賽者更可以得到豐富的禮物或紀念品。

歷史知識方面的環節：

講古老

「講古老」主要介紹香港的歷史文物，透過這些文物讓小朋友認識香港的發展過程，以及當中的有趣事物。

趣劇方面的環節：

諸事家庭

「諸事家庭」是家庭式處境喜劇，藉著諸高、諸柔兩兄妹日常生活中遇到的問題，發展成有趣故事，並透過故事幫助小朋友建立積極正面的人生觀。諸事家庭的成員還有：諸嫲，諸爸與諸媽等有趣角色。

問問 Master Joe

節目宗旨： 以小學生、初中生為對象的拆解科學疑難的求知節目，讓小朋友體驗尋找科學知識的樂趣，提升觀眾對科學的認識，以及增進探索科學的技巧和態度。

節目內容： 節目主持人以輕鬆幽默、嚴謹權威兼備的手法，配以各類型實驗解釋不同的科學原理。每一集先由小朋友在日常生活，發現與科學有關的難題。然後由 Master Joe 派出人工智能 AI，在學科老師帶領下和小朋友進行實驗，從而鼓勵小朋友動腦筋思考和親身嘗試，明白不同科學的原理。最後由 Master Joe 作小結，並提示如何在日常生活上學以致用。每一集節目是圍繞一至兩個科學主題，例如光的反射、飛機的飛行原理、空氣阻力、齒輪、風力發電等等。

智激校園

「智激校園」是一個校際問答比賽節目，每集邀請 3 間小學的代表，每校參賽人數為 20 人，但不包括表演同學。比賽以循環賽制進行，比賽項目包括「紅藍 Up & Down」，「智過三關」，「通識教室」與「智激鬥」，除了考驗參賽同學在不同學科上的成績，更會測試他們的群體合作精神、創意、解題與策略部署等等的能力。節目當中還加插才藝表演的環節，讓同學有一個展示才藝的機會。

激優一族

《激優一族》是以 14-25 歲青少年為對象的文化教育節目。以輕鬆的拍攝及解說手法，介紹時下年青人所喜愛的潮流玩意、文化藝術等相關資訊，讓年青人可以從中獲得正面且緊貼潮流的生活及學習態度。

除了有主持介紹的資訊環節外，更為年青人提供一個表演平台，展示其個人才華。另外，為鼓勵年青人留意身邊時事、培養獨立思考，節目更設有時事討論環節，讓年青人積極發表個人意見。

此外，設有心理測驗及星相占卜等環節，令內容更接近生活，讓年青人產生共鳴。

「**外景環節**」—以「藝術、飲食、運動、潮流」四大範疇來介紹與青少年有關的消閒娛樂、體育運動、潮流玩意、藝術展覽、餐廳美食等，讓年青人能夠緊貼文化潮流。

「**Show Off Show**」—讓青年人發揮長處、展示才華，包括舞蹈、音樂、繪畫、戲劇、雜技、錄像創作以及運動等。

「**Miu 眼藝坊**」—探訪不同範疇藝術家介紹其藝術及生活，讓年青人認識多元化藝術，提升年青人對藝術的興趣。

「**校園乜搞作**」—邀請學界獲獎學生或團體展示其不同範疇的成就。

「**星識會**」—由藝人/歌手嘉賓邀請其藝人好友一同交流，深入了解他們鮮為人知的一面，讓年青人對藝人有更深認識。

「**潮人潮潮爆館**」—邀請潮流人士介紹其專長的潮流活動。潮流科技產品、流行玩意及飾物等。

「**睇穿理**」—以戲劇形式演繹不同情況下人們的心理/行爲反應，作出相關分析。
(心理測驗)

「**占星Book**」—由塔羅牌專家爲大家占算我們周圍發生的大小異事，及解答觀眾提出的問題。另外，還會教導有關塔羅牌知識。

「**議事Easy**」—邀請年青人就與他們密切的話題及時事作出正反兩方的意見。

「**Face Hunter**」—走訪全港每一個角落，尋找型男美女，揭示其日常生活及嗜好，及展示其最具吸引力的一面給觀眾。

快樂長門人

(一)節目主持： 溫裕紅、蘇晉霆

(二)節目宗旨： 為六十歲以上的長者提供各類型健康資訊、新聞時事、文娛康樂、生活資訊的雜誌式節目。希望長者能夠接觸到社會的脈搏，做一個開心、健康有積極生活態度的長者。節目主持以親切輕鬆的手法及態度，為長者觀眾介紹與他們息息相關的生活資訊，並邀請各方面的嘉賓入錄影廠接受訪問。

(三)節目內容：

1) 醫療保健：

邀請醫生或醫務人員，講解長者常見之疾病如：骨質疏鬆、腦退化症、心血管毛病、糖尿病、中風、老年黃斑點、青光眼、骨折、耳鳴、皮膚護理、白內障、高血壓等等，並為他們介紹最新的治療及護理方法，與及介紹政府提供之防疫注射等。

2) 日常護理：

邀請專家講解各類護理專題，如：食物選擇、飲食衛生、進補要點、家居安全、關節護理、老人專用輔助工具、老人衣飾設計、平安鐘服務、冬日禦寒、慎防跌倒、預防流行病症等。

3) 飲食營養：

邀請營養師及中醫師講述長者應注意的飲食營養和食療方法，如：預防心血管病之飲食、冬日滋補湯水、中藥知識等。

4) 長者福利:

邀請社會福利署官員或老人關注團體講解一切有關長者應留意之福利權益及申請方法，如：家居支援服務、長者理髮義工、長者電話慰問服務、長者白內障手術資助計劃等。

5) 長者文娛康樂訊息:

介紹政府及社區團體為長者舉辦之文娛康樂活動和參加辦法，如：耆康節、長者電腦班、粵曲班、長者合唱團、舞蹈班、健康舞班等。

6) 探討長者問題:

邀請專家分析長者如何面對周遭的社會問題，如：老人自殺、虐老、情緒病、如何與朋友及家人相處等。

開心老友記

節目主持：潘芳芳、安德尊

節目宗旨：逢星期日早上為六十歲以上長者度身訂造資訊娛樂並重的雜誌式節目，內容多姿多采，極盡視聽之娛，務求每星期帶給老友記開心正能量，2010年本節目遵守上述宗旨，兩位主持以輕鬆手法訪問有關嘉賓，長者節目內容廣泛，包括以下八大範疇：

- 1) 日常護理：
與衛生署合辦，由衛生署派出代表作專題講解，包括：健康睡眠小貼士，人類豬流感疫苗接種計劃，健康飲食過年，病人自強計劃，隔代教養，運動安全守則，善用營養標籤，足部平安，慢性阻塞性肺病之護理，退休後飲食習慣。
- 2) 飲食營養及食療：
邀請營養師或中醫講解，例如春濕，舒肝，補氣，清熱……等等(儘量配合有關食材)
- 3) 保健運動：
邀請專家示範，例如：太極扇，養生功，太醫拳，太極鞭杆，緩痛毛巾操，健腦操，愛笑瑜伽……等等，同時邀請長者一齊參與。
- 4) 松柏情真：
邀請年長名人及藝人分享心路歷程及養生之道，包括藝人彭健新，馮素波，鍾景輝，地質學家陳龍生，水墨畫家朱興華，話劇界何偉龍，長者義工徐紹強，篆刻家孔平孫，體育界陳耀武……
- 5) 長者表演樂無窮：
包括小丑魔術表演，數白纜，華陀五禽戲，口琴演奏，虐老話劇……

- 6) 長者閒情篇:
邀請專業長者暢談閒情生活，例如:< 珠藝與麪粉>,Cooking 嫻嫻, 長者上網, 分享老行業 等等與長者分享其中樂趣.

- 7) 報導長者活動:
例如：壽桃賀歲活動, 圓滿人生之(生之願), 耆英匯聚賀中秋, 關愛天使行動, 環保活動計劃...等等藉此分享長者的體驗。

- 8) 長者活動篇及關懷篇:
每集均介紹適合長者的文娛活動，並提醒長者日常生活細節須知，例如：糖尿病患須知, 做運動要訣, 耆老當自強, 小心中暑, 防自殺, 戴假牙要耐性...等等

文化新領域

節目主持：張景淳、朱匯林、溫裕紅

節目宗旨：為鼓勵青少年接觸多元化的文化藝術活動，從參與中親身體驗藝術，拓展文化視野，培養創意思維，特別推出一個為青少年、為學生度身訂造的文化資訊節目，2010年本著以上宗旨編排內容，現簡述如下：

- 1) 演藝樂園：
與藝發局合作，每集邀請一位校園藝術大使親臨本節目表演擅長的項目，並作簡單分享，藉此推動該項藝術發展(例如：柳琴，嗩吶，摺紙，木笛，笙，雙簧管，中國戲曲，結他，小號，步操樂隊…等等)
- 2) 藝術增值班：
邀請導師及學生介紹特色藝術課程及進行示範，分享學習箇中樂趣，繼而促進該項藝術的欣賞價值(例如：陶瓷，話劇教學，雜藝,3D 動畫，扭氣球，電子心意卡設計，木偶製作…等等)
- 3) 小眼睛看藝術：
以深入淺出的方式教導小朋友如何欣賞各種藝術，從小培養孩子欣賞藝術的興趣(例如：拉丁舞，毛筆，楊琴，手鈴，薩克斯管，大小提琴，剪紙藝術，戲偶，風箏文化，拼貼藝術，古箏，豎琴，袖珍藝術,繩藝 …等等)
- 4) 文化情緣：
邀請著名的藝術及文化工作者出任嘉賓，分享藝術路上的心路歷程，以其成功的過程作為範本，鼓勵年青人多參與藝術文化活動(例如：水中攝影師 Stephen，小提琴手 Jason Kwok，雕塑家 Eastman Cheng，自由創作人何佩澄，藝術攝影家尹子聰，鋼琴及琵琶雙演奏家孫穎，木雕家王天仁，新一代魔術師甄澤權…等等)

5) 文化推介:

此環節將會推介各種適合年青人及小朋友參與的文化藝術活動，培養他們對文化藝術的興趣(例如：悅讀大本營 2010, 中秋綵燈設計比賽, 國際綜藝合家歡, 亞青二十周年紀念音樂會, 多媒體青春劇,< 龍土鄉情>音樂會…等等)

文化廣場

節目主持：朱維德、章志文、黃宇詩

節目宗旨：為培養觀眾對文學藝術表演藝術或視覺藝術的興趣，進而提高文化水平，特別推出「文化廣場」，2010年繼續秉承上述宗旨，內容廣泛，現簡述如下：

1) 專題：

為使觀眾了解身邊的文化活動有多少，每集均有一個專題詳細介紹，例如：香港藝術節，大中華攝影學會展覽，世界自然/文化遺產相片展覽，第二十一屆澳門藝術節，獨立風骨-吳冠中捐贈展，貴州少數民族-背扇藝術展，城市漫遊者-社會紀實攝影，東區文化藝術節，新視野藝術節……等等，每次將邀請有關代表介紹活動內容。

2) 藝展平台：

香港文化活動多不勝數，包括舞台劇、中西樂演奏、舞蹈表演……等等，為使節目更多姿多采，每集均設有「藝展平台」環節，邀請有關團體介紹活動內容及即席表演，以求達到視聽之效果，例如：中樂名曲齊齊賞，2010年社區文化大使計劃，十年經典協奏曲之夜，嶺南樂韻，笙之樂章郭承祖獨奏會，香港舞蹈節..等等

3) 「指定」文化藝術：

為使觀眾深入了解每一種文化藝術，特別推出以三集為一單元的環節，邀請有關專家詳細講解及示範，例如：陶笛全體驗，舞獅文化，古錢尋根，飲茶講故，宣紙文化，嶺南派畫風，竹簡文化，細賞二胡情，飲食器皿之藝術....等等

4) 文藝資訊：

每集均推介本星期 2 至 3 個文化活動給家庭觀眾選擇，包括話劇、舞蹈、音樂欣賞、專題展覽等等。

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|--|-------------------|------------|-------------------------|---|--------------------|
| 3-2-1 Penguins | Overseas | 6-12 | animation | <ul style="list-style-type: none"> • Story of two young kids (Jason and Michelle) and four out-of-this-world penguins, as they explore the galaxy and learn important, Bible-based lessons and values along the way | Feb |
| 3rd & Bird (I), (II) | Overseas | 3-5 | animation | <ul style="list-style-type: none"> • Adventure of Samuel, a bird, and his friends, which is packed with entertaining stories, songs and adorable characters • Helps young children explore their world, build a knowledge of community and develop valuable social skills | Jan - Aug, Oct |
| Adiboo Adventure Mission Earth | Overseas | 5-11 | animation / documentary | <ul style="list-style-type: none"> • Explores the mystery of nature including rain, plants, snow, sea, deserts, sky, wind and clouds • Educational and entertaining • Easily understood by young viewers | Jan - Mar |
| Adventures of Hello Kitty & Friends, The | Overseas | 2-6 | animation | <ul style="list-style-type: none"> • Offers an entertaining and humorous way for children to learn about social interaction and behavior while following the adventures of some of the world's best-loved and most recognizable characters | Jan, May - Aug |
| Avatar | Overseas | 8-12 | animation | <ul style="list-style-type: none"> • Story about a 12-year-old boy torn between fulfilling his fate as the long-awaited Avatar and to be a regular kid • Entertaining animation with lovely characters | Jan - Sep |
| Babar and the Adventures of Badou | Overseas | 4-10 | animation | <ul style="list-style-type: none"> • Story of Babar's grandson, Babar and his animal friends in the royal palace where Babar is never far when his grandson needs guidance • Entertaining animation that speaks to the importance of diversity, acceptance and strong family values | Dec |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|------------------------------------|-------------------|------------|-----------------|---|-------------------------|
| Backyardigans, The (III) | Overseas | 2-6 | animation | <ul style="list-style-type: none"> Featuring musical adventures with imagination Easily understood and appreciated by young children Helps kids develop their imaginations and express themselves creatively through singing and dancing | Jun - Jul, Sep - Oct |
| Ben 10 (III), (IV) | Overseas | 5-12 | animation | <ul style="list-style-type: none"> Story of Ben, a typical kid who becomes very atypical after he discovers the Omnitrix, a mysterious alien weapon with the power to transform the wearer into ten different alien species Entertaining and easily appreciated by young children Promotes moral values such as responsibility and courage | Feb - Dec |
| Ben 10 Alien Force (I) & (II) | Overseas | 5-12 | animation | <ul style="list-style-type: none"> Follows Ben who is now 15 and uses Omnitrix to battle new enemies Entertaining and easily appreciated by young children Promotes moral values such as responsibility and courage | Aug - Dec |
| Ben 10 Secret of the Omnitrix (IV) | Overseas | 5-12 | animation | <ul style="list-style-type: none"> About amazing adventures Ben has as he travels the country in an RV with his Grandpa Max and 10-year-old cousin Gwen Entertaining and easily appreciated by young children Promotes moral values such as responsibility and courage | May |
| Chuggington | Overseas | 4-10 | animation | <ul style="list-style-type: none"> Story about the adventures of three young trainee locomotives in the fictional town of Chuggington Entertaining and educational | Oct - Dec |
| Chuggington Badge Quest | Overseas | 4-10 | animation | <ul style="list-style-type: none"> Whilst each individual Badge Quest contains an educational message, entertainment is foremost and each quest is designed to be delivered in a fun, lighthearted manner maintaining the focus of the series | Oct - Dec |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|-----------------------------|-------------------|------------|------------------|---|-------------------------|
| City of Friends | Overseas | 2-6 | animation | <ul style="list-style-type: none"> The City of Friends, a warm and friendly place, where animals and people live together in harmony and their day-to-day adventures lead them to new experiences, and teach them some gentle, but valuable life-lessons along the way Sparks the imagination with exciting, playful storylines which are entertaining and often hold a simple moral lesson | Apr - Jul, Sep - Dec |
| Curious George | Overseas | 4-10 | animation | <ul style="list-style-type: none"> Includes animated stories followed by short live-action pieces showing real kids who are investigating the ideas that George introduces in his stories Aims to inspire kids to explore science, math, and engineering in the world around them | Feb - Jul, Oct |
| Dennis and Gnasher | Overseas | 4-12 | animation | <ul style="list-style-type: none"> Story of Dennis and Gnasher, two best pals who question rules, push boundaries and cross lines Fun-filled, action-packed animated series | Aug - Sep, Dec |
| Dex Hamilton | Overseas | 8-12 | animation | <ul style="list-style-type: none"> Story taking place in the alien insect kingdom where they are in sewers, hiding in our homes and affecting our daily lives Entertaining animation with lovely characters | Feb - Aug |
| Disney's Lilo & Stitch | Overseas | 4-10 | animation | <ul style="list-style-type: none"> About Lilo and Stitch who scour Hawaii to help turn the experiments' nature from bad to good Entertaining and easily understood by children | Jan - Dec |
| Electric Company, The | Overseas | 5-15 | children's drama | <ul style="list-style-type: none"> Designed to teach four to five vocabulary words, and songs that can sing along in each episode Entertaining and educational | Jan - Feb, Oct - Nov |
| Escape from Scorpion Island | Overseas | 8-15 | game show | <ul style="list-style-type: none"> Game show in which kids are marooned on an exotic island and compete to be the first to conquer the island and learn how to escape from it Entertaining and educational | Jan - Feb, Aug - Sep |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|-------------------------------|-------------------|------------|-----------------|---|-------------------------|
| Fifi and the Flowertots (III) | Overseas | 4-8 | animation | <ul style="list-style-type: none"> Entertaining animation with lovely characters Heart-warming series about the adventure of growing up, promote love and respect for life | Jul - Sep |
| Garth & Bev (I) | Overseas | 5-12 | | <ul style="list-style-type: none"> Story of a brother and a sister who live in the Bronze Age and can time-travel Entertaining animation with lovely characters | May - Oct |
| Kid Detectives | Overseas | 6-12 | documentary | <ul style="list-style-type: none"> Acting like detectives, kids are presented with various crimes and mysteries for their investigation Integrating detective skills in daily life incidents can generate children's interest, train their observation skills and detailed minds Techniques and tools used by experts in the actual forensic are informative | May - Jul |
| Kids of the World | Overseas | 4-12 | documentary | <ul style="list-style-type: none"> Encounters the world's most remote indigenous tribes and discovers what it means to be a child growing up in these ancient, native cultures Teaches children to appreciate various cultures Educational | Jan - Mar, Nov - Dec |
| League of Super Evil | Overseas | 6-12 | | <ul style="list-style-type: none"> Story of a group of Super Villains who are plotting to take over their neighborhood and the world by childish pranks Entertaining and promoting educational moral values | Jul - Aug, Dec |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|--|-------------------|------------|-----------------|--|--------------------|
| Monster Buster Club | Overseas | 6-12 | animation | <ul style="list-style-type: none"> Adventures stories that tell how the MBC members balance their school work whereas bustering aliens to save the planet Entertaining animation with educational moral values like friendship and trust | Jan - Apr |
| Muddle Earth | Overseas | 6-12 | animation | <ul style="list-style-type: none"> Animated comedy that brings the strange goings on of the residents of Muddle Earth to 6-12 year olds. It is a world full of appealing, enchanting – and enchanted – characters. Stories full of imagination and fun | Dec |
| My Life as a Teenage Robot | Overseas | 6-10 | animation | <ul style="list-style-type: none"> Story of a mechanical girl named Jenny whose life revolves around protecting Earth. Much of the humour in the show is based on Jenny's unusual perspective on the teenage world. She might have the personality of a teen, but she has the body of a robot, and so struggles to fit in and experience the world as a normal girl Inspires children's imagination Promotes friendship | Jan |
| New Adventures of Winnie the Pooh, The | Overseas | 3-12 | animation | <ul style="list-style-type: none"> Story of Christopher Robin and his imaginary friends in Hundred Acre Wood, a timeless place of high-adventure wonder and whimsy Promotes friendship | Mar - Dec |
| Pearlie | Overseas | 6-10 | animation | <ul style="list-style-type: none"> Pearlie, a park fairy living in a magic city, having parties and events with its residents and with some fun of fairy tale Entertaining animation with lovely fairy characters | Feb - Mar |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|-----------------------------|-------------------|------------|-------------------------|---|--------------------|
| Penguins of Madagascar.The | Overseas | 4-12 | animation | <ul style="list-style-type: none"> • New adventures of four penguins who rule the roost at their Central Park Zoo home • Entertaining animation with different animals introduced in the Madagascar theatrical | Apr - Sep |
| Pinky Dinky Doo | Overseas | 4-10 | animation | <ul style="list-style-type: none"> • Based on bedtime stories that the creator made up and told his kids • Easily appreciated and understood by young children • Encourages children to be creative and stimulates imagination | Jan - Mar |
| Play With Me Sesame | Overseas | 2-6 | muppets with presenters | <ul style="list-style-type: none"> • Helps young children to prepare for school socially, emotionally and intellectually as they engage in specific games, singing, dancing and moving around • On-air activities also support children's creativity and individual expression as well as stress the fundamental concepts of same and difference which are critical underpinnings of reading, maths and science | Jan - Feb |
| Richard Hammond's Blast Lab | Overseas | 6-14 | game show | <ul style="list-style-type: none"> • Two teams of children taking part in science-related challenges to win prizes at the end of the show • Entertaining and educational | Jan, Apr - May |
| Roary the Racing Car (II) | Overseas | 2-6 | animation | <ul style="list-style-type: none"> • Easily appreciated by children • Promotes friendship and moral values like being positive and helpful to others • Entertaining and educational | Apr, Jun |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|-----------------------------|-------------------|------------|-------------------------|--|----------------------|
| Sesame Street (XXXX) | Overseas | 3-6 | muppets with presenters | <ul style="list-style-type: none"> • With emphasis of a curriculum that includes positive values and morals and helps build one's self-esteem • Helps kids develop respect and understand towards others and stimulate their creativity and imagination • Contributes to the social, emotional and intellectual development of young children | Mar - Apr, Oct - Nov |
| Spectacular Spider-Man, The | Overseas | 8-14 | animation | <ul style="list-style-type: none"> • Adventure series that follows Peter Parker, a not-so-typical 16-year-old with newfound powers, combating bigger, badder supervillains • Entertaining • Deals with teenage problems with educational values | Jan - May |
| Tak and the Power of Ju Ju | Overseas | 6-12 | animation | <ul style="list-style-type: none"> • Story about Tak, a lowly Shaman's assistant who is given the power of the Juju to help his tribe • Educational and entertaining • Promotes moral and social values like love and friendship | Jan - Feb |
| Taste Buds | Overseas | 6-12 | | <ul style="list-style-type: none"> • Inspires kids to cook the healthy food • Encourages kids to learn about different cultures through taste adventures • Expands the kids' cooking vocabulary and increases food knowledge | Jul - Aug, Oct - Nov |
| Tinga Tinga Tales | Overseas | 4-6 | | <ul style="list-style-type: none"> • A children's animation series based on African folk tales • Easily appreciated and understood by young children | Aug - Dec |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|-------------------|-------------------|------------|-----------------|---|-------------------------|
| Toot & Puddle | Overseas | 2-6 | animation | <ul style="list-style-type: none"> Follows two lovely characters exploring the world Piques young viewers' curiosity about the world around them Easily appreciated and understood by young children | Mar, May |
| Tronji (I) & (II) | Overseas | 3-12 | animation | <ul style="list-style-type: none"> Features a different set of children who solve problems in both Tronjiworld and the real world, and in so doing re-unite Tronji I and Tronji O, bringing colour and happiness back to another part of Tronjiworld Includes short live action segments shot around the world Helps children explore the world | Apr - Jun, Aug - Dec |
| Weekenders, The | Overseas | 11-15 | animation | <ul style="list-style-type: none"> About four adolescent friends on their quest for the "ultimate" weekend, from the time the school bell rings on Friday until Sunday night Promotes moral and social values like friendship | Jan - Mar |
| What's Your News? | Overseas | 4-7 | reality | <ul style="list-style-type: none"> Covers kids' news, direct from their homes The stories are homely, down-to-earth, relevant to children, and pretty much universal | Apr - Jun, Aug - Sep |
| Wibbly Pig | Overseas | | | <ul style="list-style-type: none"> Character from award-winning author Mick Inkpen is brought to life in a warm and engaging animated character Wibbly Pig Helps pre-school children explore familiar rituals such as bed-time, likes and dislikes about food, toys – and also plays games like hide and seek, flying across a rainbow held aloft by a bright bunch of balloons | Feb - Mar, Jul - Dec |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|-----------------|-------------------|------------|-----------------|---|--------------------|
| Word World | Overseas | 2-6 | animation | <ul style="list-style-type: none">• Features loveable characters called WordFriends who embark on adventures in a world of words• Entertaining with lovely characters• Empowers children as early readers by making the important connections between letters, sounds, words and meaning that are necessary for reading | Jan, Jul - Aug |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|--------------------------------|-------------------|------------|-----------------|---|-------------------------|
| Art Attack (XV), (XVI), (XVII) | Overseas | 6-15 | enrichment | <ul style="list-style-type: none"> Teaches children artwork using different materials like paint and glitter artwork Encourages the habit of acquiring knowledge Promotes appreciation of arts and stimulates children's creativity and imagination | Jan - Jul, Aug - Dec |
| Bang Goes The Theory | Overseas | 11-18 | enrichment | <ul style="list-style-type: none"> Fun magazine style series looking at cutting edge science, with big stunts, team challenges and glimpses of the technology of the future Explores science in simplified and direct investigations and explains scientific issues we come across in everyday life Increases student knowledge of science and stimulates their interest in the scientific field | Jan, Apr - Jun |
| Design Squad (III) | Overseas | 15-19 | enrichment | <ul style="list-style-type: none"> Presents viewers with positive role models who experience engineering as a fun and engaging process Increases student knowledge of engineering and designs process | Apr - Jun |
| Endurance Fiji (I), (VI) | Overseas | 12-18 | enrichment | <ul style="list-style-type: none"> Reality television game show in which kids test their brains and brawn in a variety of physical and mental activities, including stunts, logic games, question-and-answer contests and Promotes moral values and team work with relative reward and punishment | Feb - May |

| Programme Title | Production Source | Age Target | Format / Nature | Content / Objective | Broadcast Schedule |
|---------------------|-------------------|------------|-----------------|---|-------------------------|
| Eco Company | Overseas | 6-15 | infotainment | <ul style="list-style-type: none"> • TV show hosted by a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm for preserving the planet they will inherit • Explores all aspects of being green and understanding how we impact our world and reports on the latest developments in renewable energies and alternative fuels • Educational | May - Aug, Nov - Dec |
| Let's Get Inventin' | Overseas | 11-17 | enrichment | <ul style="list-style-type: none"> • Features young inventors who enter the "ideas lounge" with an idea, drawing or concept, and are buddied up with a team of experts from different backgrounds, to help them and teach them skills along the way • Introduces science and technology with fun | May - Dec |
| Real Life 101 | Overseas | 11-18 | enrichment | <ul style="list-style-type: none"> • Introduces real people doing real jobs that you might not know even existed • Entertaining and educational | Jan - Dec |
| World of Wonders, A | Overseas | 11-15 | documentary | <ul style="list-style-type: none"> • Takes a fun approach to social studies, geography, science, adventure and natural • Entertaining and educational | Jan - May, Aug - Dec |

| Programme Title | Channel | Broadcast Schedule |
|--|---------|--|
| The Government House - The 155th Anniversary 跨世紀禮賓府-155週年特輯 | HD Jade | Nov 6, 2010 , 11:30-12:00 |
| Blueprint 世紀藍圖 | HD Jade | Nov 13- Dec 25, 2010 , every Saturday 11:30-12:00 |
| News Review 時事摘錄 | i-News | Nov 6- Dec 25, 2010 , every Saturday 18:00-18:30 (8 episodes) |
| All About Money 原來錢作怪 | i-News | Nov 7- Dec 18, 2010 , every Sunday 18:00-18:30 (7 episodes) |
| 2010 Year Ender: Hong Kong Domestic Affairs 香港政情大事回顧 | i-News | Dec 25, 2010, 18:00-18:30 |