

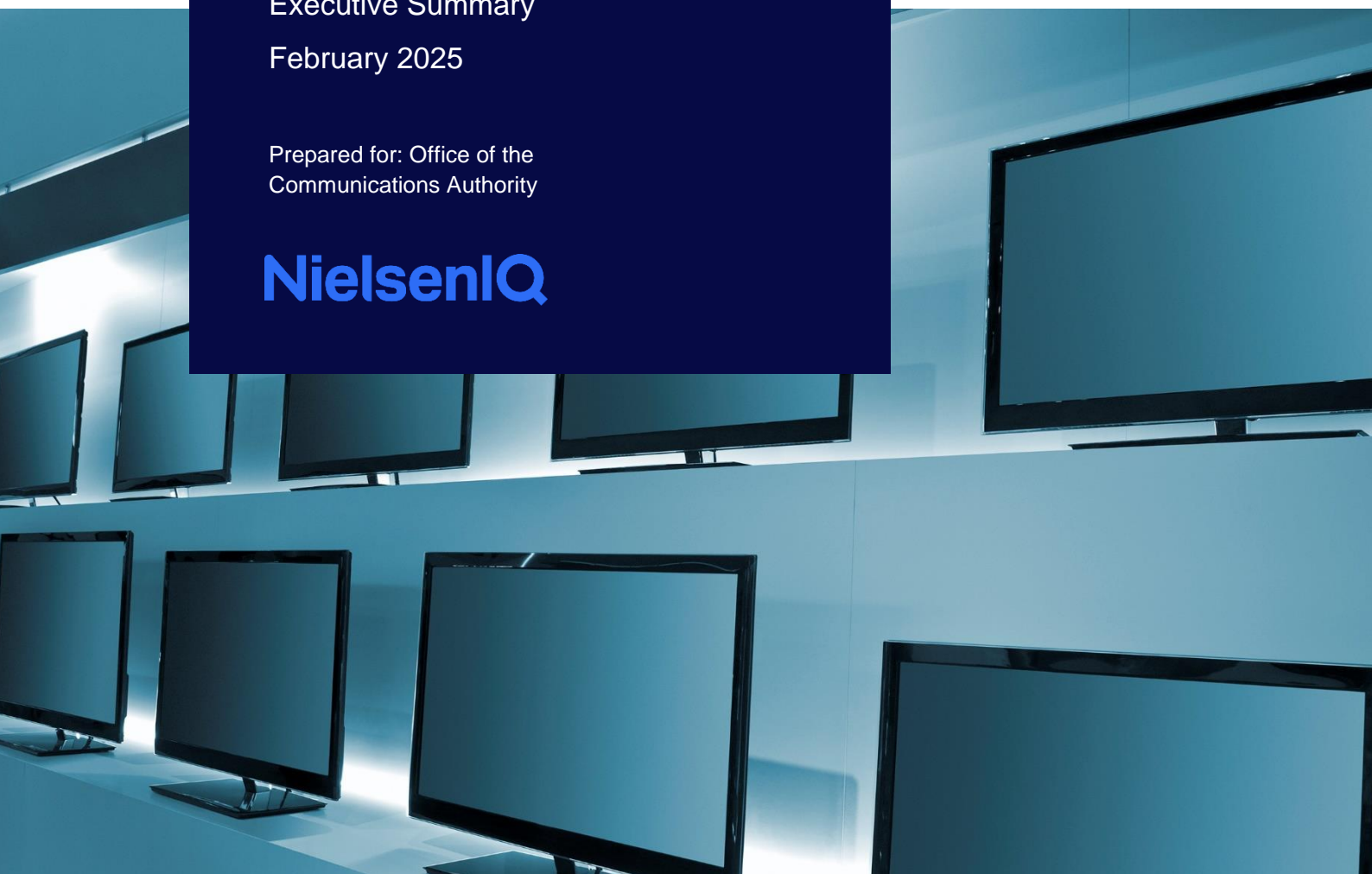
# Broadcasting Service Survey 2024

Executive Summary

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**NielsenIQ**



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# Survey Background and Objectives

1. To track changes in the viewing and listening habits of the public and gauge their views on the services provided by the broadcasting licensees<sup>1</sup>, the Office of the Communications Authority (“OFCA”), which supports the Communications Authority (“CA”) as its executive arm, commissioned NielsenIQ (Hong Kong) Limited to conduct an opinion survey (“Opinion Survey”) from June to September 2024. The information and statistics obtained from the Opinion Survey can serve as a useful reference for CA in handling applications from major broadcasting licensees for renewal of their licences in the coming years.
2. Where appropriate and available, the findings of the Opinion Survey are compared with those of the previous surveys conducted for free TV services and radio services, which are summarised in the table below.

| Year                              | Free TV Services | Radio Services |
|-----------------------------------|------------------|----------------|
| 2021 (“Survey 2021”) <sup>2</sup> | ✓                | ✓              |
| 2017 (“Survey 2017”) <sup>3</sup> | ✓                |                |
| 2015 (“Survey 2015”) <sup>4</sup> |                  | ✓              |
| 2014 (“Survey 2014”) <sup>5</sup> | ✓                |                |

However, the percentage figures in the Opinion Survey and the previous surveys should be interpreted with caution due to the difference in the composition of respondents<sup>6</sup> and questionnaire (please refer to Appendix).

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- <sup>1</sup> They are (a) the three domestic free television programme service (“free TV”) licensees, i.e. HK Television Entertainment Company Limited (“HKTVE”), Television Broadcasts Limited (“TVB”) and i-CABLE HOY Limited (“i-CABLE HOY”); (b) the domestic pay television programme service (“pay TV”) licensee, i.e. Now TV Limited (“Now TV”) (formerly PCCW Media Limited); and (c) the two sound broadcasting licensees, i.e. Hong Kong Commercial Broadcasting Company Limited (“CRHK”) and Metro Broadcast Corporation Limited (“Metro”).
  - <sup>2</sup> Survey 2021 refers to the opinion survey on free TV and radio services conducted in the context of the mid-term review of the licences of HKTVE, TVB, i-CABLE HOY, CRHK and Metro.
  - <sup>3</sup> Survey 2017 refers to the opinion survey gauging the community’s views and attitudes towards the regulation of indirect advertising and sponsorship.
  - <sup>4</sup> Survey 2015 refers to the opinion survey on radio services conducted in the context of the renewal of the licences of CRHK and Metro.
  - <sup>5</sup> Survey 2014 refers to the opinion survey on free TV services conducted in the context of the renewal of the licences of Asia Television Limited and TVB.
  - <sup>6</sup> In the previous surveys (Survey 2017, Survey 2015 and Survey 2014), “watching free TV” referred to having watched free TV programmes on conventional TV sets and “listening to radio” referred to having listened to AM/FM radio. The composition of respondents in the Opinion Survey and Survey 2021 were different from the previous surveys as the formers were enlarged to include not only those using conventional TV sets or AM/FM radio but also those using mobile phones and the Internet in watching free TV programmes or listening to radio programmes, as the case may be.

# Survey Methodology

## Sample Coverage and Target Respondents

3. The target respondents of the Opinion Survey were Hong Kong residents aged 15 or above who had watched TV programmes<sup>7</sup> and/or listened to radio programmes<sup>8</sup> in the month prior to the Opinion Survey.
4. A random sample of 2 598 quarters was taken from the frame of quarters<sup>9</sup> maintained by the Census and Statistics Department (“C&SD”). Household visits were made to the sampled quarters and an eligible respondent was randomly selected from each household by using the next birthday method for an interview.

## Data Collection Method

5. The Opinion Survey was mainly conducted in the form of face-to-face interview, while a proportion of interviews were conducted by telephone and online self-administered questionnaire.

## Fieldwork Period and Response Rate

6. The fieldwork was conducted between 25 June and 18 September 2024.
7. A total of 1 640 persons of age 15 or above were successfully enumerated, with a response rate of 70.6%. Among them, 1 504 had watched TV programmes (hereinafter referred to as “TV viewers”) while 655 had listened to radio programmes (hereinafter referred to as “radio listeners”) in the month prior to the Opinion Survey. The sample size achieved produced survey findings with acceptable levels of precision. The following case is taken for illustration purpose:

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<sup>7</sup> Generally speaking, TV programmes refer to programmes included in the free TV services provided by the three free TV licensees (viz. HKTVE, TVB and i-CABLE HOY) and the public broadcaster, Radio Television Hong Kong (“RTHK”) and the pay TV services provided by Now TV.

<sup>8</sup> Generally speaking, radio programmes refer to programmes included in the radio services provided by the two sound broadcasting licensees (viz. CRHK and Metro) as well as the public broadcaster, RTHK.

<sup>9</sup> The frame of quarters consists of two parts, namely, the Register of Quarters and the Register of Segments.

The Register of Quarters (RQ) contains computerised records of all addresses of permanent quarters in built-up areas including urban areas, new towns and other major developed areas. Each unit of quarters is identified by a unique address.

The Register of Segments (RS) contains records of segments in non-built-up areas. The use of segments in non-built-up areas is necessary because the quarters in these areas may not have clear addresses and cannot readily be identified individually.

Source: C&SD

**Table 1 Reliability of Survey Findings**

| Variable  | Sample Estimate | Coefficient of Variation <sup>10</sup> | 95% Confidence Interval |
|---|-----------------|--|-------------------------|
| Proportion of free TV viewers who watched news programmes | 85.5%           | 1.1%                                   | (83.7%, 87.3%)          |

# Survey Findings

8. This executive summary contains the key findings of the Opinion Survey.
9. For findings to questions to which respondents might give multiple answers, percentage figures could add up to more than 100%.

## 1. Viewing Habits

### 1.1 Means of Watching TV Programmes

10. When TV viewers were asked about the means of watching TV programmes, 82.4% indicated that they had used TV sets (using free TV signal), followed by computers / mobile phones / tablets (24.2%), smart TV (using Internet functions) (15.8%) and TV sets with set-top boxes / TV boxes (8.4%).

### 1.2 Use of Free TV Services<sup>11</sup>

11. 89.5% of all respondents had watched free TV programmes in the month prior to the Opinion Survey (hereinafter referred to as “free TV viewers”). The viewership of free TV services had slightly dropped when compared to Survey 2021 (92.2%), Survey 2017 (91.0%) and Survey 2014 (91.0%).

### 1.3 Free TV Viewing Habits

12. Among free TV viewers, 71.9% watched free TV programmes on a daily basis (i.e. “everyday free TV viewers”) (versus 70.2% in Survey 2021; 71.8% in Survey 2017 and 75.7% in Survey 2014). 8.1% did so between four and six days a week (i.e. “often free TV viewers”) and 20.0% watched free TV programmes between three days a week and one day a month (i.e. “occasional free TV viewers”).

<sup>10</sup> Coefficient of variation is obtained by expressing the standard error as a percentage of the estimate to which it refers.

<sup>11</sup> Free TV services refer to reception of free TV programmes via conventional TV sets, set-top boxes / TV boxes (e.g. myTV SUPER) and/or Internet service (e.g. YouTube).

13. When free TV viewers were asked about the percentage of time spent via different means in watching free TV programmes, they indicated that they had spent 71.8% of viewing time via conventional TV sets (without Internet functions), followed by mobile phones (8.1%), smart TV (using Internet functions) (6.0%), smart TV (using free TV signal) (5.8%), laptops / desktop computers / tablets (4.6%) and TV sets with set-top boxes / TV boxes (3.1%).

#### 1.4 Time Spent on Watching Free TV Programmes

14. On average, free TV viewers spent 2.6 hours watching free TV programmes per day regardless of the means (versus 2.8 hours in Survey 2021). Free TV viewers normally watched free TV programmes in the hours from 6:00 p.m. to 11:59 p.m. on both weekdays and weekends, which was identical to that in Survey 2021.
15. Considering the means of watching free TV programmes, the average time spent via conventional TV sets per day was 2.3 hours (versus 2.6 hours in Survey 2021). 46.5% of free TV viewers used conventional TV sets in watching free TV programmes for less than two hours per day (i.e. “light viewers”) (versus 42.0% in Survey 2021). 33.0% did so for two hours to less than four hours per day (i.e. “normal viewers”) (versus 34.4% in Survey 2021) and 20.5% for four hours or more watching free TV programmes per day (i.e. “heavy viewers”) (versus 23.6% in Survey 2021).
16. On the other hand, the average time spent via the Internet per day was 1.3 hours (versus 1.5 hours in Survey 2021).

#### 1.5 Reasons for Watching Free TV Programmes

17. Regarding the reasons for watching free TV programmes, free TV viewers did so “for obtaining information such as news, weather, financial and traffic reports” (78.5%), followed by “for entertainment” (54.0%) and “just to have ‘background’ sound” (22.9%).

#### 1.6 Viewership of Free TV Channels and Programme Types

18. The free TV channels most often watched by free TV viewers were Jade (77.7% on weekdays and 77.8% on weekends), TVB News Channel (67.2% on both weekdays and weekends), ViuTV (36.5% on weekdays and 35.3% on weekends), TVB Plus (33.6% on both weekdays and weekends), HOY TV (24.2% on weekdays and 22.5% on weekends), ViuTVsix (13.9% on weekdays and 14.5% on weekends), Pearl (13.0% on weekdays and 14.4% on weekends) and HOY Infotainment Channel (10.6% on weekdays and 10.3% on weekends).
19. Among different types of free TV programmes, news programmes (85.5%) and dramas (59.8%) were the most popular among free TV viewers, followed by travelogues / talk shows / gourmet programmes (41.1%), current affairs programmes (35.4%), variety shows (22.8%), sports programmes (15.5%), documentaries (14.7%), reality shows / idol-making programmes (14.6%), infotainment programmes (13.3%), arts and culture / music programmes (10.0%), business / finance programmes (9.9%) and cartoon / animation (6.3%).

## 1.7 Change of Habits in Watching Free TV Programmes

20. When asked whether there was any change of viewing habits over the past three years, 60.8% of free TV viewers answered that they had spent more or less the same amount of time on watching free TV programmes. 33.6% of free TV viewers had watched less free TV programmes, while 5.6% had watched free TV programmes more often.
21. Among those (33.6%) who watched less free TV programmes over the past three years, the main reasons for the change of habits were “unattractive free TV programmes / celebrities” (56.5%), “availability of on-demand / streaming services on Internet-based media” (42.1%), “unable to obtain the information I need” (21.1%), “linear and fixed programmes at specified times” (15.7%) and “lack of interactive features” (13.6%).
22. Analysed the viewing habits by frequency of watching free TV programmes, the majority of “everyday free TV viewers” (69.3%) spent the same amount of time on watching free TV programmes over the past three years. While the viewing habits of more than half (52.1%) of “often free TV viewers” remained unchanged, nearly half (45.2%) watched less free TV programmes. On the opposite, a higher proportion of “occasional free TV viewers” (62.5%) spent less time on watching free TV programmes over the past three years.

## 1.8 Habits of Watching Free TV Programmes with Family Members Aged Below 15

23. Among free TV viewers, 14.6% claimed that they had children aged below 15 in the households (versus 18.1% in Survey 2021 and 24.4% in Survey 2014). Among these households,
  - (a) 72.2% claimed that parents or other household members aged 18 or above had accompanied their children to watch free TV programmes (versus 71.0% in Survey 2021 and 76.3% in Survey 2014); and
  - (b) the usual watching time slot was in the hours from 7:00 p.m. to 9:59 p.m. on both weekdays and weekends, which was the same as that in Survey 2021 and Survey 2014.

## 1.9 Habits of Watching Pay TV Programmes

24. Among TV viewers, 9.6% indicated that they had watched pay TV programmes (i.e. Now TV) in the month prior to the Opinion Survey (hereinafter referred to as “pay TV viewers”). The average time spent per day was 1.9 hours. 40.2% of pay TV viewers watched pay TV every day. The usual watching time slot was in the hours from 7:00 p.m. to 10:59 p.m. regardless of the day of week.
25. Among those pay TV viewers (9.6%), the main reasons for watching pay TV were “more programme choices” (45.0%), “for live sports programmes” (40.7%), “to watch drama series or movies” (37.8%) and “to obtain information such as news, weather, financial and traffic reports” (33.4%).



## 1.10 Habits of Watching Internet-based Media

26. Among TV viewers, 24.6% indicated that they had watched Internet-based media in the month prior to the Opinion Survey (hereinafter referred to as “Internet-based media viewers”). The average time spent per day was 2.4 hours. The majority of Internet-based media viewers indicated that they had no fixed watching time slot regardless of the day of week.
27. The Internet-based media platform most often watched by Internet-based media viewers was YouTube (80.3%), followed by Netflix (55.7%), Facebook (44.5%), Instagram (36.3%), Disney+ (21.3%), myTV SUPER (19.6%), TikTok / Douyin (13.4%) and Xiaohongshu (11.8%).
28. The main reasons for watching contents provided by Internet-based media were “convenience: can watch anywhere and anytime” (87.5%), “easy to look for programmes / videos that suit my viewing interest” (52.9%), “more up-to-date information to obtain” (26.7%) and “content of personal choice or for niche markets” (25.5%).

## 2. Views on TV Services

### 2.1 Variety of Free TV Programmes

29. 57.2% of free TV viewers (excluding those who only watched RTHK programmes) said that they were satisfied with programme variety (versus 59.5% in Survey 2021 and 54.8% in Survey 2014). 28.3% considered it average (versus 26.4% in Survey 2021 and 18.5% in Survey 2014). 9.0% expressed dissatisfaction with the subject (versus 7.0% in Survey 2021 and 22.3% in Survey 2014). 5.5% had no comment (versus 7.1% in Survey 2021 and 4.4% in Survey 2014).
30. Among those (9.0%) who had expressed dissatisfaction with programme variety, 78.1% commented that their dissatisfaction was related to “lack of programmes that bring new ideas and creativity”, 55.0% mentioned that there was “insufficient variety of programmes to suit the needs of different age groups” and 24.8% remarked that “programmes have been pre-dominated by similar genres”.

### 2.2 Variety of Pay TV Programmes

31. 54.9% of pay TV viewers said that they were satisfied with programme variety. 30.4% considered it average. 9.2% expressed dissatisfaction with the subject. 5.4% had no comment.
32. Among those (9.2%) who had expressed dissatisfaction with programme variety, 54.8% commented that their dissatisfaction was related to “lack of attractive contents and must-watch shows”, followed by “lack of programmes with new ideas and different approaches” (52.4%) and “lack of exclusive contents” (51.3%).

### 2.3 Local and Non-local Programme Contents

33. Among free TV viewers (excluding those who only watched RTHK programmes), 68.4% indicated that they had watched locally produced programme contents and 43.6% had watched programme contents produced from places outside Hong Kong.

34. Among those (68.4%) who had watched locally produced programme contents, the main reasons for watching such contents were looking for “local information such as news / finance / weather and traffic reports” (75.2%), followed by “the programmes were more relevant to me” (44.0%) and “more programme choices” (28.5%).
35. At the same time, among those (43.6%) who had watched programme contents produced from places outside Hong Kong, the main reasons for watching such contents were driven by “more programme choices” (79.5%), “obtaining non-local information” (28.8%), “unattractive local programme contents” (24.6%) and “learning other languages” (12.9%).

## 2.4 Mainland-Hong Kong Co-productions

36. 50.5% of free TV viewers (excluding those who only watched RTHK programmes) had watched Mainland-Hong Kong TV co-productions. Among them, 33.2% welcomed more co-productions to be broadcast on free TV and 4.0% who would like to see less. The remaining free TV viewers considered that the broadcast level should remain the same (49.0%) or had no comment (13.8%).
37. Among those who had watched such co-productions, the top genre highlighted by free TV viewers was dramas (84.8%), followed by travelogues / talk shows / gourmet programmes (60.1%), variety shows (38.5%), documentaries (34.4%) and reality shows / idol-making programmes (26.7%).
38. The main reasons for watching Mainland-Hong Kong TV co-productions were “different programme themes / types” (63.0%), “higher programme quality” (54.9%), “production at a larger scale” (46.5%), “stronger lineup of production team” (28.2%) and “knowing more about the custom and habitude of the Mainland” (22.3%).

## 3. Listening Habits

### 3.1 Use of Radio Services<sup>12</sup>

39. 38.8% of all respondents had listened to radio programmes in the month prior to the Opinion Survey. The listenership of radio services had dropped when compared to Survey 2021 (42.4%) and Survey 2015 (44.7%).

### 3.2 Listening Habits

40. Among radio listeners, 40.9% listened to radio programmes on a daily basis (i.e. “everyday radio listeners”) (versus 29.7% in Survey 2021 and 31.4% in Survey 2015). 12.9% did so between four and six days a week (i.e. “often radio listeners”) and 46.3% listened to radio programmes between three days a week and one day every month (i.e. “occasional radio listeners”).

<sup>12</sup> Radio services refer to reception of radio programmes via conventional radio sets, official webcast of radio services as well as mobile applications and Internet service (e.g. YouTube and Hong Kong Toolbar developed by CRHK).

41. When radio listeners were asked about the percentage of time spent via different means in listening to radio programmes, they indicated that they had spent 68.5% of listening time via conventional radio sets, followed by mobile apps (26.6%) and laptops / desktop computers / tablets (4.9%).

### 3.3 Time Spent on Listening to Radio Programmes

42. On average, radio listeners spent 2.2 hours listening to radio programmes per day regardless of the means (versus 2.0 hours in Survey 2021).
43. Considering the means of listening to radio programmes, the average time spent via conventional radio sets per day was 2.1 hours (versus 1.9 hours in Survey 2021). Radio listeners normally listened to radio programmes via conventional radio sets in the hours from 7:00 a.m. to 11:59 a.m. on both weekdays and weekends, similar to that in Survey 2021.
44. 25.6% of radio listeners used conventional radio sets (with AM/FM channels) in listening to radio programmes for less than one hour per day (i.e. “light listeners”) (versus 40.9% in Survey 2021). 52.7% did so for one to less than three hours per day (i.e. “normal listeners”) (versus 40.0% in Survey 2021) and 21.7% did so for three hours or more per day (i.e. “heavy listeners”) (versus 19.2% in Survey 2021).
45. On the other hand, the average time spent on the Internet per day was 1.9 hours (versus 1.7 hours in Survey 2021).

### 3.4 Reasons for Listening to Radio Programmes

46. Regarding the reasons for listening to radio programmes, radio listeners did so as it was “available during transportation” (42.5%), followed by “for obtaining information” (38.9%) and “just to have ‘background’ sound to go with other chores I’m taking care of” (30.5%).

### 3.5 Listenership of Radio Channels and Programme Types

47. The radio channels most often listened to were CR1 (41.4% on weekdays and 40.3% on weekends), CR2 (35.0% on weekdays and 34.6% on weekends), RTHK Radio 1 (32.7% on weekdays and 31.8% on weekends), RTHK Radio 2 (24.5% on weekdays and 24.6% on weekends), Metro Info (6.1% on weekdays and 5.9% on weekends) and RTHK Radio 5 (5.5% on weekdays and 5.9% on weekends).
48. Among different types of radio programmes, news programmes (79.5%) and weather / traffic reports (66.8%) were the most popular among radio listeners, followed by current affairs / finance / market information programmes (44.3%) and talk shows / game shows / magazine (35.6%).

### 3.6 Habits of Listening to Online Music Platforms / Other Internet Radio Programmes

49. Among radio listeners, 44.2% indicated that they had listened to online music platforms / other Internet radio programmes. The average time spent per day was 1.7 hours. The majority of them indicated that they had no fixed listening time slot regardless of the day of week.
50. Regarding the reasons for listening to online music platforms / other Internet radio programmes, radio listeners claimed that they did so for “more choices of music” (74.1%), “can choose what to listen to at any time” (52.7%) and “listened to programmes that were not available in conventional radio broadcasters” (19.5%).
51. Among those (42.7%) who listened to online music platforms, the platforms most often listened to were YouTube Music (58.8%), Spotify (31.3%), Apple Music (23.2%) and JOOX (22.9%). Meanwhile, among those (7.1%) who listened to other Internet radio programmes, BBC Sounds (63.6%), The Voice of China (47.2%) and Qingchen Music Radio (40.6%) were the most common programme sources.

## 4. Views on Radio Services

### 4.1 Variety of Radio Programmes

52. 71.4% of radio listeners (excluding those who only listened to RTHK programmes) said that they were satisfied with programme variety (versus 69.4% in Survey 2021). 22.4% considered it average (versus 22.2% in Survey 2021). 2.1% expressed dissatisfaction with the subject (versus 1.9% in Survey 2021) and 4.1% had no comment (versus 6.5% in Survey 2021).
53. Among those (2.1%) who had expressed dissatisfaction with programme variety, 69.1% commented that their dissatisfaction was related to “lack of programmes that bring new ideas and creativity”, followed by “insufficient variety of programmes to suit the needs of different age groups” (62.2%), “lack of programmes to cater for the needs of ethnic minorities” (11.0%) and “programmes have been pre-dominated by similar genres” (8.9%).

## 5. Views on Regulatory Controls of Licensed Broadcasting Services

### 5.1 Requirement on Family Viewing Hours<sup>13</sup>

54. When free TV viewers who had children aged below 15 in the households (14.6%) were asked about their views on the requirement on family viewing hours,
- (a) 19.8% considered that the duration of family viewing hours should be shortened;
  - (b) 12.9% considered that the requirement should be lifted;

<sup>13</sup> Under the current regulatory regime for free TV services, the period between 4:00 p.m. and 8:30 p.m. each day has been designated as the family viewing hours, during which time nothing unsuitable for children shall be broadcast.

- (c) 11.9% objected to any relaxation of the requirement. Specifically, some cited that “there was too much inappropriate information” (4.3%) and “more children were watching during these hours” (3.4%); and
- (d) the proportion of viewers who had no comment was high (55.4%).

## 5.2 Broadcast of Non-English Programmes on Integrated English Channels<sup>14</sup>

55. When free TV viewers (excluding those who only watched RTHK programmes) were asked about their views on the broadcast of non-English programmes on the integrated English channels,
- (a) 26.2% considered that the language requirement should be lifted to enable the licensees to launch an international language channel instead;
  - (b) 4.9% considered that the language requirement should remain unchanged. The main reasons were “English should remain the designated language of the channel” (1.9%) and “not everyone understands other languages” (0.8%);
  - (c) 2.2% welcomed the inclusion of more non-English programmes (e.g. Putonghua and Japanese programmes) on the integrated English channels; and
  - (d) two-thirds of free TV viewers (66.7%) had no comment.

## 5.3 Broadcast of Putonghua Programmes on Integrated Cantonese Channels<sup>15</sup>

56. When free TV viewers (excluding those who only watched RTHK programmes) were asked about their views on the broadcast of Putonghua programmes on the integrated Cantonese channels,
- (a) 48.9% considered that the language requirement should remain unchanged;
  - (b) 11.7% welcomed a higher percentage of Putonghua broadcast hours;
  - (c) 10.8% supported a lower percentage of Putonghua broadcast hours; and
  - (d) 28.6% had no comment.

<sup>14</sup> Under the current regulatory regime for free TV services, there is an overall daily quota of 45% of the broadcasting time for licensees to broadcast non-English (except Cantonese) programmes on the integrated English channels, provided that the programmes broadcast between 7:00 p.m. and 11:30 p.m. each day shall be in English.

<sup>15</sup> For the integrated Cantonese channels on free TV, the overall daily quota for licensees to broadcast Putonghua programmes with Chinese subtitles is 10%.

## 5.4 Positive Programme Requirements on Free TV Services<sup>16</sup>

57. Free TV viewers (excluding those who only watched RTHK programmes) were asked about their views on the type(s) of positive programmes that should continue to be offered in the licensees' free TV service and whether each type of the positive programmes should be broadcast more, less or remain unchanged. Their responses are summarised below.

| Type of positive programmes | Percentage of support | Adequacy of positive programmes |       |      |            |
|-----------------------------|-----------------------|---------------------------------|-------|------|------------|
|                             |                       | Unchanged                       | More  | Less | No comment |
| News                        | 86.9%                 | 75.3%                           | 18.7% | 0.7% | 5.4%       |
| Current affairs             | 75.8%                 | 75.6%                           | 19.0% | 0.5% | 4.8%       |
| Children                    | 36.7%                 | 71.7%                           | 19.4% | 1.7% | 7.2%       |
| Young persons               | 36.3%                 | 72.6%                           | 19.5% | 2.1% | 5.8%       |

## 5.5 Positive Programme Requirements on Radio Services<sup>17</sup>

58. Radio listeners (excluding those who only listened to RTHK programmes) were asked about their views on the type(s) of positive programmes that should continue to be offered in the licensees' radio services and whether each type of the positive programmes should be broadcast more, less or remain unchanged. Their responses are summarised below.

| Type of positive programmes | Percentage of support | Adequacy of positive programmes |       |      |            |
|-----------------------------|-----------------------|---------------------------------|-------|------|------------|
|                             |                       | Unchanged                       | More  | Less | No comment |
| News and weather            | 88.4%                 | 80.2%                           | 14.5% | 0.4% | 4.8%       |
| Current affairs             | 79.3%                 | 78.0%                           | 16.7% | 0.2% | 5.1%       |
| Arts and culture            | 35.8%                 | 67.3%                           | 24.4% | 3.0% | 5.4%       |
| Senior citizens             | 34.7%                 | 61.6%                           | 30.7% | 0.7% | 7.0%       |
| Young persons               | 33.0%                 | 68.1%                           | 22.4% | 2.5% | 7.0%       |
| Children                    | 26.2%                 | 68.1%                           | 16.7% | 7.7% | 7.5%       |

<sup>16</sup> Under the current regulatory regime for free TV services, licensees are required to broadcast certain hours of positive programmes, including news, current affairs (including 30 minutes of programmes to positively promote national education, national identity and the National Security Law), children, young persons and others. HKTVE, i-CABLE HOY and TVB are required to broadcast at least 41.5, 41.5 and 45.5 hours of positive programmes respectively per week.

<sup>17</sup> Under the current regulatory regime for radio services, licensees are required to broadcast certain hours of positive programmes, including news and weather, current affairs (including 30 minutes of programmes to positively promote national education, national identity and the National Security Law), arts and culture, senior citizens, young persons and children. CRHK and Metro are each required to broadcast at least 29 hours of positive programmes per week.

## 5.6 New Forms of Advertisements<sup>18</sup>

59. When free TV viewers (excluding those who only watched RTHK programmes) were asked about their views on the insertion of new forms of advertisements within free TV programmes,
- (a) 53.6% considered it acceptable for the licensees to insert new forms of advertisements in free TV programmes. In particular, the most acceptable new form of advertisement was advertising scenes<sup>19</sup> (34.7%), followed by advertising plays<sup>20</sup> (28.7%), advertisement banners (24.5%), squeeze back (13.6%) and split screen (9.9%);
  - (b) 11.3% objected to any new forms of advertisements be inserted within free TV programmes. The major reasons were “viewing pleasure would be negatively impacted” (8.7%) and “not interested in watching advertisements within free TV programmes” (1.6%); and
  - (c) 35.1% had no comment.

## 5.7 Advertising Time<sup>21</sup>

60. When free TV viewers (excluding those who only watched RTHK programmes) were asked about their views on the advertising time limit for free TV services, 55.5% considered that the existing limit should remain unchanged while 20.2% considered that it could be relaxed. 24.3% had no comment.
61. As for radio services, 59.1% of radio listeners (excluding those who only listened to RTHK programmes) considered that the advertising time limit should remain unchanged while 18.4% considered that it could be relaxed. 22.6% had no comment.

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<sup>18</sup> Under the current regulatory regime for free TV services, in-programme advertising material are allowed through the following ways – (a) product / service sponsorship (also commonly referred to as “product placement”), provided that it is presented in a natural and unobtrusive manner without direct encouragement of purchase or use of product / service and with prior notification to viewers; and (b) in-programme sponsor identifications subject to basic ground rules to protect the viewers’ interest. Such material will not be counted towards the advertising time allowed for free TV services (please see footnote 21).

<sup>19</sup> “Advertising scene” generally refers to the insertion of advertising material at the end of the programme. The advertising contents may feature scenes and/or characters related to the programme, with direct exhortations to the viewers to purchase or use the product/service and price information.

<sup>20</sup> “Advertising play” generally refers to the insertion of advertising material within the programme. The advertising contents may feature scenes and/or characters related to the programme, with direct exhortations to the viewers to purchase or use the product/service and price information.

<sup>21</sup> For free TV services, the aggregate advertising time shall not exceed 10 minutes per clock hour between the period from 5:00 p.m. to 11:00 p.m. each day and at other times the aggregate advertising time shall not exceed 18% of the total time the service is provided in that period. For radio services, the aggregate advertising time on any day shall not exceed 12% of the total broadcast time of that day.

## Appendix – Questionnaire

| Opinion Survey on Broadcasting Services - Questionnaire |   |                      |                      |
|---|---|----------------------|----------------------|
| Q1  | <a href="#">[Ask All]</a><br>Record data collection method <b>[Single Answer]</b>   | Code                 | Route                |
|   | Face-to-face interview  | 1                    |                      |
|   | Telephone interview   | 2                    |                      |
|   | Online questionnaire  | 3                    |                      |
| Q2  | <a href="#">[Ask All]</a><br>Please select the language <b>[Single Answer]</b>  | Code                 | Route                |
|   | Traditional Chinese   | 1                    |                      |
|   | English   | 2                    |                      |
|   | Simplified Chinese  | 3                    |                      |
| Q3a   | <a href="#">[Only ask for face-to-face or telephone interviews]</a><br>Please record the serial reference number (SN reference no.) on the household letter |                      |                      |
| (R1)  | Serial reference number (SN reference no.)  | <input type="text"/> | <input type="text"/> |
|   |   | <input type="text"/> | <input type="text"/> |
|   |   | <input type="text"/> | <input type="text"/> |
| Q3b   | <a href="#">[Only ask for online questionnaires]</a><br>Please enter the password on the household letter   |                      |                      |
| (R1)  | Password  | <input type="text"/> | <input type="text"/> |
|   |   | <input type="text"/> | <input type="text"/> |
| Q4  | <a href="#">[Ask All]</a><br>Is this address at <b>(show address based on SN in address list)? [Single Answer]</b>  | Code                 | Route                |
|   | Yes   | 1                    |                      |
|   | No  | 2                    |                      |







| Screening Questions |  |      |       |
|---------------------|--|------|-------|
| Q11                 | <p><a href="#">[Ask All]</a><br/><a href="#">Showcard</a><br/>In the past month, did you ever listen to any of the radio programmes of the following broadcaster(s)? <b>[Multiple Answers]</b></p> <p><b>Interviewer note (do not read out to respondent):</b><br/><i>This includes those listening to the radio programmes of RTHK and those using conventional radio sets, official webcast of radio services as well as those using mobile applications and Internet based streaming service (e.g. YouTube, Hong Kong Toolbar developed by CRHK) in listening to radio programmes.</i></p> <p><b>Yes</b> – Hong Kong Commercial Broadcasting Company Limited (i.e. CRHK) 1<br/>Metro Broadcast Corporation Limited (i.e. Metro) 2<br/>Radio Television Hong Kong (i.e. RTHK) 3</p> <p><b>[Single Answer] No</b> – I did not listen to any radio programmes in the past month 9</p>  | Code | Route |
| Q12                 | <p><a href="#">[Ask All]</a><br/><a href="#">Showcard</a><br/>In the past month, did you ever watch any of the TV programmes of the following broadcaster(s)? <b>[Multiple Answers]</b></p> <p><b>Interviewer note (do not read out to respondent):</b><br/><i>This includes those watching pay TV (i.e. Now TV), non-domestic TV (e.g. Star China), the free TV programmes of RTHK and those using conventional TV sets, live or catch-up TV services (e.g. myTV SUPER, Xiaomi Mi Box), as well as those using mobile applications and Internet based streaming service (e.g. YouTube, Youku) in watching television programmes.</i></p> <p><b>Yes</b> – Television Broadcasts Limited (i.e. TVB) 1<br/>HK Television Entertainment Company Limited (i.e. ViuTV) 2<br/>i-CABLE HOY Limited (i.e. HOY TV) 3<br/>Radio Television Hong Kong (i.e. RTHK) 4<br/>PCCW Media Limited (i.e. Now TV) 5<br/>Non-domestic TV licensees (e.g. Star China) 6</p> <p><b>[Single Answer] No</b> – I did not watch any TV programmes in the past month 9</p> | Code | Route |
| Q13                 | <p><a href="#">[Only ask TV users]</a><br/>In the past month, with what devices did you watch TV programmes? <b>[Multiple Answers]</b></p> <p>TV sets (using free TV signal) 1<br/>TV sets with set-top boxes/ TV boxes (e.g. myTV SUPER, Xiaomi Mi Box) 2<br/>Computers/ mobile phones/ tablets (e.g. YouTube, Youku) 3<br/>Smart TV (using Internet functions) 4</p>   | Code | Route |

**Part A: Sound Broadcasting Services**

Now, I would like to ask you questions about your **habits of listening to conventional radio programmes, online music and other Internet radio programmes in the past month.**

|     |   |                              |       |  |
|-----|---|------------------------------|-------|--|
| Q14 | <p><b><u>Only ask radio users</u></b><br/>                 In the past month, how often did you listen to the radio programmes of CRHK, Metro and/or RTHK? <b>[Single Answer]</b></p> | Code                         | Route |  |
|     |   | Every day                    | 1     |  |
|     |   | 4-6 days a week              | 2     |  |
|     |   | 1-3 days a week              | 3     |  |
|     |   | At least 1 day every 2 weeks | 4     |  |
|     |   | At least 1 day every month   | 5     |  |

|     |  |   |  |  |
|-----|--|---|--|--|
| Q15 | <p><b><u>Only ask radio users</u></b><br/>                 In the past month, what is the proportion of time (<b>in percentage terms</b>) did you spend on the following methods to listen to radio programmes of CRHK, Metro and/or RTHK?</p> |   |  |  |
|     |  | (R1) % on conventional radio sets   |  |  |
|     |  | (R2) % on mobile apps (e.g. Hong Kong Toolbar by CRHK, YouTube)               |  |  |
|     |  | (R3) % on laptops / desktop computers / tablets (e.g. Radio station webcasts) |  |  |

|     |   |                              |       |  |
|-----|---|------------------------------|-------|--|
| Q16 | <p><b><u>Only ask radio users</u></b><br/>                 In the past month, how often did you listen to any online music platforms (e.g. Spotify, Apple Music, YouTube Music, JOOX, MOOV, KKBOX) or other Internet radio programmes (e.g. BBC Sounds, The Voice of China, Qingchen Music Radio)? <b>[Single Answer]</b></p> | Code                         | Route |  |
|     |   | Every day                    | 1     |  |
|     |   | 4-6 days a week              | 2     |  |
|     |   | 1-3 days a week              | 3     |  |
|     |   | At least 1 day every 2 weeks | 4     |  |
|     |   | At least 1 day every month   | 5     |  |
|     | Never   | 9                            |       |  |

Q17a **Only ask radio users who have listened to radio programmes using conventional radio sets**  
 How many hours of your **daily** average did you usually spend on listening to radio programmes **through conventional radio sets** during weekdays and weekends?

Q17b **Only ask radio users who have listened to conventional radio programmes using mobile apps, laptops, desktop computers or tablets**  
 How many hours of your **daily** average did you usually spend on listening to conventional radio programmes **on the Internet** during weekdays and weekends?

Q17c **Only ask radio users who have listened to online music platforms or other Internet radio programmes**  
 How many hours of your **daily** average did you usually spend on listening to **online music platforms** (e.g. Spotify, Apple Music, YouTube Music, JOOX, MOOV, KKBOX) or other Internet radio programmes (e.g. BBC Sounds, The Voice of China, Qingchen Music Radio) during weekdays and weekends?

|      |  | Q17a<br>Conventional radio sets (with AM/FM channels) |       | Q17b<br>On the Internet |       | Q17c<br>Online music platforms/ other Internet radio programmes |       |
|------|--|---|-------|-------------------------|-------|---|-------|
| (R1) | Weekdays (Monday to Friday) – average hours per day    |   | hours |                         | hours |   | hours |
| (R2) | Weekends (Saturday and Sunday) – average hours per day |   | hours |                         | hours |   | hours |
| (R3) | Hours in total   |   | hours |                         | hours |   | hours |

- Q18a [\[Only ask radio users who have listened to radio programmes using conventional radio sets\]](#)  
**Showcard**  
 What was/ were the **daily** time slot(s) that you listened to radio programmes **through conventional radio sets** during weekdays and weekends?
- Q18b [\[Only ask radio users who have listened to conventional radio programmes using mobile apps, laptops, desktop computers or tablets\]](#)  
**Showcard**  
 What was/ were the **daily** time slot(s) that you usually listened to conventional radio programmes **on the Internet** during weekdays and weekends?
- Q18c [\[Only ask radio users who have listened to online music platforms or other Internet radio programmes\]](#)  
**Showcard**  
 What was/ were the **daily** time slot(s) that you usually listened to **online music platforms** (e.g. Spotify, Apple Music, YouTube Music, JOOX, MOOV, KKBOX) or **other Internet radio programmes** (e.g. BBC Sounds, The Voice of China, Qingchen Music Radio) during weekdays and weekends?

|   |                | Q18a<br>Conventional radio sets (with AM/ FM channels) |                                   | Q18b<br>On the Internet        |                                   | Q18c<br>Online music platforms/<br>other Internet radio programmes |                                   |
|---|----------------|--|-----------------------------------|--------------------------------|-----------------------------------|--|-----------------------------------|
|   |                | Weekdays<br>(Monday to Friday)                         | Weekends<br>(Saturday and Sunday) | Weekdays<br>(Monday to Friday) | Weekends<br>(Saturday and Sunday) | Weekdays<br>(Monday to Friday)                                     | Weekends<br>(Saturday and Sunday) |
| <b>=== Mid Night To Morning (00:00-05:59) ===</b> |                |  |                                   |                                |                                   |  |                                   |
| (R1)  | 00:00 to 00:29 | 1  | 1                                 | 1                              | 1                                 | 1  | 1                                 |
| (R2)  | 00:30 to 00:59 | 2  | 2                                 | 2                              | 2                                 | 2  | 2                                 |
| (R3)  | 01:00 to 01:29 | 3  | 3                                 | 3                              | 3                                 | 3  | 3                                 |
| (R4)  | 01:30 to 01:59 | 4  | 4                                 | 4                              | 4                                 | 4  | 4                                 |
| (R5)  | 02:00 to 02:29 | 5  | 5                                 | 5                              | 5                                 | 5  | 5                                 |
| (R6)  | 02:30 to 02:59 | 6  | 6                                 | 6                              | 6                                 | 6  | 6                                 |
| (R7)  | 03:00 to 03:29 | 7  | 7                                 | 7                              | 7                                 | 7  | 7                                 |
| (R8)  | 03:30 to 03:59 | 8  | 8                                 | 8                              | 8                                 | 8  | 8                                 |
| (R9)  | 04:00 to 04:29 | 9  | 9                                 | 9                              | 9                                 | 9  | 9                                 |
| (R10)   | 04:30 to 04:59 | 10   | 10                                | 10                             | 10                                | 10   | 10                                |
| (R11)   | 05:00 to 05:29 | 11   | 11                                | 11                             | 11                                | 11   | 11                                |
| (R12)   | 05:30 to 05:59 | 12   | 12                                | 12                             | 12                                | 12   | 12                                |
| <b>=== Morning to Noon (06:00-11:59) ===</b>      |                |  |                                   |                                |                                   |  |                                   |
| (R13)   | 06:00 to 06:29 | 13   | 13                                | 13                             | 13                                | 13   | 13                                |
| (R14)   | 06:30 to 06:59 | 14   | 14                                | 14                             | 14                                | 14   | 14                                |
| (R15)   | 07:00 to 07:29 | 15   | 15                                | 15                             | 15                                | 15   | 15                                |
| (R16)   | 07:30 to 07:59 | 16   | 16                                | 16                             | 16                                | 16   | 16                                |
| (R17)   | 08:00 to 08:29 | 17   | 17                                | 17                             | 17                                | 17   | 17                                |
| (R18)   | 08:30 to 08:59 | 18   | 18                                | 18                             | 18                                | 18   | 18                                |
| (R19)   | 09:00 to 09:29 | 19   | 19                                | 19                             | 19                                | 19   | 19                                |
| (R20)   | 09:30 to 09:59 | 20   | 20                                | 20                             | 20                                | 20   | 20                                |
| (R21)   | 10:00 to 10:29 | 21   | 21                                | 21                             | 21                                | 21   | 21                                |
| (R22)   | 10:30 to 10:59 | 22   | 22                                | 22                             | 22                                | 22   | 22                                |
| (R23)   | 11:00 to 11:29 | 23   | 23                                | 23                             | 23                                | 23   | 23                                |
| (R24)   | 11:30 to 11:59 | 24   | 24                                | 24                             | 24                                | 24   | 24                                |

| === Noon to Evening (12:00-17:59) ===      |                    |    |    |    |    |    |    |
|--|--------------------|----|----|----|----|----|----|
| (R25)                                      | 12:00 to 12:29     | 25 | 25 | 25 | 25 | 25 | 25 |
| (R26)                                      | 12:30 to 12:59     | 26 | 26 | 26 | 26 | 26 | 26 |
| (R27)                                      | 13:00 to 13:29     | 27 | 27 | 27 | 27 | 27 | 27 |
| (R28)                                      | 13:30 to 13:59     | 28 | 28 | 28 | 28 | 28 | 28 |
| (R29)                                      | 14:00 to 14:29     | 29 | 29 | 29 | 29 | 29 | 29 |
| (R30)                                      | 14:30 to 14:59     | 30 | 30 | 30 | 30 | 30 | 30 |
| (R31)                                      | 15:00 to 15:29     | 31 | 31 | 31 | 31 | 31 | 31 |
| (R32)                                      | 15:30 to 15:59     | 32 | 32 | 32 | 32 | 32 | 32 |
| (R33)                                      | 16:00 to 16:29     | 33 | 33 | 33 | 33 | 33 | 33 |
| (R34)                                      | 16:30 to 16:59     | 34 | 34 | 34 | 34 | 34 | 34 |
| (R35)                                      | 17:00 to 17:29     | 35 | 35 | 35 | 35 | 35 | 35 |
| (R36)                                      | 17:30 to 17:59     | 36 | 36 | 36 | 36 | 36 | 36 |
| === Evening to Mid Night (18:00-23:59) === |                    |    |    |    |    |    |    |
| (R37)                                      | 18:00 to 18:29     | 37 | 37 | 37 | 37 | 37 | 37 |
| (R38)                                      | 18:30 to 18:59     | 38 | 38 | 38 | 38 | 38 | 38 |
| (R39)                                      | 19:00 to 19:29     | 39 | 39 | 39 | 39 | 39 | 39 |
| (R40)                                      | 19:30 to 19:59     | 40 | 40 | 40 | 40 | 40 | 40 |
| (R41)                                      | 20:00 to 20:29     | 41 | 41 | 41 | 41 | 41 | 41 |
| (R42)                                      | 20:30 to 20:59     | 42 | 42 | 42 | 42 | 42 | 42 |
| (R43)                                      | 21:00 to 21:29     | 43 | 43 | 43 | 43 | 43 | 43 |
| (R44)                                      | 21:30 to 21:59     | 44 | 44 | 44 | 44 | 44 | 44 |
| (R45)                                      | 22:00 to 22:29     | 45 | 45 | 45 | 45 | 45 | 45 |
| (R46)                                      | 22:30 to 22:59     | 46 | 46 | 46 | 46 | 46 | 46 |
| (R47)                                      | 23:00 to 23:29     | 47 | 47 | 47 | 47 | 47 | 47 |
| (R48)                                      | 23:30 to 23:59     | 48 | 48 | 48 | 48 | 48 | 48 |
| (R99)                                      | No fixed time slot | 99 | 99 | 99 | 99 | 99 | 99 |
| (R98)                                      | None of the above  | 98 | 98 | 98 | 98 | 98 | 98 |

| Q19 | <a href="#">[Only ask radio users]</a><br><a href="#">Showcard</a>             | Code | Route |
|-----|--|------|-------|
|     | Why did you listen to conventional radio programmes? <b>[Multiple Answers]</b> |      |       |
|     | Being available during transportation  | 1    |       |
|     | Listened to a programme which had been widely talked about                     | 2    |       |
|     | Not interested in boring TV programmes   | 3    |       |
|     | Just to have “background” sound to go with other chores I’m taking care of     | 4    |       |
|     | For obtaining information  | 5    |       |
|     | For listening to music   | 6    |       |
|     | For acquiring knowledge/self-improvement                                       | 7    |       |
|     | Others (please specify): _____   | 96   |       |
|     | Others (please specify): _____   | 97   |       |
|     | Others (please specify): _____   | 98   |       |

**Q20** [\[Only ask radio users\]](#)  
[Showcard](#)  
 Which of the following radio channel(s) did you most often listen to on weekdays (i.e. Mondays to Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? **[Multiple Answers]**

Please prioritise your answers in numerical sequence, with “1” being your most frequently listened channel , “2” being your second most frequently listened channel and so forth.

|       |   | Q20                            |                                   |
|-------|---|--------------------------------|-----------------------------------|
|       |   | Weekdays<br>(Monday to Friday) | Weekends<br>(Saturday and Sunday) |
| (R1)  | CRHK - CR1  |                                |                                   |
| (R2)  | CRHK - CR2  |                                |                                   |
| (R3)  | CRHK - AM864 (AM channel)   |                                |                                   |
| (R4)  | Metro - Metro Info  |                                |                                   |
| (R5)  | Metro - Metro Finance   |                                |                                   |
| (R6)  | Metro - Metro Plus (AM channel)                                   |                                |                                   |
| (R7)  | RTHK Radio 1  |                                |                                   |
| (R8)  | RTHK Radio 2  |                                |                                   |
| (R9)  | RTHK Radio 3 (AM channel)   |                                |                                   |
| (R10) | RTHK Radio 4  |                                |                                   |
| (R11) | RTHK Radio 5 (AM channel)   |                                |                                   |
| (R12) | RTHK Putonghua Channel (AM channel)                               |                                |                                   |
| (R13) | RTHK China National Radio Voice of Hong Kong Channel (AM channel) |                                |                                   |
| (R14) | RTHK China Media Group Radio The Greater Bay                      |                                |                                   |

**Q21** [\[Only ask radio users\]](#)  
[Showcard](#)  
 Why did you prioritise radio channel(s) of a particular broadcaster over the others?  
**[Multiple Answers]**

|   | Code | Route |
|---|------|-------|
| More high-quality productions                         | 1    |       |
| Provision of trusted and instant news and information | 2    |       |
| More programmes with new ideas and creative elements  | 3    |       |
| More attractive disc jockeys                          | 4    |       |
| A wide range of different genres of programmes        | 5    |       |
| Habitual listening                                    | 6    |       |
| Others (please specify): _____                        | 97   |       |
| Others (please specify): _____                        | 98   |       |
| Others (please specify): _____                        | 99   |       |

Q22 [\[Only ask radio users\]](#)  
[Showcard](#)  
 Which **type(s) of radio programmes** did you most often listen to? **[Multiple Answers]**

Please prioritise your answers in numerical sequence, with “1” being your most frequently listened type of radio programme, “2” being your second most frequently listened type of radio programme and so forth.

|       |   |  |
|-------|---|--|
| (R1)  | News Programmes   |  |
| (R2)  | Weather / Traffic Reports   |  |
| (R3)  | Current Affairs / Finance / Market Information Programmes                                   |  |
| (R4)  | Infotainment Programmes<br>(e.g. Arts and Culture, Health, Education, Gourmet, Travelogues) |  |
| (R5)  | Talk Shows / Game Shows / Magazine  |  |
| (R6)  | Music Programmes  |  |
| (R7)  | Dramas  |  |
| (R8)  | Horse Racing Programmes   |  |
| (R9)  | Sports Programmes   |  |
| (R96) | Others (please specify): _____  |  |
| (R97) | Others (please specify): _____  |  |
| (R98) | Others (please specify): _____  |  |

Now, I would like to know your views on the **variety of radio programmes**.

Q23 [\[Only ask radio users\]](#)  
[Showcard](#)  
 Overall speaking, are you satisfied with the **variety of the radio programmes** currently provided? **[Single Answer]**

|                                     | Code | Route |
|-------------------------------------|------|-------|
| Very satisfied                      | 5    |       |
| Quite satisfied                     | 4    |       |
| <b>[Do not read out]</b> Average    | 3    |       |
| Quite dissatisfied                  | 2    |       |
| Very dissatisfied                   | 1    |       |
| <b>[Do not read out]</b> No comment | 9    |       |

Q24 [\[Only ask radio users who are dissatisfied with the variety of radio programmes\]](#)  
[Showcard](#)  
 Why are you dissatisfied with the variety of the radio programmes currently provided? **[Multiple Answers]**

|  | Code | Route |
|--|------|-------|
| Programmes have been pre-dominated by similar genres<br>(e.g. finance or current affairs programmes) | 1    |       |
| Insufficient variety of programmes to suit the needs of different age groups                         | 2    |       |
| Lack of programmes that bring new ideas and creativity   | 3    |       |
| Lack of programmes to cater for the needs of ethnic minorities                                       | 4    |       |
| Others (please specify): _____   | 5    |       |
| Others (please specify): _____   | 6    |       |
| Others (please specify): _____   | 7    |       |



Now, I would like to know your views on the **online music platforms** or **other Internet radio services**.

| Q25 | <a href="#">[Only ask online music platform/ other Internet radio programme users]</a><br><a href="#">Showcard</a>  | Code | Route |
|-----|---|------|-------|
|     | <p>Which of the following <b>online music platforms</b> did you most often listen to?<br/> <b>[Multiple Answers]</b></p> <p>Please prioritise your answers in numerical sequence, with “1” being your most frequently listened platform, “2” being your second most frequently listened platform and so forth.</p> <p style="text-align: right;">Spotify _____</p> <p style="text-align: right;">Apple Music _____</p> <p style="text-align: right;">JOOX _____</p> <p style="text-align: right;">MOOV _____</p> <p style="text-align: right;">KKBOX _____</p> <p style="text-align: right;">YouTube Music _____</p> <p style="text-align: right;">Others (please specify): _____</p> <p style="text-align: right;">Others (please specify): _____</p> <p style="text-align: right;">Others (please specify): _____</p> <p style="text-align: right;">Not listen to any online music platforms 99</p> |      |       |
| Q26 | <a href="#">[Only ask online music platform/ other Internet radio programme users]</a><br><a href="#">Showcard</a>  | Code | Route |
|     | <p>Which of the following <b>other Internet radio programme platforms</b> did you most often listen to? <b>[Multiple Answers]</b></p> <p>Please prioritise your answers in numerical sequence, with “1” being your most frequently listened platform, “2” being your second most frequently listened platform and so forth.</p> <p style="text-align: right;">BBC Sounds _____</p> <p style="text-align: right;">The Voice of China _____</p> <p style="text-align: right;">Qingchen Music Radio _____</p> <p style="text-align: right;">Others (please specify): _____</p> <p style="text-align: right;">Others (please specify): _____</p> <p style="text-align: right;">Others (please specify): _____</p> <p style="text-align: right;">Not listen to any other Internet radio programme platforms 99</p>   |      |       |
| Q27 | <a href="#">[Only ask online music platform/ other Internet radio programme users]</a><br><a href="#">Showcard</a>  | Code | Route |
|     | <p>Why did you listen to online music platforms or other Internet radio programmes?<br/> <b>[Multiple Answers]</b></p> <p>Listened to programmes that were not available in conventional radio broadcasters 1</p> <p style="text-align: right;">More choices of music 2</p> <p style="text-align: right;">Can choose what to listen to at any time 3</p> <p style="text-align: right;">Others (please specify): _____ 96</p> <p style="text-align: right;">Others (please specify): _____ 97</p> <p style="text-align: right;">Others (please specify): _____ 98</p>  |      |       |

**Part B: Television Programme Services**

Now, I would like to ask about your **habit of watching TV programmes and/or Internet-based media in the past month**.

- Q28a [\[Only ask free TV users\]](#)  
In the past month, how often did you watch **free TV programmes** of TVB, ViuTV, HOY TV and /or RTHK, regardless of where your viewing took place on each occasion (including watching them on TV sets and through Internet using different devices)? **[Single Answer]**
- Q28b [\[Only ask pay TV users\]](#)  
In the past month, how often did you watch **pay TV programmes** of Now TV, regardless of where your viewing took place on each occasion (including watching them on TV sets and through Internet using different devices)? **[Single Answer]**
- Q28c [\[Only ask non-domestic TV users\]](#)  
In the past month, how often did you watch **non-domestic TV programmes** (e.g. Star China), regardless of where your viewing took place on each occasion (including watching them on TV sets and through Internet using different devices)? **[Single Answer]**
- Q28d [\[Ask TV users\]](#)  
In the past month, how often did you watch **Internet-based media** (e.g. “Joy of Life 2” (TV series on Disney+) and “Queen of Tears” (TV series on Netflix)), regardless of where your viewing took place on each occasion? **[Single Answer]**

|      |                              | Q28a<br>Free TV programmes | Q28b<br>Pay TV programmes | Q28c<br>Non-domestic TV programmes | Q28d<br>Internet-based media |
|------|------------------------------|----------------------------|---------------------------|------------------------------------|------------------------------|
| (R1) | Every day                    | 1                          | 1                         | 1                                  | 1                            |
| (R2) | 4-6 days a week              | 2                          | 2                         | 2                                  | 2                            |
| (R3) | 1-3 days a week              | 3                          | 3                         | 3                                  | 3                            |
| (R4) | At least 1 day every 2 weeks | 4                          | 4                         | 4                                  | 4                            |
| (R6) | At least 1 day every month   | 6                          | 6                         | 6                                  | 6                            |
| (R9) | Never                        |                            |                           |                                    | 9                            |

Q29 [\[Only ask free TV users\]](#)  
In the past month, how often (**in percentage terms**) did you use the following methods to watch free TV programmes?

|       |  |  |  |  |
|-------|--|--|--|--|
| (R1)  | % on conventional TV sets (without Internet functions)                     |  |  |  |
| (R2)  | % on Smart TV (using free TV signal)                                       |  |  |  |
| (R3)  | % on Smart TV (using Internet functions)                                   |  |  |  |
| (R4)  | % on mobile phones   |  |  |  |
| (R5)  | % on laptops/ desktop computers/ tablets                                   |  |  |  |
| (R6)  | % on TV sets with set-top boxes/ TV boxes (e.g. myTV SUPER, Xiaomi Mi Box) |  |  |  |
| (R96) | % of using Other 1 (please specify the platform): _____                    |  |  |  |
| (R97) | % of using Other 2 (please specify the platform): _____                    |  |  |  |
| (R98) | % of using Other 3 (please specify the platform): _____                    |  |  |  |

- Q30a [\[Only ask free TV users\]](#)  
How many hours of your **daily** average did you usually spend on the **free TV programmes** during weekdays and weekends?
- Q30b [\[Only ask pay TV users\]](#)  
How many hours of your **daily** average did you usually spend on the **pay TV programmes** during weekdays and weekends?
- Q30c [\[Only ask non-domestic TV users\]](#)  
How many hours of your **daily** average did you usually spend on the **non-domestic TV programmes** during weekdays and weekends?
- Q30d [\[Only ask Internet-based TV users\]](#)  
How many hours of your **daily** average did you usually spend on the **Internet-based media** during weekdays and weekends?
- Q30e [\[Only ask social media users\]](#)  
How many hours of your **daily** average did you usually spend on the **social media** during weekdays and weekends?
- Q30f [\[Only ask other online activities users\]](#)  
How many hours of your **daily** average did you usually spend on the **other online activities (e.g. playing video games, online shopping, browsing Internet)** during weekdays and weekends?

|      |  | Q30a<br>Free TV<br>programmes |       | Q30b<br>Pay TV<br>Programmes |       | Q30c<br>Non-domestic<br>TV<br>programmes |       | Q30d<br>Internet-<br>based media |       | Q30e<br>Social media |       | Q30f<br>Other online<br>activities |       |
|------|--|-------------------------------|-------|------------------------------|-------|--|-------|----------------------------------|-------|----------------------|-------|------------------------------------|-------|
| (R1) | Weekdays<br>(Monday to Friday)<br>– average hours<br>per day       |                               | hours |                              | hours |  | hours |                                  | hours |                      | hours |                                    | hours |
| (R2) | Weekends<br>(Saturday and<br>Sunday)<br>– average hours<br>per day |                               | hours |                              | hours |  | hours |                                  | hours |                      | hours |                                    | hours |
| (R3) | Hours in total   |                               | hours |                              | hours |  | hours |                                  | hours |                      | hours |                                    | hours |

**Q31** [Showcard](#)  
[\[Only ask free TV users\]](#)  
 Q31a. What was/ were the **daily** time slot(s) that you spent on **free TV programmes** during weekdays and weekends?

[\[Only ask pay TV users\]](#)  
 Q31b. What was/ were the **daily** time slot(s) that you spent on **pay TV programmes** during weekdays and weekends?

[\[Only ask non-domestic TV users\]](#)  
 Q31c. What was/ were the **daily** time slot(s) that you spent on **non-domestic TV programmes (e.g. Star China)** during weekdays and weekends?

[\[Only ask Internet-based media users\]](#)  
 Q31d. What was/ were the **daily** time slot(s) that you spent on **Internet-based media** during weekdays and weekends?

[\[Only ask social media users\]](#)  
 Q31e. What was/ were the **daily** time slot(s) that you spent on **social media** during weekdays and weekends?

[\[Only ask other online activities users\]](#)  
 Q31f. What was/ were the **daily** time slot(s) that you spent on **other online activities (e.g. playing video games, online shopping, browsing Internet)** during weekdays and weekends?

|   | Q31a<br>Free TV programmes  |                               | Q31b<br>Pay TV programmes   |                               | Q31c<br>Non-domestic TV programmes |                               | Q31d<br>Internet-based media |                               | Q31e<br>Social media        |                               | Q31f<br>Other online activities |                               |
|---|-----------------------------|-------------------------------|-----------------------------|-------------------------------|------------------------------------|-------------------------------|------------------------------|-------------------------------|-----------------------------|-------------------------------|---------------------------------|-------------------------------|
|   | Weekdays (Monday to Friday) | Weekend (Saturday and Sunday) | Weekdays (Monday to Friday) | Weekend (Saturday and Sunday) | Weekdays (Monday to Friday)        | Weekend (Saturday and Sunday) | Weekdays (Monday to Friday)  | Weekend (Saturday and Sunday) | Weekdays (Monday to Friday) | Weekend (Saturday and Sunday) | Weekdays (Monday to Friday)     | Weekend (Saturday and Sunday) |
| <b>=== Mid Night To Morning (00:00-05:59) ===</b> |                             |                               |                             |                               |                                    |                               |                              |                               |                             |                               |                                 |                               |
| (R1) 00:00 to 00:29                               | 1                           | 1                             | 1                           | 1                             | 1                                  | 1                             | 1                            | 1                             | 1                           | 1                             | 1                               | 1                             |
| (R2) 00:30 to 00:59                               | 2                           | 2                             | 2                           | 2                             | 2                                  | 2                             | 2                            | 2                             | 2                           | 2                             | 2                               | 2                             |
| (R3) 01:00 to 01:29                               | 3                           | 3                             | 3                           | 3                             | 3                                  | 3                             | 3                            | 3                             | 3                           | 3                             | 3                               | 3                             |
| (R4) 01:30 to 01:59                               | 4                           | 4                             | 4                           | 4                             | 4                                  | 4                             | 4                            | 4                             | 4                           | 4                             | 4                               | 4                             |
| (R5) 02:00 to 02:29                               | 5                           | 5                             | 5                           | 5                             | 5                                  | 5                             | 5                            | 5                             | 5                           | 5                             | 5                               | 5                             |
| (R6) 02:30 to 02:59                               | 6                           | 6                             | 6                           | 6                             | 6                                  | 6                             | 6                            | 6                             | 6                           | 6                             | 6                               | 6                             |
| (R7) 03:00 to 03:29                               | 7                           | 7                             | 7                           | 7                             | 7                                  | 7                             | 7                            | 7                             | 7                           | 7                             | 7                               | 7                             |
| (R8) 03:30 to 03:59                               | 8                           | 8                             | 8                           | 8                             | 8                                  | 8                             | 8                            | 8                             | 8                           | 8                             | 8                               | 8                             |
| (R9) 04:00 to 04:29                               | 9                           | 9                             | 9                           | 9                             | 9                                  | 9                             | 9                            | 9                             | 9                           | 9                             | 9                               | 9                             |
| (R10) 04:30 to 04:59                              | 10                          | 10                            | 10                          | 10                            | 10                                 | 10                            | 10                           | 10                            | 10                          | 10                            | 10                              | 10                            |
| (R11) 05:00 to 05:29                              | 11                          | 11                            | 11                          | 11                            | 11                                 | 11                            | 11                           | 11                            | 11                          | 11                            | 11                              | 11                            |

|  |                   |    |    |    |    |    |    |    |    |    |    |    |    |
|--|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| (R12)  | 05:30 to<br>05:59 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 |
| <b>=== Morning to Noon (06:00-11:59) ===</b> |                   |    |    |    |    |    |    |    |    |    |    |    |    |
| (R13)  | 06:00 to<br>06:29 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| (R14)  | 06:30 to<br>06:59 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 |
| (R15)  | 07:00 to<br>07:29 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| (R16)  | 07:30 to<br>07:59 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 |
| (R17)  | 08:00 to<br>08:29 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 |
| (R18)  | 08:30 to<br>08:59 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 |
| (R19)  | 09:00 to<br>09:29 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 |
| (R20)  | 09:30 to<br>09:59 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| (R21)  | 10:00 to<br>10:29 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 |
| (R22)  | 10:30 to<br>10:59 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 |
| (R23)  | 11:00 to<br>11:29 | 23 | 23 | 23 | 23 | 23 | 23 | 23 | 23 | 23 | 23 | 23 | 23 |
| (R24)  | 11:30 to<br>11:59 | 24 | 24 | 24 | 24 | 24 | 24 | 24 | 24 | 24 | 24 | 24 | 24 |
| <b>=== Noon to Evening (12:00-17:59) ===</b> |                   |    |    |    |    |    |    |    |    |    |    |    |    |
| (R25)  | 12:00 to<br>12:29 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| (R26)  | 12:30 to<br>12:59 | 26 | 26 | 26 | 26 | 26 | 26 | 26 | 26 | 26 | 26 | 26 | 26 |
| (R27)  | 13:00 to<br>13:29 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 |
| (R28)  | 13:30 to<br>13:59 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 |
| (R29)  | 14:00 to<br>14:29 | 29 | 29 | 29 | 29 | 29 | 29 | 29 | 29 | 29 | 29 | 29 | 29 |
| (R30)  | 14:30 to<br>14:59 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| (R31)  | 15:00 to<br>15:29 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 |
| (R32)  | 15:30 to<br>15:59 | 32 | 32 | 32 | 32 | 32 | 32 | 32 | 32 | 32 | 32 | 32 | 32 |
| (R33)  | 16:00 to<br>16:29 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 | 33 |
| (R34)  | 16:30 to<br>16:59 | 34 | 34 | 34 | 34 | 34 | 34 | 34 | 34 | 34 | 34 | 34 | 34 |
| (R35)  | 17:00 to<br>17:29 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 |
| (R36)  | 17:30 to          | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |

|       |   |    |    |    |    |    |    |    |    |    |    |    |    |
|-------|---|----|----|----|----|----|----|----|----|----|----|----|----|
|       | 17:59   |    |    |    |    |    |    |    |    |    |    |    |    |
| ===   | <b>Evening to<br/>Mid Night<br/>(18:00-23:59)</b> |    |    |    |    |    |    |    |    |    |    |    |    |
|       | ===   |    |    |    |    |    |    |    |    |    |    |    |    |
| (R37) | 18:00 to<br>18:29                                 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| (R38) | 18:30 to<br>18:59                                 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 |
| (R39) | 19:00 to<br>19:29                                 | 39 | 39 | 39 | 39 | 39 | 39 | 39 | 39 | 39 | 39 | 39 | 39 |
| (R40) | 19:30 to<br>19:59                                 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| (R41) | 20:00 to<br>20:29                                 | 41 | 41 | 41 | 41 | 41 | 41 | 41 | 41 | 41 | 41 | 41 | 41 |
| (R42) | 20:30 to<br>20:59                                 | 42 | 42 | 42 | 42 | 42 | 42 | 42 | 42 | 42 | 42 | 42 | 42 |
| (R43) | 21:00 to<br>21:29                                 | 43 | 43 | 43 | 43 | 43 | 43 | 43 | 43 | 43 | 43 | 43 | 43 |
| (R44) | 21:30 to<br>21:59                                 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| (R45) | 22:00 to<br>22:29                                 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |
| (R46) | 22:30 to<br>22:59                                 | 46 | 46 | 46 | 46 | 46 | 46 | 46 | 46 | 46 | 46 | 46 | 46 |
| (R47) | 23:00 to<br>23:29                                 | 47 | 47 | 47 | 47 | 47 | 47 | 47 | 47 | 47 | 47 | 47 | 47 |
| (R48) | 23:30 to<br>23:59                                 | 48 | 48 | 48 | 48 | 48 | 48 | 48 | 48 | 48 | 48 | 48 | 48 |
| (R99) | No fixed<br>time slot                             | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| (R98) | None of<br>the<br>above                           | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |

|     |   |      |       |
|-----|---|------|-------|
| Q32 | <a href="#">[Only ask free TV users]</a><br>By comparing your viewing habit <u>over the past three years</u> , did you spend more or less time on watching free TV programmes? <b>[Single Answer]</b> | Code | Route |
|     | More  | 1    |       |
|     | More or less the same   | 2    |       |
|     | Less  | 3    |       |

|     |  |      |       |
|-----|--|------|-------|
| Q33 | <a href="#">[Only ask free TV users who spent less time on watching free TV programmes]</a><br><a href="#">Showcard</a><br>What was / were the reason(s) for watching less free TV programmes? <b>[Multiple Answers]</b> | Code | Route |
|     | Availability of on-demand / streaming services on Internet-based media   | 1    |       |
|     | Lack of interactive features   | 2    |       |
|     | Unattractive free TV programmes / celebrities  | 3    |       |
|     | Linear and fixed programmes at specified times   | 4    |       |
|     | Unable to obtain the information I need  | 5    |       |
|     | Others (please specify): _____   | 96   |       |
|     | Others (please specify): _____   | 97   |       |
|     | Others (please specify): _____   | 98   |       |

|     |  |      |       |
|-----|--|------|-------|
| Q34 | <p><a href="#">[Only ask free TV users]</a><br/> <a href="#">Showcard</a><br/>                 Why did you watch free TV programmes? <b>[Multiple Answers]</b></p> <p><i>Interviewer note: If the answer is "Watch when I have time", the interviewer can choose "Free to choose whatever I like to watch anytime"</i></p> | Code | Route |
|     | To obtain information such as news, weather, financial and traffic reports   | 1    |       |
|     | For entertainment  | 2    |       |
|     | For acquiring knowledge / self-improvement   | 3    |       |
|     | Just to have "background" sound  | 4    |       |
|     | To accompany someone else and watch together (as a family/household)   | 5    |       |
|     | To watch a programme that was widely talked about  | 6    |       |
|     | Free to choose whatever I like to watch anytime  | 7    |       |
|     | Others (please specify): _____   | 96   |       |
|     | Others (please specify): _____   | 97   |       |
|     | Others (please specify): _____   | 98   |       |

|       |  |          |         |
|-------|--|----------|---------|
| Q35   | <p><a href="#">[Only ask free TV users]</a><br/> <a href="#">Showcard</a><br/>                 Which of the following <b>free TV channels</b> did you watch most frequently on weekdays (i.e. Mondays to Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? <b>[Multiple Answers]</b></p> <p>Please prioritise your answers in numerical sequence, with "1" being your most frequently watched channel, "2" being your second most frequently watched channel and so forth.</p> | Weekdays | Weekend |
| (R1)  | 81. Jade   |          |         |
| (R2)  | 82. TVB Plus   |          |         |
| (R3)  | 83. TVB News   |          |         |
| (R4)  | 84. Pearl  |          |         |
| (R5)  | 85. Phoneix Hong Kong Channel  |          |         |
| (R6)  | 96. ViuTVsix   |          |         |
| (R7)  | 99. ViuTV  |          |         |
| (R8)  | 76. HOY International Business Channel   |          |         |
| (R9)  | 77. HOY TV   |          |         |
| (R10) | 78. HOY Infotainment Channel   |          |         |
| (R11) | 31. RTHK TV 31   |          |         |
| (R12) | 32. RTHK TV 32   |          |         |
| (R13) | 33. RTHK TV 33 (Relay of China Central Television Channel 1 (CCTV-1))  |          |         |
| (R14) | 34. RTHK TV 34 (Relay of China Global Television Network Documentary)  |          |         |
| (R15) | 35. RTHK TV 35 (Relay of China Global Television Network English)  |          |         |

|                                |   |   |       |  |
|--------------------------------|---|---|-------|--|
| Q36                            | <p><a href="#">[Only ask free TV users]</a><br/> <a href="#">Showcard</a><br/>                 Why did you prioritise free TV channel(s) of a particular broadcaster over the others? <b>[Multiple Answers]</b></p> | Code  | Route |  |
|                                |   | More high-quality productions   | 1     |  |
|                                |   | Trusted and accurate news and information                                       | 2     |  |
|                                |   | More programmes with new ideas and creative elements                            | 3     |  |
|                                |   | More programmes that I can watch with and talk about with my family and friends | 4     |  |
|                                |   | A wide range of different genres of programmes                                  | 5     |  |
|                                |   | Habitual viewing  | 6     |  |
|                                |   | I do not have a preference in choosing broadcaster                              | 7     |  |
|                                |   | Others (please specify): _____  | 96    |  |
|                                |   | Others (please specify): _____  | 97    |  |
| Others (please specify): _____ | 98  |   |       |  |

|       |   |                      |   |                      |
|-------|---|----------------------|---|----------------------|
| Q37   | <p><a href="#">[Only ask free TV users]</a><br/> <a href="#">Showcard</a><br/>                 Which of the following <b>types of free TV programmes</b> did you watch most frequently? Archive of free TV programmes should be included. <b>[Multiple Answers]</b></p> <p>Please prioritise your answers in numerical sequence, with “1” being your most frequently watched type of free TV programme, “2” being your second most frequently watched type of free TV programme and so forth.</p> <p><i>Interviewer note: If the answer is a programme name, the interviewer can refer to the examples in the showcard to categorise it into the relevant programme type. If not sure, the interviewer can record the programme name in “Others (please specify)”</i></p> |                      |   |                      |
|       |   | (R1)                 | News Programmes                               | <input type="text"/> |
|       |   | (R2)                 | Dramas  | <input type="text"/> |
|       |   | (R3)                 | Current Affairs Programmes                    | <input type="text"/> |
|       |   | (R4)                 | Documentaries                                 | <input type="text"/> |
|       |   | (R5)                 | Travelogues / Talk shows / Gourmet Programmes | <input type="text"/> |
|       |   | (R6)                 | Business / Finance Programmes                 | <input type="text"/> |
|       |   | (R7)                 | Reality Shows / Idol-making Programmes        | <input type="text"/> |
|       |   | (R8)                 | Variety Shows                                 | <input type="text"/> |
|       |   | (R9)                 | Arts and Culture / Music Programmes           | <input type="text"/> |
| (R10) | Sports Programmes   | <input type="text"/> |   |                      |
| (R11) | Infotainment Programmes   | <input type="text"/> |   |                      |
| (R12) | Cartoon / Animation   | <input type="text"/> |   |                      |
| (R96) | Others (please specify): _____  | <input type="text"/> |   |                      |
| (R97) | Others (please specify): _____  | <input type="text"/> |   |                      |
| (R98) | Others (please specify): _____  | <input type="text"/> |   |                      |



|     |  |      |       |
|-----|--|------|-------|
| Q38 | <p><a href="#">[Only ask free TV users]</a><br/> <a href="#">Showcard</a><br/> Overall speaking, are you satisfied with the <b>variety of free TV programmes</b> currently provided? <b>[Single Answer]</b></p> <p style="text-align: right;">Very satisfied 5<br/> Quite satisfied 4<br/> <b>[Do not read out]</b> Average 3<br/> Quite dissatisfied 2<br/> Very dissatisfied 1<br/> <b>[Do not read out]</b> No comment 9</p>  | Code | Route |
| Q39 | <p><a href="#">[Only ask free TV users who are dissatisfied with the variety of free TV programmes]</a><br/> <a href="#">Showcard</a><br/> Why are you dissatisfied with the <b>variety of free TV programmes</b> currently provided? <b>[Multiple Answers]</b></p> <p style="text-align: right;">Programmes have been pre-dominated by similar genres e.g. finance or current affairs programmes 1<br/> Insufficient variety of programmes to suit the needs of different age groups 2<br/> Lack of programmes that bring new ideas and creativity 3<br/> Lack of programmes to cater for the needs of ethnic minorities 4<br/> Others (please specify): _____ 96<br/> Others (please specify): _____ 97<br/> Others (please specify): _____ 98</p> | Code | Route |
| Q40 | <p><a href="#">[Only ask free TV users]</a><br/> In the <b>past month</b>, did you watch any locally produced programme contents and programme contents produced from places outside Hong Kong on free TV platforms? <b>[Multiple Answers]</b></p> <p><i>[Note: Locally produced programme contents refer to those programmes produced by free TV broadcasters or by other local companies.]</i></p> <p style="text-align: right;">Yes, I watched locally produced programme contents 1<br/> Yes, I watched programme contents produced from places outside Hong Kong 2<br/> None of the above 9</p>   | Code | Route |
| Q41 | <p><a href="#">[Only ask free TV users who watched locally produced programme contents]</a><br/> What were the reasons for watching local programme contents? <b>[Multiple Answers]</b></p> <p style="text-align: right;">For local information such as news / finance / weather and traffic reports 1<br/> Feel like the programmes are more relevant to me 2<br/> More programme choices 3<br/> Others (please specify): _____ 96<br/> Others (please specify): _____ 97<br/> Others (please specify): _____ 98</p>  | Code | Route |

|     |  |      |       |
|-----|--|------|-------|
| Q42 | <p><b><u>Only ask free TV users who watched non-locally produced programme contents</u></b><br/>           What were the reasons for watching non-local programme contents? <b>[Multiple Answers]</b></p>  | Code | Route |
|     | <p>To obtain non-local information (e.g. the Greater Bay) 1<br/>           To learn other languages (e.g. Putonghua / English) 2<br/>           More programme choices 3<br/>           Local programme contents are not attractive 4<br/>           Local programme contents are not suitable (e.g. language barriers) 5<br/>           Others (please specify): _____ 96<br/>           Others (please specify): _____ 97<br/>           Others (please specify): _____ 98</p> |      |       |
| Q43 | <p><b><u>Only ask free TV users</u></b><br/>           Have you ever watched Mainland-Hong Kong TV co-productions (e.g. co-produced TV drama “The Queen of News”) on free TV platforms? <b>[Single Answer]</b></p>   | Code | Route |
|     | <p>Yes 1<br/>           No 2</p>   |      |       |
| Q44 | <p><b><u>Only ask free TV users</u></b><br/> <b>Showcard</b><br/>           What <b>types of programmes</b> do you expect for the Mainland-Hong Kong TV co-productions ? <b>[Multiple Answers]</b></p>   | Code | Route |
|     | <p>Dramas 1<br/>           Documentaries 2<br/>           Travelogues / Talk shows / Gourmet Programmes 3<br/>           Reality Shows / Idol-making Programmes 4<br/>           Variety Shows 5<br/>           Arts and Culture / Music Programmes 6<br/>           Sports Programmes 7<br/>           Infotainment Programmes 8<br/>           Cartoon/ Animation 9<br/>           Others (please specify): _____ 96</p>   |      |       |
| Q45 | <p><b><u>Only ask free TV users who have watched TV co-productions</u></b><br/> <b>Showcard</b><br/>           What were the reasons for watching TV co-productions? <b>[Multiple Answers]</b></p>   | Code | Route |
|     | <p>Different programme themes/ types 1<br/>           Higher programme quality 2<br/>           Production at a larger scale 3<br/>           Stronger lineup of production team (i.e. director, scriptwriter, main cast) 4<br/>           To know more about the custom and habitude of the Mainland 5<br/>           Others (please specify): _____ 96<br/>           Others (please specify): _____ 97<br/>           Others (please specify): _____ 98</p>                   |      |       |

| Q46 | <u>Only ask free TV users who have watched TV co-productions</u>  | Code | Route |
|-----|---|------|-------|
|     | Do you think whether TV co-productions should be broadcast more, less or remain unchanged? <b>[Single Answer]</b> |      |       |
|     | Remain unchanged  | 1    |       |
|     | More  | 2    |       |
|     | Less  | 3    |       |
|     | <b>【Do not read out】</b> No comment   | 9    |       |

Now, I would like to know about your habit of **accompanying family member(s) aged below 15 to watch free TV programmes.**

|     |  |      |       |
|-----|--|------|-------|
| Q47 | <b>[Only ask free TV users]</b><br>Is there any member of your family who is aged below 15? <b>[Single Answer]</b> | Code | Route |
|     |  | Yes  | 1     |
|     |  | No   | 2     |

|     |   |            |       |
|-----|---|------------|-------|
| Q48 | <b>[Only ask free TV users with child(ren) aged below 15]</b><br>In the <u>past month</u> , did the parents or any family members aged 18 or above ever accompany the child(ren) aged below 15 in watching free TV programmes?<br><b>[Single Answer]</b><br><br><i>Interviewer note:</i><br><i>“Accompany” refers to sitting together with the children for watching the free TV programmes by parents and/or any family members.</i> | Code       | Route |
|     |   | Yes        | 1     |
|     |   | No         | 2     |
|     |   | Don't know | 9     |

|       |  |  |                                       |
|-------|--|--|---------------------------------------|
| Q49   | <b>[Only ask free TV users who accompanied child(ren) aged below 15 in watching free TV programmes]</b><br><b>Showcard</b><br>In which time slot(s) of a day, i.e. the start and end time, did they usually accompany the child(ren) in watching free TV programmes during weekdays and weekends respectively? | <b>Q49</b><br>Time slot(s) on accompanying the child(ren) in watching free TV programmes |                                       |
|       |  | <b>Weekdays (Monday to Friday)</b>   | <b>Weekends (Saturday and Sunday)</b> |
|       | <b>=== Mid Night To Morning (00:00-05:59) ===</b>  |  |                                       |
| (R1)  | 00:00 to 00:29   | 1  | 1                                     |
| (R2)  | 00:30 to 00:59   | 2  | 2                                     |
| (R3)  | 01:00 to 01:29   | 3  | 3                                     |
| (R4)  | 01:30 to 01:59   | 4  | 4                                     |
| (R5)  | 02:00 to 02:29   | 5  | 5                                     |
| (R6)  | 02:30 to 02:59   | 6  | 6                                     |
| (R7)  | 03:00 to 03:29   | 7  | 7                                     |
| (R8)  | 03:30 to 03:59   | 8  | 8                                     |
| (R9)  | 04:00 to 04:29   | 9  | 9                                     |
| (R10) | 04:30 to 04:59   | 10   | 10                                    |
| (R11) | 05:00 to 05:29   | 11   | 11                                    |
| (R12) | 05:30 to 05:59   | 12   | 12                                    |
|       | <b>=== Morning to Noon (06:00-11:59) ===</b>   |  |                                       |
| (R13) | 06:00 to 06:29   | 13   | 13                                    |
| (R14) | 06:30 to 06:59   | 14   | 14                                    |
| (R15) | 07:00 to 07:29   | 15   | 15                                    |
| (R16) | 07:30 to 07:59   | 16   | 16                                    |
| (R17) | 08:00 to 08:29   | 17   | 17                                    |
| (R18) | 08:30 to 08:59   | 18   | 18                                    |
| (R19) | 09:00 to 09:29   | 19   | 19                                    |
| (R20) | 09:30 to 09:59   | 20   | 20                                    |
| (R21) | 10:00 to 10:29   | 21   | 21                                    |
| (R22) | 10:30 to 10:59   | 22   | 22                                    |

|   |                    |    |    |
|---|--------------------|----|----|
| (R23)   | 11:00 to 11:29     | 23 | 23 |
| (R24)   | 11:30 to 11:59     | 24 | 24 |
| <b>=== Noon to Evening (12:00-17:59) ===</b>      |                    |    |    |
| (R25)   | 12:00 to 12:29     | 25 | 25 |
| (R26)   | 12:30 to 12:59     | 26 | 26 |
| (R27)   | 13:00 to 13:29     | 27 | 27 |
| (R28)   | 13:30 to 13:59     | 28 | 28 |
| (R29)   | 14:00 to 14:29     | 29 | 29 |
| (R30)   | 14:30 to 14:59     | 30 | 30 |
| (R31)   | 15:00 to 15:29     | 31 | 31 |
| (R32)   | 15:30 to 15:59     | 32 | 32 |
| (R33)   | 16:00 to 16:29     | 33 | 33 |
| (R34)   | 16:30 to 16:59     | 34 | 34 |
| (R35)   | 17:00 to 17:29     | 35 | 35 |
| (R36)   | 17:30 to 17:59     | 36 | 36 |
| <b>=== Evening to Mid Night (18:00-23:59) ===</b> |                    |    |    |
| (R37)   | 18:00 to 18:29     | 37 | 37 |
| (R38)   | 18:30 to 18:59     | 38 | 38 |
| (R39)   | 19:00 to 19:29     | 39 | 39 |
| (R40)   | 19:30 to 19:59     | 40 | 40 |
| (R41)   | 20:00 to 20:29     | 41 | 41 |
| (R42)   | 20:30 to 20:59     | 42 | 42 |
| (R43)   | 21:00 to 21:29     | 43 | 43 |
| (R44)   | 21:30 to 21:59     | 44 | 44 |
| (R45)   | 22:00 to 22:29     | 45 | 45 |
| (R46)   | 22:30 to 22:59     | 46 | 46 |
| (R47)   | 23:00 to 23:29     | 47 | 47 |
| (R48)   | 23:30 to 23:59     | 48 | 48 |
| (R88)   | Unknown time slot  | 88 | 88 |
| (R99)   | No fixed time slot | 99 | 99 |

| Now, I would like to know your views on the <b>pay TV programmes</b> . |   |      |       |
|--|---|------|-------|
| Q50  | <p><a href="#">[Only ask pay TV users]</a><br/> <a href="#">Showcard</a><br/>                     Why did you watch pay TV programmes? <b>[Multiple Answers]</b></p>  | Code | Route |
|  | More programme choices  | 1    |       |
|  | To watch drama series or movies   | 2    |       |
|  | To obtain information such as news, weather, financial and traffic reports  | 3    |       |
|  | For live sports programmes  | 4    |       |
|  | For acquiring knowledge / self-improvement  | 5    |       |
|  | Free to choose whatever I like to watch anytime   | 6    |       |
|  | Access as part of a bundled service   | 7    |       |
|  | Others (please specify): _____  | 96   |       |
|  | Others (please specify): _____  | 97   |       |
|  | Others (please specify): _____  | 98   |       |
| Q51  | <p><a href="#">[Only ask pay TV users]</a><br/> <a href="#">Showcard</a><br/>                     Overall speaking, are you satisfied with the variety of the pay TV programmes currently provided by Now TV? <b>[Single Answer]</b></p>  | Code | Route |
|  | Very satisfied  | 5    |       |
|  | Quite satisfied   | 4    |       |
|  | <b>[Do not read out]</b> Average  | 3    |       |
|  | Quite dissatisfied  | 2    |       |
|  | Very dissatisfied   | 1    |       |
|  | <b>[Do not read out]</b> No comment   | 9    |       |
| Q52  | <p><a href="#">[Only ask pay TV users who are dissatisfied with the variety of pay TV programmes]</a><br/> <a href="#">Showcard</a><br/>                     Why are you dissatisfied with the variety of the pay TV programmes currently provided by Now TV? <b>[Multiple Answers]</b></p> | Code | Route |
|  | Overlapping genres (e.g. sports programmes)   | 1    |       |
|  | Lack of exclusive contents  | 2    |       |
|  | Lack of attractive contents and “must watch” shows  | 3    |       |
|  | Lack of programmes with new ideas and different approaches  | 4    |       |
|  | Others (please specify): _____  | 96   |       |
|  | Others (please specify): _____  | 97   |       |
|  | Others (please specify): _____  | 98   |       |

Now, I would like to know your views on the **Internet-based media**.

|     |   |  |  |
|-----|---|--|--|
| Q53 | <p><b><u>[Only ask TV users who watched online programmes through TV boxes or Internet]</u></b><br/> <b>Showcard</b></p>  |  |  |
|     | <p>Which of the following Internet-based media platforms did you most often watch?<br/> <b>[Multiple Answers]</b></p>   |  |  |
|     | <p>Please prioritise your answers in numerical sequence, with “1” being your most frequently watched platform, “2” being your second most frequently watched platform and so forth.</p>   |  |  |
|     | <p>myTV SUPER _____<br/>                 Xiaomi Mi Box _____<br/>                 Netflix _____<br/>                 Amazon Prime Video _____<br/>                 YouTube _____<br/>                 Facebook _____<br/>                 X(Twitter) _____<br/>                 Instagram _____<br/>                 Youku _____<br/>                 iQIYI _____<br/>                 Disney+ _____<br/>                 Xiaohongshu _____<br/>                 BiliBili _____<br/>                 TikTok/Douyin _____<br/>                 Tencent Video _____</p> |  |  |
|     | <p>Others (please specify): _____<br/>                 Others (please specify): _____<br/>                 Others (please specify): _____</p>   |  |  |

|     |   |   |       |
|-----|---|---|-------|
| Q54 | <p><b><u>[Only ask Internet-based media users]</u></b><br/> <b>Showcard</b></p>   | Code  | Route |
|     | <p>Why did you watch the programmes/videos provided by Internet-based media?<br/> <b>[Multiple Answers]</b></p>   |   |       |
|     | <p>Content of personal choice or for niche markets<br/>                 Convenience: can watch anywhere and anytime<br/>                 Easy to look for programmes / videos that suit my viewing interest<br/>                 Connectivity: staying connected with others<br/>                 More up-to-date information to obtain<br/>                 Sharing: easy to share with others<br/>                 Efficiency: shorter videos / programmes can be viewed at a faster pace<br/>                 Less advertisements<br/>                 To watch a programme / video that was widely talked about<br/>                 Others (please specify): _____<br/>                 Others (please specify): _____<br/>                 Others (please specify): _____</p> | <p>1<br/>2<br/>3<br/>4<br/>5<br/>6<br/>7<br/>8<br/>9<br/>96<br/>97<br/>98</p> |       |

**Part C: Views on Regulatory Controls of the Licensed Broadcasting Services**

Now, I would like to ask about your **views on regulatory controls of the licensed broadcasting services.**

|   |  |                    |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |
|---|--|--------------------|-----|-------------------|-----|----------------------|-----|--------------|-----|-------------------------|-----|-------------------------------|-----|---|-----|------|-------|
| Q55   | <p><a href="#">[Show to all]</a><br/><a href="#">Showcard</a></p> <p>Below is the proportion of time you spent on different media:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">Free TV programmes</td><td style="text-align: center;">@ %</td></tr> <tr><td style="text-align: center;">Pay TV programmes</td><td style="text-align: center;">@ %</td></tr> <tr><td style="text-align: center;">Internet-based media</td><td style="text-align: center;">@ %</td></tr> <tr><td style="text-align: center;">Social media</td><td style="text-align: center;">@ %</td></tr> <tr><td style="text-align: center;">Other online activities</td><td style="text-align: center;">@ %</td></tr> <tr><td style="text-align: center;">Conventional radio programmes</td><td style="text-align: center;">@ %</td></tr> <tr><td style="text-align: center;">Online music platforms/ other Internet radio programmes</td><td style="text-align: center;">@ %</td></tr> </table> <p>In view of the proportion of time you spent on different media, how would you rate the <b>impact and influence</b> of the following media in Hong Kong? <b>[Single Answer]</b></p> <p>Please rank the following media, “1” being the most impactful and influential media, “2” being the second most impactful and influential media and so forth.</p> <p style="text-align: center;">Free TV programmes (i.e. TVB / ViuTV / HOY TV / RTHK) _____</p> <p style="text-align: center;">Pay TV programmes (i.e. Now TV) _____</p> <p style="text-align: center;">Internet-based media (e.g. Netflix, Disney+, YouTube, iQIYI, Youku) _____</p> <p style="text-align: center;">Social media (e.g. Instagram, Facebook, Xiaohongshu, Douyin) _____</p> <p style="text-align: center;">Other online activities (e.g. playing video games, online shopping, browsing Internet) _____</p> <p style="text-align: center;">Conventional radio programmes (i.e. CRHK / Metro / RTHK) _____</p> <p style="text-align: center;">Online music platforms (e.g. Spotify, Apple Music) / other Internet radio programmes (e.g. BBC Sounds, The Voice of China) _____</p> <p style="text-align: center;">Other media (e.g. newspaper, please specify): _____</p> <p style="text-align: center;"><b>[Do not read out]</b> No comment</p> | Free TV programmes | @ % | Pay TV programmes | @ % | Internet-based media | @ % | Social media | @ % | Other online activities | @ % | Conventional radio programmes | @ % | Online music platforms/ other Internet radio programmes | @ % | Code | Route |
| Free TV programmes                                      | @ %  |                    |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |
| Pay TV programmes                                       | @ %  |                    |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |
| Internet-based media                                    | @ %  |                    |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |
| Social media  | @ %  |                    |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |
| Other online activities                                 | @ %  |                    |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |
| Conventional radio programmes                           | @ %  |                    |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |
| Online music platforms/ other Internet radio programmes | @ %  |                    |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |
|   |  | 9                  |     |                   |     |                      |     |              |     |                         |     |                               |     |   |     |      |       |

|     |  |      |       |
|-----|--|------|-------|
| Q56 | <p><a href="#">[Only ask free TV users with child(ren) aged below 15]</a></p> <p>The Communications Authority has designated 4:00 p.m. to 8:30 p.m. each day as the family viewing hours, during which time nothing unsuitable for children shall be broadcast.</p> <p>In light of the availability of content suitable for children on different media, do you think there is room for relaxation of the policy on family viewing hours to enable free TV licensees to have greater flexibility in programme scheduling?<br/><b>[Single Answer]</b></p> <p style="text-align: center;">Yes, the duration of family viewing hours should be shortened 1</p> <p style="text-align: center;">Yes, the designated family viewing hours should be lifted 2</p> <p style="text-align: center;">No, please specify the reason(s): _____ 3</p> <p style="text-align: center;"><b>[Do not read out]</b> No comment 9</p> | Code | Route |
|     |  |      |       |



| Q57 | <a href="#">[Only ask free TV users]</a>   | Code   | Route |
|-----|--|--|-------|
|     | <p>Given the availability of English contents on various digital platforms for viewers to choose from, do you consider that free TV licensees should be allowed to broadcast more non-English programmes on English channels? <b>[Single Answer]</b></p> <p>Yes, please specify the language(s) preferred: _____</p> <p>Yes, free TV licensees should launch an international language channel instead</p> <p>No, please specify the reason(s): _____</p> <p><b>[Do not read out]</b> No comment</p> | <p>1</p> <p>2</p> <p>3</p> <p>9</p>                            |       |
| Q58 | <a href="#">[Only ask free TV users]</a>   | Code   | Route |
|     | <p>Currently, the Cantonese channels are allowed to make use of not more than 10% of the broadcasting time to broadcast Putonghua programmes. Do you think whether the free TV broadcasters should be allowed to broadcast more Putonghua programmes on their Cantonese channels? <b>[Single Answer]</b></p> <p>More Putonghua programmes should be allowed</p> <p>Should remain unchanged (i.e. at 10%)</p> <p>Less Putonghua programmes</p> <p><b>[Do not read out]</b> No comment</p>             | <p>1</p> <p>2</p> <p>3</p> <p>9</p>                            |       |
| Q59 | <a href="#">[Only ask free TV users]</a><br><a href="#">Showcard</a>   | Code   | Route |
|     | <p>Do you think the following new forms of advertisements should be allowed to broadcast within free TV programmes? <b>[Multiple Answers]</b></p> <p>Insertion of advertising scenes within programmes</p> <p>Insertion of advertising plays within programmes</p> <p>Advertisement banners</p> <p>Squeeze back (e.g. U-shape / L-shape advertisements)</p> <p>Split screen</p> <p>No, please specify the reason(s): _____</p> <p><b>[Do not read out]</b> No comment</p>                            | <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>9</p> |       |
| Q60 | <a href="#">[Only ask free TV users]</a>   | Code   | Route |
|     | <p>Do you think whether more advertising time should be allowed on the free TV services which is facing fierce competition from new media? <b>[Single Answer]</b></p> <p>Yes, more advertising time should be allowed</p> <p>No, the advertising time should be restricted at current level</p> <p><b>[Do not read out]</b> No comment</p>   | <p>1</p> <p>2</p> <p>9</p>                                     |       |

**Q61** [\[Only ask free TV users\]](#)  
[Showcard](#)  
 Free TV licensees are required to broadcast a minimum hours of positive programmes under five categories per week, viz. news, current affairs, children, young persons and others (including documentaries, programmes for senior citizens, arts and culture, medical and healthcare, environment, science, sports, ethnic minorities and civic education).  
  
 In view of the availability of contents on various digital platforms for viewers to choose from, which of the following type(s) of positive programme(s) do you think should continue be offered in the free TV services? **[Multiple Answers]**

**Q62** [\[Only ask free TV users who consider positive programmes should continue to be offered\]](#)  
[Showcard](#)  
 Do you think whether these types of positive programmes should be broadcast more, less or remain unchanged? **[Single Answer]**

|       |                                | Q61                                      | Q62              |      |      |                              |
|-------|--------------------------------|--|------------------|------|------|------------------------------|
|       |                                | Types that should continue to be offered | Remain unchanged | More | Less | No comment (Do not read out) |
| (R1)  | News                           | 1  | 1                | 2    | 3    | 9                            |
| (R2)  | Current affairs                | 2  | 1                | 2    | 3    | 9                            |
| (R3)  | Children                       | 3  | 1                | 2    | 3    | 9                            |
| (R4)  | Young persons                  | 4  | 1                | 2    | 3    | 9                            |
| (R96) | Others (please specify): _____ | 96                                       | 1                | 2    | 3    | 9                            |
| (R9)  | None of the above              | 9  |                  |      |      |                              |

|     |  |      |       |
|-----|--|------|-------|
| Q63 | <a href="#">[Only ask radio users]</a><br>Do you think whether more advertising time should be allowed on the radio?<br><b>[Single Answer]</b> | Code | Route |
|     | Yes, more advertising time should be allowed   | 1    |       |
|     | No, the advertising time should be restricted at current level   | 2    |       |
|     | <b>【Do not read out】</b> No comment  | 9    |       |

Q64 [\[Only ask radio users\]](#)  
[Showcard](#)  
Sound broadcasting licensees are required to broadcast a minimum hours of positive programmes under certain categories per week, viz. news and weather programmes, current affairs programmes, arts and culture programmes, and programmes for young persons, senior citizens and children.

Which of the following type(s) of positive programme(s) do you think should continue be offered on the radio? **[Multiple Answers]**

Q65 [\[Only ask radio users who consider positive programmes should continue to be offered\]](#)  
[Showcard](#)  
Do you think whether these types of positive programmes should be broadcast more, less or remain unchanged? **[Single Answer]**

|       |                                | Q64                                      | Q65              |      |      |                              |
|-------|--------------------------------|--|------------------|------|------|------------------------------|
|       |                                | Types that should continue to be offered | Remain unchanged | More | Less | No comment (Do not read out) |
| (R1)  | News and weather               | 1  | 1                | 2    | 3    | 9                            |
| (R2)  | Current affairs                | 2  | 1                | 2    | 3    | 9                            |
| (R3)  | Arts and culture               | 3  | 1                | 2    | 3    | 9                            |
| (R4)  | Young persons                  | 4  | 1                | 2    | 3    | 9                            |
| (R5)  | Senior citizens                | 5  | 1                | 2    | 3    | 9                            |
| (R6)  | Children                       | 6  | 1                | 2    | 3    | 9                            |
| (R96) | Others (please specify): _____ | 96                                       | 1                | 2    | 3    | 9                            |
| (R9)  | None of the above              | 9  |                  |      |      |                              |

**Part D: Personal Information**

Finally, for statistical analyses of the survey, I would like to ask about your personal information. All the information will be kept strictly confidential and be analysed on an aggregate basis.

|   |             |              |
|---|-------------|--------------|
| <p>Q66 <a href="#">[Ask All]</a><br/>Please record your gender. <b>[Single Answer]</b></p>  | <p>Code</p> | <p>Route</p> |
| <p style="text-align: right;">Male 1<br/>Female 2</p>   |             |              |
| <p>Q67 <a href="#">[Ask All]</a><br/>Please record your ethnicity. <b>[Single Answer]</b></p>   | <p>Code</p> | <p>Route</p> |
| <p style="text-align: right;">Chinese 1<br/>Non-Chinese (Southeast Asia, South Asia, Europe/America, etc.) 2<br/>Others (please specify): _____ 97</p>  |             |              |
| <p>Q68 <a href="#">[Ask All]</a><br/><a href="#">Showcard</a><br/>What is your highest education level? <b>[Single Answer]</b></p> <p><b>[If “post-secondary/ university”, please probe]</b> Are you studying in a degree or sub-degree course?</p>   | <p>Code</p> | <p>Route</p> |
| <p style="text-align: right;">Primary or below 1<br/>Junior secondary (F.1 – F.3) 2<br/>Senior secondary (F.4 – F.7) 3<br/>Post-secondary (e.g. Higher Diploma / Associate Degree) 4<br/>Bachelor degree or above 5<br/>Others (please specify): _____ 97</p>   |             |              |
| <p>Q69 <a href="#">[Only ask those who have household member(s) aged below 15]</a><br/>Are you the guardian or parent of the household member(s) aged below 15?<br/><b>[Single Answer]</b></p>  | <p>Code</p> | <p>Route</p> |
| <p style="text-align: right;">Yes 1<br/>No 2</p>  |             |              |
| <p>Q70 <a href="#">[Ask All]</a><br/><a href="#">Showcard</a><br/>Do you have a job at present? <b>[Single Answer]</b><br/>A job includes running your own business or helping your family without being paid.</p> <p><b>[If “Yes”, please probe]</b> Are you working full-time or part-time? Working full-time means having worked for 35 hours or more in a week; while working part-time means having worked for less than 35 hours in a week.</p> | <p>Code</p> | <p>Route</p> |
| <p style="text-align: right;">Working full-time 1<br/>Working part-time 2<br/>Student 3<br/>Housemaker 4<br/>Retired person 5<br/>Unemployed person 6<br/>Others (please specify): _____ 97</p>   |             |              |

|     |   |      |       |
|-----|---|------|-------|
| Q71 | <p><a href="#">[Only ask those who are working full-time or working part-time]</a><br/> <a href="#">Showcard</a><br/> Which industry is the organisation you work for engaged in? <b>[Single Answer]</b></p> <p style="text-align: right;">Manufacturing 1<br/> Construction 2<br/> Wholesale, retail, import/ export trades, restaurants and hotels 3<br/> Transportation, financial services and insurance, real estate and business services 4<br/> Community, social and personal services 5<br/> Others (please specify): _____ 97</p>   | Code | Route |
| Q72 | <p><a href="#">[Only ask those who are working full-time or working part-time]</a><br/> <a href="#">Showcard</a><br/> What position do you hold? <b>[Single Answer]</b></p> <p style="text-align: right;">Managers 1<br/> Professionals 2<br/> Associate professionals 3<br/> Clerical support workers 4<br/> Service and sales workers 5<br/> Craft and related workers 6<br/> Plant and machine operators and assemblers 7<br/> Elementary occupations 8<br/> Others (please specify): _____ 97</p>   | Code | Route |
| Q73 | <p><a href="#">[Ask All]</a><br/> <a href="#">Showcard</a><br/> Including all sources of income, what is the approximate total income of your household per month? Please only include those members who sleep here for at least four nights a week. <b>[Single Answer]</b></p> <p style="text-align: right;">Below HK\$10 000 1<br/> \$10 000 - \$49 999 2<br/> \$50 000 - \$99 999 3<br/> \$100 000 or above 4<br/> <b>[Do not read out]</b> No income 5<br/> <b>[Do not read out]</b> Refuse to answer 6</p>   | Code | Route |
| Q74 | <p><a href="#">[Only ask for face-to-face or telephone interviews]</a><br/> This is the end of the interview. Thank you again for your participation. In order to ensure the quality of our survey, the Quality Assurance Department of our company or the staff of the Office of Communications Authority may contact you again for a brief back-check to ensure the accuracy of the information collected. If you are selected for this quality check, we would very much appreciate your help. Thank you.</p> <p style="text-align: right;">Name: _____ 1<br/> Contact number: _____ 2</p> | Code | Route |