Appendix

Broadcasting Service Survey 2024

Executive Summary February 2025

Prepared for: Office of the Communications Authority

NielsenlQ



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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 licensees¹, 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.
- 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") ²	\checkmark	\checkmark
2017 ("Survey 2017") ³	\checkmark	
2015 ("Survey 2015") ⁴		\checkmark
2014 ("Survey 2014") ⁵	\checkmark	

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 respondents⁶ and questionnaire (please refer to Appendix).

- ⁴ Survey 2015 refers to the opinion survey on radio services conducted in the context of the renewal of the licences of CRHK and Metro.
- ⁵ 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.

¹ 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").

² 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.

³ Survey 2017 refers to the opinion survey gauging the community's views and attitudes towards the regulation of indirect advertising and sponsorship.

⁶ 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

- The target respondents of the Opinion Survey were Hong Kong residents aged 15 or above who had watched TV programmes⁷ and/or listened to radio programmes⁸ in the month prior to the Opinion Survey.
- 4. A random sample of 2 598 quarters was taken from the frame of quarters⁹ 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:

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

⁷ 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.

⁸ 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.

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

Table 1 Reliability of Survey Findings

Variable	Sample Estimate	Coefficient of Variation ¹⁰	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

 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 Services¹¹

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

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").

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

¹¹ 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).
- 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 / gournet 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

- 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 Services¹²

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").

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 Hours¹³

- 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;

¹³ 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 Channels¹⁴

- 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 Channels¹⁵

- 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.

¹⁴ 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.

¹⁵ 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 Services¹⁶

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	Percentage of	ntage of Adequacy of positive progra					
programmes	support	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 Services¹⁷

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	Percentage of	Adequacy of positive programmes					
programmes	support	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%		

¹⁶ 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.

¹⁷ 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 Advertisements¹⁸

- 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 scenes¹⁹ (34.7%), followed by advertising plays²⁰ (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 Time²¹

- 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.

¹⁸ 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).

¹⁹ "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.

²⁰ "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.

²¹ 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	[Ask All] Record data collection method [Single Answer]	Code	Route				
	Face-to-face interview	1					
	Telephone interview	2					
	Online questionnaire	3					
Q2	[Ask All] Please select the language [Single Answer]	Code	Route				
	Traditional Chinese	1					
	English	2					
	Simplified Chinese	3					
Q3a	[Only ask for face-to-face or telephone interviews] Please record the serial reference number (SN reference no.) on the household letter	r					
	(R1) Serial reference number (SN reference no.)						
Q3b	[Only ask for online questionnaires] Please enter the password on the household letter						
	(R1) Password						
Q4	[Ask All] Is this address at (show address based on SN in address list)? [Single Answer]	Code	Route				
	Yes	1					
	No	2					

Good morning / afternoon / evening! I am an interviewer from NielsenIQ (Hong Kong) Limited (NielsenIQ), an independent research agency. My name is ______ [Read out name, show interviewer card and household invitation letter issued by the Office of the Communications Authority]. An invitation letter was sent to you by the Office of the Communications Authority with the objectives of identifying the public's latest viewing and listening habits and soliciting their views on the licensed broadcasting services. Thank you in advance for your cooperation! The survey will take about 20-25 minutes. In order to conduct a representative survey, we need to randomly select a household member in your household for the interview. All information collected will be kept in strict confidence and will only be used for aggregated statistical analyses. All data collected will also be destroyed upon completion of the statistical research.

Q5	[Only ask for online questionnaires] Participation in this survey is voluntary. Your responses will be used for conducting our research and preparing reports and analyses for our clients. We will keep your information confidential and will only share it with trusted third parties who are required to keep this information confidential. Neither your name nor any other identifying information will be used in any reports or analyses that we prepare for our clients. For more information about how NielsenIQ uses and protects your information in connection with this survey, please visit: https://platformsolutions.nielseniq.com/ourweb/privacyniq/en/privacy.asp Are you aware of the privacy policy and do you AGREE that we can proceed with the interview? To begin, click on the button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.	Code	Route
	If you would like to pause the survey and return to it later, simply close the browser window and click on your original link to return.		
	Agree Disagree	1 2	
Q6	[Only ask for online questionnaires] Confidentiality Agreement Respondents shall keep confidential and not disclose to any third parties the contents and any information associated with any surveys, except as required by law.	Code	Route
	Intellectual Property and Copyright Notice Copyright © 2024 NielsenIQ. All rights reserved. The copyright and the material contained in this survey belong to and remain the property of NielsenIQ. Do not use, disclose, reproduce, copy, distribute, modify, transmit, republish (including framing any part of this survey) or revise the contents of this survey without the prior written consent of NielsenIQ. No title or intellectual property rights are transferred to you or any third party through the use of access to this survey. All rights, title and interest in and to all aspects of this survey remain the sole property of NielsenIQ.		
	By clicking below you acknowledge that you accept the foregoing terms, and represent that you are 18 years of age or older or if under 18 years of age you have the consent of your parent or legal guardian to participate in this survey and to this Confidentiality Agreement. [Single Answer]		
	Agree Disagree	1 2	
Q7	[Ask All] Please tell us the number of persons aged 15 or above living in your household. Household members are defined as the person(s) who sleep here for at least four i	nights a w	eek.

Live-in domestic helpers are excluded.

(R1)	Number of persons aged 15 or above (excluding live-in domestic helpers)
	(exercise and grave and exercise and perce)

Q8	[Only ask for face-to-face or telephone interviews] In order to ensure the representativeness of the survey, the household member who	Code	Route
	will have the next birthday the soonest will be selected for the interview. Which one of the household members aged 15 or above you mentioned will have the next birthday the soonest? [Single Answer]		
	Interviewer note: [If respondent asks: Why do you need to interview the household member who will have the next birthday the soonest? Interviewer answers: To ensure the respondents consist of different segments of the society, we are using a statistical scientific sampling method to select a household member from each household to participate in the survey. This sampling method ensures that the survey results reflect the views of the general public.]		
	Self	11	
	Others (please specify the relationship):	25	
Q9	[Only ask for online questionnaires] In order to ensure the representativeness of the survey, the household member who will have the next birthday the soonest will be selected for the interview.	Code	Route
	If you are not having the next birthday the soonest, please help invite the household member who will have the next birthday the soonest to complete the questionnaire.		
	To proceed the questionnaire, please confirm that you will have the next birthday the soonest among all members in your household? [Single Answer]		
	Yes	1	
	No	2	
Q10	[Ask All] Showcard How old are you? [Single Answer]	Code	Route
	Interviewer note: If the respondent is aged 14 or below, please delete the ineligible respondent in Q7. Randomly select another eligible respondent for the interview and repeat the introduction		
	introduction. 14 or below	1	
	15	2	
	16-19	3	
	20-24	4	
		5	
	25-29		
	30-34	6	
	30-34 35-39	6 7	
	30-34 35-39 40-44	6 7 8	
	30-34 35-39 40-44 45-49	6 7 8 9	
	30-34 35-39 40-44 45-49 50-54	6 7 8 9 10	
	30-34 35-39 40-44 45-49 50-54 55-59	6 7 8 9 10 11	
	30-34 35-39 40-44 45-49 50-54 55-59 60-64	6 7 8 9 10 11 12	
	30-34 35-39 40-44 45-49 50-54 55-59	6 7 8 9 10 11	
	30-34 35-39 40-44 45-49 50-54 55-59 60-64 65-69	6 7 9 10 11 12 13	

Screeni	ng Questions		
Q11	[Ask All]	Code	Route
	Showcard		
	In the past month, did you ever listen to any of the radio programmes of the following broadcaster(s)? [Multiple Answers]		
	Interviewer note (do not read out to respondent): 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.		
	Yes – Hong Kong Commercial Broadcasting Company Limited (i.e. CRHK)	1	
	Metro Broadcast Corporation Limited (i.e. Metro)	2	
	Radio Television Hong Kong (i.e. RTHK)	3	
	[Single Answer] No - I did not listen to any radio programmes in the past month	9	
Q12	[Ask All] Showcard	Code	Route
	In the past month, did you ever watch any of the TV programmes of the following broadcaster(s)? [Multiple Answers]		
	Interviewer note (do not read out to respondent): 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.		
	Yes – Television Broadcasts Limited (i.e. TVB)	1	
	HK Television Entertainment Company Limited (i.e. ViuTV)	2	
	i-CABLE HOY Limited (i.e. HOY TV)	3	
	Radio Television Hong Kong (i.e. RTHK)	4	
	PCCW Media Limited (i.e. Now TV)	5	
	Non-domestic TV licensees (e.g. Star China)	6	
	[Single Answer] No – I did not watch any TV programmes in the past month	9	
Q13	[Only ask TV users] In the past month, with what devices did you watch TV programmes? [Multiple Answers]	Code	Route
	TV sets (using free TV signal)	1	
	TV sets with set-top boxes/ TV boxes (e.g. myTV SUPER, Xiaomi Mi Box)	2	
	Computers/ mobile phones/ tablets (e.g. YouTube, Youku)	3	
	Smart TV (using Internet functions)	4	

Part A	: Sound Broadcasting Services						
	would like to ask you questions about your			o conventi	onal radio	programm	es, online
	and other Internet radio programmes in	the past r	<u>nonth</u> .				
Q14	[Only ask radio users] In the past month, how often did you lis	ten to the r	radio progra	ammes of C	RHK,	Code	Route
	Metro and/or RTHK? [Single Answer]						
					Every day		
					ays a week		
			A t la a a		ays a week		
				•	ry 2 weeks very month		
			ALIE	asi i uay e	very monun	5	
Q15	[Only ask radio users] In the past month, what is the proportion methods to listen to radio programmes				did you spe	end on the	following
(F	R1)		% on con	ventional ra	adio sets		
	R2) % on mobile apps (e.g.	Hona Kon					
	R3) % on laptops / desktop comput	-	-	•	· · · · ·		
Q16	[Only ask radio users]		(-)		/	Code	Route
QIU	In the past month, how often did you lis	ten to any	online mus	ic platforms	s (e.g.	0000	Route
	Spotify, Apple Music, YouTube Music,	JOOX, MO	OV, KKBO	X) or other	Internet		
	radio programmes (e.g. BBC Sounds, T	he Voice o	of China, Qi	ingchen Mu	isic		
	Radio)? [Single Answer]				F		
				1 G d	Every day		
					ays a week		
			A t la a a		ays a week		
				•	ery 2 weeks		
			At le	ast 1 day e	very month		
	·				Never	9	
Q17a	[Only ask radio users who have listene How many hours of your <u>daily</u> average di conventional radio sets during weekday	d you usua	ally spend o				
	Contra a la contra contra la constitución de la constitución de la constitución de la constitución de la const			La constance			
Q17b	[Only ask radio users who have listene laptops, desktop computers or tablets]		entional ra	dio progra	mmes usir		<u>apps,</u>
	How many hours of your daily average di		ally spend o	n listening	to conventio	onal radio	
	programmes on the Internet during week			J			
Q17c	[Only ask radio users who have listene	d to online	<u>e music pla</u>	atforms or	other Inter	<u>net radio</u>	
	programmes] How many hours of your daily average div	d vou usus	ally spend o	n listenina i	to online m	usic nlatf	orms (e a
	Spotify, Apple Music, YouTube Music, JO						
	BBC Sounds, The Voice of China, Qingch						(9-
					L. L		
			17a	Q1		Q1	
			onal radio	On the	Internet	Online platform	
	sets (with AM/FM channels)				Interne		
		onar				progra	
(04)	Weekdays (Monday to Friday)		hours		hours	1 - 3 -	hours
(R1)	– average hours per day						
(R2)	Weekends (Saturday and Sunday) – average hours per day		hours		hours		hours
(R3)			hours		hours		hours

Q18a	[Only ask radio	<u>users wh</u> o ha	ve listened to	radio prograr	nmes using co	onventional ra	dio sets]
	Showcard						
	What was/ were			listened to rac	lio programmes	s <u>through con</u>	ventional
	<u>radio sets</u> during	g weekdays an	d weekends?				
Q18b	[Only ask radio	<u>users who ha</u>	ve listened to	conventional	radio progran	nmes using m	obile apps,
	laptops, deskto	<u>p computers c</u>	or tablets]				
	Showcard	d			1.4		
	What was/ were the Internet during water			usually listene	ed to conventior	nal radio progra	ammes <u>on tne</u>
	internet during w	veekuays anu v	weekenus?				
Q18c	[Only ask radio	<u>users who ha</u>	ve listened to	online music	platforms or o	other Internet	<u>radio</u>
	programmes]						
	Showcard	the daily time	alat(a) that you	uquelly listons	d to online mu	ucio plotformo	(o.g. Spotify
	What was/ were the Apple Music, You						
	Sounds, The Voi						<u>ies</u> (e.g. 886
		01	8a	01	8b	01	8c
			adio sets (with		Internet		ic platforms/
			channels)	On the	internet		ernet radio
			,			progra	ammes
		Weekdays	Weekends	Weekdays	Weekends	Weekdays	Weekends
		(Monday to	(Saturday	(Monday to	(Saturday	(Monday to	(Saturday
	Mid Night To	Friday)	and Sunday)	Friday)	and Sunday)	Friday)	and Sunday)
	=== Mid Night To Morning (00:00-						
	05:59) ===						
(R1)	00:00 to 00:29		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
(R8)	03:30 to 03:59		8	8	8	8	8
(R9)	04:00 to 04:29		9	9	9	9	9
(R10)	04:30 to 04:59		10	10	10	10	10
(R11)	05:00 to 05:29		11	11	11	11	11
(R12)	05:30 to 05:59		12	12	12	12	12
	=== Morning to Noon (06:00-						
	11:59) ===						
(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
(R19)	09:00 to 09:29		19	19	19	19	19
(R20)	09:30 to 09:59		20	20	20	20	20
(R21)	10:00 to 10:29		21	21	21	21	21
(R22)	10:30 to 10:59		22	22	22	22	22
(R23)	11:00 to 11:29		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		2	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		2	29
(R30)	14:30 to 14:59	30	30	30	30	30		3	30
(R31)	15:00 to 15:29	31	31	31	31	31		3	31
(R32)	15:30 to 15:59	32	32	32	32	32		3	32
(R33)	16:00 to 16:29	33	33	33	33	33		3	33
(R34)	16:30 to 16:59	34	34	34	34	34		3	34
(R35)	17:00 to 17:29	35	35	35	35	35		3	35
(R36)	17:30 to 17:59	36	36	36	36	36		3	36
	=== Evening to								
	Mid Night (18:00-								
	23:59) ===	07	07	07	07	07		~	7
(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 41	40	40	40 41			10
(R41)	20:00 to 20:29	41		41	41				11
(R42)	20:30 to 20:59 21:00 to 21:29	42 43	42 43	42 43	42 43	42 43			12 13
(R43) (R44)	21:30 to 21:59	43 44	43 44	43 44	43 44	43 44			13 14
(R44) (R45)	21.30 to 21.39 22:00 to 22:29	44 45	44 45	44 45	44 45	44 45			14 15
(R45) (R46)	22:30 to 22:59	45 46	45 46	45 46	45 46	40			46
(R40) (R47)	23:00 to 23:29	40	40	40	40	40			47
(R47) (R48)	23:30 to 23:59	47	48	48	48	48			+7 18
(R99)	No fixed time slot	40 99	40 99	40 99	40 99	40 99			99
(R98)	None of the above	98	98	99 98	98	98			98
Q19	[Only ask radio		50		50		Code		Route
	Showcard								
	Why did you lister	n to conventio	nal radio progra	ammes? <mark>[Mult</mark>	iple Answers]				
				Daing availabl		ortation	4		
		l interned t		-	e during transp		1		
		Listened t			en widely talke		2		
	luat ta b	ovo "bookarov			ooring TV prog	i	3		
	JUSTION	ave backgrou	ina souna to g		ores I'm taking		4 5		
				FO	r obtaining info		5		
				auiring knowle	For listening t	1	6		
					edge/self-impro		7		
					pecify):		96		
					pecify):		97		
			Ot	hers (please sp	oecify):		98		

Q20	[Only ask radio users] Showcard			
	Which of the following radio channel(s) did you most often listen to on weel Fridays) and during weekends (i.e. Saturdays and Sundays) respectively?			
	Please prioritise your answers in numerical sequence, with "1" being your r channel , "2" being your second most frequently listened channel and so fo		iently liste	ned
			Q20	
		Weekday (Monday Friday)	rs Wo to (Sat	eekends urday and unday)
(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 [Multiple Answers]	others?	Code	Route
	More high-quality pro	ductions	1	
	Provision of trusted and instant news and info	1	2	
	More programmes with new ideas and creative e		3	
	More attractive disc		4	
	A wide range of different genres of prog		5	
	Habitual	•	6	
	Others (please specify):		97	
	Others (please specify):		98	
	Others (please specify):		99	

	[Only ask radio users]		
	Showcard		
	Which type(s) of radio programmes did you most often listen to? [Multiple Answer	ersj	
	Please prioritise your answers in numerical sequence, with "1" being your most frequent of radio programme, "2" being your second most frequently listened type of radio proforth.		
(R1) News Programmes		
(R2	· · · · · · · · · · · · · · · · · · ·		
(R3			
(R4			
	(e.g. Arts and Culture, Health, Education, Gourmet, Travelogues)		
(R5	· · · · · · · · · · · · · · · · · · ·		
(R6	· · · · · · · · · · · · · · · · · · ·		
(R7	·		
(R8			
(R9			
(R96	,		
(R97	,		
(R98) Others (please specify):		
Now, I wo	ould like to know your views on the variety of radio programmes .		
Q23	[Only ask radio users]	Code	Route
	Showcard		
	Overall speaking, are you satisfied with the <u>variety of the radio programmes</u> currently provided? [Single Answer]		
	ouriently provided [engle / therei]		
	Very satisfied	5	
	Quite satisfied		
	[Do not road out] Average	4	
	[Do not read out] Average	3	
	Quite dissatisfied	3 2	
	Quite dissatisfied Very dissatisfied	3 2 1	
024	Quite dissatisfied Very dissatisfied [Do not read out] No comment	3 2 1 9	Pouto
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [Only ask radio users who are dissatisfied with the variety of radio	3 2 1	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment	3 2 1 9	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [Only ask radio users who are dissatisfied with the variety of radio programmes]	3 2 1 9	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [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	3 2 1 9	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [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] Programmes have been pre-dominated by similar genres	3 2 1 9	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [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] Programmes have been pre-dominated by similar genres (e.g. finance or current affairs programmes)	3 2 1 9 Code	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [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] Programmes have been pre-dominated by similar genres (e.g. finance or current affairs programmes) Insufficient variety of programmes to suit the needs of different age groups	3 2 1 9 Code	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [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] Programmes have been pre-dominated by similar genres (e.g. finance or current affairs programmes) Insufficient variety of programmes to suit the needs of different age groups Lack of programmes that bring new ideas and creativity	3 2 1 9 Code	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [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] Programmes have been pre-dominated by similar genres (e.g. finance or current affairs programmes) Insufficient variety of programmes to suit the needs of different age groups Lack of programmes to cater for the needs of ethnic minorities	3 2 1 9 Code 1 2 3 4	Route
Q24	Quite dissatisfied Very dissatisfied [Do not read out] No comment [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] Programmes have been pre-dominated by similar genres (e.g. finance or current affairs programmes) Insufficient variety of programmes to suit the needs of different age groups Lack of programmes that bring new ideas and creativity	3 2 1 9 Code	Route

Now, I	would like to know your views on the online music platforms or other Internet radio	services.	
Q25	[Only ask online music platform/ other Internet radio programme users]		
	<u>Showcard</u> Which of the following <u>online music platforms</u> did you most often listen to? [Multiple Answers]	Code	Route
	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.		
	Spotify Apple Music JOOX MOOV KKBOX		
	YouTube Music Others (please specify):		
	Others (please specify): Others (please specify): Not listen to any online music platforms	99	
Q26	[Only ask online music platform/ other Internet radio programme users]		
	Showcard		
	Which of the following <u>other Internet radio programme platforms</u> did you most often listen to? [Multiple Answers]	Code	Route
	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.		
	BBC Sounds		
	The Voice of China		
	Qingchen Music Radio		
	Others (please specify):		
	Others (please specify):		
ĺ	Others (please specify):		
	Not listen to any other Internet radio programme platforms	99	
Q27	[Only ask online music platform/ other Internet radio programme users] Showcard	Code	Route
	Why did you listen to online music platforms or other Internet radio programmes? [Multiple Answers]		
	Listened to programmes that were not available in conventional radio broadcasters More choices of music	1 2	
	Can choose what to listen to at any time	3	
	Others (please specify):	96	
	Others (please specify):	97	
	Others (please specify):	98	

	Television Programme Services rould like to ask about your <u>habit c</u>		orogrammes and	or Internet-based	media in the pas
Q28a	[Only ask free TV users] In the <u>past month</u> , how often did RTHK, regardless of where your sets and through Internet using	viewing took pla	ce on each occas	ion (including watch	
Q28b	[Only ask pay TV users] In the <u>past month</u> , how often did viewing took place on each occa different devices)? [Single Anse	asion (including w			
Q28c	[Only ask non-domestic TV us In the <u>past month</u> , how often did regardless of where your viewing through Internet using different of	l you watch non-c g took place on e	ach occasion (inc		
Q28d	[Ask TV users] In the <u>past month,</u> how often did				
	Disney+) and "Queen of Tears" each occasion? [Single Answe	(TV series on Net			
	Disney+) and "Queen of Tears"	(TV series on Net r]	tflix)), regardless o	of where your viewir	ng took place on
	Disney+) and "Queen of Tears"	(TV series on Net r] Q28a Free TV	tflix)), regardless o Q28b Pay TV	Q28c Non-domestic TV	g took place on Q28d Internet-based
(R1)	Disney+) and "Queen of Tears" each occasion? [Single Answe	(TV series on Net r] Q28a	tflix)), regardless o Q28b	of where your viewir Q28c	ng took place on Q28d
(R1) (R2)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day	(TV series on Net r] Q28a Free TV programmes	tflix)), regardless of Q28b Pay TV programmes	Q28c Non-domestic TV programmes	Q28d Internet-based media
(R1) (R2) (R3)	Disney+) and "Queen of Tears" each occasion? [Single Answe	(TV series on Net r] Q28a Free TV programmes 1	tflix)), regardless of Q28b Pay TV programmes 1	Q28c Non-domestic TV programmes 1	Q28d Internet-based media
(R2)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week	(TV series on Net Q28a Free TV programmes 1 2	tflix)), regardless of Q28b Pay TV programmes 1 2	Q28c Non-domestic TV programmes 1 2	Q28d Internet-based media 1 2
(R2) (R3)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks At least 1 day every month	(TV series on Net Q28a Free TV programmes 1 2 3	tflix)), regardless of Q28b Pay TV programmes 1 2 3	Q28c Non-domestic TV programmes 1 2 3	Q28d Internet-based media 1 2 3
(R2) (R3) (R4)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks	(TV series on Net r] Q28a Free TV programmes 1 2 3 4	tflix)), regardless of Q28b Pay TV programmes 1 2 3 4	Q28c Non-domestic TV programmes 1 2 3 4	Q28d Internet-based media 1 2 3 4
(R2) (R3) (R4) (R6) (R9)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks At least 1 day every month	(TV series on Net Q28a Free TV programmes 1 2 3 4 6	tflix)), regardless of Pay TV programmes 1 2 3 4 6	Q28c Non-domestic TV programmes 1 2 3 4 6	Q28d Internet-based media 1 2 3 4 6 9
(R2) (R3) (R4) (R6) (R9)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks At least 1 day every month Never [Only ask free TV users] In the <u>past month</u> , how often (<u>in</u> programmes?	(TV series on Net r] Q28a Free TV programmes 1 2 3 4 6 percentage term	tflix)), regardless of Pay TV programmes 1 2 3 4 6 1 0	Q28c Non-domestic TV programmes 1 2 3 4 6	Q28d Internet-based media 1 2 3 4 6 9
(R2) (R3) (R4) (R6) (R9) Q29	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks At least 1 day every month Never [Only ask free TV users] In the <u>past month</u> , how often (<u>in</u> programmes?	(TV series on Net r] Q28a Free TV programmes 1 2 3 4 6 percentage term	tflix)), regardless of Q28b Pay TV programmes 1 2 3 4 6 1 2 3 4 6 1 2 3 4 6 1 5 1 2 3 4 6 1 5 1 5 1 2 3 4 6 5 5 5 5 5 5 5 5 5 5 5 5 5	Q28c Non-domestic TV programmes 1 2 3 4 6	Q28d Internet-based media 1 2 3 4 6 9
(R2) (R3) (R4) (R6) (R9) Q29 (R ² (R2)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks At least 1 day every 2 weeks At least 1 day every month Never [Only ask free TV users] In the <u>past month</u> , how often (<u>in</u> programmes? 1) % on co	(TV series on Net r] Q28a Free TV programmes 1 2 3 4 6 percentage term onventional TV se % on Sm	tflix)), regardless of Pay TV programmes 1 2 3 4 6 <u>ns</u>) did you use th ts (without Internet nart TV (using free	Q28c Non-domestic TV programmes 1 2 3 4 6 e following methods	Q28d Internet-based media 1 2 3 4 6 9
(R2) (R3) (R4) (R6) (R9) Q29 (R2 (R2 (R2)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks At least 1 day every 2 weeks At least 1 day every month Never [Only ask free TV users] In the <u>past month</u> , how often (<u>in</u> programmes? 1) % on co	(TV series on Net r] Q28a Free TV programmes 1 2 3 4 6 percentage term onventional TV se % on Sm	Q28b Pay TV programmes 1 2 3 4 6 ms) did you use the s (without Internet TV (using free thart TV (using free thart TV (using free thart TV (using Internet that the second seco	Q28c Non-domestic TV programmes 1 2 3 4 6 e following methods et functions) e TV signal) et functions)	Q28d Internet-based media 1 2 3 4 6 9
(R2) (R3) (R4) (R6) (R9) 229 (R2 (R2 (R2 (R2) (R2)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks At least 1 day every 2 weeks At least 1 day every month Never [Only ask free TV users] In the <u>past month</u> , how often (<u>in</u> programmes? 1) % on co 2) 3) 4)	(TV series on Net r] Q28a Free TV programmes 1 2 3 4 6 percentage term onventional TV se % on Smart	Q28b Pay TV programmes 1 2 3 4 6 1 2 3 4 6 1 1 2 3 4 6 1 1 1 2 3 4 6 1 1 1 2 3 4 6 1 1 2 3 4 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Q28c Non-domestic TV programmes 1 2 3 4 6 e following methods et functions) e TV signal) et functions) bile phones	Q28d Internet-based media 1 2 3 4 6 9
(R2) (R3) (R4) (R6) (R9) Q29 (R2 (R2 (R2)	Disney+) and "Queen of Tears" each occasion? [Single Answe Every day 4-6 days a week 1-3 days a week At least 1 day every 2 weeks At least 1 day every 2 weeks At least 1 day every month Never [Only ask free TV users] In the <u>past month</u> , how often (<u>in</u> programmes? 1) % on co 2) 3) 4) 5)	(TV series on Net Q28a Free TV programmes 1 2 3 4 6 percentage term worventional TV se % on Smart % on laptops	Q28b Pay TV programmes 1 2 3 4 6 ms) did you use th ts (without Interne nart TV (using free TV (using Interne % on mo	Q28c Non-domestic TV programmes 1 2 3 4 6 e following methods et functions) et functions) bile phones ters/ tablets	Q28d Internet-based media 1 2 3 4 6 9

% of using Other 1 (please specify the platform):

% of using Other 2 (please specify the platform): _____

% of using Other 3 (please specify the platform): _

(R96) (R97)

(R98)

Q30a	[Only ask free TV How many hours of weekdays and wee	your <u>d</u>		erage d	lid you u	usually	spend c	on the f	ree TV	progra	mmes o	during	
Q30b	[Only ask pay TV of How many hours of weekdays and wee	your <u>d</u>		erage d	id you ι	usually s	spend o	on the p	ay TV j	progra	mmes d	luring	
Q30c	[Only ask non-dor How many hours of during weekdays ar	your <u>d</u>	<u>aily</u> ave	erage d	id you ι	sually	spend c	on the n	on-don	nestic ⁻	TV prog	grammo	es
Q30d	[Only ask Internet: How many hours of weekdays and wee	your <u>d</u>	aily ave		id you ι	sually	spend c	on the li	nternet	-based	media	during	
Q30e	[Only ask social m How many hours of			erane d	id vou u	vulleus	snend c	on the s	ocial m	nedia di	urina we	ekdavs	sand
	weekends?	your <u>u</u>	any ave	cruge u		Journy (spenae						
Q30f		nline ac	tivities aily ave	s users erage d	ן id you נ	usually	spend c	on the c	other on	nline ac	tivites	·	
Q30f	weekends? [Only ask other or How many hours of	nline ac	tivities aily ave	s users erage d	ן id you נ	usually s rnet) d	spend c uring we	on the c	other on	nline ac	tivites	·	
Q30f	weekends? [Only ask other or How many hours of	nline ac	<u>aily</u> ave pping,	s users erage d browsi	ן id you נ	usually s rnet) dr Q3 Non-do	spend o uring we	on the c eekday	other on	nline ac	tivites	(e.g. pl	
Q30f	weekends? [Only ask other or How many hours of	nline ac your <u>d</u> ane shop Q3 Free	etivities aily ave pping, 0a e TV	erage d browsi Q3	l iid you u ng Inte 30b / TV	usually s rnet) de Q3 Non-dc T	spend c uring we 60c omestic V	on the o eekday Q3 Inte	other on s and w 30d rnet-	nline ac reekend	stivites ls? 30e	(e.g. pl Q: Other	aying 30f online
	weekends? [Only ask other or How many hours of video games, onlin	nline ac your <u>d</u> a ne shop Q3	etivities aily ave pping, oa e TV mmes	erage d browsi Q3	l id you u ng Inte 30b / TV ammes	usually s rnet) de Q3 Non-dc T	spend c uring we BOC Domestic V ummes	on the o eekday Q3 Inte	other on s and w 30d rnet- media	nline ac reekend	stivites ls? 30e media	(e.g. pl Q: Other	aying 30f online vities
Q30f (R1	weekends? [Only ask other or How many hours of video games, onlin) Weekdays (Monday to Friday) – average hours	nline ac your <u>d</u> ane shop Q3 Free	etivities aily ave pping, 0a e TV	erage d browsi Q3	l iid you u ng Inte 30b / TV	usually s rnet) de Q3 Non-dc T	spend c uring we 60c omestic V	on the o eekday Q3 Inte	other on s and w 30d rnet-	nline ac reekend	stivites ls? 30e	(e.g. pl Q: Other	aying 30f online
	weekends? [Only ask other or How many hours of video games, onlin) Weekdays (Monday to Friday) – average hours per day	nline ac your <u>d</u> ane shop Q3 Free	etivities aily ave pping, oa e TV mmes	erage d browsi Q3	l id you u ng Inte 30b / TV ammes	usually s rnet) de Q3 Non-dc T	spend c uring we BOC omestic V ummes	on the o eekday Q3 Inte	other on s and w 30d rnet- media	nline ac reekend	stivites ls? 30e media	(e.g. pl Q: Other	aying 30f online vities

Q31 Showcard

[Only ask free TV users]

Q31a. What was/ were the <u>daily</u> time slot(s) that you spent on **free TV programmes** during weekdays and weekends?

[Only ask pay TV users]

Q31b. What was/ were the <u>daily</u> 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 <u>daily</u> 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 <u>daily</u> time slot(s) that you spent on Internet-based media during weekdays and weekends?

[Only ask social media users]

Q31e. What was/ were the <u>daily</u> 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 activites (e.g. playing video** games, online shopping, browsing Internet) during weekdays and weekends?

			81a	Q3			51c	Q3			51e		31f
			e TV	Pay		Non-do		Internet		Social	media		online
		progra	ammes	progra	mmes	Т		me	dia			activ	vities
		Weekdeve	Weekend	Weekdays	Weekend		mmes	Weekdeve	Weekend	Weekdeve	Weekend	Weekdeve	Weekend
		Weekdays (Monday to Friday)	Weekend (Saturday and Sunday)			(Monday to Friday)			(Saturday				(Saturday and Sunday)
То	lid Night Morning 00-05:59) ===												
(R1)	00:00 to 00:29		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
(R3)	01:00 to 01:29		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
(R5)	02:00 to 02:29	6	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
(R7)	03:00 to 03:29		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
(R9)	04:00 to 04:29	ч	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

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

1	17:59				I		l	l		l	I	1	1 11
	vening to												
	/lid Night 00-23:59)												
(R37)	18:00 to 18:29	37	37	37	37	37	37	37	37	37	37	37	37
(R38)	16.59	38	38	38	38	38	38	38	38	38	38	38	38
(R39)	19:00 to 19:29	39	39	39	39	39	39	39	39	39	39	39	39
(R40)	19:30 to 19:59	40	40	40	40	40	40	40	40	40	40	40	40
(R41)	20:00 to 20:29	41	41	41	41	41	41	41	41	41	41	41	41
(R42)	20:30 to 20:59	42	42	42	42	42	42	42	42	42	42	42	42
(R43)	21:00 to 21:29	43	43	43	43	43	43	43	43	43	43	43	43
(R44)	21:30 to 21:59	44	44	44	44	44	44	44	44	44	44	44	44
(R45)	22:00 to 22:29	45	45	45	45	45	45	45	45	45	45	45	45
(R46)	22:30 to 22:59	46	46	46	46	46	46	46	46	46	46	46	46
(R47)	23:00 to 23:29	47	47	47	47	47	47	47	47	47	47	47	47
(R48)	23:30 to 23:59	48	48	48	48	48	48	48	48	48	48	48	48
(R99)	No fixed time slot	99	99	99	99	99	99	99	99	99	99	99	99
(R98)	None of the above	98	98	98	98	98	98	98	98	98	98	98	98
Q32		ask fre	e TV use	rs]								ode	Route
			your viev atching f						/ou sper	nd more	or		
	1635 (1)		atorning i		lografii			ISWEIJ					
								Ма	ro or loo		ore	1	
								IVIO	re or les		ess	2 3	
Q33	[Only	ask fre	e TV use	rs who	spent le	ss time	on wate	ching fr	e TV			ode	Route
	progra Show	ammes card	1										
			ere the re	ason(s)	for watc	hing less	s free T\	/ prograi	mmes?	[Multip	le		
	Answ	ers]											
				_						_			
		A١	ailability	of on-de	emand /	streamir	ng servic		ternet-ba interacti			1 2	
					U	nattracti	ve free 7				•	3	
						ear and f	ixed pro	gramme	s at spe	cified tin	nes	4	
								btain the				5	
						ers (plea: ers (plea:						96 97	
						ers (plea	•	•				97 98	
,							1						

	[Only ask free TV users] Showcard	Code	Route
	Why did you watch free TV programmes? [Multiple Answers]		
	Interviewer note: If the answer is "Watch when I have time", the interviewer can choose "Free to choose whatever I like to watch anytime"		
	To obtain information such as news, weather, financial and traffic report	rts 1	
	For entertainme	ent 2	
	For acquiring knowledge / self-improveme	ent 3	
	Just to have "background" sou	nd 4	
	To accompany someone else and watch together (as a family/househol	ld) 5	
	To watch a programme that was widely talked abo	out 6	
	Free to choose whatever I like to watch anytin	ne 7	
	Others (please specify):	96	
	Others (please specify):	97	
	Others (please specify):	98	
	Showcard Which of the following free TV channels did you watch most frequently on weeko Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel. "2" being your second most frequently watched channel and so forth	ple Answe	rs]
	Which of the following <u>free TV channels</u> did you watch most frequently on weekor Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multip Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth.	ple Answe	rs] atched
	Which of the following <u>free TV channels</u> did you watch most frequently on weeker Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth.	ple Answe	rs]
(R1)	Which of the following <u>free TV channels</u> did you watch most frequently on weekor Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multipelease prioritise your answers in numerical sequence, with "1" being your most frequently watched channel and so forth.	ple Answe	rs] atched
(R1) (R2)	Which of the following <u>free TV channels</u> did you watch most frequently on weekor Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multipelease prioritise your answers in numerical sequence, with "1" being your most frechannel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus	ple Answe	rs] atched
(R1) (R2) (R3)	Which of the following <u>free TV channels</u> did you watch most frequently on weeko Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News	ple Answe	rs] atched
(R1) (R2) (R3) (R4)	Which of the following <u>free TV channels</u> did you watch most frequently on weekor Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multiperfease prioritise your answers in numerical sequence, with "1" being your most frechannel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5)	Which of the following <u>free TV channels</u> did you watch most frequently on weekor Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multiperfease prioritise your answers in numerical sequence, with "1" being your most frechannel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6)	Which of the following <u>free TV channels</u> did you watch most frequently on week Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6) (R7)	Which of the following <u>free TV channels</u> did you watch most frequently on weekor Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multiperfease prioritise your answers in numerical sequence, with "1" being your most frechannel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix 99. ViuTV	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6) (R7) (R8)	Which of the following <u>free TV channels</u> did you watch most frequently on week Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix 99. ViuTV 76. HOY International Business Channel	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9)	Which of the following <u>free TV channels</u> did you watch most frequently on weeke Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix 99. ViuTV 76. HOY International Business Channel 77. HOY TV	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10)	Which of the following <u>free TV channels</u> did you watch most frequently on weeke Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix 99. ViuTV 76. HOY International Business Channel 77. HOY TV 78. HOY Infotainment Channel	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10) (R11)	Which of the following <u>free TV channels</u> did you watch most frequently on weeke Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix 99. ViuTV 76. HOY International Business Channel 77. HOY TV 78. HOY Infotainment Channel 31. RTHK TV 31	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10) (R11) (R12)	Which of the following <u>free TV channels</u> did you watch most frequently on weeke Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix 99. ViuTV 76. HOY International Business Channel 77. HOY TV 78. HOY Infotainment Channel 31. RTHK TV 31 32. RTHK TV 32	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10) (R11) (R12) (R13)	Which of the following <u>free TV channels</u> did you watch most frequently on weeke Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix 99. ViuTV 76. HOY International Business Channel 77. HOY TV 78. HOY Infotainment Channel 31. RTHK TV 31 32. RTHK TV 33 (Relay of China Central Television Channel 1 (CCTV-1))	ple Answe	rs] atched
(R1) (R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10) (R11) (R12)	Which of the following <u>free TV channels</u> did you watch most frequently on weeke Fridays) and during weekends (i.e. Saturdays and Sundays) respectively? [Multi Please prioritise your answers in numerical sequence, with "1" being your most fr channel, "2" being your second most frequently watched channel and so forth. 81. Jade 82. TVB Plus 83. TVB News 84. Pearl 85. Phoneix Hong Kong Channel 96. ViuTVsix 99. ViuTV 76. HOY International Business Channel 77. HOY TV 78. HOY Infotainment Channel 31. RTHK TV 31 32. RTHK TV 32	ple Answe	rs] atched

Q36	[Only ask free TV users] Showcard	Code	Route
	Why did you prioritise free TV channel(s) of a particular broadcaster over the others? [Multiple Answers]		
	More high-quality productions	5 1	
	Trusted and accurate news and information		
	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		
	I do not have a preference in choosing broadcaster	· 7	
	Others (please specify):	96	
	Others (please specify):	. 97	
	Others (please specify):	. 98	
	Please prioritise your answers in numerical sequence, with "1" being your most free of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the intervi- programme name in "Others (please specify)"	TV program	nme and
(R1) (R2)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes	TV program	nme and
	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas	TV program	nme and
(R2)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries	TV program	nme and
(R2) (R3)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries	TV program	nme and
(R2) (R3) (R4)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes	TV program	nme and
(R2) (R3) (R4) (R5) (R6) (R7)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes Business / Finance Programmes Reality Shows / Idol-making Programmes	TV program	nme and
(R2) (R3) (R4) (R5) (R6)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes Business / Finance Programmes Reality Shows / Idol-making Programmes	TV program	nme and
(R2) (R3) (R4) (R5) (R6) (R7)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes Business / Finance Programmes Reality Shows / Idol-making Programmes Variety Shows Arts and Culture / Music Programmes	TV program	nme and
(R2) (R3) (R4) (R5) (R6) (R7) (R8)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes Business / Finance Programmes Reality Shows / Idol-making Programmes Variety Shows Arts and Culture / Music Programmes	TV program	nme and
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes Business / Finance Programmes Reality Shows / Idol-making Programmes Variety Shows Arts and Culture / Music Programmes Sports Programmes	TV program	nme and
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes Business / Finance Programmes Reality Shows / Idol-making Programmes Variety Shows Arts and Culture / Music Programmes Sports Programmes Infotainment Programmes	TV program	nme and
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10) (R11)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes Business / Finance Programmes Reality Shows / Idol-making Programmes Variety Shows Arts and Culture / Music Programmes Sports Programmes Infotainment Programmes Cartoon / Animation	TV program	nme and
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10) (R11) (R12)	of free TV programme, "2" being your second most frequently watched type of free so forth. Interviewer note: If the answer is a programme name, the interviewer can refer to showcard to categorise it into the relevant programme type. If not sure, the interv programme name in "Others (please specify)" News Programmes Dramas Current Affairs Programmes Documentaries Travelogues / Talk shows / Gourmet Programmes Business / Finance Programmes Reality Shows / Idol-making Programmes Variety Shows Arts and Culture / Music Programmes Sports Programmes Infotainment Programmes Cartoon / Animation Others (please specify):	TV program	nme and

Q38	[Only ask free TV users] Showcard	Code	Route
	Overall speaking, are you satisfied with the variety of free TV programmes		
	currently provided? [Single Answer]		
	Very satisfied	5	
	Quite satisfied	4	
	[Do not read out] Average	3	
	Quite dissatisfied	2	
	Very dissatisfied	1	
	[Do not read out] No comment	9	
Q39	[Only ask free TV users who are dissatisfied with the variety of free TV	Code	Route
	programmes]		
	Showcard		
	Why are you dissatisfied with the <u>variety of free TV programmes</u> currently		
	provided? [Multiple Answers]		
	Programmes have been pre-dominated by similar genres e.g. finance or current	1	
	affairs programmes	2	
	Insufficient variety of programmes to suit the needs of different age groups	2	
	Lack of programmes that bring new ideas and creativity Lack of programmes to cater for the needs of ethnic minorities	3 4	
	Others (please specify):	4 96	
	Others (please specify): Others (please specify):	90 97	
	Others (please specify): Others (please specify):	98	
Q40	[Only ask free TV users]	Code	Route
Q40	In the past month, did you watch any locally produced programme contents and	Code	Noule
	programme contents produced from places outside Hong Kong on free TV		
	platforms? [Multiple Answers]		
	[Note: Locally produced programme contents refer to those programmes produced		
	by free TV broadcasters or by other local companies.]		
	Yes, I watched locally produced programme contents	1	
	Yes, I watched programme contents produced from places outside Hong Kong	2	
	None of the above	9	
Q41	[Only ask free TV users who watched locally produced programme contents]	Code	Route
	What were the reasons for watching local programme contents? [Multiple		
	Answers]		
	For local information such as news / finance / weather and traffic reports	1	
	Feel like the programmes are more relevant to me	2	
	More programme choices	3	
	Others (please specify):	96	
1		97	
	Others (please specify):	31	

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

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

Q47	[Only ask free TV users]		Code	Route
371	Is there any member of your family who is aged below 15? [S	ingle Answer]	Obuc	Route
		Yes	1	
		No	2	
Q48	[Only ask free TV users with child(ren) aged below 15]		Code	Route
	In the <u>past month</u> , did the parents or any family members age accompany the child(ren) aged below 15 in watching free TV [[Single Answer]			
	<i>Interviewer note:</i> "Accompany" refers to sitting together with the children for wa programmes by parents and/or any family members.	tching the free TV		
		Yes	1	
		No	2	
		Don't know	9	
Q49	[Only ask free TV users who accompanied child(ren) aged	d below 15 in watchi	ng free TV	
	programmes] Showcord			
	Showcard In which time slot(s) of a day, i.e. the start and end time, did the	ney usually accompan	v the child(ren) in
	watching free TV programmes during weekdays and weekend		, . <u>.</u>	,
		Q ، Time slot(s) on a child(ren) in wa progra	ccompanyii atching free	
			Week	onde
				enus
		Weekdays	(Saturd	ay and
		(Monday to Friday)		ay and
	=== Mid Night To Morning (00:00-05:59) ===	(Monday to Friday)	(Saturd Sund	ay and day)
(R1)	00:00 to 00:29	(Monday to Friday)	(Saturd Sund	ay and day)
(R2)	00:00 to 00:29 00:30 to 00:59	(Monday to Friday) 1 2	(Saturd Sund 1 2	ay and day)
(R2) (R3)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29	(Monday to Friday) 1 2 3	(Saturd Sund 1 2 3	ay and day)
(R2) (R3) (R4)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59	(Monday to Friday) 1 2 3 4	(Saturd Sund 1 2 3 4	ay and day)
(R2) (R3) (R4) (R5)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29	(Monday to Friday) 1 2 3 4 5	(Saturd Sund 1 2 3 4 5	ay and day)
(R2) (R3) (R4) (R5) (R6)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59	(Monday to Friday) 1 2 3 4 5 6	(Saturd Sund 1 2 3 4 5 6	ay and day)
(R2) (R3) (R4) (R5)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29	(Monday to Friday) 1 2 3 4 5 6 7	(Saturd Sund 1 2 3 4 5	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29	(Monday to Friday) 1 2 3 4 5 6 7 8	(Saturd Sund 1 2 3 4 5 6 7	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59	(Monday to Friday) 1 2 3 4 5 6 7 8 9	(Saturd Sund 1 2 3 4 5 6 7 8	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10) (R11)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11	(Saturd Sund 1 2 3 4 5 6 6 7 8 9 1 1 1	ay and day)
(R2) (R3) (R4) (R5) (R5) (R6) (R7) (R8) (R9) (R10)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11	(Saturd Sund 1 2 3 4 5 6 7 7 8 9 9	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R9) (R10) (R11)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12	(Saturd Sund 1 2 3 4 5 6 6 7 8 9 1 1 1	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R10) (R10) (R11) (R12) (R13)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29 05:30 to 05:59 === Morning to Noon (06:00-11:59) === 06:00 to 06:29	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12 13	(Saturd Sund 1 2 3 4 5 6 7 7 8 9 10 11 12 11	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R10) (R10) (R11) (R12) (R13) (R14)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29 05:30 to 05:59 === Morning to Noon (06:00-11:59) === 06:00 to 06:29 06:30 to 06:59	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12 13 13 14	(Saturd Sund 1 2 3 4 5 6 7 7 8 9 10 11 12 12 11	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R10) (R10) (R11) (R12) (R13) (R14) (R15)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29 05:30 to 05:59 === Morning to Noon (06:00-11:59) === 06:00 to 06:29 06:30 to 06:59 07:00 to 07:29	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15	(Saturd Sund 1 2 3 4 5 6 7 7 8 9 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R10) (R10) (R11) (R12) (R13) (R14) (R15) (R16)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29 05:30 to 05:59 === Morning to Noon (06:00-11:59) === 06:00 to 06:29 06:30 to 06:59 07:00 to 07:29 07:30 to 07:59	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16	(Saturd Sund 1 2 3 4 5 6 7 6 7 8 9 10 11 12 11 12 11 14 11 14 11 14 11	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R10) (R10) (R11) (R12) (R13) (R13) (R14) (R15) (R16) (R17)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29 05:30 to 05:59 === Morning to Noon (06:00-11:59) === 06:00 to 06:29 06:30 to 06:59 07:00 to 07:29 07:30 to 07:59 08:00 to 08:29	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	(Saturd Sund 1 2 3 4 5 6 7 8 9 10 17 12 12 11 12 11 12 11 12 11 12 11 12 11 12 11 12 11 12 11 12 11 12 11 12 12	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R10) (R10) (R11) (R12) (R13) (R13) (R14) (R15) (R16) (R17) (R18)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29 05:30 to 05:59 === Morning to Noon (06:00-11:59) === 06:00 to 06:29 06:30 to 06:59 07:00 to 07:29 07:30 to 07:59 08:00 to 08:29 08:30 to 08:59	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	(Saturd Sund 1 2 3 4 5 6 7 7 8 9 10 11 12 11 12 11 14 11 11 11 11 11 11	ay and day) 2 3 4 5 6 7 8
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R10) (R10) (R11) (R12) (R13) (R14) (R14) (R15) (R16) (R17) (R18) (R19)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29 05:30 to 05:59 === Morning to Noon (06:00-11:59) === 06:00 to 06:29 06:30 to 06:59 07:00 to 07:29 07:30 to 07:59 08:00 to 08:29 08:30 to 08:59 09:00 to 09:29	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19	(Saturd Sund 1 2 3 4 5 6 7 8 9 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ay and day)
(R2) (R3) (R4) (R5) (R6) (R7) (R8) (R10) (R10) (R11) (R12) (R12) (R13) (R14) (R15) (R16) (R17) (R18)	00:00 to 00:29 00:30 to 00:59 01:00 to 01:29 01:30 to 01:59 02:00 to 02:29 02:30 to 02:59 03:00 to 03:29 03:30 to 03:59 04:00 to 04:29 04:30 to 04:59 05:00 to 05:29 05:30 to 05:59 === Morning to Noon (06:00-11:59) === 06:00 to 06:29 06:30 to 06:59 07:00 to 07:29 07:30 to 07:59 08:00 to 08:29 08:30 to 08:59	(Monday to Friday) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	(Saturd Sund 1 2 3 4 5 6 7 7 8 9 10 11 12 11 12 11 14 11 11 11 11 11 11	ay and day) 2 3 4 5 6 7 8 9 0

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(R23)	11:00 to 11:29	23	23
(R24)	11:30 to 11:59	24	24
	=== Noon to Evening (12:00-17:59) ===		
(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
, ,	=== Evening to Mid Night (18:00-23:59) ===		
(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	40	40
(R42)	20:30 to 20:59	42	42
(R43)	21:00 to 21:29	43	43
(R44)	21:30 to 21:59	44	40
(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 v	vould like to know your views on the pay TV programmes .		
Q50	[Only ask pay TV users]	Code	Route
	Showcard Why did you watch pay TV programmes? [Multiple Answers]		
	why did you watch pay i'v programmes? [wuitiple Answers]		
	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	[Only ask pay TV users]	Code	Route
	Showcard Overall speaking, are you satisfied with the variety of the pay TV programmes		
	currently provided by Now TV? [Single Answer]		
	Very satisfied	5	
	Quite satisfied	4	
	[Do not read out] Average	3	
	Quite dissatisfied	2	
	Very dissatisfied	1	
	[Do not read out] No comment	9	
Q52	[Only ask pay TV users who are dissatisfied with the variety of pay TV	Code	Route
	programmes]		
	Showcard		
	Why are you dissatisfied with the variety of the pay TV programmes currently provided by Now TV? [Multiple Answers]		
	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	d like to know your views on the Internet-based media.		
In St W	Doly ask TV users who watched online programmes through TV boxes or tternet] howcard /hich of the following Internet-based media platforms did you most often watch? /ultiple Answers]		
fre	lease prioritise your answers in numerical sequence, with "1" being your most equently watched platform, "2" being your second most frequently watched atform and so forth.		
	myTV SUPER Xiaomi Mi Box Netflix Amazon Prime Video YouTube Facebook X(Twitter) Instagram Youku iQIYI Disney+ Xiaohongshu BiliBili TikTok/Douyin Tencent Video Others (please specify):		
St W	Dnly ask Internet-based media users] howcard /hy did you watch the programmes/videos provided by Internet-based media? /lultiple Answers]	Code	Route
	Content of personal choice or for niche markets Convenience: can watch anywhere and anytime Easy to look for programmes / videos that suit my viewing interest Connectivity: staying connected with others More up-to-date information to obtain Sharing: easy to share with others Efficiency: shorter videos / programmes can be viewed at a faster pace Less advertisements To watch a programme / video that was widely talked about Others (please specify): Others (please specify):	1 2 3 4 5 6 7 8 9 96 97 98	

	Part C: Views on Regulatory Controls of the Licensed Broadcasting Services				
Now, I	would like to ask about your views on r	egulatory controls of the licensed broadc	asting s	service	<u>s</u> .
Q55	[Show to all] Showcard Below is the proportion of time you sp	pent on different media:		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	@ %			
		pent on different media, how would you rate g media in Hong Kong? [Single Answer]	the		
	Please rank the following media, "1" to being the second most impactful and	being the most impactful and influential medi influential medi influential media and so forth.	a, "2"		
	Internet-based me Social media (Other online activities (e.g. playing Convention Online music platforms (e.g. Spotify Oth	programmes (i.e. TVB / ViuTV / HOY TV / R Pay TV programmes (i.e. Nov dia (e.g. Netflix, Disney+, YouTube, iQIYI, Yo (e.g. Instagram, Facebook, Xiaohongshu, Do video games, online shopping, browsing Inte nal radio programmes (i.e. CRHK / Metro / R y, Apple Music) / other Internet radio program (e.g. BBC Sounds, The Voice of C er media (e.g. newspaper, please specify): _ [Do not read out] No com	w TV) ouku) ouyin) ernet) THK) nmes China) mment	9	
Q56	as the family viewing hours, during w shall be broadcast. In light of the availability of content s you think there is room for relaxation	(ren) aged below 15] designated 4:00 p.m. to 8:30 p.m. each day which time nothing unsuitable for children uitable for children on different media, do of the policy on family viewing hours to eater flexibility in programme scheduling?	Code	9	Route
	Yes, the duration of Yes, the desi	of family viewing hours should be shortened gnated family viewing hours should be lifted lease specify the reason(s): [Do not read out] No comment	1 2 3 9		

Q57	[Only ask free TV users] 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? [Single Answer]	Code	Route
	Yes, please specify the language(s) preferred: Yes, free TV licensees should launch an international language channel instead No, please specify the reason(s): [Do not read out] No comment	1 2 3 9	
Q58	[Only ask free TV users] 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? [Single Answer]	Code	Route
	More Putonghua programmes should be allowed Should remain unchanged (i.e. at 10%) Less Putonghua programmes [Do not read out] No comment	1 2 3 9	
Q59	[Only ask free TV users] Showcard Do you think the following new forms of advertisements should be allowed to broadcast within free TV programmes? [Multiple Answers]	Code	Route
	Insertion of advertising scenes within programmes Insertion of advertising plays within programmes Advertisement banners Squeeze back (e.g. U-shape / L-shape advertisements) Split screen No, please specify the reason(s): [Do not read out] No comment	1 2 3 4 5 6 9	
Q60	[Only ask free TV users] Do you think whether more advertising time should be allowed on the free TV services which is facing fierce competition from new media? [Single Answer]	Code	Route
	Yes, more advertising time should be allowed No, the advertising time should be restricted at current level [Do not read out] No comment	1 2 9	

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					
Q62	services? [Multiple Answers] [Only ask free TV users who consider pos Showcard Do you think whether these types of positive					
	unchanged? [Single Answer]	programmes sho		aucast mor	e, iess of i	emain
		Q61		G	262	
		Types that should continue to be offered	Remain unchang ed	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	[Only ask radio users] Do you think whether more advertising time [Single Answer]	dio?	Code	Route		
	Yes, more advertising time should be allow No, the advertising time should be restricted at current le [Do not read out] No comm					
Q64	[Only ask radio users] Showcard Sound broadcasting licensees are required to certain categories per week, viz. news and we culture programmes, and programmes for you Which of the following type(s) of positive pro- radio? [Multiple Answers]	veather programn oung persons, sei	nes, curren nior citizens	t affairs pros	ogrammes, ren.	arts and
Q65	[Only ask radio users who consider posit Showcard Do you think whether these types of positive unchanged? [Single Answer]					
		Q64		C	265	
		Types that should continue to be offered	Remain unchang ed	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		1	2	3	9
(R5)	Senior citizens		1	2	3	9
(R6)	Children	-	1	2	3	9
(R96)	Others (please specify):	96	1	2	3	9

9

None of the above

(R9)

Part D:	Personal Information		
	for statistical analyses of the survey, I would like to ask about your personal informate the strictly confidential and be analysed on an aggregate basis.	ation. A	Il the information
Q66	[Ask All] Please record your gender. [Single Answer]	Code	Route
	Male Female	1 2	
Q67	[Ask All] Please record your ethnicity. [Single Answer]	Code	Route
	Chinese Non-Chinese (Southeast Asia, South Asia, Europe/America, etc.) Others (please specify):	1 2 97	
Q68	[Ask All] Showcard What is your highest education level? [Single Answer]	Code	Route
	[If "post-secondary/ university", please probe] Are you studying in a degree or sub-degree course?		
	Primary or below Junior secondary (F.1 – F.3) Senior secondary (F.4 – F.7) Post-secondary (e.g. Higher Diploma / Associate Degree) Bachelor degree or above	2 3 4	
	Others (please specify):	97	
Q69	[Only ask those who have household member(s) aged below 15] Are you the guardian or parent of the household member(s) aged below 15? [Single Answer]	Code	Route
	Yes No	1 2	
Q70	[Ask All] Showcard Do you have a job at present? [Single Answer] A job includes running your own business or helping your family without being paid.	Code	Route
	[If "Yes", please probe] 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.		
	Working full-time Working part-time Student Housemaker Retired person	2 3 4 5	
	Unemployed person Others (please specify):	6 97	

Q71	[Only ask those who are working full-time or working part-time]	Code	Route
	Showcard Which industry is the organisation you work for engaged in? [Single Answer]		
	Manufacturing	1	
	Construction	2	
	Wholesale, retail, import/ export trades, restaurants and hotels	3	
	Transportation, financial services and insurance, real estate and business services	4	
	Community, social and personal services	5	
	Others (please specify):	97	
Q72	[Only ask those who are working full-time or working part-time]	Code	Route
	<u>Showcard</u> What position do you hold? [Single Answer]		
	Managers	1	
	Professionals	2	
	Associate professionals	3	
	Clerical support workers	4	
	Service and sales workers	5	
	Craft and related workers	6	
	Plant and machine operators and assemblers	7	
	Elementary occupations	8	
	Others (please specify):	97	
Q73	[Ask All] Showcard Including all sources of income, what is the approximate total income of your	Code	Route
	household per month? Please only include those members who sleep here for at least four nights a week. [Single Answer]		
	Below HK\$10 000	1	
	\$10 000 - \$49 999		
	\$50 000 - \$99 999		
	\$100 000 or above	4	
	[Do not read out] No income	5	
	[Do not read out] Refuse to answer		
Q74	[Only ask for face-to-face or telephone interviews]	Code	Route
	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.		
	Nama	4	
	Name:	1	
	Contact number:	2	