

Broadcasting Authority

Major findings of Broadcasting Services Survey 2007

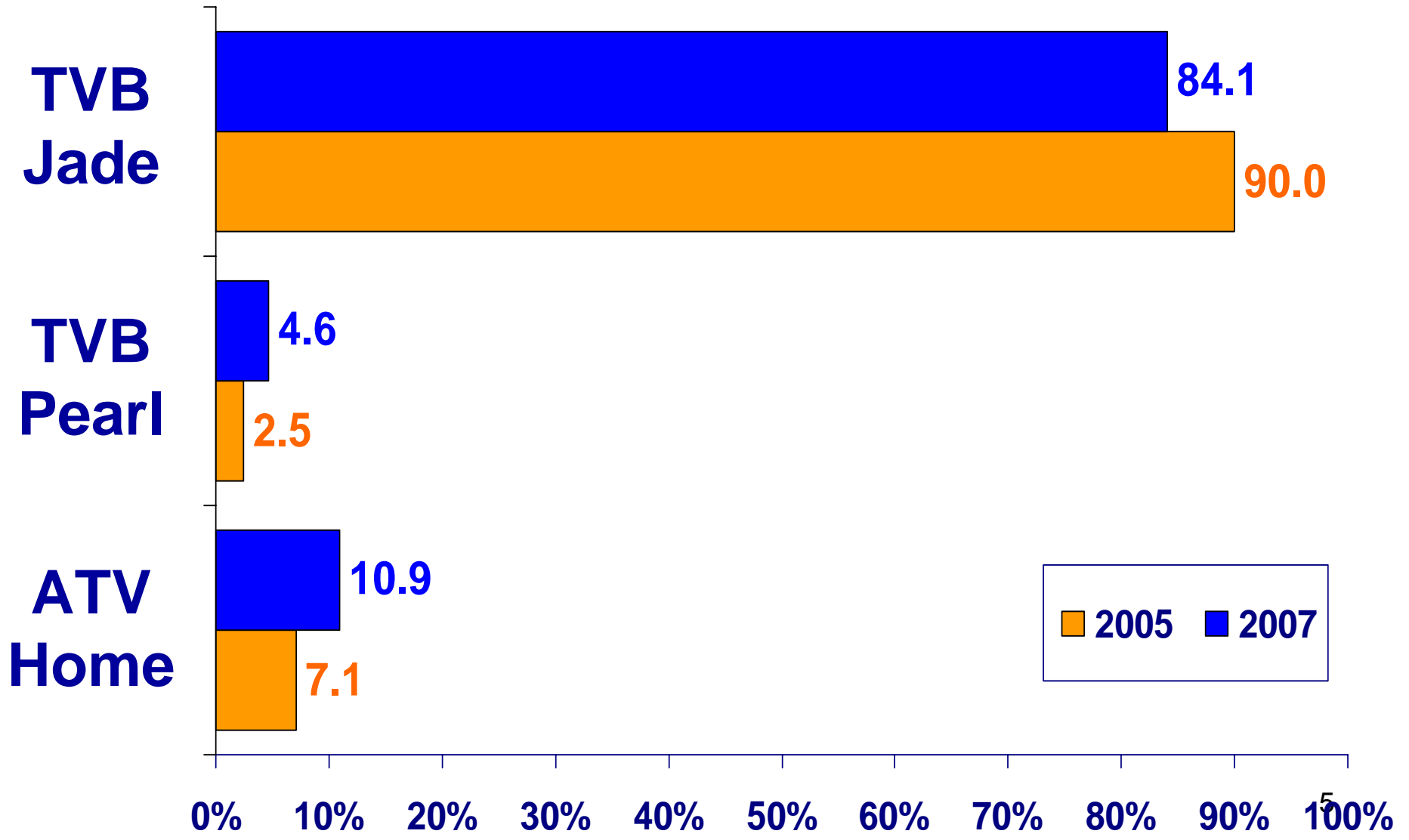
- objectives:
 - to track the trends in television viewing habits and radio listening habits of the Hong Kong population
 - to gauge their views on regulation of broadcasting services in Hong Kong
- to compare with the findings of a similar survey commissioned by the BA in 2005

- survey conducted between March and June 2007
- face-to-face interviews: 1,625
- age of respondents: 15 or above
- overall response rate: 71.1%

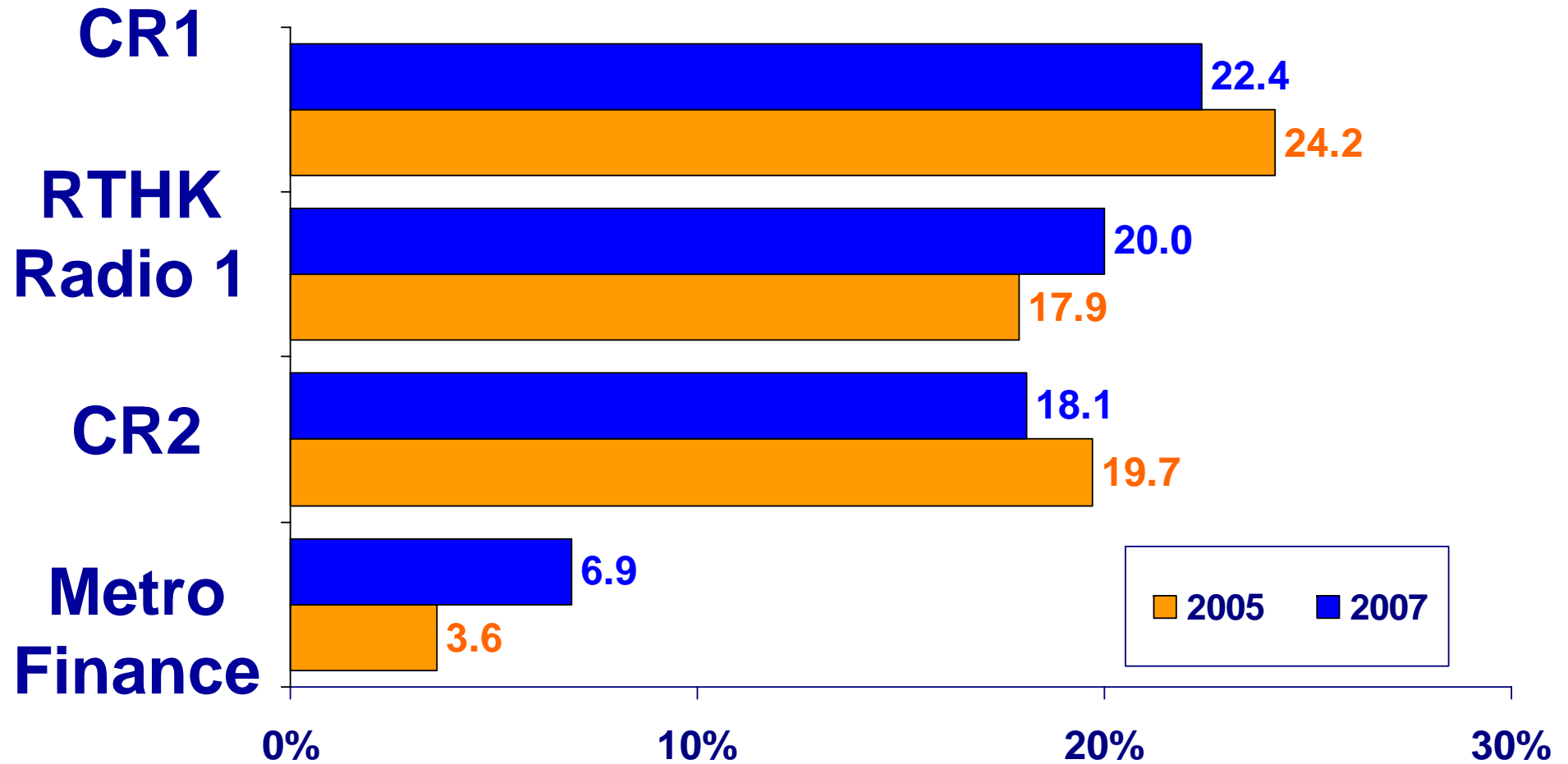
Usual viewing & listening timeslots

	2007	2005
Free TV	18:00 – 23:59	18:00 – 23:59
Pay TV	19:00 – 23:59	20:00 – 23:59
Radio	08:00 – 11:59	08:00 – 12:59

Most often watched free TV channels



Most often listened radio channels



Dissatisfaction on television programme variety

	2007	2005
Free TV audience	6.6%	2%

Dissatisfaction on radio programme variety

	2007	2005
Radio listeners	3.4%	0.5%

Increase of pay TV subscribers among respondents

2007	2005
45%	33.8%

→ **growth in pay TV market**

Opinion on standards of various programmes

	appropriate	lenient	tight
Free TV viewers	70%	15%	7%
Pay TV viewers	70%	15%	3%
Radio listeners	77%	9%	4%

**Key concern:
use of language**

**Any offensive materials
on the broadcasting services
were encountered in the past year?**

	Yes	No
Free TV	35.8%	64.2%
Pay TV	26.8%	73.2%
Radio	16.7%	83.3%

Importance of protection of children

- aware of “PG” programmes : 87.2%
- children watching “PG” programmes in households accompanied by adults : 93.3% (2005: 86.2%)

Locking device of pay TV

- aware of the availability of a locking device : 65% of the pay TV subscribers
- considered the device effective in preventing children from watching adult materials : 69.9% of the above

Complaint Avenues

	2007	2005
aware of complaints avenue provided by the BA	73.1%	65.7%
aware of complaints avenues provided by the concerned TV & radio stations	43.3%	53.4%

Would not complain	35.6%
The rest	
• preferred to lodge complaints to the BA	71.0%
• preferred to complain directly to TV and/or radio stations	24.6%

→ the BA was considered as effective, fair, independent and reliable

Observations on the Findings

- public satisfaction over programme variety on free TV and radio in Hong Kong is in general high
- the expansion of pay TV services has resulted in more programme choices and varieties for TV viewers in Hong Kong

- Hong Kong public generally accepts the current TV and radio programme standards
- the broadcasting services are meeting the aspirations of the community
- there is a high awareness of the importance of protecting children from unsuitable materials, which is in line with the objective of the BA's regulatory work

- the BA is recognized by those surveyed as the most preferred avenue for dealing with broadcasting complaints as it is considered as effective, fair, independent and reliable

To gauge the public's views on broadcasting standards

- Work with a local university for a research study on use of language in broadcasting
- Strengthen communication with the Television and Radio Consultative Group Members and broadcasters

Broadcasting Services Survey 2007

- The Executive Summary of the survey is available at the BA website
- www.hkba.hk

Thank you