

# **Broadcasting Authority**

## **Major findings of Broadcasting Services Survey 2007**

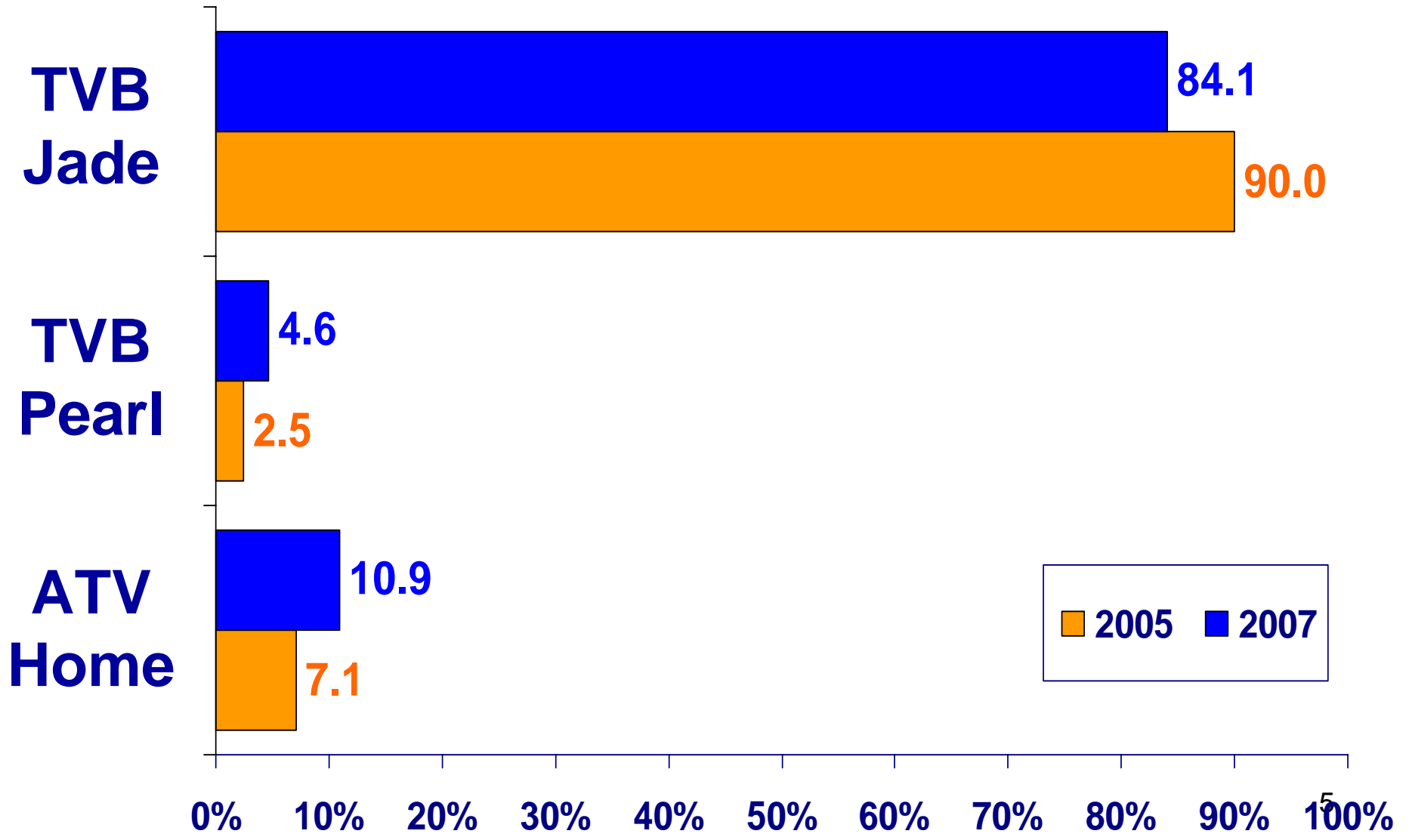
- objectives:
  - to track the trends in television viewing habits and radio listening habits of the Hong Kong population
  - to gauge their views on regulation of broadcasting services in Hong Kong
- to compare with the findings of a similar survey commissioned by the BA in 2005

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

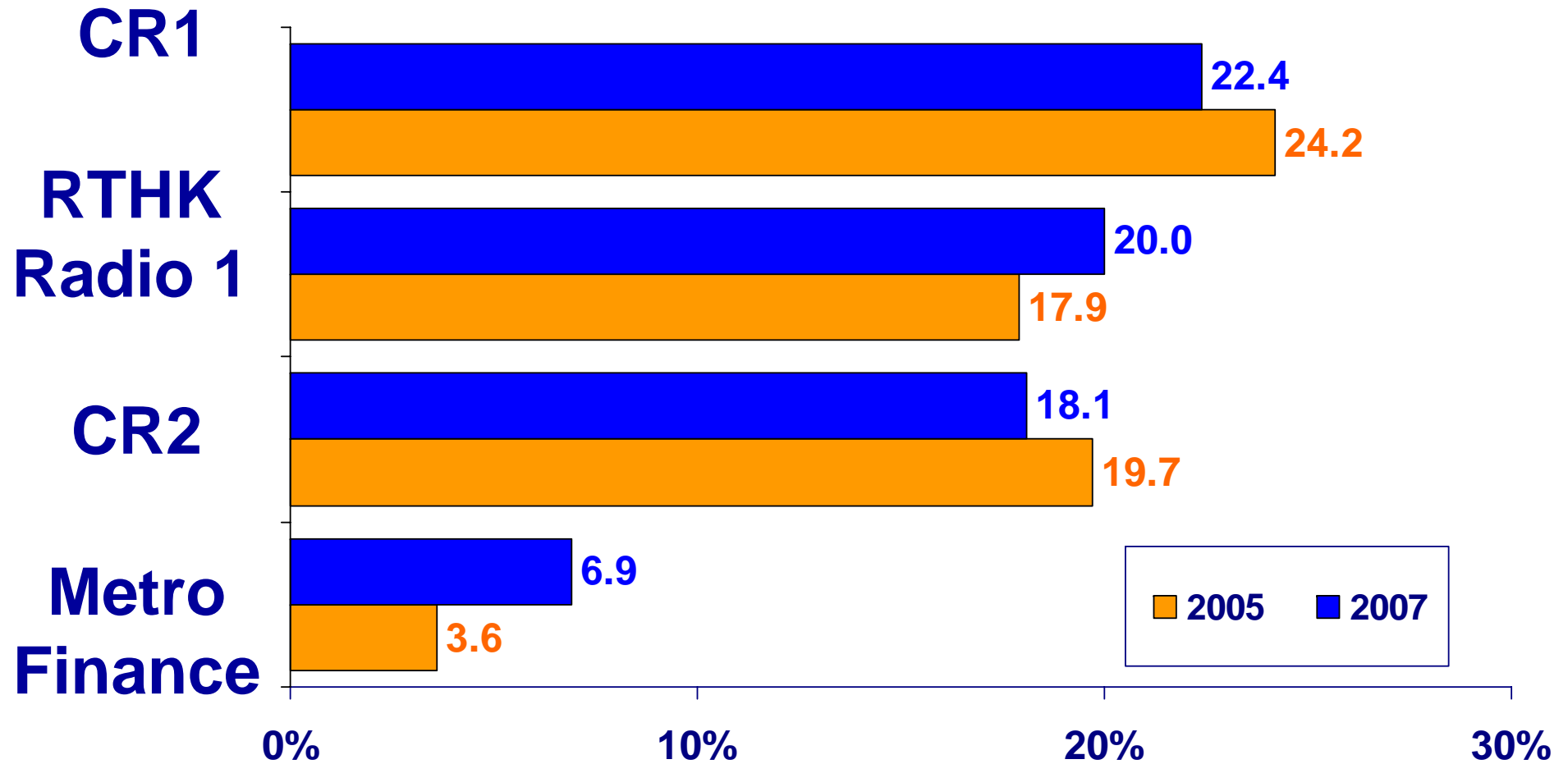
# Usual viewing & listening timeslots

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

# Most often watched free TV channels



# Most often listened radio channels



# Dissatisfaction on television programme variety

	<b>2007</b>	<b>2005</b>
<b>Free TV audience</b>	6.6%	2%

# Dissatisfaction on radio programme variety

	<b>2007</b>	<b>2005</b>
<b>Radio listeners</b>	3.4%	0.5%



# Increase of pay TV subscribers among respondents

<b>2007</b>	<b>2005</b>
<b>45%</b>	<b>33.8%</b>

→ **growth in pay TV market**

# Opinion on standards of various programmes

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

**Key concern:  
use of language**

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

	<b>Yes</b>	<b>No</b>
<b>Free TV</b>	35.8%	64.2%
<b>Pay TV</b>	26.8%	73.2%
<b>Radio</b>	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

	<b>2007</b>	<b>2005</b>
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](http://www.hkba.hk)

**Thank you**