

Newspaper Licensing and  
Distribution Systems in Hong Kong

Research and Library Services Division  
Legislative Council Secretariat  
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# Newspaper Licensing and Distribution Systems in Hong Kong

## **Introduction**

This research is conducted at the request of the LegCo Panel on Information Policy made on 28 June 1995. In view of the short timeframe and the difficulties in collecting information on distribution practices, it is aimed to provide general information on the newspaper licensing and distribution systems in Hong Kong.

2. This paper is divided into two parts: Part I is on the registration of newspapers and licensing of newspaper distributors. Part II gives a brief account of the newspaper distribution system in Hong Kong. Information on the systems and practices in other countries are provided as far as possible.

### Part I: Registration of Newspapers and Licensing of Newspaper Distributors

#### **Registration of Local Newspapers Ordinance (CAP. 268)**

3. The licensing framework for local newspapers is provided for by the Registration of Local Newspapers Ordinance (CAP. 268) ("ROLNO") and its subsidiary Regulations. Until 1987, the Ordinance was known as the Control of Publications Consolidation Ordinance. Enacted in 1951, it had considerably broader powers then. Major amendments were passed in 1987, with minor ones in 1988, whereby parts of the Ordinance were repealed, amended or added. As a result, its purpose is simply "to provide for the registration of local newspapers and news agencies and the licensing of newspaper distributors and for matters connected therewith".

#### **Definition of newspaper**

4. Under ROLNO, a newspaper is any paper or publication available to the general public, which (a) contains "news, intelligence or occurrences" or remarks, observations and comments related thereto or to any other matter of public interest, and (b) is produced for sale or free distribution and published either periodically or in parts and numbers at intervals not exceeding 6 months. Most magazines would be included under this definition.

5. Some publications, such as academic journals, almanacs, cartoons and comic strips, financial, economic and statistical reports, racing tips are not classified as newspapers. A complete list of excluded publications is in Appendix I.

6. A local newspaper is one printed or produced in Hong Kong.

## Registration of newspapers

7. Under ROLNO, every local newspaper has to be registered with the Registrar of Newspapers, who is, by appointment of the Governor, the Secretary for Home Affairs. The licensing and administrative duties are delegated to the Deputy Registrar of Newspapers, who is the Commissioner for Television and Entertainment Licensing. In practice, the registration of newspapers is administered by the Television and Entertainment Licensing Authority (TELA), while the Home Affairs Branch is responsible for the review of policy issues from time to time.

8. The only requirements for the registration of a local newspaper are that the following particulars be furnished and their correctness certified by an informant.

In respect of the newspaper -

- name of newspaper
- address
- frequency of publication

In respect of the newspaper's proprietor, printer, publisher and editor respectively -

- name
- business address
- Hong Kong identity card number (or passport or travel document number, or business registration number in the case of a company or other body corporate)
- signature or seal

9. In accordance with Section 3 of the Newspapers Registration and Distribution Regulations (subsidiary regulations to ROLNO), the above particulars are to be furnished on a prescribed form, a sample of which is in Appendix II. If any change occurs or any inaccuracy is discovered in the particulars supplied at registration, the substituted particulars have to be certified correct and furnished within 7 days.

10. In addition to the above statutorily required particulars, TELA also asks the informant to fill out a personal particulars form (sample in Appendix III) for reference and statistical purposes. Apart from personal particulars such as name, identity card or passport number, place and date of birth etc., and the name and language of the proposed newspaper, the informant is required to indicate the nature of the proposed newspaper and whether he has previous experience in publishing business. The latter is to enable TELA to know whether the proposed newspaper is related to any defunct newspapers.

11. The qualifications of an informant are not specified. According to TELA, the informant can be the proprietor, printer, publisher, editor of the proposed newspaper or any person authorised by one of them.

12. An annual fee of \$785 is payable for each registered newspaper. The publisher or printer has to deliver to the Registrar a copy of the newspaper

within one day after it is published. The law also requires that the printer's name to appear on the front or back page of the local newspaper.

### **Government control**

13. There is no vetting by the Administration in the registration process other than a check to ensure that the name of the proposed newspaper is not identical to that of a local newspaper already registered. The main purpose of registration is to have a record for ascertaining persons responsible in the event of libel or copyright suits.

14. ROLNO does not contain any provisions restricting the proprietor of a local newspaper from acquiring an interest in any company without the approval of the relevant authority. Nor does ROLNO restrict foreign shareholding in a local newspaper. There are also no provisions under the Companies Ordinance (Cap. 32) to restrict a company incorporated or registered under it from owning a local newspaper.

15. However, other ordinances may apply to restrict cross-media ownership of newspapers. Under section 17C of the Television Ordinance (Cap. 52), a television licensee should not acquire an interest in any company, including a company formed for newspaper business, without the approval of the Broadcasting Authority.

16. No attempt is made to check the criminal record of the proprietor. If a newspaper company is a listed one, it is required under Section 3 of the Securities (Stock Exchange Listing) Rules (Cap. 333) to comply with the rules and requirements of the Hong Kong Stock Exchange. Currently, the directors of the company are required under the rules of the Exchange to declare whether they have been convicted for specified offences. The Stock Exchange is reviewing the qualifications required of a director of a listed company. One of the issues being reviewed is whether a person with previous convictions can qualify as a director.

17. As of 30 June 1995, there were 725 local newspapers registered under the Ordinance. 82 of these are newspapers - of which 39 are Chinese language dailies and 4 English language dailies, and 631 periodicals.

### **Licensing of newspaper distributors**

18. Anyone who wants to distribute newspapers for sale in Hong Kong is required to obtain a licence under the Newspapers Registration and Distribution Regulations. In applying for a licence, one has to inform the Newspaper Registration Section of TELA in writing the names and frequency of publication of the newspapers or magazines they intend to distribute. In addition, he has to provide his particulars including name, business address, identity card number and distribution areas and two photographs. An annual licence fee of \$785 is also required. The applications are not vetted by TELA. It is indicated in TELA's performance pledge that the licence can be issued within 30 minutes to those who apply in person.

19. 'Distributor' is not defined under the law, and therefore carries its dictionary meaning. The latest TELA register shows that there are 45 licensed distributors in Hong Kong. This number includes distributors of periodicals and magazines since "newspapers" is defined as any publication or news published at intervals not exceeding six months.

### **Registration and regulation of newspapers overseas<sup>1</sup>**

20. A study of practices in Australia, Austria, Canada, France, Germany Netherlands, Norway, Spain, Sweden, UK and US showed that government approval is not required to launch a newspaper in any of the countries.

21. As in Hong Kong, a few of the countries require newspapers to be registered, but the authorities do not have the power to refuse registration, and it has been at least decades since the registration requirements were used as a means of censorship. The requirements may include the filing of the names and addresses of the publisher, printer or the person legally liable for the publication's contents. Another requirement is to include in the newspaper the names and addresses of the publisher and printer. Most of the countries studied require a copy of the newspaper to be deposited with a stipulated depository.

22. In most countries studied, there has been a marked increase in concentration of ownership among the press. France and Germany have enacted laws to prohibit such activity. In several European countries and the US, mergers and acquisitions among press companies come under anti-trust and company laws.

23. Five countries (Australia, Canada, Norway, the UK and the US) restrict cross-ownership among different types of media. Several countries (Australia, Canada, France and Spain) subject foreigners' acquisition of shares in press companies to government review or regulation. In Australia, Canada and Spain, such control is largely administrative in character. However, France has barred foreigners from owning more than 20 per cent of a press enterprise since 1984.

## Part II: Newspaper Distribution System

### **Major types of distribution system**

24. Newspaper distribution system and practices in Hong Kong are not well documented. Statistics on the number of newspaper distributors and the number of newspapers they distribute are not available. Information on the role and relationship of different types of distributors is brief and general. There is also a lack of information on the detailed distribution practices such

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<sup>1</sup> Comparative Analysis of Press Law in European and Other Democracies by Sandra Coliver, Press Law and Practice, published by Article 19 for the United Nations Educational Scientific and Cultural Organization, March 1993, pp. 260-262

as the quantity and pricing of newspapers for different types of distributors since the information is regarded as commercially sensitive.

25. The Division undertook different data collection activities to gather information from various parties involved in newspaper distribution work. Details of the activities and response are given in the Appendix IV. The response rate so far is low.

26. Based on limited information available, a general description of the two main distribution channels and practices for local daily newspapers in Hong Kong is given below. An update will be prepared when more response is received.

#### *Distribution to newspaper hawkers*

27. According to the "Report and Recommendations of the Urban Council Working Party on Hawker and Related Policies" published in 1987, newspaper hawkers refer to on-street newspaper vendors (p. 37). Latest statistics show that there are 822 licensed newspaper hawkers in the urban area and 183 in the New Territories.

28. Almost all local Chinese newspapers do not have their own distribution team. They rely on distributors or wholesale agents to deliver the newspapers to the newspaper hawkers in the territory. Distributors can be divided into three main categories, each is described below.

#### Main distributors

29. A main distributor has an exclusive right to handle distribution for a particular newspaper. There are only a few main distributors in Hong Kong.

30. A main distributor may allocate newspapers to area distributors and sub-distributors or it may deliver the papers to hawkers by themselves. There is at least one main distributor known to deliver newspapers with its own staff and trucks.

31. Depending on resources and manpower, a main distributor of a newspaper may also act as an area distributor for other newspapers.

#### Area distributors

32. Most newspapers allocate their papers to several distributors, each of which covers distribution in a certain area. Such distributors are generally referred to as area distributors but they do not necessarily cover the same area for all the newspapers they distribute.

33. Like main distributors, area distributors may give some newspapers to sub-distributors and deliver some to newspaper hawkers directly. In our survey, one area distributor which distributes two newspapers in Wanchai, Causeway Bay and North Point also allocates some newspapers to sub-distributors.

34. Main and area distributors act as a communication link between newspaper hawkers and newspaper companies. Everyday, newspaper hawkers inform the distributors the quantity of each newspaper they need for the next day. The distributors will pass on the information to various newspapers which will then decide on the print run for the next day.

#### Sub-distributors

35. As mentioned above, main and area distributors give newspapers to sub-distributors who in turn deliver them to newspaper hawkers at dedicated locations.

36. Unlike main distributors or area distributors, sub-distributors do not have a direct or formal relationship with newspapers. They play the role of delivering newspapers from distributors to newspaper hawkers.

37. Some newspaper hawkers also act as a sub-distributor by allocating some of the newspapers they obtain from the main or area distributors to other hawkers.

38. Main distributors, area distributors, sub-distributors and hawkers get newspapers at a discount of the retail price but the actual percentage of discount varies. An article<sup>2</sup> in a Chinese newspaper provides a rough indication on the pricing. According to the article, main and area distributors obtain newspapers at \$3 per copy and supply them to sub-distributors at \$3.175 per copy and to hawkers at \$3.25 per copy. If newspaper hawkers obtain newspapers from sub-distributors, the price is \$3.5 per copy.

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<sup>2</sup> Ming Pao Daily News, 9.1.1995

### *Distribution through supermarkets and convenience stores*

39. An alternative newspaper distribution channel through supermarkets and convenience stores has emerged in recent years. The quantity of newspapers distributed through this channel is not large at the moment but this distribution channel may grow in importance as the number of convenience stores proliferates.

40. Supermarkets and convenience stores operate in chains with their outlets scattered all over Hong Kong. Nearly all<sup>3</sup> the outlets of the two major chains of convenience stores sell newspapers. One chain which has 324 outlets sells 19 local Chinese dailies. Another chain which has 113 outlets sells 13 local Chinese dailies. A big supermarket chain sells newspapers in all of its 165 outlets. It sells nine local Chinese dailies.

41. Unlike newspaper hawkers, outlets of convenience stores and supermarkets do not obtain the newspapers from respective area distributors, except for five Chinese dailies. Instead, their head office negotiate directly with newspaper companies on the pricing and quantity of newspapers required. The newspaper companies then arrange a transport agent to deliver newspapers to all the outlets of the convenience stores and supermarkets.

42. The exact wholesale price of newspapers for convenience stores and supermarkets is not known but is higher than that for distributors since newspaper companies have to pay for the delivery service.

### *Difference between the two distribution channels*

43. Convenience stores and supermarkets have different working practices from newspaper hawkers. Convenience stores and supermarkets require proper documentation such as delivery notes while newspaper hawkers do not. They pay the bill once every month or few months while hawkers usually clear the bill within a few days. Also, convenience stores and supermarkets require unsold newspapers to be returned to individual newspaper companies while hawkers do not.

### **Concluding remarks**

44. The purpose of ROLNO is to provide a simple licensing framework that poses no impediment to press freedom while maintaining a set of public records that helps to establish the appropriate responsibilities of the press itself. The practice appears to be in line with those in the mainstream of industrialized countries, while the degree of regulation of ownership is, if anything, smaller in Hong Kong than in those countries generally.

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<sup>3</sup> except one or two remote outlying islands

45. Newspaper distribution has a very complicated system. It involves thousands of people working in the early hours packing and delivering newspapers to hawkers every day. The flow of newspapers is vertical with newspapers passing down from people at the level of main or area distributors eventually to newspaper hawkers. While these people belong to many different companies, long-established working practices have ensured a co-ordinated and efficient flow.

46. A different kind of network has emerged as more and more newspapers are distributed through supermarkets and convenient stores. The flow of newspapers is horizontal, with transport agents taking newspapers to every individual outlet of convenience stores or supermarkets. This has provided new opportunities for those who are not familiar with working practices and role of different kinds of distributors to join the distribution system.

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Research and Library Services Division  
Legislative Council Secretariat  
July 1995

**Publications excluded from Definition of Newspaper**  
(Schedule to Registration of Local Newspapers Ordinance)

1. Academic journals.
2. Almanacs.
3. Cartoons and comic strips.
4. Collections of photographic images with or without captions.
5. Commercial advertisements and commercial advertising circulars and brochures.
6. Commercial circulars.
7. Company and partnership reports and company prospectuses.
8. Consumer information and reports.
9. Election pamphlets and posters.
10. Financial, economic and statistical reports.
11. Information sheets and newsletters relating to clubs, educational institutions, professional associations, societies, trade unions and other organisations.
12. Maps, charts and tables.
13. Price lists.
14. Public speeches and statements.
15. Racing tips, racing form reports and other tabloid materials.
16. Religious materials.
17. Sales catalogues.
18. Sheet music.
19. Trade catalogues and journals.
20. Travel brochures.

**SAMPLE**

**Appendix II**

**REGISTRATION OF LOCAL NEWSPAPERS ORDINANCE  
(Chapter 268)**

**NEWSPAPERS REGISTRATION AND DISTRIBUTION REGULATIONS**

**PARTICULARS OF PROPRIETOR, PRINTER, PUBLISHER  
AND EDITOR OF LOCAL NEWSPAPER**

Name of local newspaper\_\_\_\_\_

Address of local newspaper\_\_\_\_\_

Frequency of publication\_\_\_\_\_

*(half-yearly/quarterly/monthly/fortnightly/weekly/daily or otherwise)*

Full name of proprietor\_\_\_\_\_

Business address of proprietor\_\_\_\_\_

\_\_\_\_\_Tel.:\_\_\_\_\_

\*Hong Kong identity card no. of proprietor\_\_\_\_\_

Signature or seal of proprietor\_\_\_\_\_

Full name of printer\_\_\_\_\_

Business address of printer\_\_\_\_\_

\_\_\_\_\_Tel.:\_\_\_\_\_

\*Hong Kong identity card no. of printer\_\_\_\_\_

Signature or seal of printer\_\_\_\_\_

Full name of publisher\_\_\_\_\_

Business address of publisher\_\_\_\_\_

\_\_\_\_\_Tel.:\_\_\_\_\_

\*Hong Kong identity card no. of publisher\_\_\_\_\_

Signature or seal of publisher\_\_\_\_\_

## SAMPLE

Full name of editor\_\_\_\_\_

Business address of editor\_\_\_\_\_

\_\_\_\_\_ Tel.:\_\_\_\_\_

\*Hong Kong identity card no. of editor\_\_\_\_\_

Signature of seal of editor\_\_\_\_\_

I certify that the above particulars and my description are correct.

\*\*Signature of informant:\_\_\_\_\_

Description of informant:\_\_\_\_\_  
(proprietor/printer/publisher/editor or otherwise)

Date:\_\_\_\_\_

Note: \*(i) Where no Hong Kong identity card is held a passport or other travel document no. should be inserted.  
In the case of a company or other body corporate the company registration no. should be inserted.

\*\* (ii) In the case of a company or other body corporate the informant should be a director, manager, secretary or other officer of that company or body corporate.  
In the case of a firm or partnership the informant should be a partner of that firm or partnership.

**SAMPLE**

**Appendix III**

**REGISTRATION OF LOCAL NEWSPAPERS ORDINANCE CAP 268**

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NAME: (MR./MRS./MISS/MS.)

HK IDENTITY CARD NO./PASSPORT NO.	PLACE AND DATE OF BIRTH:
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OFFICE NAME AND ADDRESS:	POSITION HELD:	OFFICE TEL. NO.:
		PAGER NO.:

RESIDENTIAL ADDRESS:	RESIDENTIAL TEL. NO.:
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NAME OF THE PROPOSED NEWSPAPER:	LANGUAGE OF THE PROPOSED NEWSPAPER:
---------------------------------	-------------------------------------

NATURE OF THE PROPOSED NEWSPAPER:

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PREVIOUS EXPERIENCE IN PUBLISHING BUSINESS:

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I confirm that I have read the "How to apply for Registration of a local newspaper/periodical" and am satisfied that the proposed newspaper is a local newspaper as defined in the Registration of Local Newspapers Ordinance, Cap. 268.

Signature of Informant: \_\_\_\_\_

Date: \_\_\_\_\_

## Data Collection Methodology and Results Up to 21.7.1995

### *Interview with the Newspaper Society of Hong Kong*

1. The Research and Library Services Division approached the Newspaper Society of Hong Kong for an interview on the newspaper distribution practices. The Society turned down the request and advised verbally that it did not have information on the overall newspaper distribution system in Hong Kong. The Society further advised that it could not provide any information on individual newspapers since it would involve commercially sensitive information.

### *Questionnaire for newspapers*

2. Failing to obtain information from the Newspaper Society of Hong Kong, the Division sent a questionnaire to individual newspapers to solicit information. Due to the tight schedule and resource constraint, the Division limited the survey to five Chinese newspapers. They were newspapers with the highest readership measured by the SRH media index between July 1994 and December 1994. Up to 21 July 1995, three newspapers have responded to the questionnaires. One newspaper has seven area distributors covering the areas described below.

1. Island East
2. Yau Ma Tei, Tsim Sha Tsui and Tsuen Wan
3. West Kowloon and Macau
4. Mongkok
5. Central, Kwun Tong and the New Territories
6. The New Territories
7. Kowloon East

3. Another newspaper responded to our survey has eight area distributor covering the areas described below.

1. Wanchai and Island East
2. Tsuen Wan
3. Tsuen Wan and Sha Tin
4. Kowloon East
5. Yuen Long, Tuen Mun and Sham Shui Po
6. Sha Tin, Yau Ma Tei, Tsim Sha Tsui and Mong Kok
7. Kowloon East, Yau Ma Tei and Mong Kok
8. Yau Ma Tei, Tsim Sha Tsui and Mong Kok

4. The third newspaper responded has six distributors covering the following areas in Hong Kong.

1. Central District, Island South, Sheung Wan, Western, Sha Tin, Cheung Sha Wan, Lai Chi Kok, Shum Shui Po, Shek Kip Mei, Tai Kok Tsui, Lai King, Kwun Tong, Tsz Wan Shan, San Po Kong and Wong, Tai Sin
2. Island East, Wanchai, Happy Valley, Chai Wan, Causeway Bay, North Point, Quarry Bay, Shau Kei Wan
3. Kwai Chung, Tsuen Wan, Tsing Yi, Yau Ma Tei, Jordan, Tsim Sha Tsui
4. Yau Tong, Lam Tin, Sai Kung, Kowloon Bay, Choi Hung
5. Kowloon City, Prince Edward, Hung Hom, Tokwawan
6. Homantin, Mong Kok, Prince Edward

*Questionnaire for distributors*

5. The Division sent a second questionnaire through the Television and Entertainment Authority to 45 licensed distributors on the register of the Newspaper Registration Section of TELA. Up to 21 July 1995, nine have responded.

6. Among the respondents, two provide information relevant to our research project.

7. One of them distributes eight newspapers including local Chinese newspapers, a English daily and some newspapers from China. It distributes in the Island East area. It also distribute some newspapers to sub-distributors.

8. The second distributor distributes seven newspapers in Yau Ma Tei, Tsim Sha Tsui and Tsuen Wan. It delivers newspapers directly to hawkers and does not give newspapers to sub-distributors.

9. The response of seven other distributors is given in the table below.

<b>Response</b>	<b>Do not distribute newspapers</b>	<b>Do not distribute local Chinese newspapers</b>	<b>Closed down</b>
<b>Number of newspapers</b>	3	3	1

10. Based on information supplied by the newspapers, the same questionnaire was sent to nine others distributors which are not on the list obtained from TELA. Two have responded so far.

11. One distributes two newspapers in Kowloon East. It delivers one newspaper directly to hawkers. It distributes some of the second newspaper to hawkers and some to sub-distributors.

12. Another distributor distributes three newspapers in Mongkok area. For all three newspapers, it distributes them both directly to hawkers and to sub-distributors.

*Questionnaire for supermarkets*

13. The Division sent a third questionnaire to two major supermarkets and two convenience stores in Hong Kong to solicit information on the alternative distribution channel for newspapers. Up to 21 July 1995, two major chains of convenience stores and a supermarket chain have responded but not the other supermarket chain. The results are described in the section on distribution through supermarkets and convenience stores.

14. All three questionnaires are attached in Annexes I to III.

# SAMPLE

(Questionnaire for newspapers)

Research and Library Services Division  
Legislative Council Secretariat

(Tel: (852) 2869-9621 Fax: (852) 2525-0990)

## Questionnaire for the Research on Newspaper Licensing and Distribution Systems in Hong Kong

### Part I

Name of your company      Contact person for follow-up      Contact telephone number

\_\_\_\_\_

### Part II

1. How many distributors do you use to distribute your newspaper?

\_\_\_\_\_

2. What are the geographical areas covered by your distributors?

Name of distributors  
(optional)

Areas covered

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**SAMPLE**

**Part III**

If possible, please supply us the following in respect of your distributors to facilitate our collection of information from them.

Name	Contact person	Telephone	Address
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\* \* End of Questionnaire \* \*

Thank you very much for your assistance. We will not reveal your identity in our research paper when using information you supply us.

**SAMPLE**

(Questionnaire for distributors - translated version)

Research and Library Services Division  
Legislative Council Secretariat

(Tel: (852) 2869-9621 Fax: (852) 2525-0990)

**Questionnaire for the Research on Newspaper Licensing and Distribution Systems in Hong Kong**

**Part I**

Name of your company      Contact person for follow-up      Contact telephone number

\_\_\_\_\_

**Part II**

Please provide the following information for each of the local daily newspaper you distribute.

	1.	2.	3.
Q1	Name of newspaper (optional)		
Q2	Distribution basis* (1) Exclusive/ (2) Non-exclusive		
Q3	From whom do you receive the newspapers you distribute?* (1) Newspapers (2) Other distributors		
Q4	To whom do you send your newspapers?*      (1) Newspaper vendors      (2) Other distributors		
Q5	What are the geographical areas covered for each newspapers?		
Q6	What are the reasons for further distribution? [If answer to Q4=(2)]		

Choose (1) or (2)

## SAMPLE

### Part II cont.

		4.	5.	6.
Q1	Name of newspaper (optional)			
Q2	Distribution Basis* (1) Exclusive/ (2) Non-exclusive			
Q3	From whom do you receive the newspapers you distribute?* (1) Newspapers (2) Other distributors			
Q4	To whom do you send your newspapers?* (1) Newspaper vendors (2) Other distributors			
Q5	What are the geographical areas covered for each newspapers?			
Q6	What are the reasons for further distribution? [If answer to Q4=(2)]			

\* Choose (1) or (2)

**SAMPLE**

**Part II cont.**

	7.	8.	9.
Q1	Name of newspaper (optional)		
Q2	Distribution Basis* (1) Exclusive/ (2) Non-exclusive		
Q3	From whom do you receive the newspapers you distribute?*		
	(1) Newspapers (2) Other distributors		
Q4	To whom do you send your newspapers?*		
	(1) Newspaper vendors (2) Other distributors		
Q5	What are the geographical areas covered for each newspapers?		
Q6	What are the reasons for further distribution? [If answer to Q4=(2)]		

\* Choose (1) or (2)

Please use a separate sheet if you distribute more than nine newspapers.

\* \* End of Questionnaire \* \*

Thank you very much for your assistance. We will not reveal your identity in our research paper when using information you supply us.

**SAMPLE**

(Questionnaire for supermarkets)

Research and Library Services Division  
Legislative Council Secretariat

(Tel: (852) 2869-9621 Fax: (852) 2525-0990)

**Questionnaire for the Research on Newspaper Licensing and Distribution Systems  
in Hong Kong**

**Part I**

Name of your company      Contact person for follow-up      Contact telephone number

\_\_\_\_\_

**Part II**

1. How many outlets do you have in Hong Kong?

\_\_\_\_\_

2. How many of the outlets sell local Chinese newspapers?

\_\_\_\_\_

3. Which are the local daily newspapers they sell?

\_\_\_\_\_

4. What is the quantity of each local Chinese newspapers they sell every day?

\_\_\_\_\_

## SAMPLE

5. From whom do your outlets get the newspapers? Please choose (a) or (b).

- a. directly from the newspapers
  - b. from newspaper distributors
- 

6. For outlets that do not sell newspapers, what are the reasons for not doing so?

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\* \* End of Questionnaire \* \*

Thank you very much for your assistance. We will not reveal your identity in our research paper when using information you supply us.