



Listening Habits

(1) Sound Broadcasting Services¹



42%

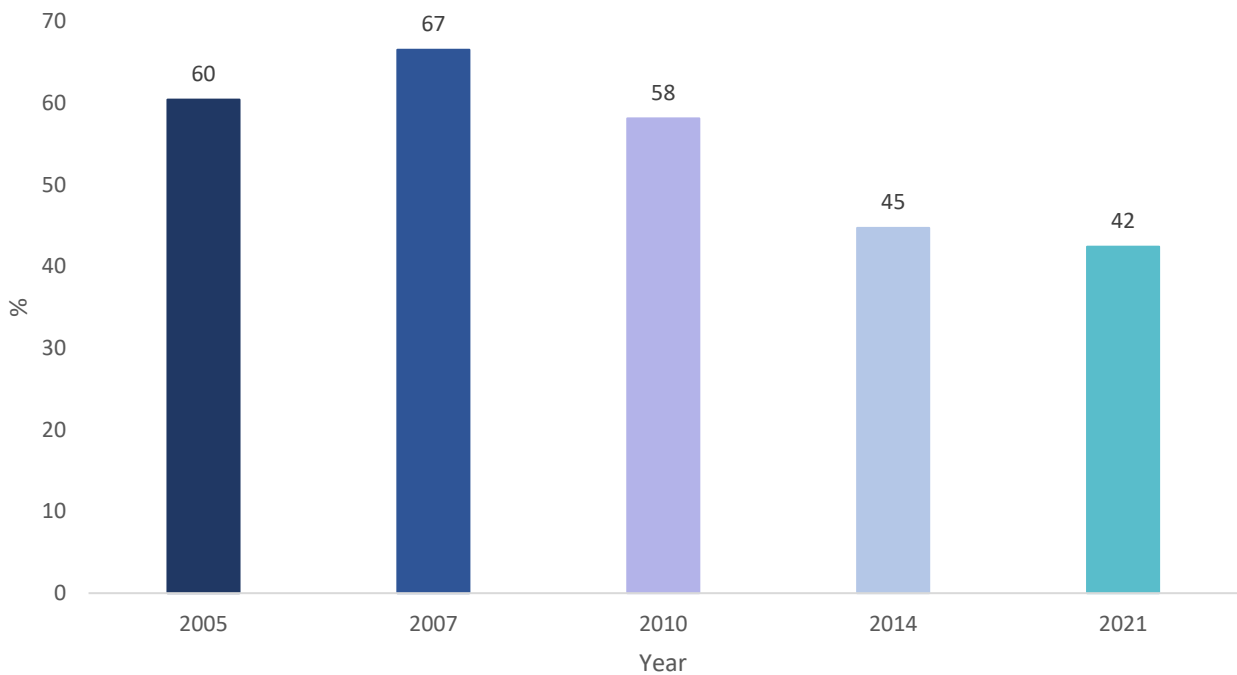
of respondents listened to radio programmes in 2021.

Respondents spent an average of

2 hours

per day on listening to radio programmes (regardless of the means) in 2021.

Proportion of Respondents Listening to Radio Programmes (2005 - 2021)



¹ According to the opinion surveys conducted by independent survey firms commissioned by the Communications Authority (“CA”) in 2005, 2007, 2010, 2014 and 2021, the proportion of respondents listening to radio programmes in the month prior to the survey has dropped from 60.4% in 2005 to 42.2% in 2021. Nevertheless, the average time spent on listening to radio programmes per day fluctuates.

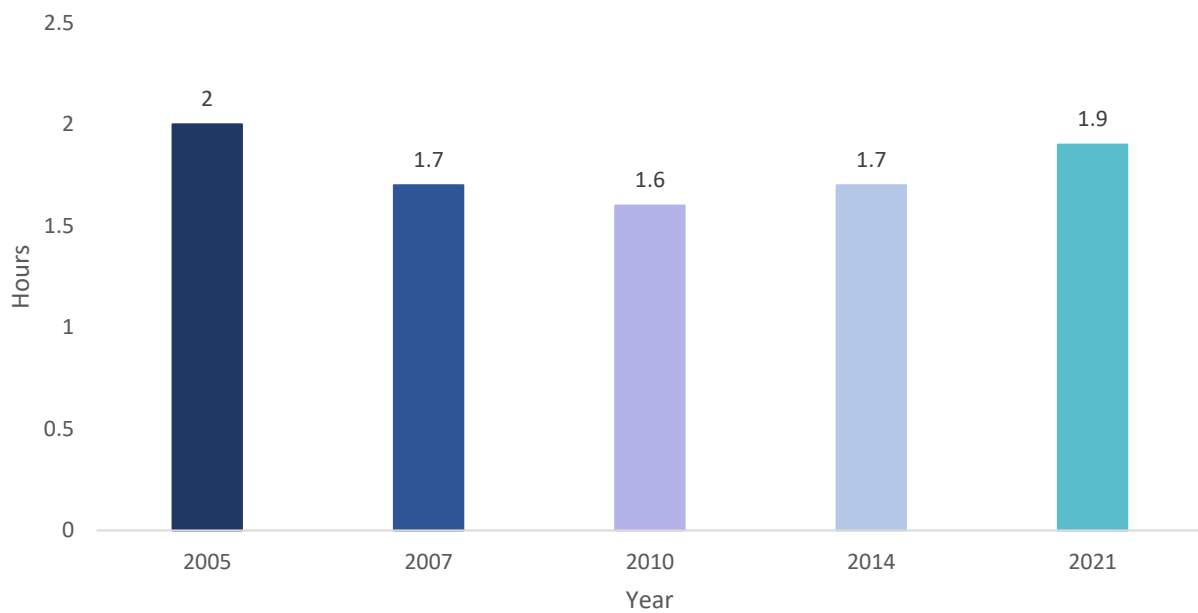


Respondents spent an average of

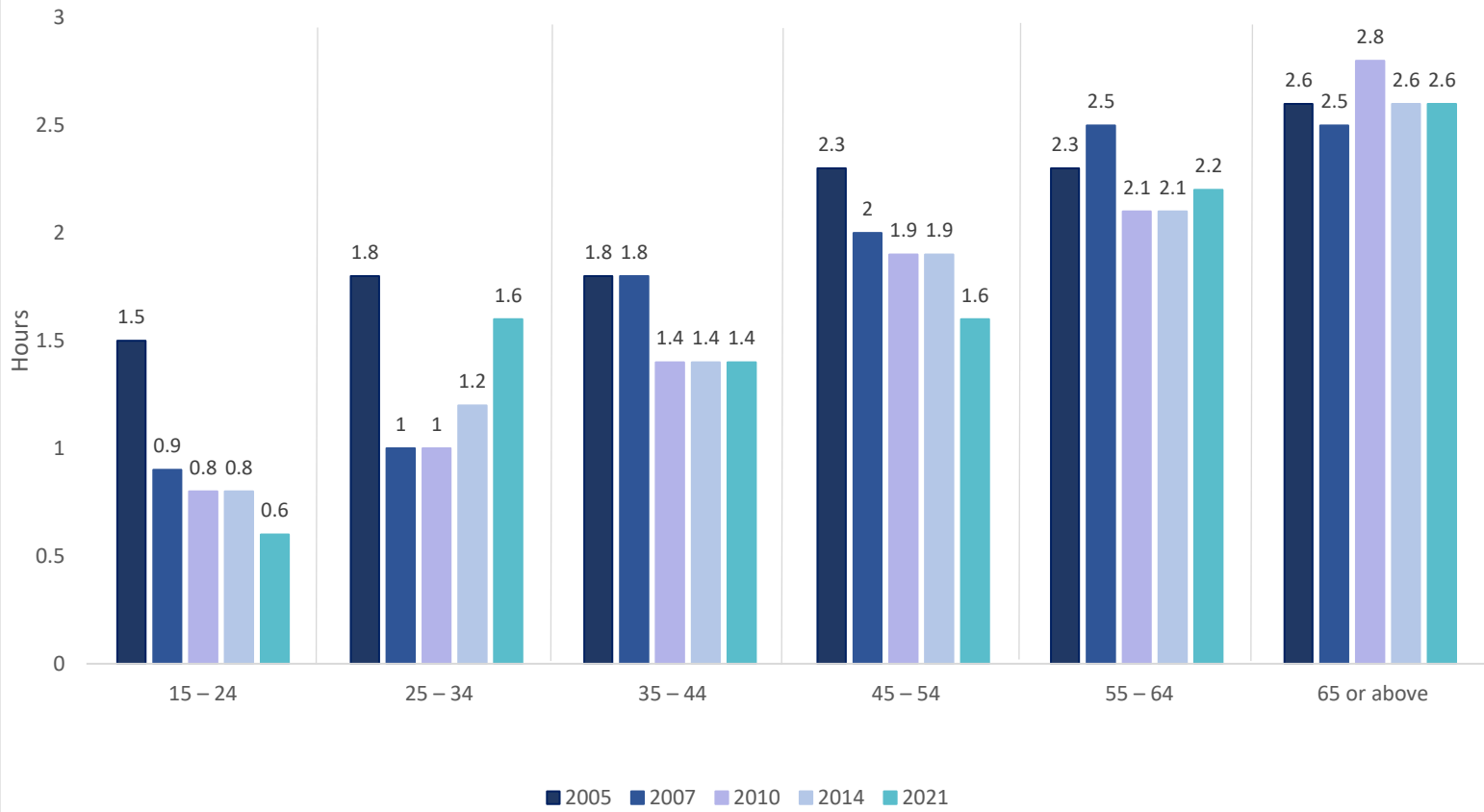
1.9 hours

per day on listening to radio programmes via Conventional Radio Set in 2021.

Average Time Spent on Listening to Radio Programmes via Conventional Radio Set per Day (2005 - 2021)



Average Time Spent on Listening to Radio Programmes via Conventional Radio Set per Day (by Age) (2005 - 2021)



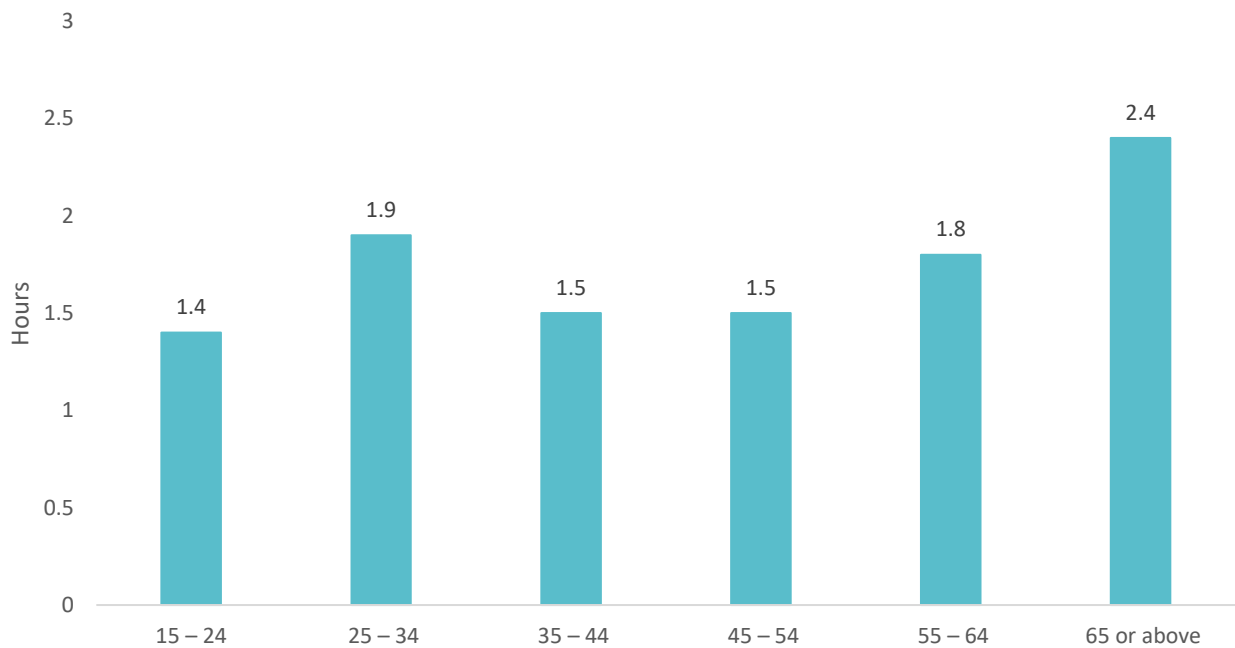


Respondents spent an average of

1.7 hours

per day on listening to radio programmes via the Internet² in 2021.

Average Time Spent on Listening to Radio Programmes via the Internet per Day in 2021 (by Age)



² The question concerning the average time spent on listening to radio programmes via the Internet per day was first introduced in the Opinion Survey on Sound Broadcasting Services conducted by the CA in 2021.

(2) Online Music/ Internet Radio Services³



39%

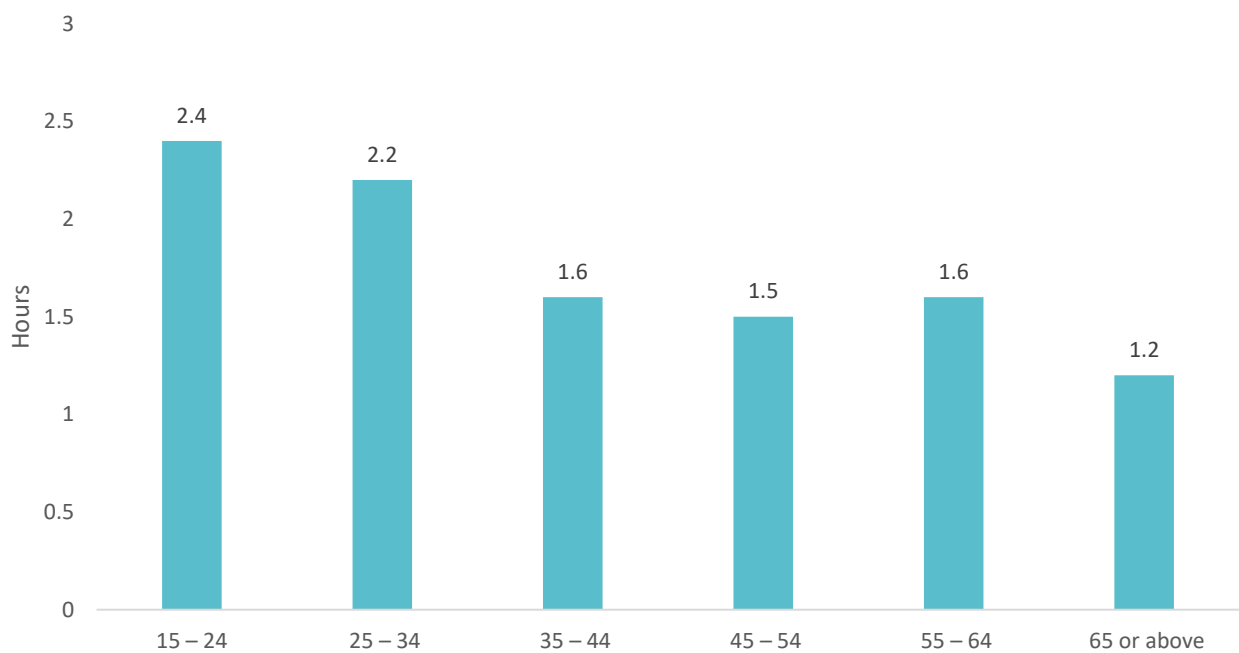
of respondents listened to online music/ Internet radio services in 2021.

Respondents spent an average of

1.9 hours

per day on listening to online music/ Internet radio services in 2021.

Average Time Spent on Listening to Online Music/ Internet Radio Services per Day in 2021 (by Age)



³ The questions concerning the online music (e.g. Spotify, Apple Music, JOOX, MOOV and KKBOX) /Internet radio services (i.e. all commercial radio programmes provided by the sound broadcasting licensees and other Internet radio programmes, e.g. BBC Sounds, The Voice of China and Qingchen Music Radio) were first introduced in the Opinion Survey on Sound Broadcasting Services conducted by the CA in 2021.