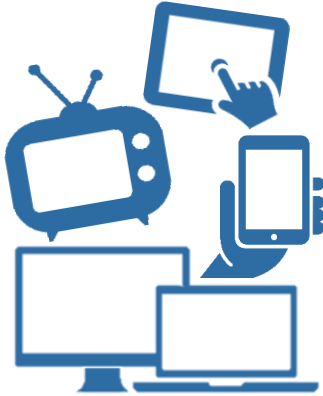




Viewing Habits

(1) Domestic Free Television Programmes Services¹



92%

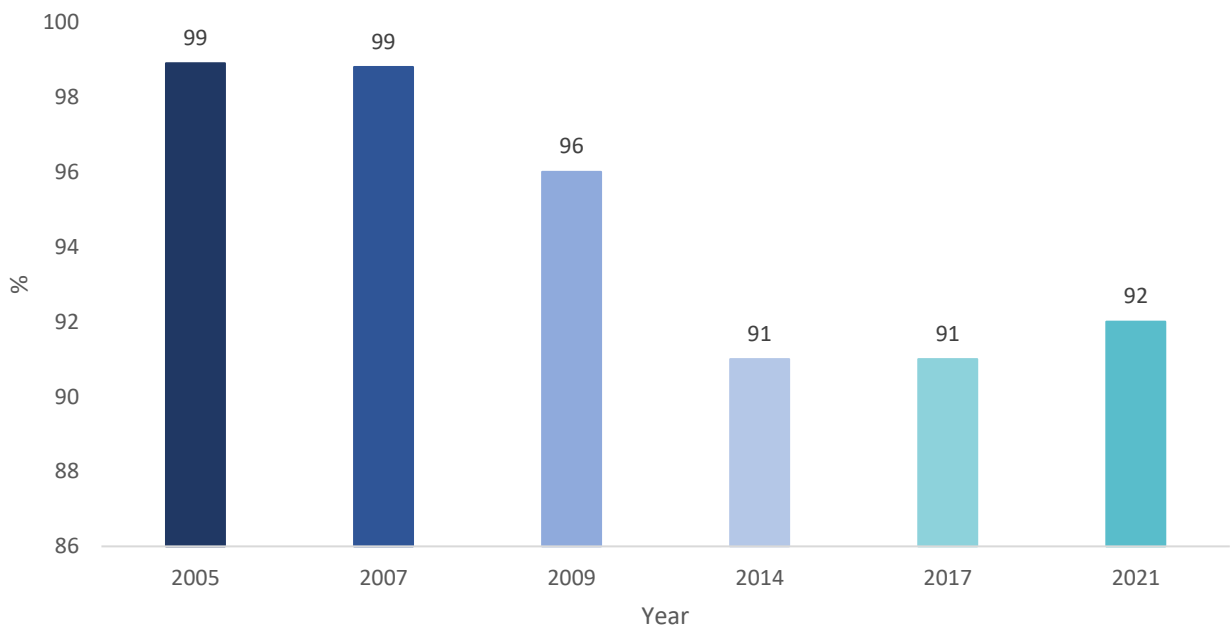
of respondents watched free TV programmes in 2021.

Respondents spent an average of

2.8 hours

per day on watching free TV programmes (regardless of the means) in 2021.

Proportion of Respondents Watching Free Television Programmes
(2005 - 2021)



¹ According to the opinion surveys conducted by independent survey firms commissioned by the Communications Authority (“CA”) in 2005, 2007, 2009, 2014, 2017 and 2021, the proportion of respondents watching free television programmes in the month prior to the survey has dropped from 98.9% in 2005 to 91% in 2017 and 92% in 2021 respectively. Similarly, the average time spent on watching free television programmes per day has also shown a declining trend.

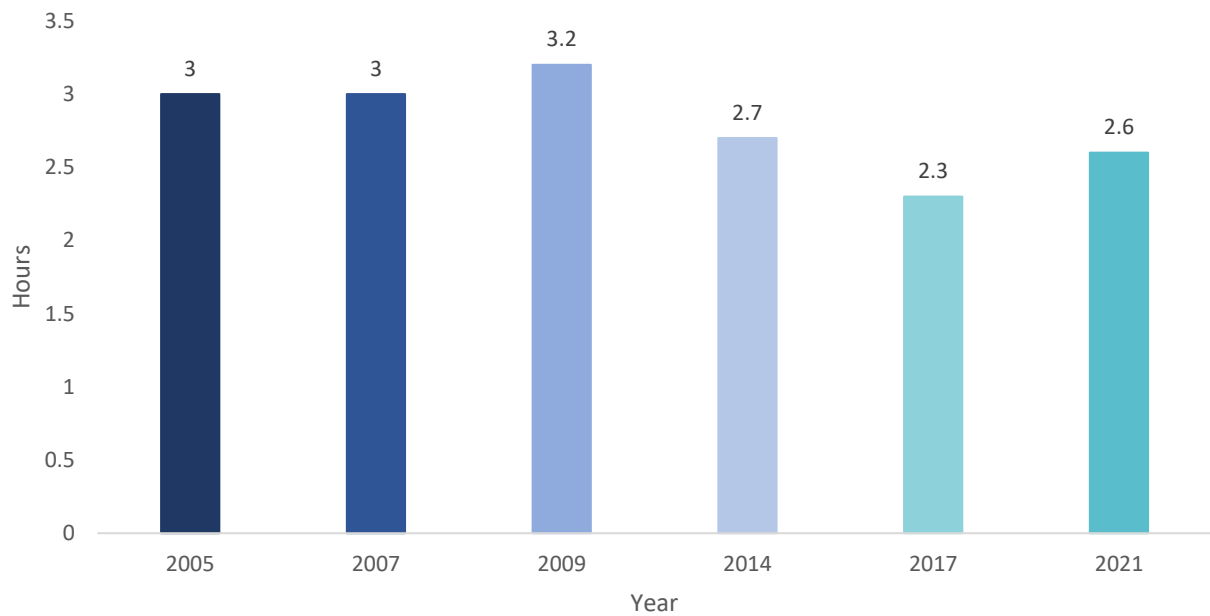


Respondents spent an average of

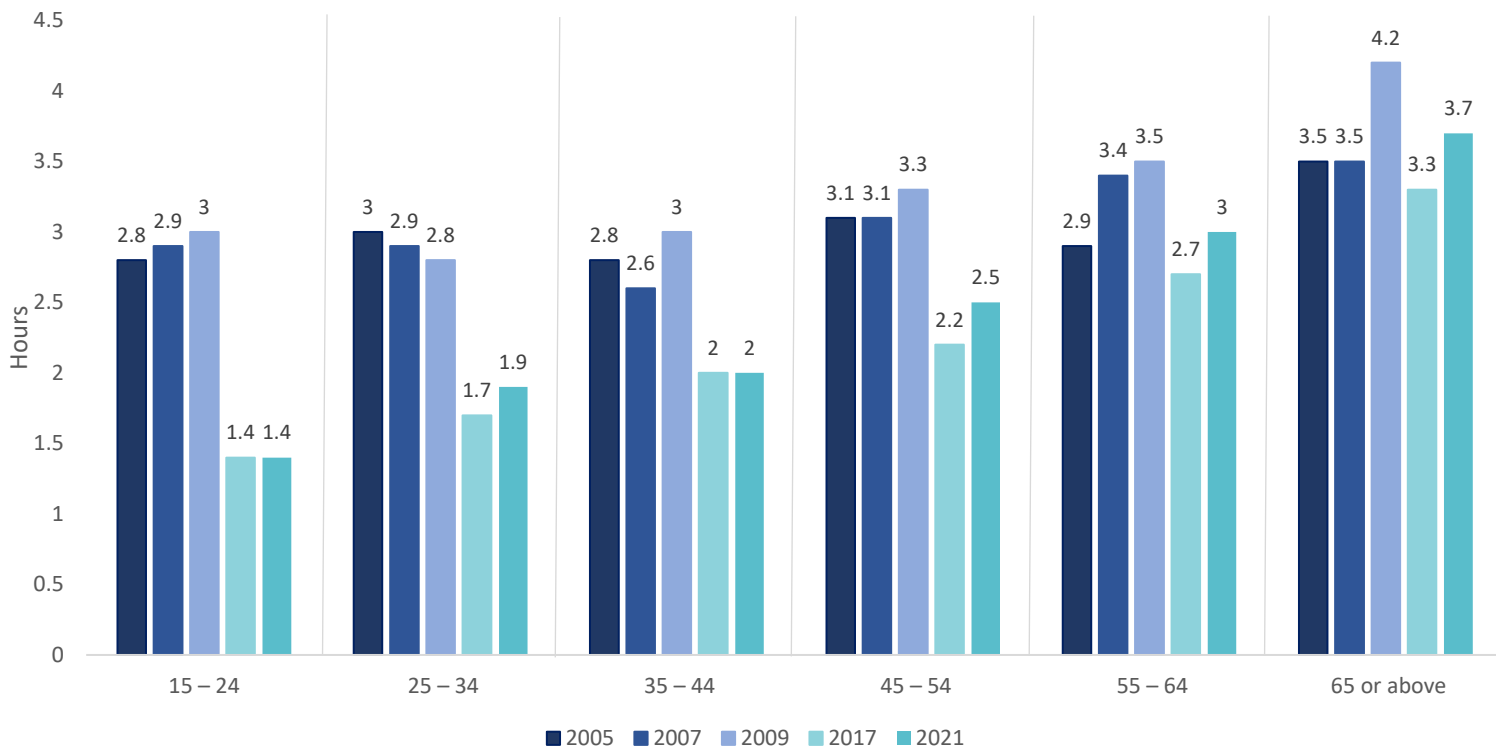
2.6 hours

per day on watching free TV programmes via Traditional TV Set in 2021.

Average Time Spent on Watching Free Television Programmes via Traditional TV Set per Day (2005 - 2021)



Average Time Spent on Watching Free Television Programmes via Traditional TV Set per Day
(by Age) (2005 - 2021)



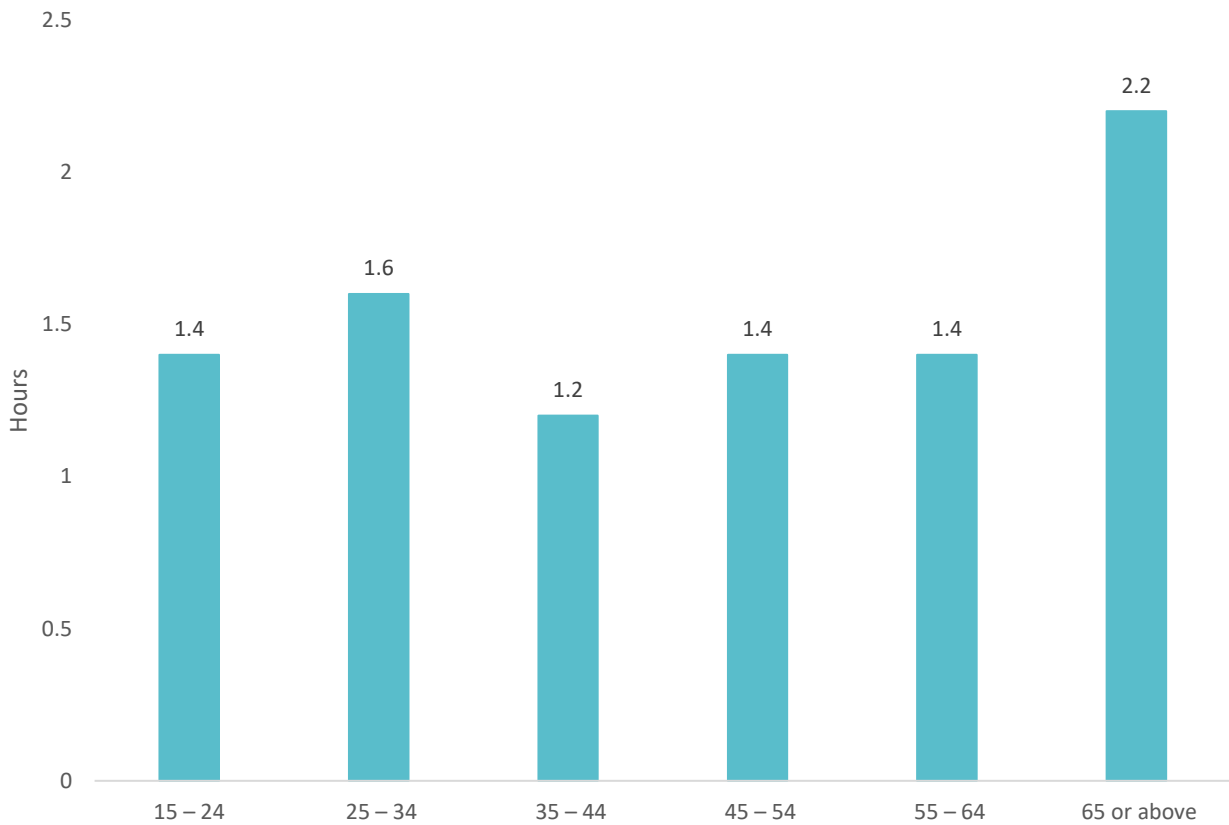


Respondents spent an average of

1.5 hours

per day on watching free TV programmes via the Internet² in 2021.

Average Time Spent on Watching Free Television Programmes via the Internet per Day in 2021 (by Age)



²The question concerning the average time spent on watching free television programmes via the Internet per day was first introduced in the Opinion Survey on Domestic Free Television Programme Services conducted by the CA in 2021.

(2) Online Programmes³



47%

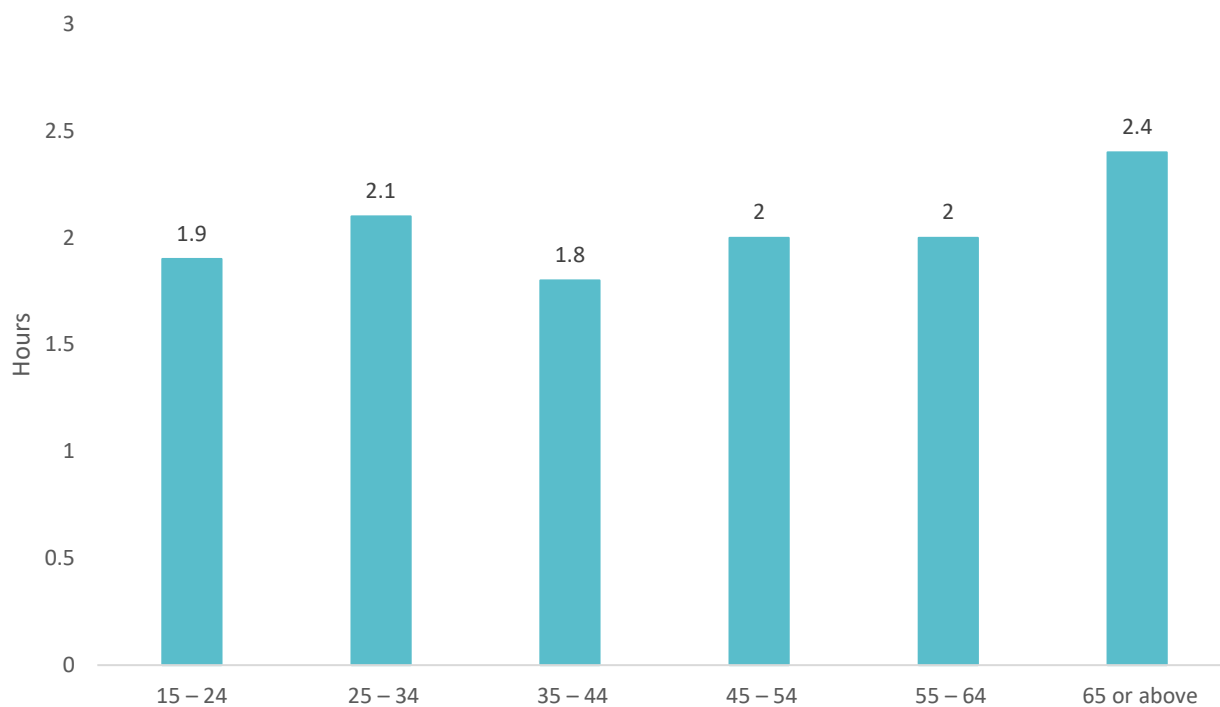
of respondents watched
online programmes in 2021.

Respondents spent an average of

2 hours

per day on watching online
programmes in 2021.

Average Time Spent on Watching Online Programmes per Day in 2021
(by Age)



³The questions concerning the online programmes (i.e. free television programmes provided by the three domestic free television programme service licensees and Radio Television Hong Kong as well as other programmes accessible via set-top boxes/TV boxes and/or the Internet) were first introduced in the Opinion Survey on Domestic Free Television Programme Services conducted by the CA in 2021.