



Report on the
Public Consultation Exercise
for the Renewal of the
**Domestic Free Television Programme
Service Licences**

HK Television Entertainment Company Limited

i-CABLE HOY Limited

TVB Limited

October 2026

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Chapter 1 Introduction

Applications for Renewal of Licences

The existing domestic free television programme service (“free TV”) licences (“Licences”) of HK Television Entertainment Company Limited (“HKTVE”), i-CABLE HOY Limited (“i-CABLE HOY”) and TVB Limited (“TVB”) are for a term of 12 years. Their respective licence validity periods are from 1 April 2015 to 31 March 2027 for HKTVE, from 31 May 2016 to 30 May 2028 for i-CABLE HOY, and from 1 December 2015 to 30 November 2027 for TVB. All licensees have submitted applications for the renewal of their Licences. In accordance with the Broadcasting Ordinance (Cap. 562) and the established procedures of processing the licence renewal applications, the Communications Authority (“CA”) conducted a comprehensive assessment of the performance of the three licensees, and considered views received from stakeholders including the public and the licensees. On the basis of the above, CA made recommendations to the Chief Executive in Council (“CE in C”) on the applications in March 2026.

Public Consultation Exercise

2. Free TV service remains the most pervasive category of television service in Hong Kong and continues to be a significant source of free entertainment, education and information for the general public. CA therefore attaches great importance to public views on the performance of the licensees. In line with past practice, CA adopted a multi-pronged approach in conducting a public consultation exercise from 1 August to 30 September 2025 to gauge public views on the services provided by all three licensees. In making recommendations to CE in C, CA has carefully considered all the views collected and assessed the performance of the licensees against the relevant statutory requirements, the requirements under licence conditions, the codes of practice (“CoPs”), guidelines and directions as well as the investment and other related commitments of the three licensees.

Report on the Public Consultation Exercise

3. This report sets out the views collected in the public consultation exercise. In compiling the report, we have carefully considered all the views received and endeavoured to consolidate them in an objective, comprehensive and systematic manner. While respecting each and every view received, names and contact information would not be disclosed for privacy protection.

4. We would like to thank the three licensees for their participation, and all the individuals, organisations and groups who have expressed their views. If you have any enquiries about this report, please contact us through the following channels –

Post	Office of the Communications Authority 20/F, Wu Chung House 213 Queen's Road East Wan Chai, Hong Kong
Fax	(852) 2507 2219
Email	webmaster@ofca.gov.hk
Website	http://www.coms-auth.hk

Communications Authority

October 2026

Chapter 2 The Public Consultation Exercise

Mechanism of Collecting Public Opinions

The public consultation exercise was conducted from 1 August to 30 September 2025. The consultation was publicised through various channels, including the broadcast of announcements on television and radio as well as on the websites of CA and the licensees. To facilitate the public to provide views on different aspects of the performance of the three licensees, CA issued an information document summarising the licensees' services, complaints records, investment plans, and the prevailing regulatory requirements for free TV licences. CA collected public views through the following channels –

- (a) an opinion survey;
- (b) a televised online public hearing (“TOPH”);
- (c) two focus group discussions; and
- (d) written submissions from the public.

Statistics of the Public Consultation

Opinion Survey

2. CA commissioned an independent survey firm to conduct a territory-wide opinion survey (“2025 Survey”) from June to August 2025 to collect public views on the licensees' services. A total of 1 833 persons aged 15 or above were successfully interviewed, with a response rate of 70.7%. Among them, 1 640 had watched free TV programmes in the month prior to the interviews.

Televised Online Public Hearing

3. A TOPH was held on 20 September 2025. All members of the public were free to register for participation and places were allocated by random allotment. A total of 69 members of the public gave their views during the session.

Focus Group Discussions

4. Two focus group discussions, involving a total of 32 participants, were conducted as follows –

Date	Target Group	Language	Number of Participants
25 September 2025	Invited organisations and members of Television and Radio Consultative Scheme (“TRCS”) ¹	English ²	13
29 September 2025	TRCS members	Cantonese	19

The focus group discussions aimed at seeking participants’ more in-depth feedback on licensees’ services, the existing regulatory requirements on the three free TV licensees and possible regulatory refinements.

Written Submissions

5. Members of the public were invited to send in written views to CA through a variety of means, including electronic and paper forms. A total of 267 written submissions were received, of which 12 were from organisations and groups from different sectors of the community, and the remaining 255 were from individuals.

Overall Public Participation

6. During the two-month consultation period, a total of 368 views were received through the TOPH, focus group discussions and written submissions, in addition to the 1 833 respondents interviewed in the survey. CA has examined all these public views collected.

¹ TRCS is a territory-wide consultative scheme to gauge public opinions on television and radio broadcasting standards. Members join the scheme on a voluntary basis. TRCS currently comprises 540 members, recruited from the 18 districts of Hong Kong with composition generally representing the demographic characteristics of Hong Kong.

² For the English session, apart from TRCS members, organisations with extensive connections with the non-Chinese speaking community were also invited, including chambers of commerce, statutory bodies, organisations of ethnic minority groups and academics.

Chapter 3 Public Views Collected

Part 1: Major Findings of the Opinion Survey

Following the established practice, CA commissioned an independent survey firm to conduct the 2025 Survey to collect public views on free TV services in Hong Kong, including the standard, quality and diversity of programmes. A territory-wide opinion survey was conducted from June to August 2025. A total of 1 833 respondents aged 15 or above were successfully interviewed, with a response rate of 70.7%. Among them, 1 640 had watched free TV programmes in the month prior to the interviews.

2. The executive summary of the 2025 Survey with the figures of the findings is at **Appendix I**. Key observations from the findings of the 2025 Survey are as follows –

Overall satisfaction

- (a) while members of the public have been increasingly accessing content online (38%), free TV continues to be a preferred (57%) choice of infotainment. The average daily hours of TV viewers watching free TV remained stable at 2.7 hours (versus 2.6 hours in 2024 and 2.8 hours in 2021);
- (b) the majority (80%) of the TV viewers were satisfied with the overall free TV services;

Programme quality and variety

- (c) the majority (about 70%) of the TV viewers considered that the satisfaction level on the quality of programmes of free TV licensees in the past year remained unchanged. Among the TV viewers whose satisfaction with the programme quality had decreased (about 13%), “uncreative programme content” was the common reason for dissatisfaction;
- (d) the majority (50 – 72%) of the TV viewers considered that the variety of the TV programmes provided by the three free TV licensees was sufficient;

Local production and positive programmes

- (e) the majority of the TV viewers were satisfied with the amount of local productions (53 – 72%) and the specific hours required for the broadcast of positive programmes (81%) provided by the three free TV licensees;

Non-designated languages

- (f) the majority (75%) of the TV viewers considered that the existing requirement on broadcast of programmes in Putonghua or other languages on the integrated Chinese channels should remain unchanged;

Subtitling and sign language

- (g) a large majority (93%) of the TV viewers were satisfied with maintaining the existing requirement to provide subtitles for all news programmes, current affairs programmes, weather programmes and emergency announcements on the integrated Chinese and English channels; 95% of the TV viewers were satisfied with maintaining the subtitling requirement to be applicable to all programmes during prime-time period (i.e. from 7:00 p.m. to 11:00 p.m.);
- (h) the majority (82%) of the TV viewers were satisfied with the existing requirement on the provision of sign language service in Cantonese news programmes;
- (i) the majority of the TV viewers (about 59%) had no comment on relaxation of regulation of programme content broadcast outside the family viewing hours. The majority of the TV viewers (about 59%) considered that the time restriction allowing the broadcast of children's programmes should be relaxed (i.e. to be extended from 9:00 a.m. – 11:00 p.m to 7:00 a.m. – 11:00 p.m.); and

Broadcasting quality

- (j) the majority (78 – 92%) of the TV viewers who had watched free TV programmes via traditional TV sets (using free TV signal) were satisfied with the broadcast quality of the three free TV services.

Part 2: Consolidated Summary of Views Collected from the Public

3. This Part provides an overview of views collected at the TOPH, focus group discussions and from written submissions. A more detailed summary of public views is at **Appendix II**.

A. Overall Comments

4. Public views on the performance of licensees are generally positive. The majority of the public views support the renewal of the three free TV licences as the licensees' performance is considered as generally satisfactory. Members of the public appreciate that the three licensees differ in their programming strategies and complement one another in offering diversified programmes catering for different sectors and age groups. While the programmes of HKTVE are considered creative and diversified, serving the needs of different age groups, i-CABLE HOY is recognised for providing quality sports programmes and credible news programmes and TVB is recognised for its quality drama series and entertainment programmes.

5. There are also views from the public requesting the licensees to continue improving the quality of their programmes and reduce broadcasting of repeated programmes in order to compete with other forms of entertainment.

6. For HKTVE, while many consider its self-produced programmes diverse, creative and of good quality, there are views that there are too many reality shows, talent shows, talk shows and repeats of dated movies and animations, targeting mainly niche groups of viewers. For i-CABLE HOY, while its programmes are generally considered diversified and educational, the proportion of acquired and repeated programmes is high and it is suggested to have more self-produced programmes. As regards TVB, there is appreciation of the quality of its drama programmes and creativity in its travelogues and gourmet programmes. There are however suggestions that there should be fewer repeated programmes and simulcast of financial programmes on various channels; there should be less focus on dramas and variety shows but more educational programmes should be provided; and calls for the provision of subtitling to be extended to a wider range of programme types, such as children's programmes and other positive programmes.

B. Advertising Standards

7. Public views on the existing advertising standards are mixed. Some viewers show sympathy towards the licensees, which are subject to stricter control of advertisements on free TV compared to their counterparts on the online

platform and are thus losing advertising share and revenue. There are also views that restrictions on in-programme advertising could be relaxed provided that such products are not medical products or the like which should be dealt with cautiously, while some suggest that advertising on lending and loans should be tightened or prohibited. Yet, there are views that the current broadcast of some product placements in TV programmes is excessive and affects viewing pleasure. There is general support for possible new forms of in-programme advertisement in particular introduction of advertising scenes (廣告小彩蛋) and advertising plays (廣告小劇場)³, while L-shape / U-shape advertisements are less supported.

C. Language Requirements

8. For the integrated English channels, a considerable number of public views express dissatisfaction with too many repeated programmes (especially dated movies), programmes rolling stock market updates without narratives, and devotion of significant airtime to acquired financial programmes. There are calls for more local English productions especially those about the local happenings and / or good stories of Hong Kong. There are also suggestions of encouraging partnership with various organisations in developing programmes in English. On the other hand, there are comments that the integrated English channels are outdated and should be repositioned as “multilingual / international” channels broadcasting programmes of more diverse non-Chinese languages to serve different viewing needs. There is also support for allowing broadcast of live sports or major events in original languages on the integrated English channels. As for the integrated Chinese channels, there are views that non-designated language programmes are welcome provided that where applicable they are broadcast in Cantonese-dubbing and / or with Chinese subtitles. There is clear public support for more Putonghua programmes on the integrated Chinese channels.

D. Positive Programme Requirements

9. There are suggestions that licensees should produce good quality positive programmes to make good use of the spectrum. In particular, a considerable number of public views suggest that there should be more local programmes featuring appealing characteristics, culture, developments and lifestyle of Hong Kong. There is also a specific call for more locally produced English positive programmes, which could appeal to non-local residents and visitors and contribute to Hong Kong’s standing as an international metropolis.

³ “Advertising scene” generally refers to the insertion of advertising material at the end of the programme, whereas “advertising play” generally refers to the insertion of advertising material within the programme. Both forms of advertising contents may feature scenes and / or characters related to the programme, with direct exhortations to the viewers to purchase or use the product / service and price information.

There is also support for the content of national education, national identity and the Law of the People's Republic of China on Safeguarding National Security in Hong Kong Special Administrative Region to be accorded more prominent and dedicated treatment in positive programme requirements. There are also views that such programmes should be enriched with more in-depth knowledge of our country's history and development, and could be presented in more interesting forms such as drama, children's programmes and animation. On news programmes, there are views that the number of broadcast hours should be further increased and the news should cover more and wider content about the Mainland including the Greater Bay Area as well as international affairs. On programmes for children and young persons, there are views that the requisite broadcasting hours could be shortened given that more younger generation nowadays prefer watching streaming content rather than traditional free TV, whilst other views call for programmes with more interactive elements or better quality to encourage self-learning.

E. Local Production, Simulcast Content, Subtitling, Sign Language and Audio Description

Local Production

10. A substantial number of public views call for more locally produced programmes on both integrated Chinese channels and integrated English channels, especially during prime-time period. They suggest that more local productions could nurture and support employment of talent in the creative industry and promote local culture of Hong Kong. There is a call for locally produced English programmes which could help non-Chinese / Cantonese speaking viewers and visitors, including ethnic minority groups, to get familiarised with local taste, culture and public affairs in Hong Kong, thus fostering a more inclusive community.

Simulcast Content

11. Some members of the public express dissatisfaction with simulcast content on selected channels of the licensees, which limits viewers' choices of programmes. There are calls for restraining the frequency and proportion of broadcasting repeated and simulcast programmes. Some suggest that more programmes of different genres should be provided, especially educational and information programmes in areas such as health, education, medical treatment, government policies and social issues, so as to meet different needs of viewers. There are also suggestions for more programmes for targeted groups such as children, retirees, senior citizens, new arrivals and ethnic minority groups. Some also suggest that licensees should acquire quality programme channels from the

Chinese Mainland and overseas to promote understanding of the development of our country and to provide international content.

Subtitling

12. There are a significant number of individuals and organisations, including bodies representing persons with disabilities, consumers' interests and from the welfare sector, which call for provision of Chinese subtitling for more positive programmes, such as children's programmes, educational programmes and documentaries, to cater for groups with special needs such as the hearing / visual / speech impaired, those who can read Chinese only, language learners, etc. Some suggest that both Chinese and English subtitles should be provided for non-live programmes, citing that artificial intelligence should enable subtitling provision at a much lower cost. Others suggest Cantonese dubbing or Chinese subtitling in all programmes. There are also views requesting that subtitles be displayed in a larger font size, to better serve elderly viewers who form a significant proportion of free TV audiences and frequent subtitle users.

Sign Language and Audio Description

13. There are views requiring sign language service be provided for more programme genres. Some organisations suggest that licensees should provide audio description for programmes progressively with a view to facilitating the visually impaired to obtain necessary information equally.

F. Other Issues and Suggestions

14. The public views also touch on different aspects of programme standards, and a number of them stress the importance of impartiality and accuracy of news, current affairs programmes and information programmes. Some views call for provision of advisory messages prior to programmes containing certain contents such as disturbing scenes and inappropriate acts⁴, while some suggest relaxation of parental guidance and adult content standards, and that licensees should be allowed greater flexibility to introduce avant-garde content in specified hours. There are some mixed views on whether the family viewing hours should be extended or shortened. And, some opine that there was too frequent use of bad language in programmes.

⁴ For information, there is currently in place protection for minors against unsuitable content under the Generic Code of Practice on Television Programme Standards. Accordingly, nothing unsuitable for children should be shown on free TV services during family viewing hours (i.e. from 4:00 p.m. to 8:30 p.m. on any day). Separately, it also provides that licensees should, where appropriate, consider the use of clear and unambiguous warnings or labelling if there is a significant risk that viewers, particularly children, may otherwise be unprepared for material that may shock or offend them.

15. Other commonly raised suggestions during the public consultation include asking the Government to acquire broadcasting rights of major international sports events for free TV licensees; requiring the licensees to provide quality programmes fostering educational and positive values; providing guiding principles for licensees on the use of artificial intelligence in programme production such as provision of advisory messages to inform viewers of the inclusion of artificial intelligence-generated content in programmes.

Chapter 4 Follow-up Actions

As an independent statutory regulator of broadcasting and telecommunications services in Hong Kong, one of CA's major responsibilities is to enforce the licensing and regulatory regime to ensure that broadcasting licensees provide services that meet community standards. Free TV remains the most pervasive category of television service in Hong Kong and continues to be a significant source of free entertainment, education and information for the public. CA therefore attaches great importance to public views on the performance of the three licensees when assessing their licence renewal applications and has given careful consideration to all views collected during the public consultation exercise.

2. The public consultation exercise on free TV licence renewal canvassed a wide range of topics, including positive programme requirements, non-designated language programme requirements, local production, simulcast content, subtitling and sign language. CA has carefully considered the public views received on these matters, amongst other relevant factors, in formulating its recommendations on the licence renewal applications to CE in C. The public views collected during the consultation were also submitted to CE in C for reference.

3. During the public consultation exercise, CA received suggestions from the public and the industry concerning the regulatory provisions in the CoPs such as advertising requirements and family viewing hours. CA has taken note of these views. CA also acknowledges the need of reviewing CoPs to ensure that they reflect evolving community values and audience expectations, and is minded to do so following the licence renewal exercise. While the views gathered during the free TV licence renewal public consultation provided useful insight, CA will also conduct a separate consultation specifically for the review of the CoPs at an appropriate time, in line with past practice.

4. CA notes that certain comments and suggestions received during the free TV licence renewal public consultation exercise relate to the editorial and commercial decisions of the licensees on specific programmes and advertisements, their programming strategies and the scheduling of individual programmes. Some others concern matters of government policy that fall outside the scope of the licence renewal exercise or CA's purview. CA has all along respected and upheld freedom of expression, as well as the editorial independence and creativity of broadcasters. Editorial responsibility rests with the broadcasters, and CA does not interfere with their editorial decisions, programme scheduling and day-to-day operations. Nonetheless, CA recognises the importance that the public attaches to the arrangement of individual channels and programmes and

has conveyed such views to the licensees for their reference and possible follow-up. For matters outside CA's remit, we have conveyed those views and suggestions to the relevant government bureaux and departments for their reference.

Opinion Survey on Domestic Free Television Programme Services 2025

Executive Summary

Prepared for the Communications Authority

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Chapter 1 Survey Background and Objectives

1. The 12-year licences of the current three domestic free television programme service (“free TV”) licensees, viz. HK Television Entertainment Company Limited (“HKTVE”), i-CABLE HOY Limited (“i-CABLE HOY”) and TVB Limited (“TVB”) are due to expire in 2027 and 2028 respectively. The Office of the Communications Authority (“OFCA”), which supports the Communications Authority (“CA”) as its executive arm, commissioned MVA Hong Kong Limited to conduct an opinion survey (“Opinion Survey”) to gauge public opinions on the licensees’ services from June to August 2025.
2. The primary objectives of the Opinion Survey are as follows:
 - to gauge public feedback on general issues relating to the free TV services of HKTVE, i-CABLE HOY and TVB in Hong Kong (“free TV services”);
 - to assess the overall quality of the free TV services and identify any specific areas for improvement;
 - to assess whether the current conditions in the free TV licences of HKTVE, i-CABLE HOY and TVB are adequate to meet the changing circumstances, and whether the existing regulatory requirements are generally in line with the aspirations and values of local audiences; and
 - to assess the perceptions of viewers of the level of acceptability of the free TV services.
3. Where appropriate and available, the findings of the Opinion Survey are compared with those of the previous surveys conducted by CA¹. However, the percentage figures in the Opinion Survey and the previous surveys should be interpreted with caution due to the differences in the composition of respondents² and questionnaire (please refer to **Appendix**).

¹ These surveys include the Broadcasting Service Survey 2024 (“Survey 2024”), Opinion Survey on Domestic Free Television Programme Services in 2021 (“Survey 2021”), Opinion Survey on the Regulation of Indirect Advertising and Sponsorship in Domestic Free Television Programme Services in Hong Kong (“Survey 2017”), and Opinion Survey on the Domestic Free Television Programme Services in 2014 (“Survey 2014”).

² In *Survey 2014* and *Survey 2017*, “watching free TV” referred to having watched free TV programmes on traditional TV sets. However, the compositions of respondents in *Survey 2021*, *Survey 2024* and the present Opinion Survey were different from those in 2014 and 2017 in that, the three surveys include not only those respondents using traditional TV sets but also those using mobile phones and the Internet to watch free TV programmes.

Chapter 2 Survey Methodology

2.1 Survey Coverage and Target Respondents

- 2.1.1 The target respondents of the Opinion Survey were Hong Kong residents aged 15 or above who had watched free TV programmes³ (hereinafter referred to as “free TV programmes”) in the month prior to the interviews.
- 2.1.2 A random sample of 2 792 quarters was taken from the frame of quarters⁴ maintained by the Census and Statistics Department (“C&SD”). Household visits were made to the sampled quarters and an eligible respondent was randomly selected from each household by using the next birthday method for an interview.

2.2 Data Collection Method

- 2.2.1 The Opinion Survey was mainly conducted in the form of face-to-face interviews, supplemented by telephone interviews and a self-administered online questionnaire.

2.3 Fieldwork Period and Response Rate

- 2.3.1 The fieldwork was conducted between 6 June and 28 August 2025.
- 2.3.2 A total of 1 833 persons of age 15 or above were successfully enumerated, with a response rate of 70.7%. Among them, 1 640 had watched free TV programmes⁵ in the month prior to the interviews (hereinafter referred to as “TV viewers”). Generally speaking, the sample size achieved produced survey findings with acceptable levels of precision. The following case is taken for illustration purposes:

Table 1 Reliability of Survey Findings

Variable	Sample Estimate	Coefficient of Variation ⁶	95% Confidence Interval
Proportion of TV viewers who watched news programmes	90.4%	0.81%	(89.0%, 91.9%)

³ These programmes are provided by the free TV licensees, viz. HKTVE, i-CABLE HOY and TVB and the public broadcaster, Radio Television Hong Kong.

⁴ The frame of quarters is sourced from C&SD, which consists of two parts, namely, the Register of Quarters (“RQ”) and the Register of Segments (“RS”). The RQ contains computerised records of all addresses of permanent quarters in built-up areas including urban areas, new towns and other major developed areas. Each unit of quarters is identified by a unique address. The RS contains records of segments in non-built-up areas. The use of segments in non-built-up areas is necessary because the quarters in these areas may not have clear addresses and cannot readily be identified individually.

⁵ Referring to watching free TV programmes by using traditional TV sets, TV sets with set-top boxes/TV boxes (e.g. myTV SUPER), mobile applications and Internet-based streaming services (e.g. YouTube).

⁶ Coefficient of variation is obtained by expressing the standard error as a percentage of the estimate to which it refers.

Chapter 3 Survey Findings

3.1 Introduction

- 3.1.1 This executive summary presents the key findings of the Opinion Survey.
- 3.1.2 For questions allowing multiple answers, percentage figures may exceed 100% as respondents could select more than one answer.
- 3.1.3 For single choice questions, the summation of individual items may not equal the total as shown or 100% due to rounding.
- 3.1.4 Survey results denoted by “#” throughout Chapter 3 are based on a small number of respondents (30 or less) and included in the report for reference; they should be interpreted with caution.

3.2 Viewing Habits

Reasons for Watching/Not Watching Free TV Programmes

- 3.2.1 75.8% of TV viewers indicated that they had watched free TV programmes “for information such as news, weather, financial and traffic reports”, and more than half of them were “for entertainment” (54.3%) or “merely to kill time” (53.9%).
- 3.2.2 Among the persons aged 15 or above who did not watch free TV programmes in the month prior to the interviews, 79.3% were “not interested and preferred watching materials available from on-demand/streaming services on Internet-based media”; 28.9% indicated that “the programme variety was too limited and not to his/her liking”, and 15.8% indicated that “the free TV programmes provided by the broadcasters were too boring”.

Viewership of Free TV Services and Use of Device

- 3.2.3 88.5% of the persons aged 15 or above had watched free TV programmes in the month prior to the interviews. The viewership was lower than that of the *Survey 2024* (89.5%), *Survey 2021* (92.2%), *Survey 2017* (91.0%) and *Survey 2014* (91.0%). The viewership of licensees’ free TV programmes in the past month, past year and ever watched is shown below.

Licensee	Percentage of Persons Aged 15 or Above		
	Watched in the past month	Watched in the past year	Ever Watched
HKTVE	37.1%	44.1%	53.1%
i-CABLE HOY	27.5%	35.9%	45.0%
TVB	82.8%	84.9%	87.2%

- 3.2.4 Among TV viewers, 87.4% watched free TV programmes via traditional TV sets (using free TV signals) (*versus 82.4% in Survey 2024*), followed by smart TV with Internet functions (19.7%) (*versus 15.8% in Survey 2024*), computers/mobile phones/tablets (13.8%) (*versus 24.2% in Survey 2024*), and TV sets with set-top boxes/TV boxes (8.0%) (*versus 8.4% in Survey 2024*).

Frequency of Watching Free TV Programmes

- 3.2.5 78.5% of TV viewers watched free TV programmes on a daily basis, which represented an increase from 71.9% in *Survey 2024*, 70.2% in *Survey 2021*, 71.8% in *Survey 2017* and 75.7% in *Survey 2014*. 9.6% did so between four and six days a week and 11.9% watched free TV programmes three days or less a week.

Time Spent on Watching Free TV Programmes

- 3.2.6 On average, TV viewers spent 2.7 hours watching free TV programmes per day (*versus 2.6 hours in Survey 2024; 2.8 hours in Survey 2021; 2.3 hours in Survey 2017 and 2.7 hours in Survey 2014*). 36.5% of TV viewers watched free TV less than two hours per day (*versus 39.7% in Survey 2024; 34.2% in Survey 2021; 45.7% in Survey 2017 and 38.6% in Survey 2014*), while 36.7% watched two to less than four hours daily (*versus 37.2% in Survey 2024; 38.9% in Survey 2021; 36.1% in Survey 2017 and 36.8% in Survey 2014*). The remaining 26.8% watched four hours or more per day (*versus 23.1% in Survey 2024; 27.0% in Survey 2021; 18.2% in Survey 2017 and 24.5% in Survey 2014*).
- 3.2.7 The majority of TV viewers watched free TV programmes in the hours between 6:00 p.m. and 11:59 p.m. on both weekdays and weekends, which was similar to the findings in *Survey 2024* and *Survey 2021*.

Viewership of Free TV Channels and Programme Types

- 3.2.8 The top three free TV channels most frequently watched by TV viewers were Channel 81 Jade, Channel 83 TVB News Channel and Channel 99 ViuTV. Channel 81 Jade ranked first with 79.3% of TV viewers watching it on weekdays and 79.7% on weekends. Channel 83 TVB News Channel and Channel 99 ViuTV ranked second and third respectively, with respective viewership of 67.6% on weekdays and 65.4% on weekends, and 39.8% on weekdays and 38.7% on weekends. The top three most frequently watched free TV channels were the same as those in *Survey 2024* (Channel 81 Jade: 77.7% on

weekdays and 77.8% on weekends; Channel 83 TVB News Channel: 67.2% on both weekdays and weekends; and Channel 99 ViuTV: 36.5% on weekdays and 35.3% on weekends).

- 3.2.9 Regarding the types of free TV programmes which TV viewers watched most frequently, “News” (90.4%) was the most watched type of free TV programmes, followed by “Drama” (65.4%), and “Travelogue/Gourmet/Talk Show/Lifestyle” (45.1%). The responses of TV viewers on the types of free TV programmes most frequently watched are summarised below.

Types of TV Programmes	Percentage of Viewership
News	90.4%
Drama	65.4%
Current Affairs	30.0%
Documentary	11.2%
Travelogue/Gourmet/Talk Show/Lifestyle	45.1%
Business/Finance/Real Estate	10.6%
Infotainment/Social Issues	39.4%
Music	12.9%
Celebrity/Talent/Variety Show	29.4%
Reality Show	10.3%
Sports	12.0%
National Education	2.0% [#]
Arts and Culture	3.5%
Cartoon/Animation	4.3%
Others (including horse racing, Mark Six lottery, health care, home shopping and movies)	1.9%

Major Source of Infotainment

- 3.2.10 Among TV viewers, free TV (57.2%) was the major source of infotainment, followed by Internet media (38.4%). Other sources included pay TV (3.4%), radio (0.7%[#]) and satellite TV via satellite receiving dish antenna (0.3%[#]).

3.3 Views on Free TV Services

Overall Comments on Free TV Services

- 3.3.1 80.0% of TV viewers were satisfied with the free TV services. 10.9% rated “average” and 4.7% were dissatisfied. 4.4% had “no comment”.

- 3.3.2 Overall, TV viewers considered “News” (87.3%), “Travelogue/Gourmet/Talk Show/Lifestyle” (66.0%) and “Infotainment/Social Issues” (65.9%) programmes sufficient, whereas “Documentary” (24.0%) and “Sports” (22.0%) programmes were insufficient and should be provided more. Their views on the adequacy of the types of free TV programmes are summarised below.

Types of TV Programmes	Percentage of Adequacy of Programmes			
	Very/quite sufficient	Average	Very/quite insufficient	No comment
News	87.3%	9.3%	2.6%	0.8% [#]
Drama	64.2%	20.2%	9.8%	5.8%
Current Affairs	63.4%	26.0%	6.0%	4.6%
Documentary	31.1%	36.0%	24.0%	8.8%
Travelogue/Gourmet/Talk Show/Lifestyle	66.0%	22.4%	6.4%	5.1%
Business/Finance/Real Estate	52.7%	29.7%	3.1%	14.6%
Infotainment/Social Issues	65.9%	23.7%	4.3%	6.1%
Music	40.5%	29.9%	15.5%	14.1%
Celebrity/Talent/Variety Show	47.3%	32.0%	8.7%	12.0%
Reality Show	39.1%	31.6%	11.7%	17.6%
Sports	34.5%	28.5%	22.0%	15.0%
National Education	36.4%	30.2%	8.2%	25.2%
Arts and Culture	29.3%	36.1%	12.8%	21.7%
Cartoon/Animation	32.5%	31.5%	7.8%	28.2%
Others (including horse racing, Mark Six lottery, health care, home shopping/décor, information on the Chinese Mainland and major events)	0.9% [#]	1.0% [#]	1.0% [#]	97.0%

Views on HKTVE’s Free TV Service

- 3.3.3 Among TV viewers who had ever watched HKTVE’s free TV programmes, 67.2% were satisfied with the service, 23.0% rated “average” and 7.2% had no comment.⁷ The major reasons for satisfaction were “diversified programme types” (64.2%), “sufficient high-quality/creative locally-produced programmes” (46.0%) and “high-quality programmes and/or quality of programmes has been improved” (41.5%).
- 3.3.4 Among those who watched the free TV programmes provided by HKTVE in the past year, 18.1% indicated increased satisfaction and 67.8% indicated that their satisfaction remained unchanged.⁸ 9.6% had no comment.

⁷ The sample count on dissatisfaction on HKTVE’s free TV service was limited (n < 30) and thus not indicated.

⁸ The sample count on “decreased satisfaction with HKTVE” was limited (n < 30) and thus not indicated.

- 3.3.5 Among TV viewers who reported increased satisfaction level towards HKTVE's free TV programmes, the major reasons were "creative programme content" (65.6%), "programmes are of high quality" (55.6%), "programmes can cater for the interests of audience of different age groups" (48.2%) and "programmes are informative" (41.1%).
- 3.3.6 Regarding the variety of programmes provided by HKTVE, 64.3% considered it "very sufficient" or "quite sufficient", 14.3% rated "average", and 6.5% considered it "very insufficient" or "quite insufficient". The remaining 14.9% had no comment.
- 3.3.7 Those who considered programme variety insufficient indicated that more drama programmes (46.8%[#]) should be provided by HKTVE.

Views on i-CABLE HOY's Free TV Service

- 3.3.8 Among TV viewers who had ever watched i-CABLE HOY's free TV programmes, 54.4% were satisfied with the service, 33.7% rated "average", and 10.1% had no comment.⁹ The major reasons for satisfaction were "diversified programme types" (58.6%), "high-quality programmes and/or quality of programmes has been improved" (38.9%), and "sufficient high-quality/creative locally-produced programmes" (37.2%).
- 3.3.9 Among those who watched the free TV programmes provided by i-CABLE HOY in the past year, 13.4% indicated increased satisfaction, 71.6% indicated that their satisfaction remained unchanged and 12.5% had no comment.¹⁰
- 3.3.10 Among TV viewers who reported increased satisfaction level towards i-CABLE HOY's free TV programmes, the major reasons were "programmes are informative" (63.8%), "programmes can cater for the interests of audience of different age groups" (45.9%) and "creative programme content" (37.4%).
- 3.3.11 Regarding the variety of programmes provided by i-CABLE HOY, 49.8% considered it "very sufficient" or "quite sufficient", 18.0% rated "average", and 9.9% rated it "very insufficient" or "quite insufficient". The remaining 22.3% had no comment.
- 3.3.12 Those who considered programme variety insufficient indicated that more drama programmes (63.8%) and travelogue/gourmet/talk show/lifestyle programmes (39.2%) should be provided by i-CABLE HOY.

⁹ The sample count on dissatisfaction on i-CABLE HOY's free TV service was limited (n < 30) and thus not indicated.

¹⁰ The sample count on "decreased satisfaction with i-CABLE HOY" was limited (n < 30) and thus not indicated.

Views on TVB's Free TV Service

- 3.3.13 Among TV viewers who had ever watched TVB's free TV programmes, 78.6% were satisfied with the service, 11.8% rated "average", and 4.7% were dissatisfied. 4.9% had no comment. The major reasons for satisfaction were "provision of a 24-hour news channel" (54.3%), "diversified programme types" (46.6%) and "sufficient high-quality/creative locally-produced programmes" (28.7%).
- 3.3.14 Among those who watched the free TV programmes provided by TVB in the past year, 8.1% indicated increased satisfaction, which represented a notable decrease from 30.9% in *Survey 2014*. 75.1% remained unchanged¹¹ and 12.3% indicated a decrease of satisfaction (*versus 69.1% in Survey 2014 who indicated decreased satisfaction*). 4.5% had no comment.
- 3.3.15 Among TV viewers who reported increased satisfaction level towards TVB's free TV programmes, the major reasons were "programmes are informative" (59.1%), "programmes are of high quality" (43.5%), "creative programme content" (41.5%) and "programmes can cater for the interests of audience of different age groups" (40.4%).
- 3.3.16 Regarding the variety of programmes provided by TVB, 71.9% considered it "very sufficient" or "quite sufficient", 10.0% rated "average" and 10.4% considered it "very insufficient" or "quite insufficient". 7.7% had no comment.
- 3.3.17 Those who considered programme variety insufficient indicated that more drama programmes (46.2%), travelogue/gourmet/talk show/lifestyle programmes (21.4%) and documentaries (20.9%) should be provided by TVB.

3.4 Views on Regulatory Controls of Free TV Services

Amount of Local Productions

- 3.4.1 TV viewers who had watched licensees' free TV programmes generally considered the amounts of local productions¹² provided by the three licensees satisfactory.
- 3.4.2 Views of TV viewers on local productions provided by the three licensees are as follows:
- For the amount of local productions provided by HKTVE, 65.7% of TV viewers were satisfied and 4.2% were not satisfied. 16.5% had no comment.

¹¹ In *Survey 2014*, respondents were given the options to indicate only whether their satisfaction had increased or decreased.

¹² Local productions refer to television programmes produced by free TV licensees or by other local companies.

- b. For the amount of local productions provided by i-CABLE HOY, 52.6% of TV viewers were satisfied and 6.4% were not satisfied. 23.6% had no comment.
 - c. For the amount of local productions provided by TVB, 71.9% of TV viewers were satisfied and 11.3% were not satisfied. 7.8% had no comment.
- 3.4.3 Among those who were dissatisfied with the amount of local productions provided by the respective licensees, “Drama” was the most wanted programme type which should be provided more by the licensees (60.5%[#] for HKTVE, 80.2% for i-CABLE HOY and 69.9% for TVB).

Requirement on Broadcast Hours for Positive Programmes

- 3.4.4 Among those viewers who had watched free TV programmes provided by any of the three free TV licensees, 80.6% were satisfied with the specified broadcast hours requirements for positive programmes¹³ and 3.8% were not satisfied. 15.4% had no comment.

Broadcast of Programmes in Putonghua or Other Languages on Integrated Chinese Channels

- 3.4.5 74.6% of TV viewers considered that the existing requirement on the broadcast of programmes in Putonghua or other languages on the integrated Chinese channels¹⁴ should remain unchanged. There were 7.5% supporting and 10.1% not supporting the broadcast of more programmes in Putonghua or other languages on the integrated Chinese channels. 7.9% had no comment.

¹³ HKTVE, i-CABLE HOY and TVB are required to broadcast at least 41.5, 41.5 and 45.5 hours of positive programmes respectively per week. Positive programmes include news programmes, current affairs programmes (including not less than 30 minutes of programmes to positively promote national education, national identity and a correct understanding of the Law of the People’s Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region), children’s programmes, programmes for young persons, and other positive programmes intended and suitable for the general public.

¹⁴ The overall daily quota for HKTVE, i-CABLE HOY and TVB to broadcast Putonghua programmes (with Chinese subtitles) on their respective integrated Chinese channels (viz. Channel 99 ViuTV, Channel 77 HOY 77 and Channel 81 Jade) is capped at 10%.

Provision of Subtitling

- 3.4.6 93.4% of TV viewers were satisfied with the existing requirement on provision of subtitling for all news programmes, current affairs programmes, weather programmes and emergency announcements broadcast on the integrated Chinese channels and English channels¹⁵.
- 3.4.7 94.8% of TV viewers were satisfied with the existing requirement on provision of subtitling for all programmes broadcast during prime time¹⁶.

Provision of Sign Language Service

- 3.4.8 81.9% of TV viewers were satisfied with the existing requirement on provision of sign language service¹⁷ in Cantonese news programmes, and 2.6% were dissatisfied. 15.6% had no comment.
- 3.4.9 2.6% of the respondents were dissatisfied with the existing requirement on provision of sign language service. Most of them suggested that the duration of sign language service should be increased.

Regulation of Programme Content Broadcast Outside Family Viewing Hours

- 3.4.10 While 58.6% of TV viewers had no comment on the regulation of programme content broadcast outside the family viewing hours, some of them suggested that the regulations of some programme content could be relaxed, including use of the supernatural or superstition (19.2%), bad language (18.7%), violent scenes (16.3%) and scenes of horror (16.2%) broadcast outside the family viewing hours¹⁸.

¹⁵ HKTVE, i-CABLE HOY and TVB are required to provide subtitling for all news programmes, current affairs programmes, weather programmes and emergency announcements in their respective integrated Chinese channels (viz. Channel 99 ViuTV, Channel 77 HOY 77 and Channel 81 Jade), as well as integrated English channels (viz. Channel 96 ViuTVsix, Channel 76 HOY 76 and Channel 84 Pearl).

¹⁶ HKTVE, i-CABLE HOY and TVB are required to provide subtitling for all of their programmes broadcast during prime time (i.e. between 7:00 p.m. and 11:00 p.m.).

¹⁷ HKTVE, i-CABLE HOY and TVB are required to provide sign language interpretation for a comprehensive news programme in Cantonese of not less than 25 minutes each day.

¹⁸ Under the current regulatory regime for free TV services, the period between 4:00 p.m. and 8:30 p.m. each day has been designated as the family viewing hours, during which time nothing unsuitable for children shall be broadcast.

Sponsorship of Children's Programmes

- 3.4.11 Regarding sponsorship of children's programmes¹⁹, 39.3% of TV viewers did not support relaxing the existing requirements while 42.8% accepted the relaxation provided that the sponsored products or services served an educational purpose, the exposure remained natural and unobtrusive, and there was no direct encouragement of purchase or usage. 17.9% had no comment.

Time Requirement on Broadcast of Children's Programmes

- 3.4.12 58.5% of TV viewers agreed that the time requirement on broadcast of children's programmes²⁰ should be relaxed, and 20.1% disagreed. 21.3% had no comment.

3.5 Views on Broadcast Quality of Free TV Services

- 3.5.1 Among those who had watched HKTVE's free TV programmes via traditional TV sets, 86.0% considered the broadcast reception quality satisfactory and 2.4%[#] were dissatisfied. 5.3% had no comment.
- 3.5.2 Among those who had watched i-CABLE HOY's free TV programmes via traditional TV sets, 78.3% considered the broadcast reception quality satisfactory, and 4.6% were dissatisfied. 8.3% had no comment.
- 3.5.3 Among those who had watched TVB's free TV programmes via traditional TV sets, 90.8% considered the broadcast reception quality satisfactory and 2.1%[#] were dissatisfied. 2.4% had no comment.

- Ends -

¹⁹ Under the Generic Code of Practice on Television Advertising Standards (issued on 15 December 2023), sponsorship of children's programmes is only permitted in the forms of sponsorship of the title of a programme, programme segment or programme feature, and front and/or end sponsor credits. Sponsor identifications of a children's programme may include the advertising slogan and attribute of the sponsor but should not include product images, virtual products and QR codes of the relevant product/service of the sponsor.

²⁰ HKTVE, i-CABLE HOY and TVB are required to broadcast a minimum of 14 hours of programmes intended and suitable for children up to the age of 15 each week between 9:00 a.m. and 11:00 p.m.

Appendix – Questionnaire²¹

Questionnaire for Opinion Survey on Domestic Free Television Programme Services 2025

[Only for Interviewer Record]

RESTRICTED UPON DATA ENTRY
FOR ACCESS BY AUTHORISED PERSONS ONLY

Sample Address Number: _____

Record the results of visits

Number of Visits	1	2	3	4
Date of Interview				
Starting Time				
Ending Time				
Result*				
Number of Visits	5	6		
Date of Interview				
Starting Time				
Ending Time				
Result*				

*Reference number for results of visits:

1 = successful

2 = partially successful

3 = non-contact

4 = language problem

5 = without Hong Kong Resident living therein

6 = unoccupied

7 = demolished

8 = non-residential use

9 = merge

10 = second home

11 = others (please specify)

99 = refusal

²¹ Questions with “SA” indicate that the questions were single answer questions, questions with “MA” indicate that the questions were multiple answer questions.

R1. Record data collection method

	【SA】	Route
Face-to-face interview	1	
Telephone interview	2	
Online questionnaire	3	

R2. Please select the language

	【SA】	Route
Traditional Chinese	1	
English	2	
Simplified Chinese	3	

W1. **[Applicable for online questionnaire only]** Please enter the username and password displayed on the invitation letter.

(i) Username:	
(ii) Password:	

Introduction

[Read out] Hello! My name is _____, an interviewer from MVA Hong Kong Limited (MVA), an independent research agency. **[show interviewer staff card and household invitation letter issued by the Office of the Communications Authority]**. An invitation letter has recently been sent to you by the Office of the Communications Authority (OFCA), stating that OFCA has commissioned MVA to conduct an opinion survey to gauge public feedback on the domestic free television programme services provided by the three domestic free television programme service licensees. The interview will take about 20 to 30 minutes. In order to ensure the representativeness of data collected in the survey, we need to randomly select a household member in your household for the interview. Please be assured that all information collected will be kept strictly confidential, and will only be used for aggregated statistical analyses. All the data collected will be destroyed within three months upon completion of the survey. Thank you for participating in the survey!

[Applicable for online questionnaire only]

Confidentiality Agreement

Respondents shall keep confidential and not disclose to any third parties the content and any information associated with the survey, except as required by law.

Intellectual Property and Copyright Notice

Copyright © 2025 MVA Hong Kong Limited (MVA). All rights reserved. The copyright and the material contained in this survey belong to and remain the property of MVA. Do not use, disclose, reproduce, copy, distribute, modify, transmit or republish (including framing any part of this survey) without the prior written consent of MVA. No title or intellectual property rights are transferred to you or any third party through the use of access to this survey. All rights, title and interest in and to all aspects of this survey remain the sole property of MVA.

W2. By clicking below you acknowledge that you accept the foregoing terms and represent that you are 18 years of age or older or if under 18 years of age you have the consent of your parent or legal guardian to participate in this survey and to this Confidentiality Agreement.

	【SA】	Route
Agree	1	
Disagree	2	→End interview

To begin, click on the button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.

If you would like to pause the survey and return to it later, simply close the browser window and click on your original link to return.

a. Sampling

S1. In order to ensure the representativeness of the survey, we need to use random sampling method to select a household member for the interview. Could you please tell me the number of household members who are Hong Kong residents and aged 15 or above living in this household? Household members are defined as the persons who stay here for at least four nights a week. Domestic helpers are excluded.

_____ person(s)

[If the household has more than one person, ask S2;

Otherwise, please invite that household member for the interview.]

[S2-S4: Applicable for face-to-face interview/telephone interview only]

S2. Among these _____ person(s) (Read out the answer of S1) who are Hong Kong residents and aged 15 or above, who will have the nearest upcoming birthday? **【SA】**

(If the respondents do not understand: Today is _____, who will have the nearest upcoming birthday?)

Himself/herself → **[Read out]** Thank you for sparing your time for the interview **[Start the interview]**

Other person(s) → **[Read out]** I would like to conduct the interview with this household member. Would you please help invite him/her to have the interview?
[Read out the introduction again and then start the interview]

S3. **[If the selected respondent is not at home or not available for the interview, re-arrange another day/time for the interview]**

Would you mind telling me on which day and at what time we could contact him/her?

S4. Next interview date: _____ Next interview time: _____

[If the respondent refuses to conduct the interview, please read out]

Your opinion is very important to OFCA in making analyses and formulating policies on regulating the broadcasting industry. The interview will only last for a short while. Also, you can be reassured that all information will be used for statistical analyses only and will be kept strictly confidential.

[Applicable for online questionnaire only]

S5. In order to ensure the representativeness of the survey, the household member who is a Hong Kong resident and aged 15 or above and with the nearest upcoming birthday will be selected for the interview.

If you are under 15 or not a Hong Kong resident nor the household member having the nearest upcoming birthday, please help invite the household member who is a Hong Kong resident and aged 15 or above with the nearest upcoming birthday to complete the questionnaire.

To proceed with the questionnaire, please confirm that you are a Hong Kong resident and aged 15 or above with the nearest upcoming birthday among all members in your household.

	【SA】	Route
Yes	1	
No	2	→ [Please invite the household member who is a

		Hong Kong resident and aged 15 or above with the nearest upcoming birthday]
S6. [For face-to-face interview/telephone interview only] Participation in this survey is voluntary. Your responses will be used for our aggregated analyses and preparing reports for OFCA. All personal information collected will be kept strictly confidential. Neither your name nor any identifying information will be disclosed in any reports or analyses to be prepared for OFCA. [For online interview only] Participation in this survey is voluntary. Your responses will be used for our aggregated analyses and preparing reports for the Office of Communications Authority (OFCA). All personal information collected will be kept strictly confidential. No identifying information will be collected in the online questionnaire. Please refer to Annex B to the invitation letter for the Statement of Privacy Policy of this Survey. Do you understand the Statement of Privacy Policy and do you AGREE to proceed with the interview?		
	【SA】	Route
Agree	1	
Disagree	2	→End interview

S7. How old are you?

	【SA】	
14 or below	0	→Select another qualified household member for the interview using S1 and S2. Repeat the introduction and ask S7.
15	1	
16 – 19	2	
20 – 24	3	
25 – 29	4	
30 – 34	5	
35 – 39	6	
40 – 44	7	
45 – 49	8	
50 – 54	9	
55 – 59	10	
60 – 64	11	
65 – 69	12	
70 – 74	13	
75 – 79	14	
80 or above	15	

b. Main Questions

Part 1: Viewing Habits

Now, I would like to understand **your viewing habits of free TV programmes** (which refer to the television programmes provided by Television Broadcasts Limited* (TVB), HK Television Entertainment Company Limited (ViuTV), i-CABLE HOY Limited (HOY TV) and Radio Television Hong Kong (RTHK)).

Q1a. **In the past month**, did you watch any of the free TV programmes of the following broadcaster(s) (including using traditional TV sets, live or catch-up TV services (e.g. myTV SUPER, Xiaomi Mi Box), as well as those using mobile applications and Internet-based streaming services (e.g. YouTube, Youku))? **[Showcard]**

[Options will be provided in random order]	【MA】	Route
Yes— TVB	1	→Jump to Q1b
Yes— ViuTV	2	→Jump to Q1b
Yes— HOY TV	3	→Jump to Q1b
Yes— RTHK	4	→Jump to Q1b
No, I did not watch any free TV programmes in the past month [Only Single Choice]	5	→Probe Q2

Q1b. **In the past month**, with what devices did you watch TV programmes? **[Showcard]**

	【MA】	Route
TV sets (using free TV signals)	1	→Jump to Q3
TV sets with set-top boxes/TV boxes (e.g. myTV SUPER, Xiaomi Mi Box)	2	→Jump to Q3
Computers/mobile phones/tablets (e.g. YouTube, Youku)	3	→Jump to Q3
Smart TV (using Internet functions)	4	→Jump to Q3

Q2. **[If Q1a answered “No”, probe]** What is/are the reason(s) for not watching free TV programmes? What else? **[Showcard]**

	【MA】	Route
The programme variety was too limited and not to my liking	1	→Jump to D1
The free TV programmes provided by the broadcasters were too boring	2	→Jump to D1
Unable to obtain the information I needed	3	→Jump to D1
Not interested, as I preferred watching materials available from on-demand/streaming services on Internet-based media	4	→Jump to D1
Others, please specify: _____	96	→Jump to D1

* Television Broadcasts Limited at the time of the survey and was renamed as “TVB Limited” afterwards.

Q3. What is/are the reason(s) for watching free TV programmes? What else? **[Showcard]**

	【MA】	Route
For information such as news, weather, financial and traffic reports	1	
For entertainment	2	
For acquiring knowledge/self-improvement	3	
For programmes that were widely talked about	4	
To accompany someone else and watch together	5	
To join contests or sales promotion activities of a free TV programme (e.g. by scanning relevant QR codes)	6	
Just to have some noise in the background	7	
Merely to kill time	8	
Others, please specify: _____	96	

Q4. **In the past month**, how often did you watch free TV programmes? **[Showcard]**

	【SA】	Route
Every day	1	
4 to 6 days a week	2	
1 to 3 days a week	3	
At least 1 day every 2 weeks	4	
At least 1 day every month	5	

Q5. What is the **daily average** of time that you usually spent on watching free TV programmes during weekdays and weekends?

Daily Average of Time Watching Free TV Programmes	
Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
____ hours [Only integer is allowed]	____ hours [Only integer is allowed]
[If time watching free TV programmes is less than an hour]	
____ minutes [Only integer is allowed]	____ minutes [Only integer is allowed]

Q6. What time did you usually spend on watching free TV programmes during weekdays and weekends?
[Showcard]

Time slot 【MA】	Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
00:00 – 00:29	1	1
00:30 – 00:59	2	2
01:00 – 01:29	3	3
01:30 – 01:59	4	4
02:00 – 02:29	5	5
02:30 – 02:59	6	6
03:00 – 03:29	7	7
03:30 – 03:59	8	8
04:00 – 04:29	9	9
04:30 – 04:59	10	10
05:00 – 05:29	11	11
05:30 – 05:59	12	12
06:00 – 06:29	13	13
06:30 – 06:59	14	14
07:00 – 07:29	15	15
07:30 – 07:59	16	16
08:00 – 08:29	17	17
08:30 – 08:59	18	18
09:00 – 09:29	19	19
09:30 – 09:59	20	20
10:00 – 10:29	21	21
10:30 – 10:59	22	22
11:00 – 11:29	23	23
11:30 – 11:59	24	24
12:00 – 12:29	25	25
12:30 – 12:59	26	26
13:00 – 13:29	27	27
13:30 – 13:59	28	28
14:00 – 14:29	29	29
14:30 – 14:59	30	30
15:00 – 15:29	31	31
15:30 – 15:59	32	32
16:00 – 16:29	33	33
16:30 – 16:59	34	34
17:00 – 17:29	35	35

Time slot 【MA】	Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
17:30 – 17:59	36	36
18:00 – 18:29	37	37
18:30 – 18:59	38	38
19:00 – 19:29	39	39
19:30 – 19:59	40	40
20:00 – 20:29	41	41
20:30 – 20:59	42	42
21:00 – 21:29	43	43
21:30 – 21:59	44	44
22:00 – 22:29	45	45
22:30 – 22:59	46	46
23:00 – 23:29	47	47
23:30 – 23:59	48	48
No fixed time slot	99	99

- Q7. Which of the following free TV channel(s) did you watch most frequently during weekdays and weekends? **【MA】** (Please rank the channels, i.e. “1” being the **most frequently** watched channel, “2” being the **second most frequently** watched channel and so forth.) **[Showcard]**

Channel [Options will be provided in random order]	Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
[Show options 81-85 if 1 was answered in Q1a (i.e. have watched TVB)]		
81 Jade (Channel 81)		
82 TVB Plus (Channel 82)		
83 TVB News Channel (Channel 83)		
84 Pearl (Channel 84)		
85 Phoenix Hong Kong Channel (Channel 85)		
[Show options 96 and 99 if 2 was answered in Q1a (i.e. have watched ViuTV)]		
96 ViuTVsix (Channel 96)		
99 ViuTV (Channel 99)		
[Show options 76-78 if 3 was answered in Q1a (i.e. have watched HOY TV)]		
76 HOY 76 (Channel 76)		
77 HOY 77 (Channel 77)		
78 HOY 78 (Channel 78)		
[Show options 31-35 if 4 was answered in Q1a (i.e. have watched RTHK)]		
31 RTHK TV 31 (Channel 31)		
32 RTHK TV 32 (Channel 32)		
33 RTHK TV 33 (Channel 33)		
34 RTHK TV 34 (Channel 34)		
35 RTHK TV 35 (Channel 35)		

- Q8. What is your major source of infotainment? **[Showcard]**

	【SA】	Route
Free TV	1	
Pay TV	2	
Satellite TV via satellite receiving dish antenna	3	
Radio	4	
Internet media	5	
Others, please specify: _____	96	

Q9. Which of the following types of free TV programmes did you watch most frequently? **【MA】**
(Please rank the programme types, i.e. “1” being the **most frequently** watched type of free TV programmes, “2” being the **second most frequently** watched type of free TV programmes and so forth.)

[Ask (i) to (iv) in random order] [Showcard]

Type of programme	(i) TVB [Ask if 1 is answered in Q1a (i.e. have watched TVB)]	(ii) ViuTV [Ask if 2 is answered in Q1a (i.e. have watched ViuTV)]	(iii) HOY TV [Ask if 3 is answered in Q1a (i.e. have watched HOY TV)]	(iv) RTHK [Ask if 4 is answered in Q1a (i.e. have watched RTHK)]
1 News				
2 Drama				
3 Current Affairs				
4 Documentary				
5 Travelogue/Gourmet/ Talk Show/Lifestyle				
6 Business/Finance/ Real Estate				
7 Infotainment/ Social Issues				
8 Music				
9 Celebrity/Talent/ Variety Show				
10 Reality Show				
11 Sports				
12 National Education				
13 Arts and Culture				
14 Cartoon/Animation				
96 Others (e.g. medical and health care, home shopping), please specify: _____				

Now, I would like to know about **your opinion on TV programmes provided by TVB, ViuTV and HOY TV (excluding RTHK).**

Part 2 : Overall Comments on Free TV Licensees

Interviewers note: please ask Q10 – Q11 and Q15 – Q17 on one broadcaster before going to next broadcaster.

For Q10, the answer “Yes” means that respondents have watched the free TV programmes through traditional TV sets, live or catch-up TV services (e.g. myTV SUPER, Xiaomi Mi Box), mobile applications and Internet-based streaming services (e.g. YouTube, Youku). Respondents who answered Q12, Q18, Q22, Q25 and Q38 should have watched the TV programmes of relevant broadcaster(s).

[Ask (i) to (iii) in random order]

[If Q1a did not answer “have watched (i) TVB/(ii) ViuTV/(iii) HOY TV in the past month”, ask Q10]

Q10. Have you ever watched the free TV programmes of (i) TVB/(ii) ViuTV/(iii) HOY TV **[Read out the broadcaster(s) which did not answer in Q1a]? [Showcard]**

Q11. **[If Q10 answered “Yes”, probe]** Have you watched the free TV programmes of (i) TVB/(ii) ViuTV/(iii) HOY TV **[Read out the broadcaster(s) which answered “Yes” in Q10] in the past year? [Showcard]**

Q10.	【SA】	(i) TVB	(ii) ViuTV	(iii) HOY TV	Route
	Yes	1	1	1	→Probe Q11
	No	2	2	2	[If answer “No” to all broadcasters, jump to Q35 – Q37 in Part 6 and D1 – D6 in Demographics]
Q11.	【SA】	(i) TVB	(ii) ViuTV	(iii) HOY TV	
	Yes	1	1	1	
	No	2	2	2	

Q12. Overall speaking, are you satisfied with the domestic free TV programmes/services? **[Showcard]**

	【SA】	Route
Very satisfied	5	→Probe Q13
Quite satisfied	4	→Probe Q13
[Do not read out/Do not display] Average	3	→Jump to Q18
Quite dissatisfied	2	→Probe Q14
Very dissatisfied	1	→Probe Q14
No comment	99	→Jump to Q18

Q13. **[If Q12 answered “Very satisfied”/“Quite satisfied”, probe]** Which free TV service(s) are you satisfied with? **[Showcard]**

[Options will be provided in random order]	【MA】	Route
TVB	1	→Probe Q15
ViuTV	2	→Probe Q15
HOY TV	3	→Probe Q15

Q14. [If Q12 answered “Very dissatisfied”/“Quite dissatisfied”, probe] Which free TV service(s) are you not satisfied with? [Showcard]

[Options will be provided in random order]	【MA】	Route
TVB	1	→Probe Q16
ViuTV	2	→Probe Q16
HOY TV	3	→Probe Q16

Q15. [If Q12 answered “Very satisfied”/“Quite satisfied”, probe] What is/are the reason(s) for your satisfactions with free TV services of (i) TVB/(ii) ViuTV/(iii) HOY TV [Read out the relevant broadcaster(s) answered in Q13]? What else? [No comment is not allowed]

Q16. [If Q12 answered “Very dissatisfied”/“Quite dissatisfied”, probe] What is/are the reason(s) for your dissatisfactions with free TV services of (i) TVB/(ii) ViuTV/(iii) HOY TV [Read out the relevant broadcaster(s) answered in Q14]? What else? [No comment is not allowed]

Q17. [If Q12 answered “Very dissatisfied”/“Quite dissatisfied”, probe] What suggestions would you propose for improving free TV services of (i) TVB/(ii) ViuTV/(iii) HOY TV [Read out the relevant broadcaster(s) answered in Q14]? What else? [No comment is not allowed]

	[Ask if “Very satisfied”/“Quite satisfied” is answered in Q12]	[Ask if “Very dissatisfied”/“Quite dissatisfied” is answered in Q12]	
	Q15	Q16	Q17
(i) TVB [Ask if “TVB” is answered in Q13/Q14]			
	Reason(s) for satisfaction:	Reason(s) for dissatisfaction:	Suggestion(s) for improvement:
(ii) ViuTV [Ask if “ViuTV” is answered in Q13/Q14]			
	Reason(s) for satisfaction:	Reason(s) for dissatisfaction:	Suggestion(s) for improvement:
(iii) HOY TV [Ask if “HOY TV” is answered in Q13/Q14]			
	Reason(s) for satisfaction:	Reason(s) for dissatisfaction:	Suggestion(s) for improvement:

Part 3: Quality and Variety of Content

Interviewers note: please ask Q18 – Q23 on one broadcaster before going to next broadcaster.

[Ask (i) to (iii) in random order]

Q18. [Ask if Q11 answered “have watched the free TV programmes of (i) TVB/(ii) ViuTV/(iii) HOY TV in the past year”] How would you rate your satisfaction level on the quality of free TV programmes provided by (i) TVB/(ii) ViuTV/(iii) HOY TV [Read out the relevant broadcaster(s)] in the past year? [Showcard]

	(i) TVB (answered have watched TVB in the past year)	(ii) ViuTV (answered have watched ViuTV in the past year)	(iii) HOY TV (answered have watched HOY TV in the past year)	Route
【SA】				
Satisfaction increased	1	1	1	→Probe Q19
Satisfaction decreased	2	2	2	→Probe Q20
Remain unchanged	3	3	3	→Jump to Q22
No comment	99	99	99	→Jump to Q22

Q19. [If Q18 answered “Satisfaction increased”, probe] What were the reasons for the increase in the satisfaction level towards (i) TVB/(ii) ViuTV/(iii) HOY TV [Read out the relevant broadcaster(s)]? What else? [Showcard] [No comment is not allowed]

【MA】	(i) TVB	(ii) ViuTV	(iii) HOY TV	Route
Programmes are informative	1	1	1	
Creative programme content	2	2	2	
Programmes are of high quality	3	3	3	
Programmes can cater for the interests of audience of different age groups	4	4	4	
Others, please specify: _____	96	96	96	

Q20. [If Q18 answered “Satisfaction decreased”, probe] What were the reasons for the decrease in the satisfaction level towards (i) TVB/(ii) ViuTV/(iii) HOY TV [Read out the relevant broadcaster(s)]? What else? [Showcard] [No comment is not allowed]

【MA】	(i) TVB	(ii) ViuTV	(iii) HOY TV	Route
Programmes are not informative enough	1	1	1	
Uncreative programme content	2	2	2	
Production quality is not good enough	3	3	3	
Frequently repeated programmes	4	4	4	
Others, please specify: _____	96	96	96	

Q21. [If Q18 answered “Satisfaction decreased”, probe] How can the **quality** of free TV programmes provided by (i) TVB/(ii) ViuTV/(iii) HOY TV [Read out the relevant broadcaster(s)] be improved? What else? [Showcard] [No comment is not allowed]

【MA】	(i) TVB	(ii) ViuTV	(iii) HOY TV	Route
Increase infotainment content	1	1	1	
Improve creativity in programme content	2	2	2	
Improve production quality	3	3	3	
Increase interaction with audience	4	4	4	
Decrease the amount of repeated programmes	5	5	5	
Others, please specify: _____	96	96	96	

Q22. Do you think that the **variety** of free TV programmes provided by (i) TVB/(ii) ViuTV/(iii) HOY TV is sufficient? [Showcard]

【SA】	(i) TVB	(ii) ViuTV	(iii) HOY TV	Route
Very sufficient	5	5	5	→Jump to Q24
Quite sufficient	4	4	4	→Jump to Q24
[Do not read out/Do not display] Average	3	3	3	→Jump to Q24
Quite insufficient	2	2	2	→Probe Q23
Very insufficient	1	1	1	→Probe Q23
No comment	99	99	99	→Jump to Q24

Q23. [If Q22 answered “Very insufficient”/“Quite insufficient”, probe] What type(s) of free TV programmes should (i) TVB/(ii) ViuTV/(iii) HOY TV [Read out the relevant broadcaster(s)] provide more? What else? [Showcard] [No comment is not allowed]

【MA】	(i) TVB	(ii) ViuTV	(iii) HOY TV
News	1	1	1
Drama	2	2	2
Current Affairs	3	3	3
Documentary	4	4	4
Travelogue/Gourmet/Talk Show/Lifestyle	5	5	5
Business/Finance/Real Estate	6	6	6
Infotainment/Social Issues	7	7	7
Music	8	8	8
Celebrity/Talent/Variety Show	9	9	9
Reality Show	10	10	10
Sports	11	11	11
National Education	12	12	12
Arts and Culture	13	13	13
Cartoon/Animation	14	14	14
Others (e.g. medical and health care, home shopping), please specify: _____	96	96	96

Q24. Overall speaking, do you think that the following types of free TV programmes in totality is sufficient?
[Showcard]

Type of programme [Read out the type of programmes one by one] 【SA】	Very sufficient	Quite sufficient	Average [Do not read out/Do not display]	Quite insufficient	Very insufficient	No comment [Do not read out/Do not display]
News	5	4	3	2	1	99
Drama	5	4	3	2	1	99
Current Affairs	5	4	3	2	1	99
Documentary	5	4	3	2	1	99
Travelogue/Gourmet/ Talk Show/Lifestyle	5	4	3	2	1	99
Business/Finance/ Real Estate	5	4	3	2	1	99
Infotainment/ Social Issues	5	4	3	2	1	99
Music	5	4	3	2	1	99
Celebrity/Talent/ Variety Show	5	4	3	2	1	99
Reality Show	5	4	3	2	1	99
Sports	5	4	3	2	1	99
National Education	5	4	3	2	1	99
Arts and Culture	5	4	3	2	1	99
Cartoon/Animation	5	4	3	2	1	99
Others (e.g. medical and health care, home shopping), please specify: _____	5	4	3	2	1	99

Interviewers note: please ask Q25 – Q26 on one broadcaster before going to next broadcaster.

[Ask (i) to (iii) in random order]

Q25. Are you satisfied with **the amount of local productions** (i.e. programmes produced by free TV broadcasters or by other local companies) provided by (i) TVB/(ii) ViuTV/(iii) HOY TV? **[Showcard]**

【SA】	(i) TVB	(ii) ViuTV	(iii) HOY TV	Route
Very satisfied	5	5	5	→Jump to Q27
Quite satisfied	4	4	4	→Jump to Q27
[Do not read out/Do not display] Average	3	3	3	→Jump to Q27
Quite dissatisfied	2	2	2	→Probe Q26
Very dissatisfied	1	1	1	→Probe Q26
No comment	99	99	99	→Jump to Q27

Q26. **[If Q25 answered “Very dissatisfied”/“Quite dissatisfied”, probe]** What type(s) of programmes in the **local productions** should (i) TVB/(ii) ViuTV/(iii) HOY TV **[Read out the relevant broadcaster(s)]** provide more? What else? **[Showcard] [No comment is not allowed]**

Type of programme 【MA】	(i) TVB	(ii) ViuTV	(iii) HOY TV	Route
News	1	1	1	
Drama	2	2	2	
Current Affairs	3	3	3	
Documentary	4	4	4	
Travelogue/Gourmet/Talk Show/Lifestyle	5	5	5	
Business/Finance/Real Estate	6	6	6	
Infotainment/Social Issues	7	7	7	
Music	8	8	8	
Celebrity/Talent/Variety Show	9	9	9	
Reality Show	10	10	10	
Sports	11	11	11	
National Education	12	12	12	
Arts and Culture	13	13	13	
Cartoon/Animation	14	14	14	
Others (e.g. medical and health care home shopping), please specify: _____	96	96	96	

Q27. Are you satisfied with the existing requirement on broadcasters to provide **specified hours of positive programmes** (i.e. a total of around 40 hours per week on news programmes, current affairs programmes (including not less than 30 minutes of programmes to positively promote national education, national identity and a correct understanding of the Law of the People's Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region), children's programmes and programmes for young persons, and others positive programmes intended and suitable for the general public)? **[Showcard]**

	【SA】	Route
Yes	1	
No	2	
Other comments, please specify: _____	96	
[Do not read out/Do not display] No comment	99	

Part 4: Language and Subtitling Requirements

Q28. Currently, **the integrated Chinese channels (i.e. Jade (Channel 81)/ViuTV (Channel 99)/HOY 77 (Channel 77))** could broadcast Putonghua programmes for no more than 10% of the daily broadcasting time. Do you think that the integrated Chinese channels **should be allowed to broadcast more programmes in Putonghua or other languages?** **[Showcard]**

	【SA】	Route
Can be increased (i.e. more than 10%)	1	
Remain unchanged (i.e. 10%)	2	
Can be decreased (i.e. less than 10%)	3	
[Do not read out/Do not display] No comment	99	

Q29. Are you satisfied with the existing requirement that subtitling should be provided for all news programmes, current affairs programmes, weather programmes and emergency announcements **broadcast on the integrated Chinese channels (i.e. Jade (Channel 81)/ViuTV (Channel 99)/HOY 77 (Channel 77)) and English channels (i.e. Pearl (Channel 84)/ViuTVsix (Channel 96)/HOY 76 (Channel 76))**? **[Showcard]**

	【SA】	Route
Yes	1	
No	2	
[Do not read out/Do not display] No comment	99	

Q30. Are you satisfied with the existing requirement that subtitling should be provided for **all programmes broadcast during prime time (i.e. between 7:00p.m. and 11:00p.m.)**? **[Showcard]**

	【SA】	Route
Yes	1	→Jump to Q33
No	2	→Probe Q31
[Do not read out/Do not display] No comment	99	→Jump to Q33

Q31. [If Q30 answered “No”, probe] What would you suggest on the time regulation of subtitling on the integrated Chinese channels (i.e. Jade (Channel 81)/ViuTV (Channel 99)/HOY 77 (Channel 77)) and English channels (i.e. Pearl (Channel 84)/ViuTVsix (Channel 96)/HOY 76 (Channel 76))? [Showcard] [No comment is not allowed]

	【SA】	Route
Duration of the time regulation should be extended	1	→Probe Q32
Duration of the time regulation should be shortened	2	→Jump to Q33
Others, please specify: _____	96	→Jump to Q33

Q32. [If Q31 answered “Duration of the time regulation should be extended”, probe] What other type(s) of programme(s) (except live programmes) broadcast outside prime time (i.e. between 7:00p.m. and 11:00p.m.) should be required to carry subtitles? What else? [Showcard] [No comment is not allowed]

Type of programme	【MA】	Route
Drama	2	
Documentary	4	
Travelogue/Gourmet/Talk Show/Lifestyle	5	
Business/Finance/Real Estate	6	
Infotainment/Social Issues	7	
Music	8	
Celebrity/Talent/Variety Show	9	
Reality Show	10	
Sports	11	
National Education	12	
Arts and Culture	13	
Cartoon/Animation	14	
Others (e.g. medical and health care, home shopping), please specify: _____	96	

Part 5: Sign Language Requirements

Q33. Are you satisfied with the existing requirement that sign language service of not less than a total of 25 minutes duration each day should be provided for news programme in Cantonese? [Showcard]

	【SA】	Route
Yes	1	→Jump to Q35
No	2	→Probe Q34
[Do not read out/Do not display] No comment	99	→Jump to Q35

Q34. [If Q33 answered “No”, probe] What changes would you suggest? What else? [Showcard] [No comment is not allowed]

	【MA】	Route
Sign language service should be provided for programmes other than news (please specify the programme type: _____) [Can be more than one type]	1	
The duration of sign language service should be increased	2	
Others, please specify: _____	96	

Part 6: Programme and Advertising Standards

Q35. Do you think there is room for relaxation of the regulation of the following content in programmes broadcast **outside family viewing hours (i.e. between 4:00p.m. and 8:30p.m.)**? [Showcard]

	【MA】	Route
Bad language	1	
Scenes of distress	2	
Scenes of horror	3	
Scenes of violence	4	
Use of the supernatural or superstition	5	
Sex and nudity	6	
Others, please specify: _____	96	
[Do not read out/Do not display] No comment	99	

Q36. Do you support some forms of **relaxation for sponsorship of children’s programmes** (i.e. to allow the inclusion of product images in sponsor identifications and/or product/service placement within children’s programmes), subject to conditions such as the product/service should be for educational purpose, the exposure should be natural and unobtrusive and there is no direct encouragement of purchases or use of product? [Showcard]

	【SA】	Route
Yes	1	
No	2	
[Do not read out/Do not display] No comment	99	

Q37. Do you agree that the **time restriction on the broadcast of children's programmes should be relaxed** (i.e. to be extended from the existing 9:00a.m. – 11:00p.m. to 7:00a.m. – 11:00p.m.) to allow broadcasters more programming flexibility? (At present, free TV broadcasters are required to broadcast a minimum of 14 hours of programmes intended and suitable for children up to the age of 15 each week between 9:00a.m. and 11:00p.m.) **[Showcard]**

	【SA】	Route
Yes	1	
No	2	
[Do not read out/Do not display] No comment	99	

Part 7: Technical Quality

Now, I would like to know about your opinion on the **broadcast quality of free TV.**

Interviewers note: please ask (a) – (c) on one broadcaster before going to next broadcaster.

[Ask (i) to (iii) in random order]

Q38. **[Ask if 1 is answered in Q1b (i.e. traditional TV sets (using free TV signals))]** Overall speaking, are you satisfied with the (a) broadcast reception quality; (b) broadcast audio quality; and (c) broadcast visual quality of the free TV services of (i) TVB/(ii) ViuTV/(iii) HOY TV? **[Showcard]**

【SA】	(i) TVB	(ii) ViuTV	(iii) HOY TV
(a) Broadcast reception quality (stability of reception/interruption of signal)			
Very satisfied	5	5	5
Quite satisfied	4	4	4
[Do not read out/Do not display] Average	3	3	3
Quite dissatisfied	2	2	2
Very dissatisfied	1	1	1
No comment	99	99	99
(b) Broadcast audio quality			
Very satisfied	5	5	5
Quite satisfied	4	4	4
[Do not read out/Do not display] Average	3	3	3
Quite dissatisfied	2	2	2
Very dissatisfied	1	1	1
No comment	99	99	99
(c) Broadcast visual quality			
Very satisfied	5	5	5
Quite satisfied	4	4	4
[Do not read out/Do not display] Average	3	3	3
Quite dissatisfied	2	2	2
Very dissatisfied	1	1	1
No comment	99	99	99

c. Demographics

[Read out] Lastly, I would like to collect some background information for the purpose of statistical analyses. All the information collected will be kept strictly confidential, and will only be used for aggregated statistical analyses.

D1. **[Interviewers note: Do not read out, record only]** Please record your gender:

	【SA】	Route
Male	1	
Female	2	

D2. What is your highest education level? **[Showcard]**

	【SA】	Route
Primary or below	1	
Junior secondary (F.1 to F.3)	2	
Senior secondary (F.4 to F.6/7)	3	
Post-secondary (e.g. Higher Diploma/Associate Degree)	4	
Bachelor degree or above	5	
[Do not read out/Do not display] Refuse to answer	99	

D3. Do you have a job at present? (including running your own business or helping your family without being paid) **[Showcard]**

	【SA】	Route
Full-time (having worked for 35 hours or more in a week)	1	
Part-time (having worked for less than 35 hours in a week)	2	
Student	3	→Jump to D6
Homemaker	4	→Jump to D6
Retired person	5	→Jump to D6
Unemployed person	6	→Jump to D6
Others, please specify: _____	96	
[Do not read out/Do not display] Refuse to answer	99	→Jump to D6

D4. **[If D3 answered “Full-time” or “Part-time”, please probe]** Which industry is the organisation you work for? **[Showcard]**

	【SA】	Route
Manufacturing	1	
Transportation and construction	2	
Wholesale, retail, import/export trades, catering, hotels and other hospitality services	3	
Legal services, financial services and insurance, real estate and business services	4	
Community, public sector, social and personal services	5	
Others, please specify: _____	96	
[Do not read out/Do not display] Refuse to answer	99	

- D5. **[If D3 answered “Full-time” or “Part-time”, please probe] What is your occupation?**
[Showcard]

	【SA】	Route
Manager/Management	1	
Professional	2	
Associate professional	3	
Clerical support worker	4	
Service and sales worker	5	
Craft and related worker	6	
Plant and machine operator or assembler	7	
Elementary occupation	8	
Others, please specify: _____	96	
[Do not read out/Do not display] Refuse to answer	99	

- D6. Including all sources of income, what is the approximate **total income of your household** per month? Please only include those members who stay here for at least four nights a week.
[Showcard]

	【SA】	Route
Below HK\$10,000	1	
HK\$10,000 – HK\$49,999	2	
HK\$50,000 – HK\$99,999	3	
HK\$100,000 or above	4	
[Do not read out/Do not display] No income	5	
[Do not read out/Do not display] Don't know	98	
[Do not read out/Do not display] Refuse to answer	99	

[Applicable for face-to-face interview and telephone interview only]

[Interviewer please explain the “Personal Information Collection Statement” to the respondent. Once the respondent agrees and signs to MVA’s collection and use of the personal data, please collect the necessary personal information, i.e. respondent’s family name and telephone number, on a separate answer sheet]

This is the end of the interview. Thank you again for your participation. All information you provided during this interview will be kept in strict confidence. To ensure the quality of the interview, our staff from the quality assurance department or OFCA may contact you again to conduct a random reassurance check. Thank you.

~ End of questionnaire ~

Detailed Summary of Views Collected During the Public Consultation¹

A. General Views

1. Renewal of Licences

- 1.1 A majority of the views considered that the three TV stations had performed well. Their programmes, each with its own strengths and limitations and unique styles, contributed to the development of the television and entertainment industry and provided viewers with diversified programme choices. Views were expressed in favour of renewing their broadcasting licences. There was support for maintaining licensees' editorial independence.
- 1.2 A relatively large portion of the views also suggested that the Government should fully consider the viewers' feedback on the performance of the licensees in various aspects, and should encourage the licensees to continue providing diversified programmes, while relaxing the regulatory requirements imposed on the three TV stations (such as advertising requirements, broadcast hours of news programmes and the designated number of channels).
- 1.3 Some of the views opined that the Government should monitor whether the TV stations had been making good use of their allocated spectrum. Some TV stations were often found to have a simulcast of the same programme (such as news, finance and live sports events) across different channels, thereby reducing viewers' choice.
- 1.4 Some respondents criticised the three TV stations for excessive cost-cutting, resulting in a notable deterioration of their programme quality. These views suggested that licence renewal was not necessary as viewers could now access information and entertainment online.
- 1.5 Some of the views suggested that renewal of licences should be granted on the condition that the TV stations should give priority to local productions and retain a certain proportion of the programme hours for local productions, so as to protect local employment and cultural continuity.
- 1.6 Some of the views also proposed that renewal of licences should be granted on the condition of requiring the TV stations to make efforts in support of the Government's publicity and promotion, to provide correct information to the public, and to ensure strict compliance with the codes of practice.

¹ Including public views collected from the televised online public hearing and two focus group discussions, as well as written submissions from members of the public.

Views on HK Television Entertainment Company Limited (“HKTVE”)

- 1.7 Many of the views remarked that HKTVE offered diversified programmes which could attract viewers of different age groups, while both of its self-produced programmes and acquired programmes suited the tastes of viewers. They supported the renewal of its licence.
- 1.8 There were also views that the ratings for HKTVE were unsatisfactory. In the absence of an operating base, it had been sustaining financial losses year after year. Among these views, some individual submissions did not support the renewal of HKTVE’s licence because the station failed to handle the frequent live performance accidents involving its artistes properly.

Views on i-CABLE HOY Limited (“i-CABLE HOY”)

- 1.9 Many of the views commented that i-CABLE HOY demonstrated strong performance in broadcasting sports events and credibility in its news programmes. It was also suggested that i-CABLE HOY should offer more self-produced programmes, and support was expressed for the renewal of its licence.
- 1.10 Some found that i-CABLE HOY’s ratings were unsatisfactory, and it had been sustaining financial losses year after year. As i-CABLE HOY rarely collected opinions from viewers, its licence should not be renewed if it showed no sign of improvement.

Views on TVB Limited (“TVB”)

- 1.11 Some submissions suggested that TVB’s relay of another TV channel on its licensed channel constituted a waste of spectrum and was unfair to other licensees. Upon renewal of its licence, TVB should be directed to surrender the spectrum used for the relay for use by other operators.
- 1.12 Some commented that TVB maintained a high standard of production for its dramas and entertainment programmes, and demonstrated a strong commitment to its operation. They supported the renewal of its licence.
- 1.13 A number of submissions pointed out a perceived decline in the production standards of TVB’s dramas and news programmes, noting that the themes failed to engage younger audiences. Pointing to a lack of diversity in programme genres and the scheduling of acquired Mainland programmes during “prime-time” slots primarily to occupy airtime, these respondents did not support TVB’s application for licence renewal.

2. Programme Quality and Variety

- 2.1 A majority of the views remarked that the TV stations should improve their programming. For instance, respondents suggested incorporating more innovative elements to engage younger audiences and cater for the diverse needs of different age groups. Additionally, they recommended producing a wider variety of content, including informational programmes and uplifting material that promotes positive social values.
- 2.2 A relatively large portion of the views commented that there were excessive reruns of programmes. The same programme or the same type of programmes had been broadcast at the same time slots or concurrently across channels, thereby reducing viewers' programme choices. It was suggested that the frequency or proportion of repeated programmes should be capped with the first-run dates and the number of repeats clearly displayed, and programmes at individual time slots should be diversified. Also, some individual views suggested that programmes could be rerun during the daytime to provide entertainment for senior citizens.
- 2.3 Many of the views proposed that the TV stations should broadcast more locally produced programmes. The scheduling for certain types of programmes or acquired programmes should be adjusted or reduced, and more Putonghua news and informational programmes should be offered.
- 2.4 Some mentioned that programmes on spirits and superstitions, as well as those feng-shui programmes seemingly used to promote individual feng-shui masters should not be broadcast.
- 2.5 Individual submissions suggested that the programming genres and themes offered by the TV stations lacked diversity and innovation, leading to a perceived decline in audience engagement. Furthermore, there were views that the broadcasters placed disproportionate emphasis on entertainment programmes, dramas and variety shows, thereby failing to fulfil their educational and social responsibilities.
- 2.6 Other individual comments included –
 - The TV stations should revamp their drama and variety show productions. For instance, recruiting scriptwriters with exceptional linguistic competence and literary skills could significantly elevate overall programme quality.
 - Respondents noted an insufficient provision of high-quality English-language programmes, adding that political and financial features frequently lacked sufficient analytical depth.
 - There were concerns about frequent pronunciation errors made by on-air

journalists and voice talent.

2.7 Views on programme types included –

- A significant number of views suggested that TV stations should broadcast more socially constructive programming with educational and inspirational value. Specific proposals included scheduling anti-scam awareness campaigns during “prime-time” slots and establishing partnerships to involve university students in media production.
- Many of the views advocated for more national education programmes to enhance public knowledge of the Country’s national dynamics, cultural landscape, history, laws and news developments.
- Many of the views pointed out that programmes in relation to local themes (such as culture, tourism and cuisine, industries, community care and governance) should be enhanced. More health care and medical information programmes could also be provided, while programming that offers practical life-skills, self-directed learning resources, and anti-fraud awareness should be tailored to support elderly citizens, new arrivals and ethnic minority groups.
- A significant proportion of the views suggested that sports programming should prioritise tournaments involving the national and Hong Kong teams. In addition, a smaller number of submissions proposed that the three TV stations should jointly acquire the broadcasting rights of the FIFA World Cup.
- Some of the views opined that more high-quality dramas or “co-produced dramas” jointly produced with the Mainland and other regions, documentaries exploring Hong Kong, interviews with celebrities, talk shows, etc. should be broadcast.
- Some of the views considered that more programmes on international current affairs/global finance with commentary should be broadcast.
- Other individual submissions suggested incorporating popular digital media and content centred on topical social issues, legal matters, and current affairs. Respondents also requested a more diverse line-up encompassing charitable fundraisers, life planning guides and employment resources, music, news, Christian programmes, Cantonese classic movies, Japanese animations, movies, as well as practical daily-life tips and short educational interviews.

Views on HKTVE

2.8 Views expressing satisfaction with the programmes of HKTVE are as follows –

- A relatively large portion of the views pointed out that the types of HKTVE's self-produced programmes were diversified. Its original dramas, animations, music programmes and livecasts of sports events attracted viewers of different age groups. It also offered high-quality news programmes, and nurtured new stars for the show business.
- Many respondents expressed appreciation for the acquired programming, noting that history and cultural features, travelogues, astronomy documentaries, and foreign-language dramas successfully catered to diverse audience preferences.

2.9 Views expressing dissatisfaction with the programmes of HKTVE are as follows –

- Many of the views pointed out that HKTVE broadcast too many talent shows/reality shows/talk shows; the talk shows were out of touch with reality.
- Some of the views pointed out that HKTVE focused its resources on artistes, leaving insufficient resources for its programme production. Moreover, there were too many reruns of old movies/cartoon animations.
- Individual viewers indicated that its programme positioning and style were inclined towards a niche audience with unsatisfactory quality and unattractive drama plots, and the variety shows were boring.
- Individuals commented insufficient originality in its drama programmes, most of which were adapted from online novels which had repetitive contents.
- Individuals shared that the football matches broadcast on Channel 96 and Channel 99 were unattractive.

2.10 Some of the views pointed out that HKTVE's programmes mainly attracted young viewers. It should increase its programme variety and provide more locally produced dramas suitable for the middle-aged and elderly viewers during "prime-time" so as to cater to the diverse needs of different audience segments.

2.11 Other individual comments included –

- As Channel 99 was an integrated Chinese channel, the programmes shown on this channel during “prime-time” must be locally produced.
- Individuals suggested that more original dramas/acquired Chinese dramas/real-time reality shows on entertainment/civic education programmes/commentary programmes on social issues should be broadcast, that Cantonese dubbing should be provided for Thai dramas; and that National Basketball Association (NBA) games should be scheduled for broadcast on Channel 96.
- Some suggested that there should be more programmes on public hygiene, medical and mental health broadcast outside “prime-time” and in the afternoon. Programmes on self-education and learning should be broadcast on a long-term basis to create an atmosphere of lifelong learning for all.
- Rectify the audio-subtitle synchronisation issues during its news broadcasts
- Elevate the production quality of live music programming, while reviewing the evening line-up with a view to phasing out cooking programmes.

Views on i-CABLE HOY

2.12 Views expressing satisfaction with the programmes of i-CABLE HOY are as follows –

- Individual views suggested that it had diversified programming, covering information, current affairs, real property, finance and foreign-language dramas.
- Individuals observed that there had been an increase in its self-produced programmes.
- Individuals suggested that i-CABLE HOY incorporate programming from Deutsche Welle (DW-TV) on Channel 76, noting that such content would provide viewers with valuable insights into advanced technology and European societal trends.

2.13 Views expressing dissatisfaction with the programmes of i-CABLE HOY are as follows –

- A notable proportion of submissions noted the limited outdated and unattractive self-produced programming of i-CABLE HOY. Most of its airtime was allocated to acquired programmes. For instance, there were

too many Japanese variety shows during “prime-time” at weekends. Coupled with the relay of regional channels, this programming raised the issue of an inefficient use of public spectrum.

- Some submissions suggested the broadcaster's over-reliance on acquired content and programming reruns, expressing scepticism that the integration of artificial intelligence ("AI") was being utilised to justify a reduction in programming investment.
- A number of respondents expressed dissatisfaction with overall programming quality, citing a lack of immediacy in news updates, poorly developed drama content, and low audience engagement across variety shows..
- Individual respondents were dissatisfied with the continuous broadcasting of news on Channel 76, especially during concurrent news slots on Channel 77. Furthermore, the views suggested that there had been a marked decline in live newscasts on Channel 78 and noted that a majority of the channel’s airtime relied on the retransmission of Bloomberg Television.
- Some submissions indicated that the programming leaned too heavily on educational themes, which limited its appeal to the general public.

2.14 Many of the views recommended that i-CABLE HOY should reduce the quantity of acquired programmes, and produce more local dramas for “prime-time”; enhance innovative content in its dramas/entertainment programmes, and enrich programme line-up to content attracting ethnic minorities.

2.15 Other individual comments included –

- There should be more broadcast of programmes on public hygiene, medical and mental health outside “prime-time” and in the afternoon. Programmes on self-education and learning should be broadcast on a long-term basis to create an atmosphere of lifelong learning for all.
- i-CABLE HOY should continue to acquire long series of family ethics dramas from South Korea, add one-hour news reports on weekends, increase its production of local dramas and music programmes, as well as providing more live programmes on Channel 78.

Views on TVB

2.16 Views expressing satisfaction with the programmes of TVB are as follows

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- Many respondents expressed the view that the dramas and movies broadcast on TVB's Channel 84 were effective in fostering routine viewer loyalty. Additionally, the channel's acquired culinary programmes and travelogues were highlighted as highly well-received by the public.
- Individuals also mentioned that TVB's dramas were of high quality, attracting both local and Asian audience; the dramas acquired from the Mainland were provided with Cantonese dubbing; its travelogues were creative and there was a mix of locally produced and acquired entertainment programmes to cater for the diverse needs of viewers.

2.17 Views expressing dissatisfaction with the programmes of TVB are as follows –

- A significant proportion of the views indicated that TVB's programming lacked sufficient innovation and relied heavily on repetitive content. Respondents were dissatisfied with the excessive volume of reruns, noting that syndicated animations and archival drama series occupied a disproportionate amount of airtime during daytime and late-night slots. Furthermore, submissions highlighted a perceived duplication of resources, pointing out that Channels 81, 82 and 84 frequently simulcast financial programming for the majority of their daytime broadcasting hours.
- A notable number of submissions expressed dissatisfaction with TVB's core programming quality. They pointed out that news broadcasts lacked adequate analytical depth and informational value, while drama productions were characterised as substandard. In particular, police and crime procedural dramas were criticised for lacking realism, while scripted content overall suffered from repetitive themes and predictable typecasting. Concerns were raised regarding the prevalence of gratuitous violence and adult themes in mainstream dramas, with respondents highlighting a detrimental impact on younger demographics. Furthermore, variety programming was widely criticised for a perceived lack of propriety, specifically citing the inclusion of unwholesome themes and the objectification of female talent through revealing attire and suggestive presentation. Travelogues showed a disproportionate editorial focus on culinary content and regional destinations within the Mainland at the expense of broader international coverage. Similarly, cultural

features were described as monotonous, and the overall scheduling was noted for an excessive volume of gourmet and cooking programmes.

- Many respondents suggested that there was an excessive concentration on drama programmes acquired from the Mainland during weekday prime-time and variety shows acquired from the Mainland on Saturdays, pointing out that this programming line-up provided insufficient local productions.
 - Many of the views remarked that considering the needs of the hearing impaired, children and elderly viewers, the provision of subtitles for children's programmes/animations/positive programmes on Channel 81 should not have been discontinued.
 - Many of the views pointed out that Channel 84 had limited programming diversity and sometimes excessive non-English programmes, making it difficult to attract the English-speaking communities. There were frequent reruns of old movies but insufficient new programmes; some acquired movies/dramas did not have Cantonese dubbing; programmes on exchange rates and stock market information were merely presented with data but no analysis or explanation.
 - Some of the views opined that TVB had not maintained an adequate number of programmes on current affairs/culture/science education/documentaries, and that its current affairs programmes and documentaries lacked analytical depth.
 - Individual submissions commented that TVB's programming was disproportionately oriented toward middle-aged and elderly demographics. Respondents suggested that innovative elements should be integrated into the content to enhance engagement among young audience.
 - Individuals remarked that Channel 85 had been using AI immensely to generate programmes and programme promotions.
- 2.18 Many of the views suggested that self-produced or "co-produced" dramas with unique local characteristics should be broadcast during prime-time.
- 2.19 Some of the views suggested that overseas music programmes should be broadcast and the Jade Solid Gold Awards Presentation should be relaunched, in a bid to foster development of the music industry.
- 2.20 Individuals commented that Channel 82 already broadcast live horse racing programmes of the Hong Kong Jockey Club ("HKJC") every Wednesday

and Saturday. No additional relay of overseas horse racing programmes should be provided.

- 2.21 A substantial number of submissions recommended more acquired dramas on Channel 84.
- 2.22 Other individual comments included –
- AI should be adopted to generate various types of programmes, so as to enrich the programme materials and create more opportunities for local creative artistes.
 - TVB should be required to significantly increase its investment in self-produced dramas, in terms of its capital and broadcast hours.
 - There should be broadcast of various religious programmes.

B. Advertising Standards

- 3.1 Some of the views suggested that there should be a relaxation in the format and duration of advertisements, for example, “advertising plays” and “advertising scenes” is preferred to the insertion of “L-shaped” or “U-shaped” advertisements in programmes. Individual submissions pointed out that over-regulation of TV advertising had the effect of shifting advertisers to prioritise online digital platforms.
- 3.2 Some of the views believed that the Government should enhance regulation of advertising contents in an effort to avoid any misleading or inappropriate promotion; and that the current regulations on advertising time and product placement were not clear enough. There should be restriction on the duration and frequency of the new forms of advertisements. Some individual views suggested that these new forms of advertisements should also be counted towards the advertising time.
- 3.3 A substantial number of submissions noted that the advertisements for real estate, charitable organisations and HKJC should be accompanied by a relevant risk disclaimer or advisory announcement; anti-gambling messages must also be inserted in the advertising breaks of horse racing and football programmes. Advertisements for loans should be either prohibited or subject to stricter regulations in order to avoid misleading young people.
- 3.4 Individual submissions suggested that to prevent misleading advertisements from implying professional medical or nutritional endorsements, which could unduly influence elderly citizens, all such commercial content should carry a mandatory, clear label designating it as “Advertisement”.

Product Placement and Programme Sponsorship

- 3.5 A substantial proportion of the views cautioned that excessive product placement could adversely affect viewing pleasure, in particular when product placements kept appearing in various types of programmes or the storylines were specifically plotted for such purposes.
- 3.6 On the other hand, quite a considerable number of views considered that the regulations on product placement could be relaxed, provided that the products concerned did not involve medical products or any other similar products that required extra caution in use.
- 3.7 Some of the views pointed out that certain placements of health products involved false information, which could unduly influence elderly viewers. Also, some individual views suggested that product placements should not be performed by a programme host or any character in a drama.
- 3.8 Individual views pointed out that product placements should not be inserted in news and information programmes.

Requirements on Advertising Time

- 3.9 Some of the views called for a comprehensive review of advertising time to duly limit the frequency of advertisements. It was opined that the same advertisement should not be repeated within a single advertising break. Some of the views proposed a reduction in the advertising time so that viewers could enjoy more meaningful content.
- 3.10 Some of the views suggested that no advertisement should be inserted during the broadcast of movies or live sports events.
- 3.11 Other individual comments included –
- Time limits should be set for live-streamed e-commerce programmes, with display of the word “Advertisement”.
 - On TVB’s Channel 81, advertisements were broadcast with excessive frequency and density during “prime-time” slots. Respondents recommended that a regulatory cap be imposed on both the volume and frequency of commercial interruptions to preserve viewing quality.

C. Language of Broadcast

Integrated Chinese Channel

- 4.1 Individual submissions suggested that restrictions should be imposed on the TV stations for the broadcast of non-Cantonese programmes on integrated Chinese channels. Cantonese dubbing should be provided for the acquired programmes broadcast on integrated Chinese channels wherever feasible, so as to accommodate elderly viewers who experience difficulties reading on-screen subtitles. In addition, the original soundtrack of the acquired programmes could be made available on the secondary audio track to cater for the needs of viewers.
- 4.2 Some of the submissions expressed views that the broadcast of Putonghua programmes should be avoided during prime-time as some senior citizens did not understand Putonghua, whereas some other views advocated no restriction on the broadcast hours of Putonghua programmes.
- 4.3 Other individual comments included –
- More Cantonese programmes addressing public interests should be broadcast during “prime-time”.
 - Some acquired programmes on TVB’s Channel 82 were not provided with Cantonese dubbing/subtitles.

Integrated English Channel

General Views

- 4.4 A majority of the views indicated that designated English-language channels should primarily prioritise English broadcasts. Respondents recommended expanding the availability of locally produced English programmes and premium international content, while reducing the proportion of non-English material to maintain Hong Kong’s status as an international city and global hub.
- 4.5 A notable number of views suggested the current framework for integrated English channels could not catch up with the latest viewership demands. Respondents advocated for a relaxation of language restrictions, provided that a 15-minute English news bulletin per day is maintained. Other proposals included converting these platforms into multilingual or integrated non-Chinese channels featuring programmes from the Mainland and other countries such as Japan, Korea, Germany and France. This model would include a mandatory one hour of daily Asian-language programming scheduled outside “prime-time” hours to cater to ethnic minorities and foreign domestic helpers. As an alternative, views suggested granting

television stations the operational discretion to retain or phase out their English channels entirely.

- 4.6 Many of the views pointed out that at present the integrated English channels mainly broadcast news, movies and dramas, and were not comparable to the integrated Chinese channels in providing fully comprehensive information about the community. As such, they advocated more locally produced English information providing an array of information about local cultures, festive celebrations, history, scenic spots, health care and medicine, government policies and public notices, community services and Care Teams, the development of Hong Kong and the Greater Bay Area (“GBA”), etc.
- 4.7 Some of the views suggested that the mode of operation of the integrated English channels should be revamped. The TV stations should be encouraged to work in collaboration with local financial institutions and international broadcasters for co-production of specific types of English positive programmes, with a view to saving costs. Subsidies or tax concessions should be offered to support the production of specific types of English positive programmes. Various ways of crowd-funding should also be encouraged to fund the production of specific types of English positive programmes.
- 4.8 A considerable number of views recommended that live sports or mega events should be broadcast in their original languages (including Cantonese) on the integrated English channels to cater for the needs of the viewers.
- 4.9 Some of the views proposed that horse racing programmes and the course programmes provided by some universities at weekends, should be broadcast on other specified programme channels, instead of the integrated English channels.
- 4.10 Quite a notable number of views indicated that the TV stations should provide English subtitles for pre-rehearsed live non-English programmes, such as the Chinese New Year Night Parade.
- 4.11 It was suggested that popular programmes on the integrated Chinese channels, such as locally produced infotainment programmes should be broadcast with English subtitles on the integrated English channels as well, so that non-Cantonese speaking viewers could gain a better understanding of the local community.

Views on Individual English Channels

- 4.12 Individuals remarked that HKTVE should extend the broadcast hours of its integrated English channel on Channel 96 on both weekends and public holidays.
- 4.13 Individual submissions noted the inadequate content of TVB programming on Channel 84 at late night and looping music programmes and text-based financial news most of the daytime, not making a good use of its airtime. Therefore, the restrictions on non-English programmes on its integrated English channel should not be lifted.
- 4.14 Individual submissions proposed that TVB should develop its Channel 84 into an English education channel to help viewers improve their English proficiency. It was further suggested that no more than three hours of non-English programmes per day should be allowed, and that frequent reruns of programmes should be prohibited.

Other Views

- 4.15 Some of the views suggested setting up a Putonghua channel or a hybrid channel primarily broadcast in Putonghua, supplemented with English, and that more Putonghua news and financial programmes should be provided.
- 4.16 Individuals expressed that there should be more programmes in languages other than Cantonese, such as Putonghua, English and ethnic minorities' languages, to promote social inclusion.
- 4.17 It was also suggested that the TV stations should provide a bilingual channel for broadcasting.

D. Positive Programme Requirements

News

- 5.1 Some of the views indicated that there should be an increase in the broadcast hours of news programmes and coverage of the news concerning the Mainland, the GBA and Taiwan, to enable viewers to grasp the latest information in real time; an increase in the duration of the evening news programmes up to 40 minutes, with a larger proportion of coverage on international news; and an increase in the duration of the evening English news programmes up to 25 minutes. All integrated Chinese channels should broadcast at least four sessions of news, not less than 30 minutes each, per day.

- 5.2 Some of the views suggested that news reports should be sourced from various countries and regions, with more weighting given to GBA's affairs and stronger analysis, so as to deepen the publicity and discussion of national policies.
- 5.3 Some of the views pointed out that Channels 81 and 83 of TVB concurrently broadcast news programmes at certain time slots, which constituted an inefficient use of public spectrum. The requirements on broadcasting news on certain channels should therefore be lifted to release more airtime for other programmes. On the other hand, considering that the news programmes on Channel 83 of TVB were merely played on a loop, commentaries and coverage with diverse angles should be made available.
- 5.4 Other individual comments included –
- The current requirement on broadcasting at least two news bulletins daily, not less than 15 minutes each, between 6:00 p.m. and 11:59 p.m. on both of the integrated Chinese and English channels no longer aligned with modern viewing habits. It was proposed to amend the requirement to mandate a single, consolidated one-hour news bulletin within the same specified time slot.
 - It was suggested that the TV stations should broadcast programmes on local news and social issues on a scheduled basis of fixed duration/time.
 - The news coverage provided by TVB was short in duration and lacking in comprehensiveness, especially with a lack of news about Taiwan.

Current Affairs Programmes (including programmes to positively promote national education, national identity and a correct understanding of the Law of the People's Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region)

- 5.5 Many of the views opined that the broadcast hours of national education programmes should be increased to foster a stronger sense of national identity and belonging. National education programmes should be provided with in-depth information on the history and development of the country. It was also suggested that national education content should be integrated into children's programmes, dramas or animations to enhance viewing pleasure. There were also individual views that the TV stations should decide, at their own discretion, the content and the number of hours regarding the broadcast of national security-related programmes.
- 5.6 Individual views pointed out that HKTVE and i-CABLE HOY did not provide sufficient current affairs programmes on their integrated English channels.

Programmes for Children and Young Persons

- 5.7 Some of the views suggested an increase in both the proportion and the broadcast hours of locally produced children's programmes. Quite a considerable number of views proposed that more educational programmes (such as interactive games, quiz shows and information programmes on good hygiene habits) should be provided for children and young persons to facilitate their learning. There were also recommendations of fragmenting children's programmes into different categories to better cater for the viewing needs of children of different age groups; and integrating more intellectual property (IP) works of Hong Kong and the Mainland into the programmes for children and young persons. The production of children's sitcoms, sharing of music works, as well as promotion of mental health education for the youth were also supported.
- 5.8 Some others held the opposite view that "children's programme blocks" should be lifted or the broadcast hours of children's programmes should be significantly reduced to achieve greater flexibility in programme scheduling. Some also commented that there was no need to increase the broadcast hours of programmes targeting young persons as they preferred watching online videos or had no time to watch free TV programmes.

Other Comments

- 5.9 Individuals opined that the Government should provide subsidies/loans/tax concessions for the TV stations to produce positive programmes.

E. Local Production Requirements

- 6.1 A majority of views considered that the TV stations should be required to prioritise locally produced programmes and reserve a specific proportion of programme hours for them to protect local employment and cultural continuity. They also advocated an increase in the broadcast hours of locally produced programmes, including self-produced drama series, documentaries, music programmes, children's programmes, animations and programmes featuring an in-depth portrayal of stories unique to Hong Kong for the promotion of Hong Kong culture; a minimum number of programme hours should be stipulated for self-produced dramas, and the programmes should cover more content on local entertainment, tourist attractions, festive activities and multicultural content including that of ethnic minorities, so as to foster an inclusive community.

- 6.2 Quite a number of submissions suggested that there should be an increase in locally produced English programmes on integrated English channels in order to promote bilingual broadcasting, arouse the interest of viewers in learning English, as well as cater for the needs of non-Cantonese speaking viewers. There should be more current affairs programmes on integrated English channels targeting non-Chinese residents and tourists to enhance their understanding of Hong Kong.
- 6.3 Some of the views argued that since the TV stations had already uploaded their self-produced programmes onto streaming platforms, it was therefore not necessary to require the TV stations to operate 24 hours a day or provide multiple channels; the broadcast hours of locally produced programmes could be reduced for cost saving. Given the market competition posed by international streaming services, respondents suggested that restrictions on domestic programming were unnecessary and might not align with modern industry dynamics.
- 6.4 Some of the views proposed that Channel 77 of i-CABLE HOY should broadcast more locally produced programmes during prime-time, with fewer acquired programmes. Cantonese dubbing must be provided for acquired programmes.
- 6.5 Some of the views also suggested that TVB should collaborate more with other platforms to increase its local productions; programmes on Channel 81 must be broadcast in Cantonese and the programmes broadcast during “prime-time” must be locally produced; Channel 82 should broadcast more self-produced dramas and news feature programmes on diversified themes.

F. Subtitles/Sign Language/Audio Description

Subtitles

General Views

- 7.1 A considerable number of views proposed that the TV stations should be required to provide Chinese subtitles for all programmes, especially positive programmes, children’s programmes, educational programmes, documentaries, entertainment programmes, acquired programmes and all of the programmes broadcast in the evening, so as to cater for the diverse needs of viewers (such as the hearing impaired, language learners and those who only understand Chinese) while fulfilling their social responsibilities. Some suggested that children’s programmes should carry both Chinese and English subtitles.

- 7.2 Many of the views stated that both Chinese and English subtitles should be provided for all programmes/acquired programmes/non-live programmes, while automated subtitling system should be introduced for live programmes.
- 7.3 Many of the views called for the provision of high-resolution subtitles with appropriate fonts. Individual views also suggested that the font size of weather information was too small.
- 7.4 Some of the views suggested that there should be a larger proportion of subtitled programmes for broadcast outside prime-time, and programmes with subtitles of ethnic minorities' languages should also be offered.
- 7.5 Some of the views opined that programmes in foreign languages should carry both Chinese and foreign-language subtitles to facilitate language learning among young people. Some others suggested that all Cantonese programmes should carry subtitles in traditional Chinese using standard written Chinese, whereas non-English programmes broadcast on integrated English channels should also carry English subtitles.
- 7.6 Individuals recommended that viewers should be given the option to enable or disable the display of subtitles.

Views on Subtitles Provided by Individual Licensees/Channels

- 7.7 Some of the views suggested that subtitles should be provided for animations on Channel 99 of HKTVE. Individuals pointed out that its programmes like "Engineering Tomorrow", "Super Tunnel" and "Infinity" were edifying programmes but lacked Chinese subtitles.
- 7.8 Some of the views suggested that i-CABLE HOY should provide Chinese subtitles for the acquired movies broadcast on Channel 76 on Sundays.
- 7.9 Some views advocated for the provision of English subtitles in TVB's programming to accommodate non-local audiences. Additionally, some views called for an upgrade in domestic subtitling and dubbing to build cultural affinity and deepen viewers' understanding of the content.
- 7.10 Individual submissions suggested that TVB should provide on-demand subtitle services for Channels 81, 82 and 84 as far as practicable outside prime-time in order to cater for the needs of the hearing impaired. It was also mentioned that Chinese subtitles were available for most of the programmes on Channel 85 of TVB, better serving elderly audiences.

Sign Language

- 7.11 Some of the views recommended strengthening sign language service requirements for TV stations. The types and broadcast hours of programmes with sign language interpretations should be increased. For instance, sign language services should be provided for the news reports broadcast during mornings, evenings and nighttime every day.
- 7.12 Individuals suggested that the news report with sign language on Channel 84 of TVB should be increased from one session to three sessions daily; it should also be broadcast on either Channel 82 or Channel 83, so as to reach more viewers.

Audio Description

- 7.13 Some views suggested that the Government should introduce a new requirement on the proportion of programmes with audio description soundtracks and raise such ratio progressively, so as to provide equal opportunities for the visually impaired to access information.
- 7.14 Some of the views suggested that audio description services should be provided specifically for certain programmes; or alternatively, at least eight hours of programmes with audio description should be offered during prime-time every week.

G. Others

Family Viewing Hours

- 8.1 Many of the views pointed out that, apart from family viewing hours (“FVHs”), the TV stations should always be aware of certain time slots (e.g. weekends and public holidays) that are likely to be watched by a large number of children and great care should be exercised in handling the materials broadcast at such time slots.
- 8.2 Individuals suggested shortening the FVHs to the period from 4:00 p.m. to 6:00 p.m., reducing children’s programmes, and that programmes classified as “Parental Guidance Recommended” (“PG”) should be allowed for broadcast as early as at 6:00 p.m. On the other hand, some held the view that the FVHs should be extended to last until 9:30 p.m.
- 8.3 Individuals expressed that any excessively bloody scene, such as throat-cutting shots, should not be broadcast during the FVHs.

Bad Language and Portrayal of Sex and Violence

- 8.4 Many of the views proposed relaxation of current restrictions on programmes classified as “PG” and “Mature” (“M”), and lowering of the regulatory threshold to allow programmes with themes that were bolder and more down-to-earth for broadcast on TV during certain hours.
- 8.5 Some of the views commented that certain variety shows presented frivolous content and unwholesome theme. For example, female artistes in a dating show were scantily clad, erotic, and had a negative influence on young viewers. Some others suggested that the broadcast of programmes involving spirits as well as erotic and violent contents should be reduced.
- 8.6 Individual views noted some HKTVE’s programmes were laden with foul language or vulgar expressions. Although the expressions concerned were muted, viewers could still get the meaning of these expressions.
- 8.7 Some others commented that programmes on i-CABLE HOY’s Channel 77, TVB’s Channel 81 and Channel 82 were packed with coarse language, mingling with disrespectful and derogatory remarks.

Other Programme Materials

- 8.8 Many of the views expressed that news, current affairs and information programmes should be presented with impartiality and accuracy. Some of the current affairs and information programmes lacked objectivity and had not made every effort to give all sides an opportunity to respond; the stance of some news programmes was biased. It was opined that the TV stations should strengthen their editorial guidelines on news.
- 8.9 Many of the views recommended that advisory announcements should be shown before the start of programmes involving horror, gambling, crime, smoking, drinking and improper values.
- 8.10 Some of the views considered that TV stations should not use homosexuality as a theme in their drama series or reality shows; programme contents involving suicidal behaviour should be strictly regulated.
- 8.11 Individual submissions suggested that horse racing programmes would encourage gambling, thereby causing adverse effects on children and minors.
- 8.12 Other individual suggestions included –
 - The promotion of religious content should be prohibited.
 - An advisory announcement stating that “the story portrayed is purely

- fictitious and any resemblance is purely coincidental” should be broadcast at the start of drama series, animations and movies.
- Emergency information on matters of public interest should be broadcast in both Cantonese and English.
 - The presence of both Chinese and Western medical practitioners should be required in medical programmes to provide explanations.
 - The existing regulatory requirements on the display of Quick Response codes in advertisements should also apply to programme contents.

Broadcasting Technology

- 9.1 Many of the views pointed out that the TV stations were still broadcasting in 1080i format and suggested launching 4K channels. Some others suggested using the latest technology to enhance the audio-visual quality, and proposed that all channels should be broadcast in high-definition format.
- 9.2 Quite a number of the views suggested that the sound level of advertisements was excessively loud and annoying, requiring viewers to adjust the volume from time to time.
- 9.3 Some of the views suggested that the TV signal reception in certain locations should be improved.
- 9.4 It was mentioned that some viewers were affected by rapid flashing images, and thus consideration should be given to revising the technical standards.

Scheduling of Channels and Programmes

Channel Line-up

General Views

- 10.1 Many of the views suggested that there should be new free sports channels; China Central Television’s Sports Channel (CCTV5) and its live-streamed Sports Channel (CCTV5+) should be made available to broadcast live major sports events and matches of the National Table Tennis Team accompanied by professional commentary.
- 10.2 Individual views suggested that the TV stations should be required specifically to provide news channels and finance channels.
- 10.3 Individuals proposed launching a new Putonghua channel featuring local content to cater for the large number of native Putonghua speakers currently residing in Hong Kong.

- 10.4 Individuals proposed launching new channels to provide livecasts of Legislative Council meetings and horse races.

Views on Channel Line-up of Individual Licensees

- 10.5 Many of the views proposed that HKTVE should introduce new programme channels, including a self-produced 24-hour free news and finance channel, or a retransmission of now News/now Business News Channel on Channel 99. The new channels should target young audience or feature lifestyle, documentaries, sports, and live news. Some others further proposed that Channel 96 should be positioned as a 24-hour integrated foreign language channel, with half of its airtime allocated to English broadcasting.
- 10.6 Some of the views opined that i-CABLE HOY should launch a new channel for retransmitting Bloomberg Television, and that Channel 76 should be positioned as an international integrated channel, with half of its airtime allocated to English broadcasting.
- 10.7 Some of the views expressed that TVB's Channel 82 should be positioned as a 24-hour children's/animation/thematic channel offering comprehensive entertainment and information. Individuals proposed that TVB should relay a new satellite retransmission channel from the Mainland, and a thematic channel on HKJC featuring its horse racing, Mark Six Lottery, soccer and basketball games. Some individuals also suggested that Channel 84 should be positioned as an integrated English and Putonghua channel for broadcasting both Chinese and foreign dramas and new movies during "prime-time".

Programme Scheduling

- 10.8 Individual views suggested that given each TV station already operated a news channel, the requirement of providing two comprehensive news bulletins on the integrated Chinese channel every evening could be relaxed to allow such broadcast on any such channel instead, so as to enhance the flexibility of programme scheduling. Furthermore, there should be additional sources of international English news, such as France 24.
- 10.9 Other individual comments included –
- TV stations should not be allowed to broadcast movies from Monday to Friday.
 - Health care programmes should be scheduled for earlier hours in a day or daytime primarily.
 - HKTVE should rerun its locally produced dramas during weekday

daytime or weekends.

Specific Channels/Types of Programmes

Views on HKTVE

- 11.1 Some of the views suggested that Channel 96 should commence broadcasting from 7:00 a.m., or it could be extended to 24 hours a day.
- 11.2 Individual submissions proposed that “Chill Club” should provide more performance opportunities for the singers of its own TV station by increasing the number of songs on its top chart up to 20, with extended broadcast hours and enhanced sound effects, as well as creating a dedicated YouTube channel.

Views on i-CABLE HOY

- 11.3 A number of submissions indicated that the “City Focus” engaged in sensationalist reporting and false information, which had the effect of misleading viewers and promoting a culture of public pre-judgment. Some views expressed concern that these practices lacked the required impartiality and professionalism, thereby undermining social cohesion.
- 11.4 Other individual comments included –
 - Channel 77 should broadcast repeats of programmes after 3:00 a.m. every day.
 - Programme information should be provided in tandem with the programme schedules for viewers’ preview.
 - Date and time should be shown in real time on the screen when news reports were presented on Channel 78.

Views on TVB

Individual Channels

- 11.5 Some of the views suggested that there should be more broadcast of the following programme types on Channel 81 over the weekends: Mainland programmes, documentaries about gourmet and nature in the Mainland and Hong Kong, animations for children, educational programmes for the youth, programmes on family and parenting, cooking and health, as well as social welfare for the elderly. Individuals remarked that news programmes of Channel 81 should be simulcast on Channel 83.
- 11.6 Some of the views suggested that “You Are Not Alone”, “Mystery Files”

and “Gourmet Express” on Channel 82 should be broadcast earlier in the day. Some individual views also suggested that Channel 82 should broadcast acquired dramas to be available shortly on streaming platforms/gourmet programmes/programmes that suited the tastes of the middle class/Putonghua news programmes. Some also suggested broadcasting Japanese dramas at 10:30 p.m.

- 11.7 Individual submissions pointed out that Channel 83 should not broadcast news programmes all the time, especially at concurrent news programming time slots of Channel 81. Some others suggested that Channel 83 should broadcast more diversified news feature programmes, soft news or financial programmes; whereas the programmes like “Sunday Report”, “News Magazine”, “Finance Magazine”, “On the Record”, “Financial News”, “A Property A Day” and “News Treasury” should be broadcast on Channel 83 instead of Channel 81.
- 11.8 Some of the views suggested that Channel 84 should provide English narration for its “Market Update”, while Cantonese dubbing should be made available for the dramas/movies/information programmes. Individuals proposed that Channel 84 could produce long-running situational dramas, programmes on language teaching, retired life, anti-crime messages, parenting and news feature programmes in Putonghua.
- 11.9 Some of the views observed that Phoenix Hong Kong Channel under Channel 85 had been operating smoothly. As such, considerations could be given to either maintaining the existing relay arrangement or granting a free TV licence to Phoenix TV directly to promote healthy competition and bring more diversified programmes to the viewers.
- 11.10 Other individual comments included –
- Channels 81 to 84 should broadcast information programmes, travelogue, technology and medical programmes.
 - Channel 85 should broadcast programmes about health care for the elderly, arts, etc.
 - New channels should be set up to broadcast TVB signature programmes in the past, horse racing, sports and music programmes, etc.

Individual Programmes

- 11.11 A considerable number of views remarked that “Scoop” served as a platform for viewers to discuss topical social issues and expose social injustice. It was highly influential, and some of its content was in the public interest. There were comments not in favour of the broadcast of family or neighbourhood disputes and entertainment information, which should be replaced by anti-scam information instead. Some opposing views

considered that the programme was of unwholesome theme and with sensationalist reporting, causing the undesirable effect of promoting a culture of public pre-judgment, undermining social cohesion, spreading negative messages that undermined community harmony. Some opined that the programme frequently broadcast disturbing footage and graphic imagery of rodent infestations during early evening family viewing hours, which respondents characterised as offensive to viewers.

- 11.12 Some pointed out that “Speaking Up” had a radical stance, was biased and lacked impartiality, while neglecting the need for diverse views and professional opinions, using provocative language and undermining the room for rational discussion. Individual submissions also suggested that news features of a similar format contained misleading new content about the Mainland.
- 11.13 Individuals noted that TVB had made good use of its programmes, e.g. “Scoop” and “Lo And Behold”, to assist the Government in conveying important messages such as anti-scam information; “Hong Kong Food Artisans” could help boost local consumption and support the preservation of traditions; “A Date with Goddess” was shot without any arranged script and should be produced on a regular basis.
- 11.14 Some of the views called for a permanent cessation of the broadcast of “Music Break”.
- 11.15 Some opined that the “Super Trio” series was of unwholesome theme. No children viewers should be allowed to participate, and it was unsuitable for broadcast during FVHs.
- 11.16 Other individual comments included –
- Some programmes were of unwholesome theme, such as “Lifecyclopedia”. On Channel 82, a programme using AI to generate mini-dramas on youth romance with the theme of secret sharing, which would have bad influence on those immature young people.
 - “Shock Mystery” distorted facts, while “You Are Not Alone” affected young people’s mind by leading them into superstition.
 - There were concern about stereotyping in some dramas, such as “Big White Duel 2” and “Come Home Love”, especially the impact on the image of persons with disabilities. An educational clip should be inserted at the end of these programmes to emphasise that such depictions were only needed “for plot development purposes” and “for dramatic effects”.
 - It was recommended that “The Lego Movie 2: The Second Part” be dubbed in Cantonese as its target audience was children.

- “Phoenix Super Doctors”, “Cultural Canvas” and “The Healing Path”, together with their programme promotions, had made extensive use of AI-generated footage and voice-overs.

H. Other Views/Suggestions

Broadcasting Policies and Facilitating Competition and Development in the Broadcasting Industry

- 12.1 Many of the views suggested that the Government should acquire the broadcasting rights of major international sports events for broadcast in Hong Kong by the three licensed TV stations and Radio Television Hong Kong (“RTHK”), with a view to promoting local sports development.
- 12.2 Some of the views suggested that the Government should encourage the TV stations to fulfil their social responsibilities, such as by producing programmes which were of high quality, educational significance and positive values, in order to support the Government’s publicity and promotional efforts as far as possible for disseminating accurate information to the public. Individual submissions suggested that the instead of focusing on regulatory compliance, the Government should encourage the free TV broadcasters to continue to enhance its capability to innovate and sustain business. This would enable them to rise up to the challenges in updating their programming and competing with streaming platforms.
- 12.3 Many of the views commented that the Government should subsidise the TV stations in the co-production of dramas and variety shows with the Mainland and international organisations/streaming platforms, promoting Hong Kong’s popular culture to the world, in order to tell good stories of Hong Kong.
- 12.4 Some of the views pointed out that since the TV stations had always relayed TV programmes originated from the Mainland, it was recommended that TV channels from the Mainland should be allowed to apply for a free TV licence or set up bases in Hong Kong. It was also suggested that new TV channels from the GBA, satellite TV channels from the Mainland and high-quality channels from abroad should be introduced, so that viewers could learn more about national affairs and the international status of Hong Kong could be enhanced. It was also proposed that new relay stations should be built in GBA to provide television services for the Hong Kong residents.
- 12.5 Other individual comments included –
 - Funds should be set up to encourage production of specific types of positive programmes by independent local production companies and

broadcasters.

- Currently, the free TV licences are valid for a 12-year term which was considered too long, and should be shortened to five years, seven years or ten years. It was also proposed that an additional spectrum should be designated for public use.
- The TV stations were recommended to relay RTHK's programmes outside "prime-time", so as to facilitate dissemination of the Government's policies and information.
- The Government should regulate online stations.

Regulatory Issues

- 12.6 Some of the views pointed out that amid intensifying competition from digital media, the Government should pursue statutory deregulation by duly updating the provisions of the Broadcasting Ordinance (Cap. 562) and removing financial penalties on licensees. Conversely, other views argued that the Government should strengthen regulatory oversight of television programming and commercial advertisements, including digital content uploaded by broadcasters onto third-party video-sharing platforms.
- 12.7 Individuals suggested that the Government should set up an independent monitoring group with public engagement, in order to evaluate periodically both the quality of TV programmes and the compliance of licensees with regulatory requirements. Furthermore, many of the views pointed out that regulation of the TV stations should be enhanced with a review of penalties.
- 12.8 Some of the views recommended that the proportion of programme productions outsourced by the TV stations should be capped so as to ensure production quality. Individual views suggested that the TV stations should regularly publish viewership ratings and hit-rates of their self-produced programmes; live programmes should bear a "live" marking, while recorded news programmes should show the words "previously recorded" on the screen during broadcast.
- 12.9 Some of the views suggested that the broadcasting content and volume of TV programmes being aired on public transport should be regulated and that a logo of the production unit should be displayed in the programmes intermittently.

Mode of Watching TV/Online TV Service/Use of AI

- 12.10 Many of the views suggested that the use of AI by licensees in programme production should be regulated so as to facilitate content creation and digital transformation. On the broadcast of footage or audio clips generated by AI,

the TV stations concerned should provide a clear note at a conspicuous position on the screen to enable viewers to distinguish AI-generated materials from other contents.

- 12.11 Some of the views suggested using AI anchors/reporters in news programmes and weather reports for cost saving and promoting innovation; ticker messages should be superimposed for disseminating latest weather information.
- 12.12 Some of the views pointed out that the use of airwaves was already outdated while the signal reception for certain channels was unstable. It was suggested that the Government take the lead to encourage TV stations to broadcast their programmes via Internet applications so as to provide free programmes for the audience.
- 12.13 Other individual comments included –
- The Internet applications of the licensees should support mirroring function, with addition of different play modes and exclusive content, including playback function.
 - The TV stations should interact with their viewers on social media platforms to provide extra information; cooperate with Mainland's streaming platforms; and adopt web content accessibility standards so as to facilitate viewing of the programmes for the visually impaired.
 - Live programmes of the news channels should be simulcast on YouTube channels, and instant playback services should be made available.

Other Suggestions

- 13.1 Some of the views suggested that the TV stations should respond to public views and conduct a review to identify areas for improvement of their complaint procedures. Individual views indicated that the TV stations should provide a channel for the viewers to lodge complaints or give their views, disclose the results of the investigation of complaints periodically, engage viewers with direct dialogues on a regular basis and invite young people to participate in programme consultation and planning. Some of the views also suggested that the TV stations should provide more platforms for emerging young talent to showcase their skills, while actively promoting the unique cultural characteristics of the local community.
- 13.2 Some of the views recommended that the TV stations should promote the development of the dubbing industry. Measures suggested included requiring acquired programmes to be broadcast with Cantonese dubbing, establishing dubbing teams and offering dubbing courses.

- 13.3 Individual submissions proposed that guidelines should be issued to all programme hosts on the use of proper names for addressing the country and Hong Kong.
- 13.4 Individual submissions also indicated that the TV stations should be allowed to charge the Government for the broadcast of Announcements in the Public Interest and sell their productions to international streaming platforms and broadcasters to increase revenues.

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