

Survey on the Domestic Pay Television
Programme
Service of Hong Kong Cable Television Limited
(HKCTV) 2003
- Presentation -

Survey Objectives

The primary objectives of the survey are

- **To collect opinions of Hong Kong Cable Television Limited (HKCTV) subscribers on the **quality and acceptability** of its broadcasts**
- **To assess whether the **existing licence conditions and provisions in the generic codes of practice governing its service are in line with the aspirations of subscribers****

Sample Design

Sampling Frame

List of subscribing households maintained by HKCTV

Sample Size and Target Respondents

- All subscribing households of HKCTV were sorted in order by district of residence and duration of subscription period, and selected in accordance with the sampling fraction for interview.
- A random sample of 1 515 subscribing households of HKCTV was interviewed.
- From each household, one member aged 12 or above who had continuously watched any HKCTV channel for 30 minutes or more in the three months prior to the survey was randomly selected for interview.

Data Collection Method, Fieldwork Period and Response Rate

Data Collection Method

Face-to-face interviews during household visits

Fieldwork Period

23 June to 20 July 2003

Response Rate

77%

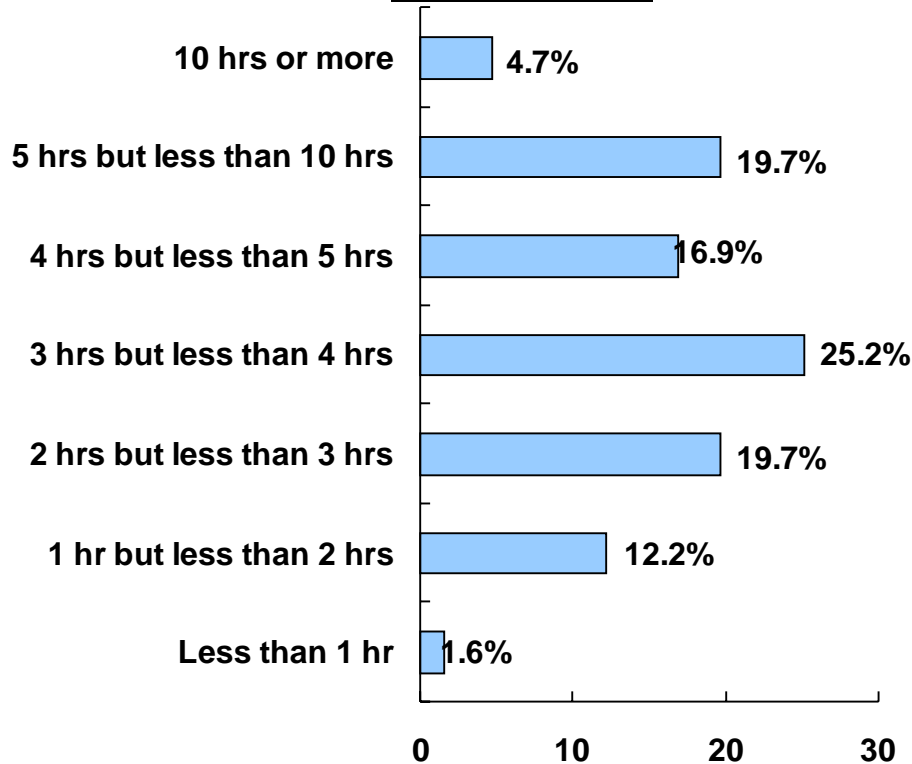
Areas of Study

- **Habits of watching HKCTV**
- **Views on the programmes and advertisements broadcast on HKCTV**
- **Level of satisfaction with the customer service provided by HKCTV**
- **Views on technical aspects of HKCTV channels**
- **Views on locking device**

Habits of watching HKCTV

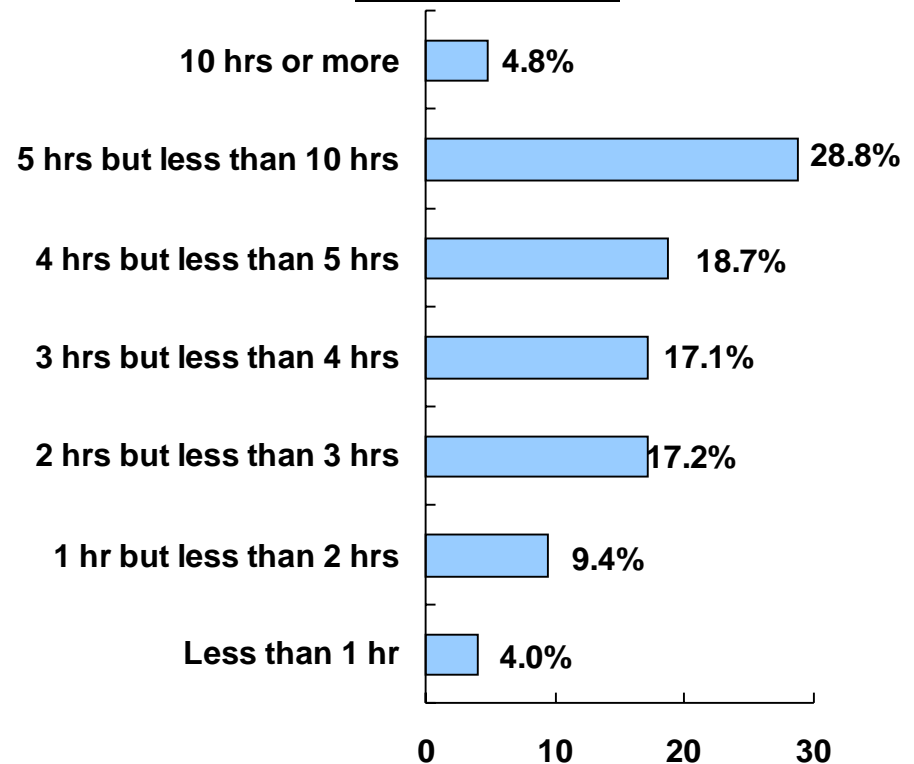
Time Spent on Watching Television Per Day

Weekdays



Mean : 3.7 hrs

Weekends

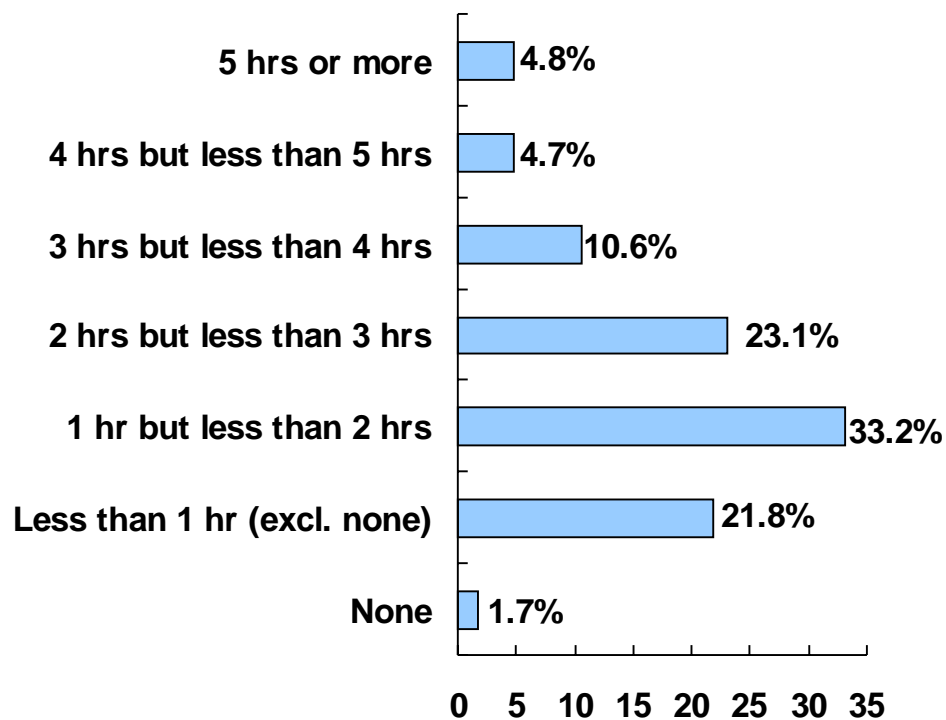


Mean : 4 hrs

Sample size : (1 515)
 Base : All HKCTV viewers

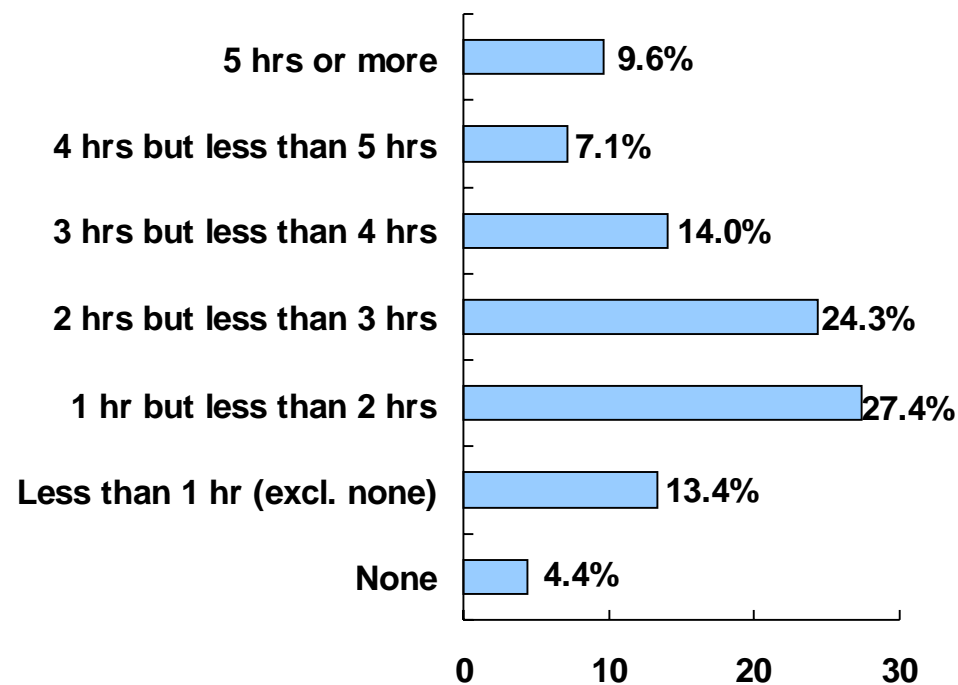
Time Spent on Watching HKCTV Per Day

Weekdays



Mean : 1.8 hrs

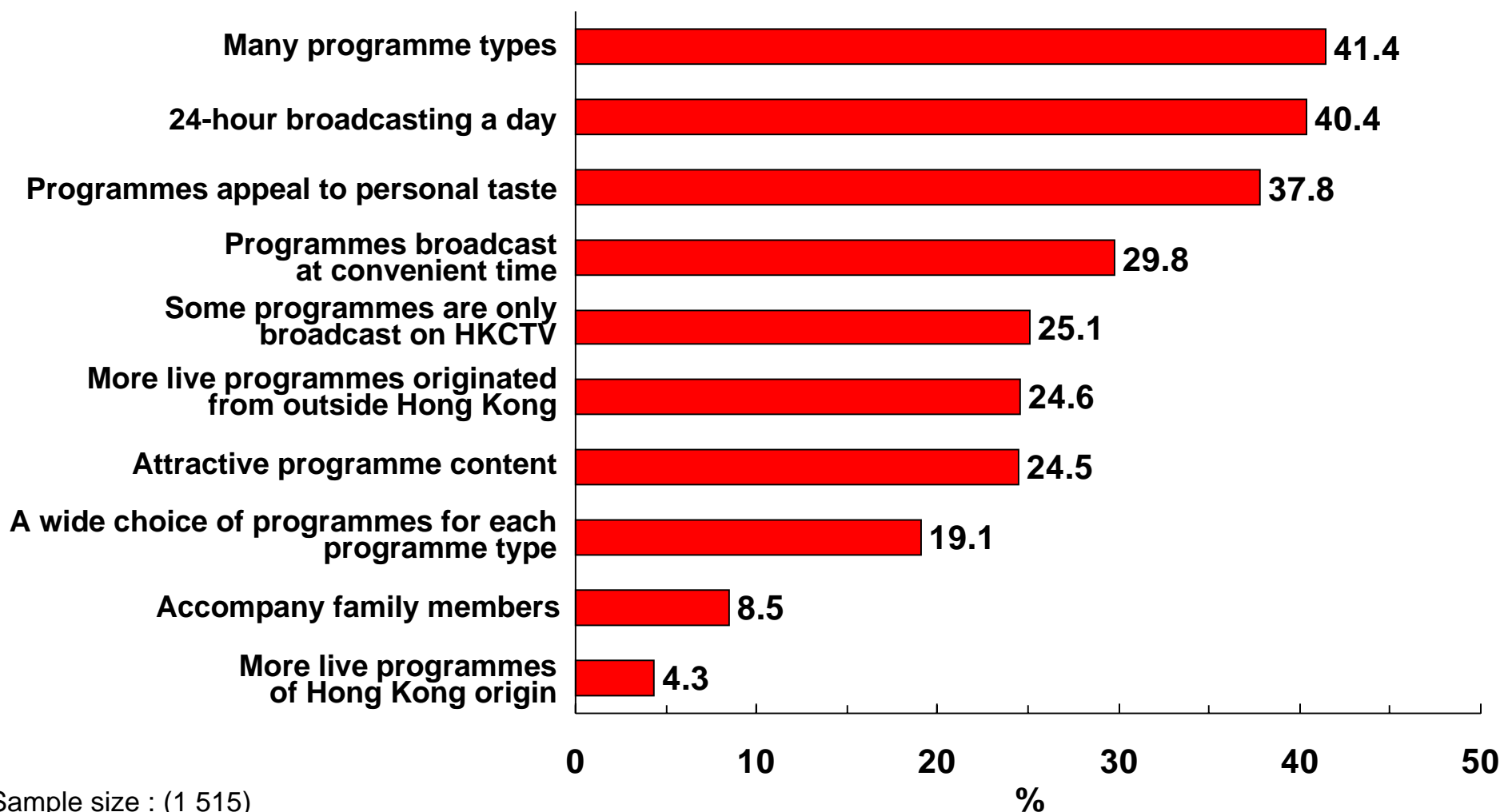
Weekends



Mean : 2.1 hrs

Sample size : (1 515)
Base : All HKCTV viewers

Reasons for Watching HKCTV

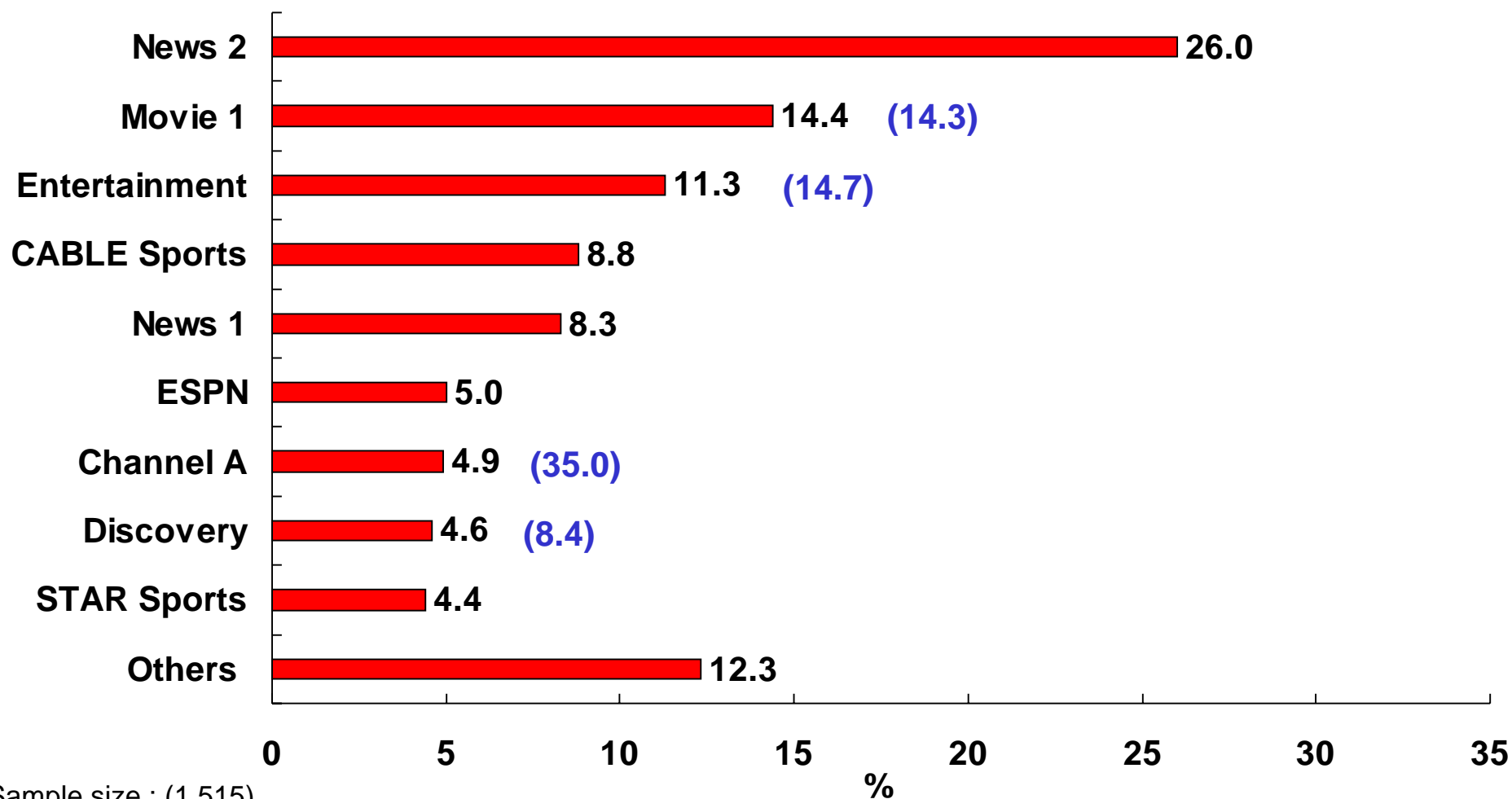


Sample size : (1 515)

Base : All HKCTV viewers

Note : Multiple answers were allowed

HKCTV Channel Most Often Watched



Sample size : (1 515)

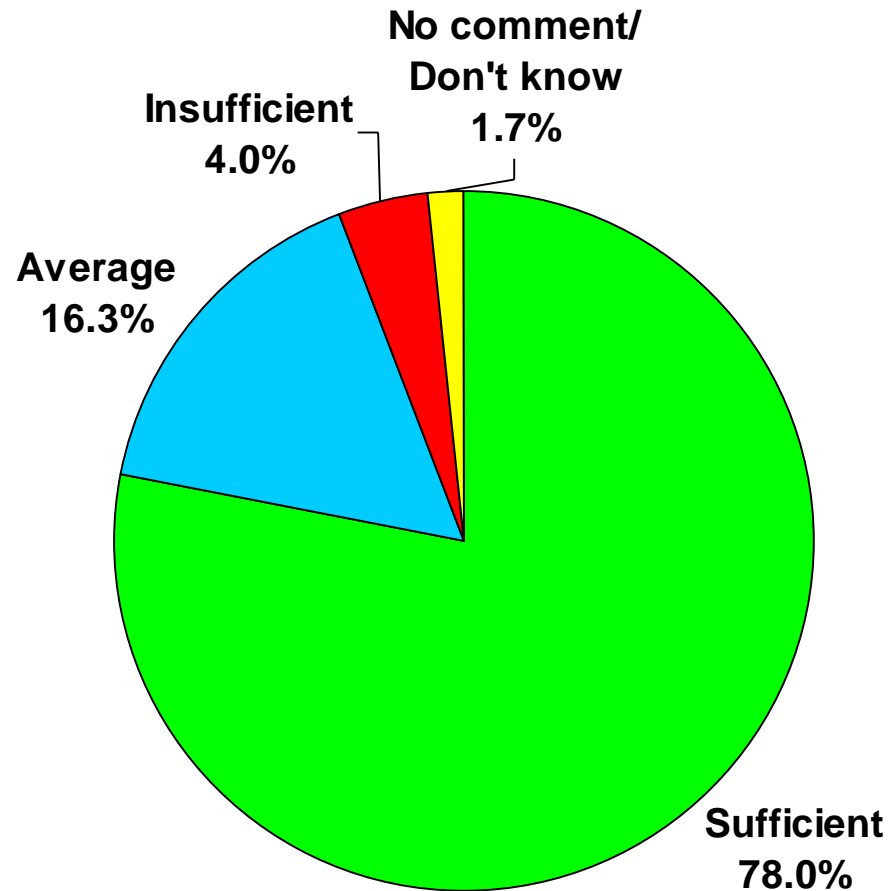
Base : All HKCTV viewers

Note 1: The blue figures refer to the corresponding percentages among those who had not subscribed to basic service plan

Note 2: Only channels that were mentioned by more than 3% of viewers are shown here

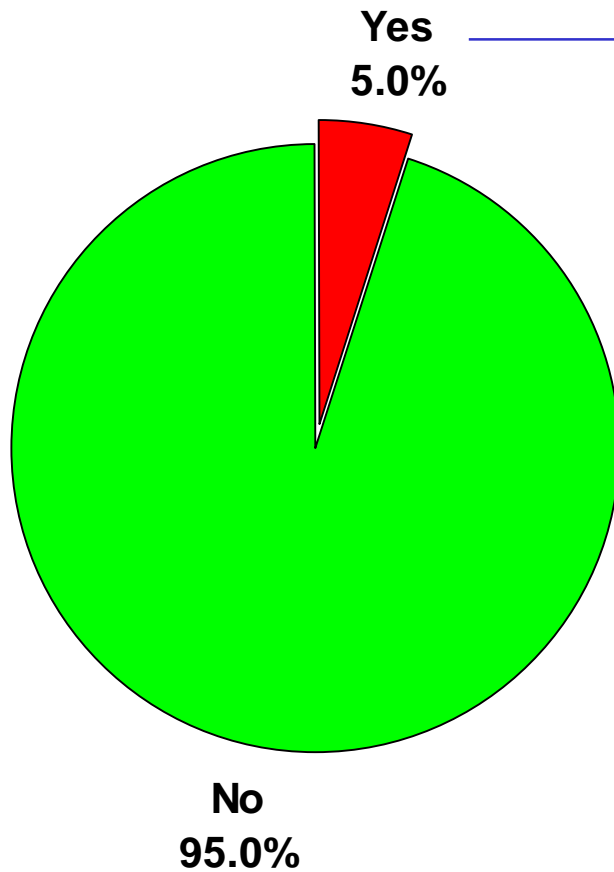
*Views on Programmes
Broadcast by HKCTV*

Whether Viewers Considered the Existing Types of HKCTV Programmes Sufficient



Sample size : (1 515)
Base : All HKCTV viewers

Any Other Types of Programmes Desired to be Broadcast on HKCTV



<u>Type of programmes</u>	<u>%</u>
Educational programmes	27.8
Travel programmes	19.2
Music programmes	14.2
Others	49.6

Sample size : (88)

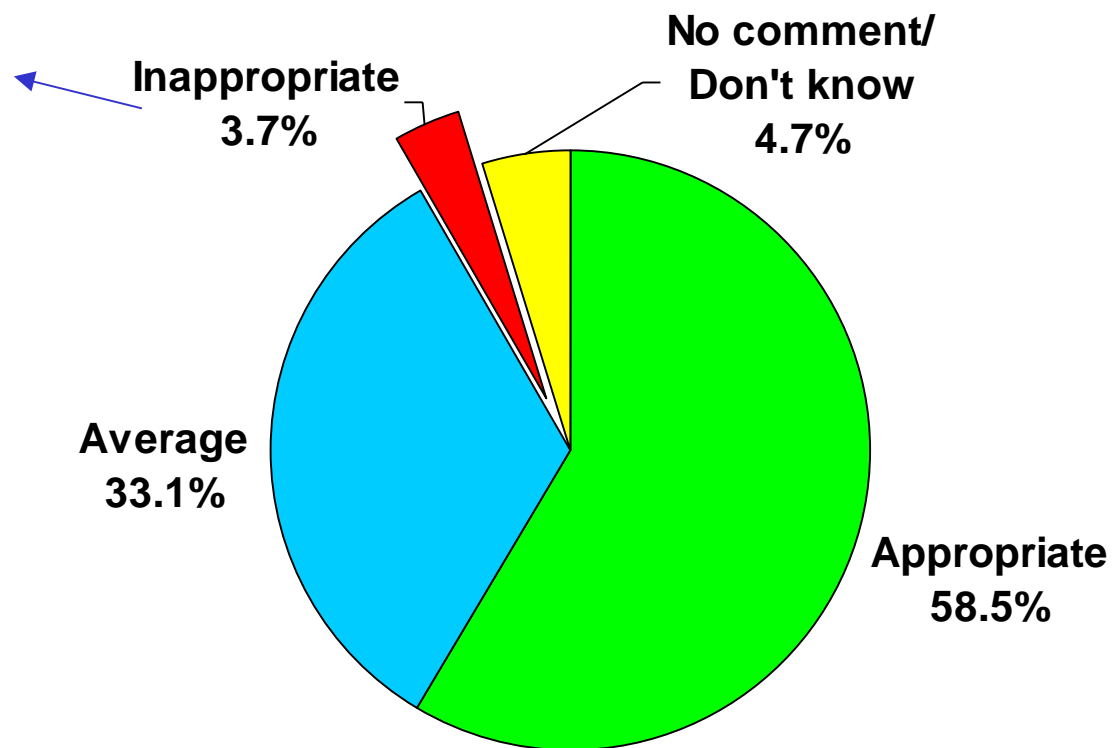
Note: Multiple answers were allowed

Sample size : (1 515)
Base : All HKCTV viewers

Whether Viewers Considered the Current Standards Applied to the Programmes Broadcast on HKCTV Appropriate

<u>Channel</u>	<u>%</u>
Movie 1	41.9
Movie 3	15.2
Entertainment	12.6
Movie 2	12.4
News 2	4.7
News 1	3.6
Others	6.2
Forgotten	31.8

Sample size : (52)
 Note: Multiple answers were allowed

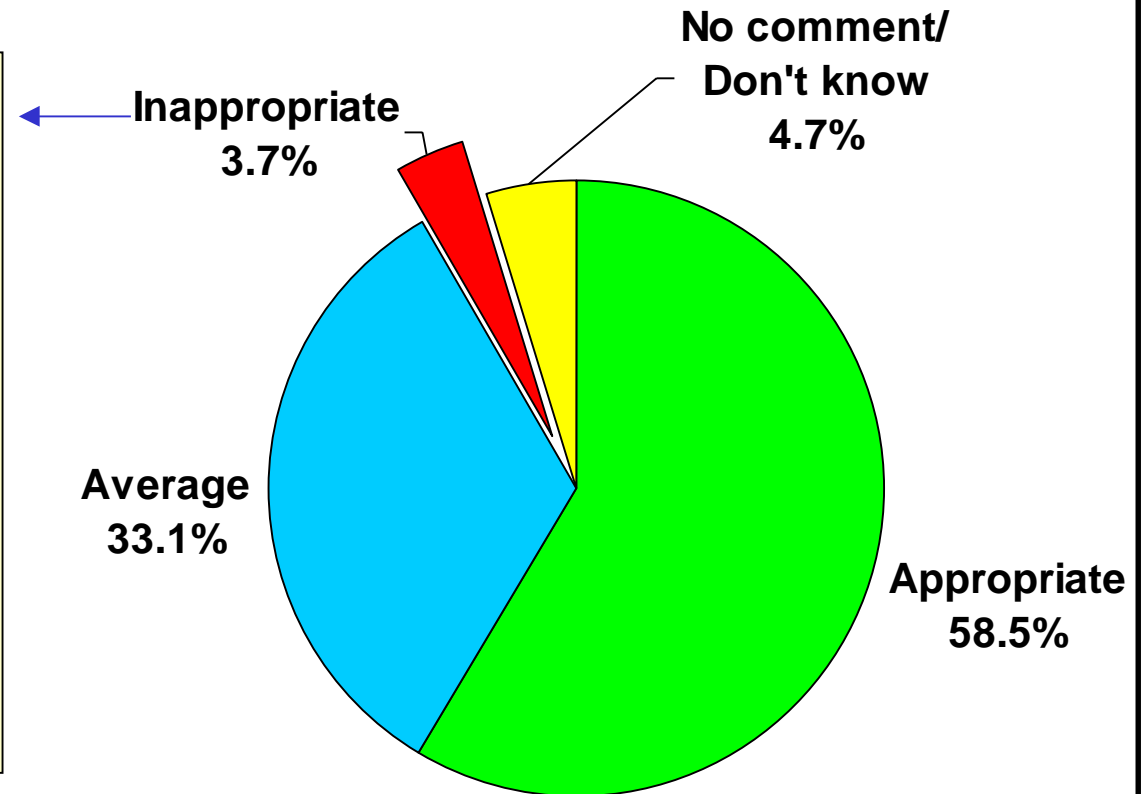


Sample size : (1 515)
 Base : All HKCTV viewers

Whether Viewers Considered the Current Standards Applied to the Programmes Broadcast on HKCTV Appropriate

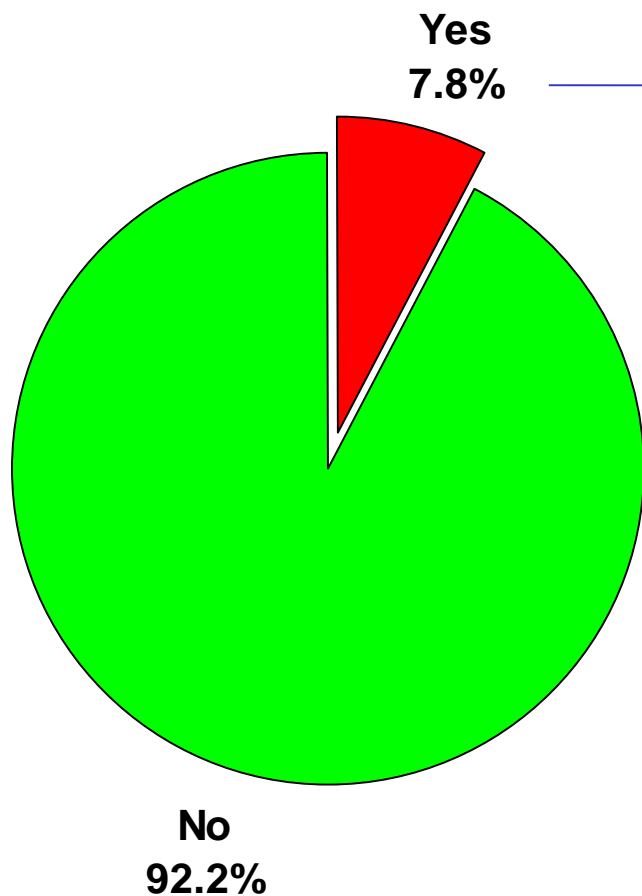
<u>Type of contents</u>	<u>%</u>
Sex	50.3
Indecent materials	43.7
Nudity	37.8
Triad jargon	31.1
Violence	27.3
Bad language	22.2
Horrible scene	17.4
Others	5.9

Sample size : (52)
Note: Multiple answers were allowed



Sample size : (1 515)
Base : All HKCTV viewers

Whether Had Encountered Offensive Programme Contents When Watching HKCTV in the Past 3 Months

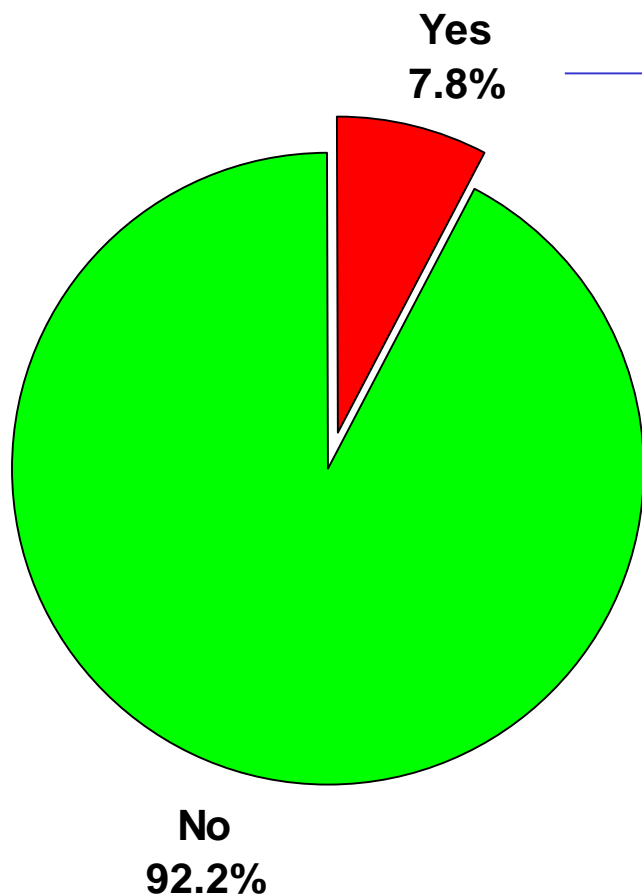


<u>Channel</u>	<u>%</u>
Movie 1	31.6
Entertainment	24.1
Movie 3	11.9
Movie 2	11.6
AXN	3.9
Channel A	3.8
News 2	3.2
Others	6.2
Forgotten	21.2

Sample size : (110)
Note: Multiple answers were allowed

Sample size : (1 515)
Base : All HKCTV viewers

Whether Had Encountered Offensive Programme Contents When Watching HKCTV in the Past 3 Months



Type of contents	%
Sex	37.4
Indecent materials	36.1
Violence	32.3
Nudity	30.6
Horrible scene	25.0
Bad language	20.4
Triad jargon	15.2
Others	9.3
Forgotten	1.5

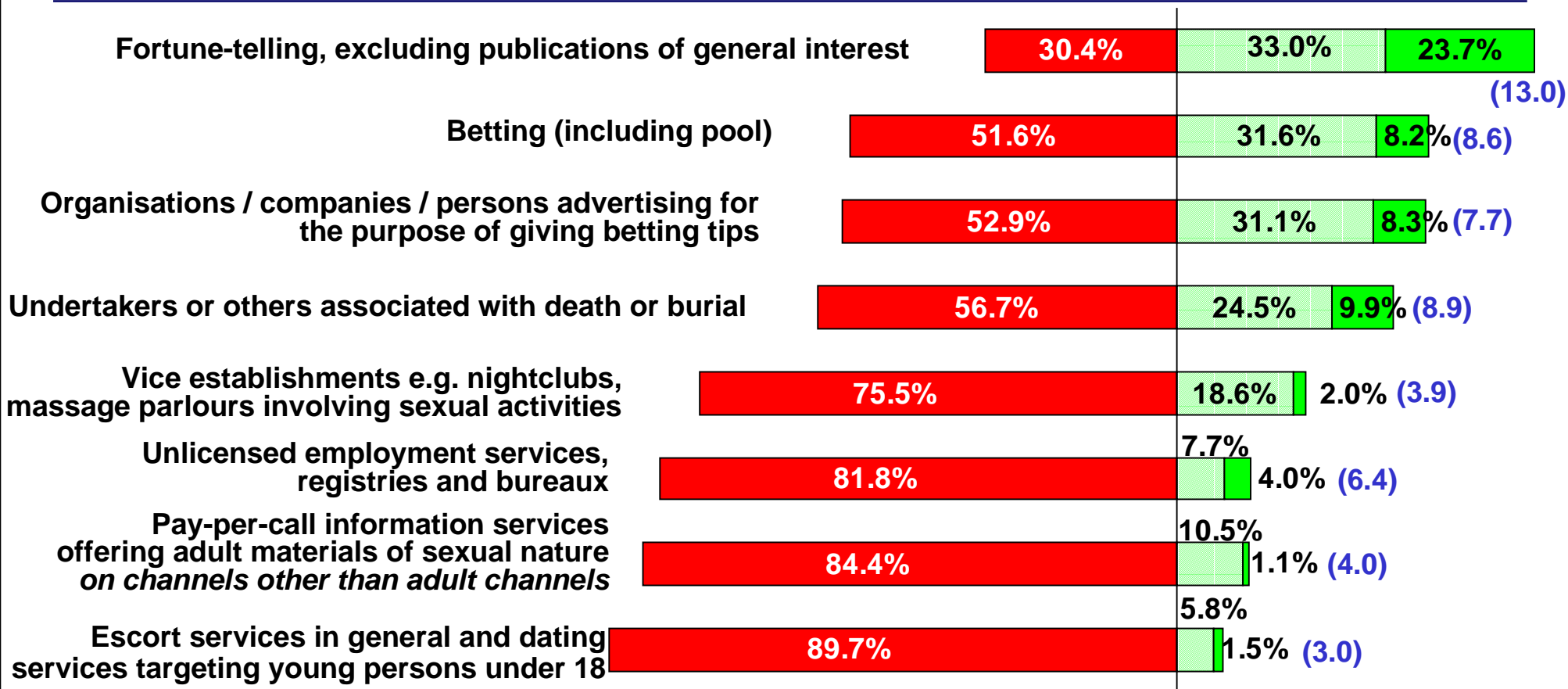
Sample size : (110)

Note: Multiple answers were allowed

Sample size : (1 515)
Base : All HKCTV viewers

*Views on Advertisements Broadcast on
HKCTV*

Whether Viewers Considered the Advertisements of the Respective Services or Organizations Should be Allowed to be Broadcast on HKCTV



■ **Should not be allowed**
 ▨ **Should be allowed but subject to time restrictions or channel restrictions**
 ■ **Should be allowed and not subject to time restrictions nor channel restrictions**

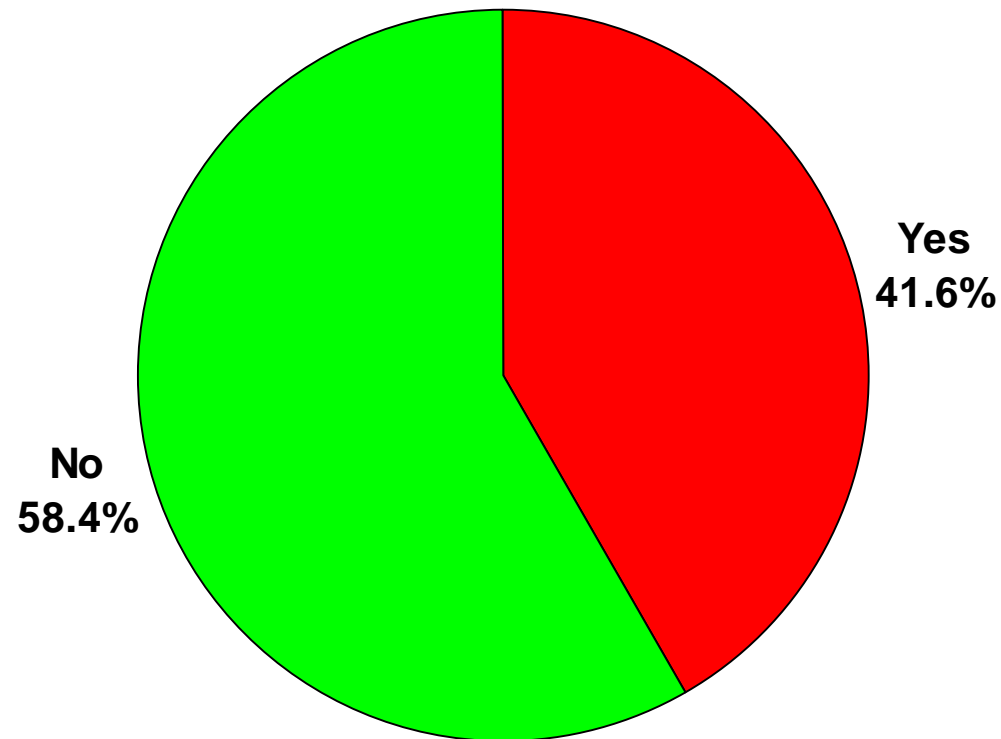
Sample size : (1 515)

Base : All HKCTV viewers

Note: The blue figures indicate the percentages of viewers who said "Don't know / No comment"

*Views on Technical Aspects of
HKCTV Channels*

Whether Had Always / Sometimes Encountered Technical Problems When Watching HKCTV in the Past 3 Months



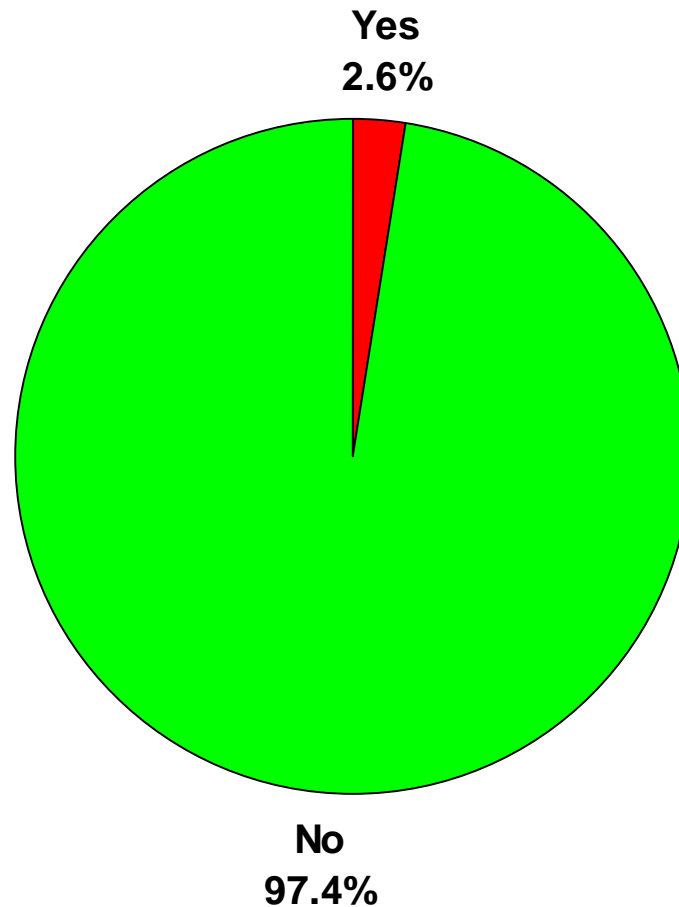
(Video: 36.1%; Audio: 17.8%)

Sample size : (1 515)

Base : All HKCTV subscribing households

Note : Multiple answers were allowed

Whether Viewers Had Received Unencrypted Adult Channel Programmes Accidentally in the Past 3 Months



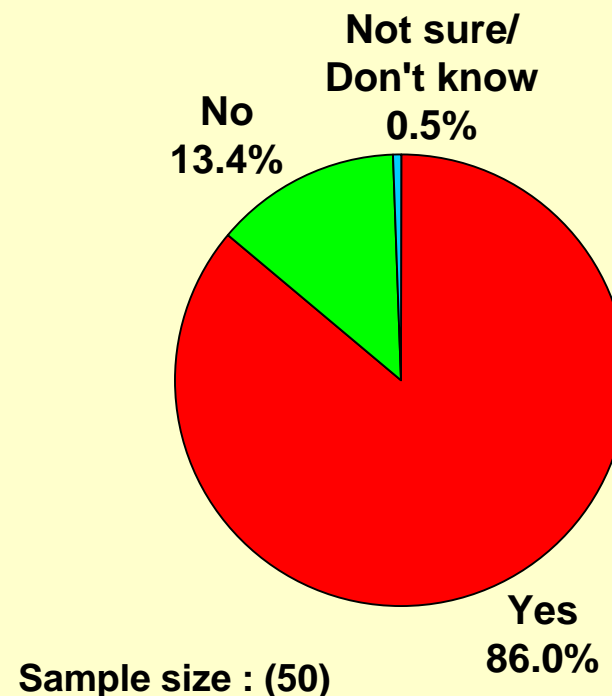
Sample size : (1 515)
Base : All HKCTV viewers

Whether Viewers Had Ever Used the “Locking Device”



Sample size : (1 418)
 Base : HKCTV viewers aged 18 or above

Whether the “locking device” could effectively safeguard against unauthorized access to adult materials of HKCTV for children aged 15 or below



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