

**Report on the
Public Consultation Exercise for the Mid-Term
Review of the Sound Broadcasting Licences**

Hong Kong Commercial Broadcasting Company Limited

Metro Broadcast Corporation Limited

Broadcasting Authority

2011

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Chapter 1. Introduction

The Mid-Term Review

The current sound broadcasting licences of Hong Kong Commercial Broadcasting Company Limited (“CRHK”) and Metro Broadcast Corporation Limited (“Metro”) run from 26 August 2004 to 25 August 2016 (both dates inclusive). Condition 6.2 of the respective licences of CRHK and Metro provides that pursuant to section 13D of the Telecommunications Ordinance (Cap.106), the licences shall be subject to review by the Chief Executive in Council (“CE in C”) on or after 26 August 2010 as the Chief Executive (“CE”) may determine by order. The CE ordered on 3 September 2010 that the licences of CRHK and Metro should be reviewed from 16 September 2010. Following established procedures, the Broadcasting Authority (“BA”) has assessed the performance of the two licensees in the past six years (2004 – 2010) and made recommendations to the CE in C for the purpose of the review.

The Public Consultation Exercise

2. Sound broadcasting service is a pervasive medium and is a popular source of information and entertainment for the general public. The BA therefore attaches great importance to public views on the performance of the licensees. The BA conducted a public consultation exercise between September and November 2010 to gauge public views on the performance of the licensees through various channels. The BA had given careful consideration to the feedback collected from the community in assessing the performance of the licensees against the various statutory requirements as well as requirements under licence conditions and codes of practice and the investment commitments of the licensees for the next six years and in making the recommendations to the CE in C.

The Full Report on the Public Consultation Exercise

3. This report summarises the views collected in the public consultation exercise and explains the methodology used to consolidate the views.

4. We would like to take this opportunity to thank individuals, groups and organisations who have expressed their views through various channels in the public consultation. The summaries of the meetings and the written submissions have been uploaded onto the BA website (<http://www.hkba.hk>) for public information. If you have any enquiries about the consultation exercise and this report, please contact us through the following channels –

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Broadcasting Authority
2011

Chapter 2. The Public Consultation Exercise

Mechanism of Collecting Public Opinions

The public consultation exercise commenced in mid-September 2010 and completed in mid-November 2010. The consultation was widely publicised through different means, including the broadcast/publication of announcements on television and radio and at the websites of the BA and those of the licensees, as well as at other websites and in newspapers. To facilitate members of the public to express their opinions, the BA issued an information booklet summarising the current regulatory requirements for sound broadcasting, programme types of the licensees' services, complaints records and the licensees' investment plans. Such information was also uploaded onto the BA's website.

2. The BA collected public views through the following channels –

(a) Opinion Survey

The BA commissioned an independent survey company to conduct a territory-wide opinion survey from July to November 2010 to collect public opinions on the licensees' services. Public views were collected by face-to-face interviews with 2,171 households using a random sampling methodology, based largely on the demographic profiles supplied by the Census and Statistics Department ("C&SD");

(b) Public Hearings

The BA conducted two public hearing sessions. A total of 340 members of the public attended the hearings, and 51 of them spoke at the hearings;

(c) Group Discussions

The BA engaged members of Television and Radio Consultative Group ("TRCG")¹ to participate in two group discussions; and

¹ The TRCG is a territory-wide consultative scheme to gauge public opinions on television and radio broadcasting standards. Members join the scheme on a voluntary basis. The TRCG currently comprises about 540 members who were recruited based on the population characteristics of the 18 districts supplied by C&SD.

(d) Written Submissions

Members of the public were invited to express their views via mail, fax or email. The BA received a total of 101 written submissions from individuals and groups.

In addition, representatives of the BA attended a special meeting of Legislative Council Information Technology and Broadcasting Panel on 19 November 2010, during which 17 deputations were received.

Statistics of the Public Consultation

3. The BA conducted two public hearings and two group discussions during the public consultation exercise as follows –

(a) Two Public Hearings

Date	Target Group
24 September 2010	Members of the Public
13 October 2010	Members of the Public
	Total number of attendants: 340

Summaries of the views collected at the public hearings have been uploaded onto the BA's website.

(b) Two Group Discussions

Date	Target Group
26 October 2010	Television and Radio Consultative Group
27 October 2010	Television and Radio Consultative Group
	Total number of attendants: 39

Summaries of the individual group discussions have been uploaded onto the BA's website.

4. A total of 101 written submissions from individuals, groups and organisations were received during the public consultation. Statistics on the types and modes of submission of written submissions are as follows –

		Number of Submissions
Types of Written Submissions	Groups and Organisations	5
	Individuals	96
Total:		101

		Number of Submissions
Modes of Written Submissions	By email	26
	By post or fax	46
	By voicemail or telephone calls	6
	By hand	23
Total:		101

5. Of the 101 written submissions² –

- (a) most were submitted with names of individuals. There were 31 anonymous written submissions; and
- (b) 5 were written submissions by organisations/groups.

6. The written submissions have been uploaded onto the BA's website.

7. The BA also commissioned an independent survey company to conduct an opinion survey which aimed at gauging public opinions on the sound broadcasting services. About 2,171 members of the public were successfully

² The 101 written submissions include written submissions received at the Legislative Council Information Technology and Broadcasting Panel meeting on 19 November 2010.

interviewed and the overall response rate was 60%. The executive summary of the opinion survey is at **Appendix** and has been uploaded onto the BA's website.

Chapter 3. Methodology

Reporting Principles

The BA has compiled the report having regard to the following principles –

- (a) To record public views in an objective, comprehensive and systematic manner

The BA commissioned an independent survey company to conduct an opinion survey to gauge public views on the licensees' services. The BA also encouraged the public to freely express their own views on the licensees' services at the public hearings and through written submissions. The views received by the BA were quite diversified. The BA has given careful consideration to all views collected and consolidated them in an objective, comprehensive and systematic manner;

- (b) To accord equal weight to all views received

Apart from commissioning an independent survey company to conduct the opinion survey, the BA has also received written submissions from groups and individuals and conducted two public hearings and two group discussions. Since the BA did not have a pre-determined parameter for seeking public views, members of the public could express their views in whatever format and the views collected were highly diversified in nature. Therefore, it would be difficult to treat the views collected in a standardised way and to quantify them. In addition, views of the minority and those of the majority are considered to be equally important. This report reflects opinions from all sources; and

- (c) To keep the identity of opinion providers confidential

This report keeps the names and contact information of opinion providers confidential. All written submissions (except those marked confidential) submitted to the BA can be viewed at the BA's website (<http://www.hkba.hk>), but the names and contact information of opinion providers are not publicised to protect personal data.

Methods of Categorising and Consolidating Views

2. The views collected are categorised as follows –
 - (a) Views which were received during the opinion survey conducted by the independent survey company commissioned by the BA. The survey company has analysed the fieldwork data collected, and compiled the major findings (as reflected in Part 1 of Chapter 4 of this report); and
 - (b) Views which were submitted to the BA during the mid-term review (as reflected in Part 2 of Chapter 4 of this report). These include –
 - (i) views expressed at the public hearings, the Legislative Council Information Technology and Broadcasting Panel meeting and the group discussions; and
 - (ii) written submissions by various individuals and organisations.

These views are consolidated in Part 2 of Chapter 4 for easy reading by readers.

3. Similar views collected from paragraph 2 have been consolidated to make the report more user-friendly.

Chapter 4. The Public Views Collected

Part 1: Quantitative Analysis of data of the Public Opinion Survey

1. Objectives, Scope and Research Method

1.1 Following established practice, the BA commissioned an independent survey company to conduct a territory-wide opinion survey to collect public views on the licensees' services, including standard, quality and diversity of programmes.

1.2 After consulting C&SD, public views are collected by interviews with members of households using a random sampling methodology. The fieldwork was conducted by the survey company between July and November 2010. A total of 2,171 successful face-to-face interviews were conducted with respondents aged 15 or above, achieving an overall response rate of 60%. The BA has compared the findings of the opinion survey with those of similar surveys conducted in 2002 and 2007, where appropriate.

1.3 The executive summary of the opinion survey is at **Appendix** and is also available at the BA's website (<http://www.hkba.hk>) for public information.

2. Major Survey Findings

Major findings of the survey are summarised below –

2.1 Radio Listening Habits

- Listeners usually listened to radio from 8:00a.m. to 12:59p.m. The average time they spent on listening radio was 1.6 hours per day.
- CR1 (27.4%) and CR2 (19.9%) were radio channels most listened to, followed by RTHK Radio 1 (19.4%), RTHK Radio 2 (14.9%), Metro Finance (6.3%) and Metro Info (5.7%).

2.2 Purpose of Listening

- Listeners listened to radio programmes mainly for obtaining information (51%), seeking entertainment (29.2%) and facilitating education/enrichment (27.8%).

2.3 Programme Variety

- 73.7% considered that the level of programme variety was satisfactory, while 2.4% of listeners expressed dissatisfaction on the programme variety. Compared with the 2007 survey, there is a significant increase in the level of satisfaction.

2.4 Programme Quality

- 72.5% claimed that the level of programme quality was satisfactory, while 2.3% of viewers expressed their dissatisfaction on programme quality (comparison of the relevant figure could not be made as the question was not raised in the 2007 Survey).

2.4 Programme Types

- Over one-third of listeners were satisfied with the current amount of programme types on the services. Only a small proportion of listeners (10%) were dissatisfied with the amount of programmes types provided by the licensees.

2.5 Offensive Materials

- 80.9% of listeners had not come across offensive materials on the broadcasting services (versus 83.3% in 2007), while 19.1% claimed that they had encountered offensive materials in either programmes or advertisements (versus 16.7% in 2007). The key concerns were related to “bias towards certain community or organisation”, “bad language” and “misleading contents”.

Part 2: Comments Collected from Public Hearings and Group Discussions Organised by the Broadcasting Authority, and Written Submissions by Individuals, Organisations and Groups

1. Programme Diversity

General Comments

- 1.1 The licensees should broadcast a greater variety of programme genres including radio plays, phone-in programmes, informational and educational programmes, sports programmes, programmes for young persons or the post-90s generation, programmes for senior citizens, programmes for children, programmes for women, arts and culture programmes, current affairs programmes, programmes on specific subjects such as property investment, parent-child relationship, religion, health, general education, information technology, science, foreign languages, film and local independent music.
- 1.2 The programmes of the two licensees should provide in-depth analysis of social issues (e.g. gambling and alcoholism) as well as programmes to foster positive values among the public.
- 1.3 The licensees should be mandated to broadcast more sports programmes. Sports news should be included in news bulletins. In addition, the licensees should cover major sports events (e.g. the World Cup), interviews with athletes and sportsmen etc.
- 1.4 The licensees should increase the amount and variety of music programmes to include Putonghua music, goldies from the 50s to 80s, Chinese operas, local independent music and band music. The licensees should launch a round-the-clock music channel. However, some considered that the licensees had broadcast too many music programmes.
- 1.5 The amount of informational programmes provided by the licensees

was sufficient. Phone-in programmes helped enhance public participation.

- 1.6 There were too many talk shows.
- 1.7 More radio plays and simulcast programmes with Mainland radio stations should be produced.
- 1.8 Instead of music programmes, the licensees should provide a greater variety of programme genres (e.g. game shows, informational programmes, talk shows, news and current affairs programmes on the English channels).
- 1.9 There should be more news and current affairs programmes for ethnic minorities to help promote integration of ethnic minorities into the community.
- 1.10 The licensees should collaborate with the Government and public authorities to produce radio plays in order to inform the public of government policies and measures.

Comments on CRHK

- 1.11 There were too many entertainment programmes.
- 1.12 On CR1, there were too many current affairs programmes and there was a lack of educational programmes and arts and culture programmes.
- 1.13 On AM864, there were too many music programmes and there was a lack of talk shows and current affairs programmes.
- 1.14 The amount of Putonghua music and informational programmes should be increased to cater for the needs of the Putonghua-speaking population.

Comments on Metro

- 1.15 The quantities of financial programmes and entertainment programmes were sufficient, but there was a lack of current affairs

programmms.

- 1.16 A 24-hour news, weather and traffic channel should be introduced.
- 1.17 Programmes for ethnic minorities were sufficient. These programmes enhanced ethnic minorities' understanding about Hong Kong society and helped promote integration of ethnic minorities into the community. However, some considered that more current affairs programmes targeting ethnic minorities should be provided.
- 1.18 There were too many programmes about the Mainland. Metro should produce more local programmes for Hong Kong citizens. There were also suggestions that more simulcast programmes with Mainland radio stations should be produced.

2. Positive Programme Requirements

General Comments

- 2.1 There should be more programmes for young persons, senior citizens and children, as well as arts and culture programmes.
- 2.2 Programmes for young persons and senior citizens were not adequately publicised by the licensees. The BA should introduce a new provision requiring the licensees to allocate adequate airtime and resources to promote positive programmes.

Programmes for senior citizens

- 2.3 The licensees should broadcast more programmes for senior citizens. Such programmes should cater for special interests of the elderly, e.g. Chinese operas, health, classical novels, history, outdoor activities and morning exercises etc.
- 2.4 The requirement on the broadcast hours of programmes for senior citizens should be extended from 1 hour to 5 hours per week.

Programmes for Young Persons

- 2.5 The requirement on the broadcast hours of programmes for young persons should be extended from 30 minutes to two hours per week.
- 2.6 Programmes for young persons should cater for the special needs of young people to access information or guidance on services for youth (including topics on family, health, employment and civic education) to cultivate a proper sense of social values, and to encourage their participation in community affairs. Moreover, sex education programmes or related counselling programmes to young people should be broadcast to promote well-being for young people.
- 2.7 The requirement on programmes for young persons should be reduced due to the availability of more effective means (e.g. the Internet) for the youngsters to access information.
- 2.8 The programmes for young persons provided by CRHK were of low educational value and tended to convey incorrect and improper messages to youngsters.

Current Affairs Programmes

- 2.9 Metro should increase the broadcast of current affairs programmes to 10% of its total broadcasting time.
- 2.10 There was a lack of phone-in segments in current affairs programmes for CRHK, especially for CR1. The phone-in segments should be extended to at least one hour daily to help enhance public participation.

Programmes for Children

- 2.11 The licensees should broadcast more programmes between 4 p.m. to 6 p.m. which are intended and suitable for children under the age of 12. Such programmes should include story-telling programmes, programmes on music, arts and culture.

Arts and Culture Programmes

- 2.12 Arts and culture programmes should focus on educating listeners to appreciate art.
- 2.13 More information about arts and culture activities should be included in programmes for children and young persons.

3. Advertisements and Sponsored Programmes

General Comments

- 3.1 There were too many advertisements during the broadcast of programmes. However, some considered that the licensees should be allowed to broadcast more advertisements to increase their revenue.
- 3.2 The licensees should not broadcast political advertisements. Programmes should not be sponsored by any political parties. However, there were views suggesting that the BA should study the feasibility of opening up the airwaves to allow programmes of political propaganda but subject to appropriate regulation.
- 3.3 The BA should provide a clear definition of “political advertising” and set out the assessment criteria for granting approval for the broadcast of political advertisements.
- 3.4 Sufficient airtime had been reserved for the broadcast of Announcements in the Public Interest (“APIs”) to promote government policies and there was no need to allocate extra airtime for the promotion of political parties. The licensees should be prohibited from accepting sponsorship from political parties and government departments.
- 3.5 Some considered that the Government should make use of airwaves to inform the public of government policies and measures.
- 3.6 The BA’s complaint handling process in connection with “Night Rider 18” (十八仝人愛落區) was inefficient and wasted public money. The BA should expedite its complaint handling

procedures so as to facilitate earlier termination of the programmes in question and timely imposition of sanctions on the licensee concerned.

- 3.7 Compared to CRHK's sponsorship revenue of \$600,000 for the broadcast of "Night Rider 18", the BA's financial penalty of \$30,000 was too lenient. The BA had imposed a financial penalty for the first two episodes of "Night Rider 18" but not the other episodes.

Comments on CRHK

- 3.8 CRHK had offended some listeners for accepting programme sponsorship from a political party for "Night Rider 18". Although CRHK might justify its decision on grounds of editorial freedom and independence, members of the public did not accept such sponsorship.
- 3.9 CRHK should make an apology for permitting the broadcast of political advertisement, which was in contravention with the broadcasting regulation. All sponsorship of CRHK programmes, including current affairs programmes and music programmes, should be subjected to public scrutiny in order to prevent CRHK from giving undue preference to certain parties.
- 3.10 There were concerns that artistes were invited as guest hosts of the programme "Share My Song" (有誰共鳴) whenever their films and albums were being released. Besides, the broadcast of the songs of certain singers in some CRHK's programmes amounted to indirect advertising for those singers.
- 3.11 Some film advertisements on CRHK were creative and helped listeners to appreciate the films from various aspects.

4. Programme Standards

General Comments

- 4.1 The small number of substantiated complaint cases and the

complaint-driven approach reflected lenient application of the regulatory standards.

- 4.2 Some programmes were of bad taste and contained indecent materials unsuitable for broadcasting.
- 4.3 It was necessary to ensure accuracy in informational programmes.
- 4.4 The broadcasters had abused the disclaimer that a personal view programme only reflected the personal views of the programme hosts and guests. The licensees should be made responsible for the remarks in programmes.
- 4.5 The BA should impose sanctions other than financial penalties on the licensees for breach of the codes of practice on programme standards.

Programme Hosts

- 4.6 Hosts in personal view programmes were not impartial. They did not allow for different views to be broadcast by abruptly terminating phone calls from members of the public who had different views.
- 4.7 Factual inaccuracies were not acceptable.
- 4.8 There were dissatisfactions with personal attacks and insensitive comments by programme hosts. They should be mindful of their language to avoid offending ethnic minorities.
- 4.9 Hosts should avoid making sensational remarks to test the BA's standards.
- 4.10 Hosts often made pronunciation mistakes.
- 4.11 Adequate training should be provided to programme hosts to enhance their professionalism and sense of social responsibility.
- 4.12 The BA should establish a mechanism for programme hosts, especially those of finance programmes, to declare their

commercial interests and relationship with financial institutions to avoid conflict of interest. In this connection, the BA should consider imposing more regulations on programme hosts by drawing reference from the UK's legislation regarding financial commentators. The BA might also collaborate with the Securities and Futures Commission ("SFC") to require the programme hosts to declare their interests and provide such information on the Internet for public inspection. The BA and SFC should also consider formulating a collective litigation mechanism for investors to sue irresponsible programme hosts as necessary.

Comments on CRHK

- 4.13 Despite complaints about its programme materials, CRHK had made little effort to improve. This should be taken into consideration in the review of CRHK's licence.
- 4.14 CRHK's programme hosts for daytime current affairs programmes tended to be partial and failed to adopt a neutral position.
- 4.15 CRHK failed to preserve due impartiality in some of its personal view and public affairs programmes. Some hosts had very clear political views. Pan-Democratic members were given more exposure in these CRHK's programmes.
- 4.16 In an episode of "So Fab" (架勢堂) broadcast on CR2, the hosts invited listeners to vote for the female artistes whom they most wanted to indecently assault. This was not acceptable.
- 4.17 The programme "Night Rider 18" broadcast by CRHK contained factual errors and misleading content.
- 4.18 CRHK's talk show "The Summit" (光明頂) contained bad language and indecent contents.
- 4.19 Hosts of the programme "Wa! Wa! Wa!" (嘩嘩嘩) made use of bitter sarcasm and sensational remarks to attract listenership, disregarding the fact that the programme might have bad influence on young viewers.

- 4.20 Mr Vincent Wong (黃永), a programme host, used crude expressions and personal attacks in his programme. CRHK's lack of action on such behaviour was unacceptable.
- 4.21 CRHK should offer appropriate training and guidance to programme hosts to avoid vulgar expression and undesirable behaviour of hosts and guests.

Comments on Metro

- 4.22 Programme presenters of Metro Finance should declare their commercial relationship with financial institutions to avoid conflict of interest. In line with international practices, the presenters should be accredited by relevant professional institutions to ensure that they were qualified commentators and would not mislead the audience.
- 4.23 Metro's programme "Twilight Zone" (恐怖熱線) contained horrifying and disturbing contents and should continue to be suspended. However, others found "Twilight Zone" appealing and urged Metro to re-launch the programme.
- 4.24 The topics of Metro programme "Club de Banana" (新香蕉俱樂部) always involved sex.

5. Programme Quality

General Comments

- 5.1 Radio programmes should help raising audience's cultural level. Programme hosts should be better educated and adopt more refined language.
- 5.2 Radio programmes should not be flooded with superficial and slapstick contents.
- 5.3 Both licensees made little effort to enhance the quality and diversity of programmes on their English Channels.

- 5.4 The English Channels should be broadcast in analogue FM mode instead of analogue AM mode to improve the reception quality of the services.
- 5.5 The visually impaired relied on radio for information and entertainment. The use of slangs or trendy colloquial expressions was not suitable.
- 5.6 More light-hearted programmes should be produced to ease social tension.
- 5.7 The finance programmes of licensees focused primarily on stock quotes and did not provide in-depth analysis of the value of the company concerned. Nor did they sufficiently alert the audience to the risks of stock trading.

Comments on CRHK

- 5.8 CRHK's programmes had become commercialized and compromised the quality and neutrality of the programmes.
- 5.9 "Good Morning King" (早霸王), "Vanila Sky" (雲妮鍾情) and "Talk to the Town" (一八七二遊花園) were silly and of low quality. However, some considered that "Good Morning King" provided useful information about the early history of Hong Kong.
- 5.10 Some considered that the quality of CRHK's programme "The Summit" had been deteriorating due to resources cuts. On the other hand, there were views commending the programme host's broad knowledge and sense of humour.
- 5.11 CRHK's drama programmes broadcast in the afternoon were of poor quality compared with those in the past. However, others considered the quality of drama programmes generally satisfactory.
- 5.12 The presentation of some news presenters was of poor quality and unclear.
- 5.13 With participation of people from all walks of life, CRHK's music programme "Share My Song" enabled listeners to understand different sub-cultures. It also helped enriching the general

knowledge of youngsters. However, there were concerns that the programme was becoming commercialised.

- 5.14 The programme hosts of “Talk to the Town” were knowledgeable.
- 5.15 The programme “Kot bless you” (久久久但願人長久) was a light-hearted programme which could promote harmonious inter-personal relationship.
- 5.16 The programme “The CR1 Movie Show” (一台好戲) should include information about sales location of music recordings and DVDs/VCDs.
- 5.17 The programme “Short Term Lease” (短期租約) provided pleasant music.
- 5.18 Some appreciated the knowledge of the hosts and guests in the programme “Academy on Air” (一人一大學).
- 5.19 The host for the programme “The Tipping Point” (左右大局) was not timid in making bold remarks on contentious issues of public importance (e.g. minimum wage). However, there was concern that the host had groundlessly accused the League of Social Democrats of accepting pecuniary advantage from cigarette companies.
- 5.20 The programme “J.A.L.” (茜嘉航空) provided useful travel information.
- 5.21 The programme “We have only just Begun” (留得青春在) provided useful contents for the elderly.
- 5.22 The programme “Va Va Voom”(查篤撐) provided comprehensive coverage of entertainment news in Hong Kong, Mainland and Taiwan.
- 5.23 The comments on current affairs in the programme “On a clear day” (在晴朗的一天出發) were easy-going and full of insight.
- 5.24 The programme “Tea for you” (杏林茶) contained useful medical knowledge and health information.

- 5.25 The information provided in the programme “馬路的事交通消息” was useful and the hosts’ presentation was clear and smooth.
- 5.26 The afternoon programme hosted by Ms Stephanie Che (車婉婉) and Mr Jerry Lamb (林曉峰) was interesting and informative.
- 5.27 The programme “Invisible Man” (你睇我唔到) provided a platform for different people to share their stories and express their views. However, the jingle music of the programme was too long and there was room for improvement in the questioning skills of hosts.

Comments on Metro

- 5.28 Programmes for ethnic minorities on Metro Plus were of good quality.
- 5.29 It was difficult to comprehend the Putonghua spoken by the Mainland hosts in programmes jointly produced by Metro and Mainland radio stations.
- 5.30 The quality of music, entertainment and news programmes was satisfactory. For example, “Hong Kong Today” (還看今天) was suitable for youngsters and families.
- 5.31 “Fortune Teller” (智慧創富), “Parenting 101” (爸爸媽媽你好嗎) and “Sunday Pineapple” (星期日大菠蘿) on Metro Info provided useful information and guidance on parenting.

6. Programme Scheduling

General Comments

- 6.1 More music programmes should be scheduled on Sundays and public holidays.
- 6.2 The licensees should broadcast more news and weather programmes, as well as traffic news. In particular, they should

broadcast more news on road repair works during the late afternoon hours.

- 6.3 The licensees should broadcast more sports programmes and cover sports events during news reports.
- 6.4 The licensees should broadcast more music of local independent music groups in their programmes.
- 6.5 Both licensees should not broadcast programmes of similar nature in the same time-slot, such as music programmes at late night hours.
- 6.6 Some of the late programmes at night on weekdays should be repeated in the daytime or during weekends to cater for listeners who could not stay up late.
- 6.7 The prime time slots were dominated by current affairs programmes. Current affairs programmes should be broadcast during weekends when government officials could be interviewed by experienced hosts to explain government policies.
- 6.8 Programmes for children and young persons, as well as educational programmes, should be scheduled during weekends.
- 6.9 Programme schedules should be published in newspapers. They should also be made available at District Offices and District Councillors' offices.

Comments on CRHK

- 6.10 More phone-in programmes should be broadcast. Phone-in segments should be included in all current affairs programmes.
- 6.11 Horse-racing programmes promoted gambling and should be reduced or rescheduled to be broadcast on channels with less listenership.
- 6.12 Talk shows on CR2 should be scheduled at times when the horseracing programmes were broadcast on CR1 in order to provide

choices for listeners.

- 6.13 CRHK programme “Share My Song” should be broadcast at an earlier hour.
- 6.14 CRHK should schedule repeats of the programme “18/F Block C” (18樓C座) during weekends taking into account the working hours of listeners.

Comments on Metro

- 6.15 Metro should schedule more programmes suitable for young persons on Metro Info Channel.
- 6.16 Some of the popular late night programmes on Metro Info Channel should be broadcast earlier.
- 6.17 Cultural programmes or programmes on parent-child relationship should be scheduled at evening hours rather than Sunday mornings.
- 6.18 Metro should schedule repeats of weekend programmes on weekdays after midnight.
- 6.19 “R U Lonesome Tonite” (寂寞一窩 phone) and the programme hosted by Mr Gary Ngan (顏聯武) should be broadcast earlier.

7. Editorial Freedom and Independence of Licensees

General Comments

- 7.1 By accepting programme sponsorship from political parties, the licensees might introduce self-censorship to their news reports and compromise their editorial independence.

Comments on CRHK

- 7.2 CRHK should not accept programme sponsorship from political parties and provide political commentary in the programme at the

same time.

- 7.3 CRHK should follow up on the public's concerns over the resignations of several popular programme hosts which indicated that freedom of speech in radio stations might have been compromised. The BA might investigate into the matter and demanded an explanation from CRHK.

Comments on Metro

- 7.4 Metro should clarify whether the dismissal of senior staff in the news department had amounted to self-censorship.

8. Investment by licensees

- 8.1 The licensees should not draw resources from analogue sound broadcasting services to develop their new media business. However, some opined that the licensees should develop new media business to keep up with technological advancement.
- 8.2 CRHK's cost-cutting measures of the production and human resources might have adverse effect on the quality of its arts and culture programmes and current affairs programmes.
- 8.3 The investment of CRHK over the next six years should not be substantially less than that for the past six years to ensure that the licensee will have sufficient funds for its operation over the next six years.

9. Other Broadcasting Issues

General Comments

(a) Broadcasting Policy

- 9.1 Given the limited number of radio stations authorised to use the frequency spectrum, the Government/BA should take up more

responsibilities to regulate the contents of the radio stations.

- 9.2 The BA should introduce a credible mechanism to measure radio programme listenership. The licensees should collaborate to conduct a joint survey on radio programme listenership.
- 9.3 Programmes on the Internet and online promotional activities could bypass the provisions regulating sound broadcasting services to promote products and services and parties whose advertisements were not allowed on radio channels. The BA should consider whether there was a need to regulate the licensees' online services.
- 9.4 Regulations on indirect advertising and promotion should be reviewed with a view to providing more detailed and clear instructions.
- 9.5 The Government should review the role of the BA in introducing the Communications Authority Bill in future.
- 9.6 In view of the fast development of multi-media services and the convergence of telecommunications and broadcasting, the Government should consider to lift the restriction on cross-media ownership.
- 9.7 The government should open up airwaves for public participation in broadcasting.
- 9.8 The Government's anti-narcotics publicity project was commissioned to CRHK's "Skyhigh Creative Partners" (天比高創作伙伴) at a low price. This would in turn be an exploitation of the production staff concerned.

(b) Issues relating to Mid-term Review

- 9.9 The BA should review the performance of the licensees more frequently. Instead of reviewing the licensees' performance once in every six years, the BA should conduct more frequent assessment within the licence period.
- 9.10 The broadcasters should be required to submit their programme plans for review (every two years). The period of validity for a

broadcasting licence should be shortened if the licensee's performance was not satisfactory.

- 9.11 There were concerns about whether Metro would be given favoritism in the mid-term review due to the influence of its parent companies.
- 9.12 The mid-term review would become a "paper tiger" if such review could not improve the management and operation of the licensees.
- 9.13 The BA should report to the public on the views collected and the recommendations to CE in C before submitting the recommendations to CE in C.

(c) Public Consultation by the BA

- 9.14 The public consultation exercise for the mid-term review was not comprehensive in terms of the scale and means to collect public opinion. The BA was not earnest in collecting public views.
- 9.15 Public hearings should be organised more frequently.
- 9.16 There was room for improvement for the arrangements for the public hearings. For instance, the licensees' video presentations should be more relevant to their licensed services and the BA should make use of new media (e.g. web 2.0) for consultation to enhance interaction and mutual understanding with the public. The licensees should be given the chance to respond more directly to the public views.
- 9.17 The information booklet for the public hearings of the mid-term review did not contain sufficient details of the complaints in connection with "Night Rider 18" broadcast by CRHK.
- 9.18 The summaries of the BA's public hearings should not omit sensitive public views, e.g. criticisms on the public consultation exercise of the BA.
- 9.19 Some of the views expressed at the public hearings were not recorded in the summary at the BA's website.

- 9.20 Some of the participants appeared to be arranged by the licensees to take part at the public hearings.
- 9.21 The video presentation given by Metro was too long.
- 9.22 There should be a public hearing for the performance of RTHK.

10. Other comments and Suggestions

General Comments

(a) Reception of Signals

- 10.1 The reception signal at some parts of the New Territories was not satisfactory.

(b) Internet Broadcasting

- 10.2 The licensees should provide an Internet-based programme archive service for members of the public free of charge.
- 10.3 CRHK should maintain an archive of old programmes, e.g. “怪談”, “老人院” at its website.

(c) Music Awards and Concerts organised by licensees

- 10.4 Music awards presented by Metro were excessive and might not measure up to the standards of fairness and impartiality. This called the credibility of the awards into question.
- 10.5 The music award ceremonies of both licensees should not be exclusively broadcast on TVB and the full version should be broadcast on other stations like ATV, CableTV and NowTV. The licensees should collaborate with other electronic media operators to jointly organise a single music award ceremony.
- 10.6 The panel members selecting songs for broadcast on radio should

be made known to the public in order to avoid conflict of interests.

- 10.7 There might be conflict of interest in CRHK's selection of songs for broadcast arising from the close relationship between one of its senior management staff and a senior executive of a record company.
- 10.8 The licensees should organise concerts featuring local independent music groups and overseas singers.
- 10.9 Some members of the public encountered difficulties when they tried to get free concert tickets distributed by the licensees.

(d) Digital Audio Broadcasting (DAB) Service

- 10.10 To enhance the sound broadcasting quality, the government should launch DAB as soon as possible.
- 10.11 Metro should subsidise listeners to buy new digital radios for reception of DAB service.
- 10.12 CRHK's decision to withdraw its application for DAB licence might affect its competitiveness vis-à-vis other operators in the future.

(e) Other suggestions

- 10.13 The licensees should explore the sustainability of sound broadcasting services taking into consideration the intense competition from the television industry.
- 10.14 The licensees should hire more people with disabilities.
- 10.15 The licensees should provide more training sessions for their staff to prevent corruption and bribery.
- 10.16 The licensees should provide a one-stop social service support hotline for those in need.
- 10.17 The BA should establish an archive of the licensees' programmes to

preserve Hong Kong's broadcasting heritage.

- 10.18 The licensees should adequately inform the public on a daily basis of the activities and events organised by the Government to encourage public participation.

Chapter 5. Follow-up Actions

The BA is the independent statutory regulator of broadcasting services. Its major responsibility is to enforce the provisions in the existing licensing and regulatory regime so as to ensure that the services provided by broadcasting licensees live up to the standards and expectations of the community. Sound broadcasting service is a pervasive medium and is a popular source of information and entertainment for the general public. As such, the BA attaches great importance to public views on the performance of the licensees for the current review. Public views were collected through various means. The public's response was enthusiastic and the views received were diversified, as reflected in the statistics listed in Chapter 2 of this report. The BA has taken note of all the views received.

2. In the consultation exercise, members of the public expressed their opinions on a considerable range of topics such as proposed investment commitments of the licensees, programme diversity, amount of positive programme requirements, programme standards, the conduct of public engagement exercise and other relevant issues relating to the mid-term review, etc. These public concerns are relevant and within the scope of the mid-term review exercise. After taking into account the views received, the BA has submitted its recommendations arising from the mid-term review to the CE in C for consideration. The public views collected during the mid-term review have also been submitted to the CE in C for reference.

3. Under the complaint-driven approach, the codes of practices promulgated by the BA serve as guidelines on proper broadcast content standards for the industry. The BA is tasked to handle public complaints about broadcasting contents in accordance with the relevant statutory provisions. However, the BA reviews the codes of practice as necessary to ensure that they reflect the community standards and changes in audience expectations, and will take into account the public feedback in the process.

4. Quite a number of comments and suggestions are about the quality of the programme contents (including programmes for minority ethnic groups on Hong Kong), the editorial decisions of the stations regarding specific programmes/advertisements, the scheduling of individual programmes as well as

other government policy issues (such as regulation of broadcasting services on the Internet, the use of spectrum frequencies, etc.). These public concerns are outside the scope of the mid-term review.

5. The BA is committed to upholding and respecting the editorial independence and creativity of broadcasters and the freedom of expression. The BA will not interfere with the editorial decisions, programme scheduling and day-to-day operation of the broadcasters. The editorial responsibility lies with the broadcasters themselves. Nonetheless, regarding the views and suggestions on the treatment and scheduling of individual programmes provided by the two licensees, the BA recognises the importance of these issues and the public views received thereon. The BA has conveyed these views to the licensees for reference and follow-up actions as appropriate. Regarding views and comments on other government policy issues, the BA has conveyed them to the relevant Government bureaux/departments as they fall outside the remit of the BA.

6. Last but not least, the BA would like to thank Members of the Legislative Council Panel on Information Technology and Broadcasting for their views and all the individuals, groups and organisations who participated in the public consultation exercise.

Opinion Survey for the Mid-Term Review of Sound Broadcasting Licences

~ Executive Summary ~

Prepared for

Broadcasting Authority

By

CONSUMER SEARCH



Consumer Search receives ISO9001:2000 certification on its quality management system of marketing research consultancy services in Hong Kong. All research projects are conducted in accordance with the provisions of the ICC/ESOMAR International Code of Marketing and Social Research Practice.



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A. SURVEY BACKGROUND AND OBJECTIVES

1. In order to prepare for the mid-term review of the sound broadcasting licences of Hong Kong Commercial Broadcasting Company Limited (CRHK) and Metro Broadcast Corporation Limited (Metro), the Broadcasting Authority (BA) commissioned Consumer Search Hong Kong Ltd. to conduct an opinion survey (Opinion Survey) on the sound broadcasting services, which was carried out from July to November 2010.
2. Where appropriate and available, the findings of the Opinion Survey were compared with those of the two Broadcasting Services Surveys conducted in 2002 (Survey 2002) and 2007 (Survey 2007).
3. The primary objectives of the Opinion Survey are as follows:
 - (a) to gauge public feedback on general issues relating to the sound broadcasting services in Hong Kong;
 - (b) to assess whether the current conditions in the licences of CRHK and Metro are adequate to meet the changing circumstances since the current licences came into effect on 26 August 2004 and the provisions in the respective codes of practice are generally in line with the aspirations and values of local listeners;
 - (c) to assess the quality of the services and identify areas for improvement; and
 - (d) to assess the perceptions of listeners of the level of acceptability of the services of CRHK and Metro.

B. SAMPLE COVERAGE AND TARGET RESPONDENTS

4. A random sample of living quarters was taken from the Frame of Quarters¹ maintained by the Census and Statistics Department (C&SD). Household visits were made to the sampled quarters and one member of age 15 or above was randomly selected from each household for an interview.
5. A total of 2 171 persons of age 15 or above were successfully enumerated between July and November 2010 via face-to-face interviews. The sample size achieved would generally produce survey findings with acceptable levels of precision. The following cases had been taken for illustration purpose:

Table 1 : Reliability of Survey Findings

Variable	Sample Estimate	Coefficient of Variation ²	95% Confidence Interval
Proportion of households that possessed any device at home to access sound broadcasting services via radio waves (AM/FM)	92.5%	0.6%	(91.4%, 93.6%)
Proportion of persons aged 15 or above that had ever listened to radio in the month prior to the Opinion Survey	58.1%	2.0%	(55.9%, 60.3%)

C. FIELDWORK PERIOD AND RESPONSE RATE

6. Fieldwork was conducted between 9 July and 15 November 2010, with an overall response rate of 60.0%.

¹ The *Frame of Quarters* has two components, namely, the Register of Quarters and the Register of Segments. The Register of Quarters (RQ) is a list of addresses of permanent quarters in built-up areas including urban areas, new towns and major developments in the New Territories. The Register of Segments (RS) is a list of area segments in non-built-up areas. The use of area segments in non-built-up areas is necessary because the quarters in these areas may not have clear addresses and cannot be easily identified.

² Coefficient of variation is obtained by expressing the standard error as a percentage of the estimate to which it refers.

D. SURVEY FINDINGS

7. This executive summary contains the key findings of the Opinion Survey for the mid-term review of the sound broadcasting licences.

1. ACCESSIBILITY TO AND USAGE HABITS OF SOUND BROADCASTING SERVICES³

1.1. Accessibility to Sound Broadcasting Services

8. 95.5% of households in Hong Kong consisting of persons aged 15 or above were able to listen to radio programmes (via AM/FM waves and/or the Internet) at home. The level of penetration had slightly increased when compared with Survey 2007 (94.0%).
- (a) 92.5% of them were able to listen to radio programmes via AM/FM waves at home, while 72.1% of them were able to listen to radio programmes via the Internet at home.

1.2. Use of Sound Broadcasting Services

9. 58.1% (versus 66.5% in Survey 2007) of persons aged 15 or above had listened to radio broadcast in the month prior to the Opinion Survey whilst 48.5% of them had listened to radio broadcast in the seven days before enumeration (versus 52.0% in Survey 2002). The usage of radio had dropped compared to Survey 2007 and Survey 2002.
10. Among those who had listened to radio broadcast in the month prior to the Opinion Survey, 90.7% of them usually listened to radio broadcast via AM/FM radio waves, whilst around a quarter (25.2%) had listened to radio broadcast via the Internet.

1.3. Usage Habits of Sound Broadcasting Services

11. Among those (58.1%) who had listened to radio broadcast in the month prior to the Opinion Survey, 30.1% listened to radio programmes on a daily basis (versus 40.7% in Survey 2007). 32.7% did so between three and six days a week (i.e. listened “often”) (versus 25.9% in Survey 2007) and 35.1% listened to radio programmes between one day a month and two days a week (i.e. listened “occasionally”) (versus 32.0% in Survey 2007). Only a minority (2.1% versus 1.5% in Survey 2007) listened to radio programmes for one day beyond one month’s time (i.e. listened “rarely”). Compared to Survey 2007, there was a decrease in the level of radio listening on a daily basis, but an increase in the often listening level.

³ Sound broadcasting services included those radio programmes as broadcast by CRHK, Metro and RTHK. Table stand radios, pocket radios and mobile phones were examples of devices used to listen to radio programmes at home.

12. For those who had listened to radio broadcast in the month prior to the Opinion Survey, they spent an average of 1.6 hours listening to radio broadcast per day. The level was similar to that recorded in Survey 2007 (1.7 hours).
 - (a) Respondents claimed that they spent 1.7 hours during weekdays (i.e. Monday to Friday) (versus 1.9 hours in Survey 2007) and 1.3 hours during weekends (i.e. Saturday and Sunday) (versus 1.4 hours in Survey 2007).
13. For those who had listened to radio programmes in the seven days prior to the Opinion Survey, the average time spent on listening to radio broadcast was 1.8 hours per day. This represented a drop from that in Survey 2002 (2.1 hours).
14. The most common time slots when they listened to radio broadcast were the hours from 08:00 to 12:59, similar to that revealed by the Survey 2007 (08:00 to 11:59).
15. For those who had listened to radio programmes in the month prior to the Opinion Survey, more than half of them claimed that they did so “for [obtaining] information such as news, weather, financial and traffic reports” (51.0%). Over one-quarter of them listened to radio programmes “for [seeking] entertainment” (29.2%) and “for [facilitating] education/ enrichment” (27.8%).
16. Compared to Survey 2002, among those who had listened to radio programmes in the seven days prior to the Opinion Survey, fewer of them listened to radio “for [seeking] entertainment” (30.2%, versus 56.0% in Survey 2002) and “for [listen to] music” (21.7%, versus 44.5% in Survey 2002). On the other hand, more of them listened to radio “for [facilitating] education/ enrichment” (29.8%, versus 23.6% in Survey 2002) and “just for background while doing something else” (20.5%, versus 10.4% in Survey 2002).
17. The radio channel most frequently listened to by listeners who had listened to radio programmes in the month prior to the Opinion Survey were CR1 (27.4%, versus 22.4% in Survey 2007), CR2 (19.9%, versus 18.1% in Survey 2007), RTHK Radio 1 (19.4%, versus 20.0% in Survey 2007) and RTHK Radio 2 (14.9%, versus 14.7% in Survey 2007). Others included FM104 Metro Finance (6.3%, versus 6.9% in Survey 2007), FM 997 Metro Info⁴ (5.7%, versus 7.8% in Survey 2007) and RTHK Radio 5 (3.5%, versus 4.2% in Survey 2007).
18. Among those who had listened to radio programmes in the seven days prior to the Opinion Survey, the radio channels most frequently listened to were CR1 (26.2%, versus 30.1% in Survey 2002), RTHK Radio 1 (20.6%, versus 16.1% in Survey 2002), CR2 (18.9%, versus 18.5% in Survey 2002) and RTHK Radio 2 (16.1%, versus 15.7% in Survey 2002).

⁴ Formerly known as FM997 Metro Showbiz.

19. News programmes (25.5%) were the type of radio programme that the radio listeners listened to most often. This was followed by talk shows/ magazine programmes (16.6%), music programmes (14.7%), current affairs programmes (13.0%), entertainment programmes (10.9%) and finance programmes (7.7%). Other programmes types were listened by fewer listeners (ranging from 3.9% for informational programmes to 0.1% for religious programmes).
20. When compared with Survey 2002, for those who had listened to radio programmes in the seven days prior to the Opinion Survey, the listenership of talk shows/ magazine programmes (17.2%, versus 25.4% in Survey 2002), music programmes (15.2%, versus 19.7% in Survey 2002) and current affairs programmes (12.9%, versus 17.1% in Survey 2002) had declined, while that of news programmes (24.0%, versus 13.7% in Survey 2002) and finance programmes (8.2%, versus 3.5% in Survey 2002) had increased.
21. When determining on which radio programmes to listen to, 70.9% of those who had listened to radio programmes in the month prior to the Opinion Survey considered “programme contents” as one of the key factors. Factors such as “preference for a specific programme host” (31.2%) and “preference for programmes broadcast by a specific radio station” (24.5%) followed at a distance.
22. For those who had not listened to CRHK and Metro (i.e. those who listened to RTHK only, 17.4%) in the month prior to the Opinion Survey, the top four reasons for not tuning-in were related to programme contents or programme hosts (31.3%), listening habit (26.2%), broadcast of advertisements (18.4%) and lack of certain type of music programmes (such as old songs or Cantonese opera programmes etc.) (16.9%).

2. VIEWS ON PROGRAMME AND ADVERTISING CONTENTS

Programme Quality

23. 72.5% of those who had listened to radio programmes in the month prior to the Opinion Survey claimed that the level of programme quality was satisfactory and 22.1% found it average. Only 2.3% expressed dissatisfaction⁵ with the subject matter (the percentages of listeners who expressed dissatisfaction with CRHK, Metro and RTHK were 1.8%, 0.8% and 0.7% respectively)⁶. 3.2% had no comment.
24. 79.9% listeners stated that their satisfaction level on the quality of radio programmes had not changed when compared to one year prior to the Opinion Survey. Only 9.8% claimed that there was change in their satisfaction. 10.3% had no comment.
- (a) 5.5% of listeners⁷ claimed that there was a change in their satisfaction in the quality of radio programmes broadcast by CRHK. In particular, 3.4% of listeners claimed that their satisfaction was lower⁸ than a year prior to the Opinion Survey, while 2.1% found it higher.
- (b) 2.7% of listeners⁷ claimed that there was a change in their satisfaction in the quality of radio programmes broadcast by Metro. In particular, 2.0% of listeners claimed that their satisfaction was higher than a year prior to the Opinion Survey, while 0.7% found it lower⁸.
- (c) 5.0% of listeners⁷ claimed that there was a change in their satisfaction in the quality of radio programmes broadcast by RTHK. In particular, 2.9% of listeners claimed that their satisfaction was higher than a year ago, while 2.1% found it lower.

⁵ The dissatisfaction with programme quality was mainly related to the quality of the programme host and programme contents such as programme hosts lacking objectivity, use of language that was regarded as bad taste, boring programme contents, etc. With regards to the programme types concerned, talk shows/ magazine programmes and current affairs programmes topped the list of programme types that the quality had to be improved.

⁶ Since 2.3% respondents could identify more than one broadcaster which they expressed dissatisfaction, the percentages of respondents who expressed dissatisfaction with the three broadcasters could add up to more than 2.3%.

⁷ Since 9.8% respondents could identify more than one broadcaster for which their satisfaction level had changed, the percentages of respondents who indicated change of their satisfaction level with the three broadcasters could add up to more than 9.8%.

⁸ The programme contents or programme hosts were the major sources of dissatisfaction.

Programme Variety

25. 73.7% of those who had listened to radio programmes in the month prior to the Opinion Survey considered that the level of programme variety was satisfactory and 19.6% found it average. 2.4% expressed dissatisfaction (specifically, the percentages of listeners who expressed dissatisfaction with CRHK, RTHK and Metro were 1.7%, 1.5% and 1.4% respectively)⁹. 4.3% had no comment.
- (a) Compared to Survey 2007, there was a significant increase in the proportion of listeners who were satisfied with the programme variety (73.7%, versus 55.8% in Survey 2007), while the percentage of listeners who found the level of variety average dropped (19.6%, versus 35.9% in Survey 2007). The levels of dissatisfaction (2.4%, versus 3.4% in Survey 2007) and listeners who had no comment (4.3%, versus 4.9% in Survey 2007) were similar.

Programme Types¹⁰

26. On the whole, over one-third of persons who had listened to radio programmes in the month prior to the Opinion Survey considered various programme types broadcast on the services sufficient, particularly for news programmes (92.9%), weather reports (92.3%), traffic reports (85.9%), current affairs programmes (83.2%), talk shows/ magazine programmes (75.7%), music programmes (74.0%), finance programmes (73.5%), government's announcements in the public interest/ Broadcasting Authority's publicity materials (71.6%) and entertainment programmes (71.4%).
- (a) Compared to Survey 2007, the perceived sufficiency of news programmes (92.9%, versus 86.0% in Survey 2007), current affairs programmes (83.2%, versus 73.1% in Survey 2007) and entertainment programmes (71.4%, versus 66.9% in Survey 2007) had improved.

⁹ Since 2.4% respondents could identify more than one broadcaster which they expressed dissatisfaction, the percentages of respondents who expressed dissatisfaction with the three broadcasters in terms of programme variety could add up to more than 2.4%.

¹⁰ The types of programmes that were identified in the sufficiency evaluation included news programmes, weather reports, traffic reports, current affairs programmes, finance programmes, dramas, entertainment programmes (including quiz and game shows), talk shows/ magazine programmes, horse-racing programmes, sports programmes, music programmes, arts and culture programmes, religious programmes, informational programmes (e.g. health programmes/ educational programmes/ gourmet programmes/ property programmes/ travelogues), programmes for children up to the age of 15, programmes for young persons aged 16 to 24, programmes for senior citizens over the age of 60, government's announcements in the public interest/ Broadcasting Authority's publicity materials.

- (b) More than one in ten listeners considered the following types of programmes insufficient in quantity. They were programmes for senior citizens over the age of 60 (16.4%), programmes for children up to the age of 15 (15.8%), dramas (13.7%), informational programmes (13.3%), arts and culture programmes (11.3%), sports programmes (10.6%) and religious programmes (10.2%).
- (c) The top five programme types broadcast by CRHK that the listeners considered insufficient in quantity were:
- (i) programmes for senior citizens over the age of 60 (31.4%);
 - (ii) programmes for children up to the age of 15 (28.7%);
 - (iii) informational programmes (25.2%);
 - (iv) dramas (23.7%); and
 - (v) arts and culture programmes (20.8%).
- (d) The top five programme types broadcast by Metro that the listeners considered insufficient in quantity were:
- (i) programmes for children up to the age of 15 (35.7%);
 - (ii) programmes for senior citizens over the age of 60 (35.4%);
 - (iii) informational programmes (23.4%);
 - (iv) dramas (20.5%); and
 - (v) sports programmes (20.4%).
- (e) The top five programme types broadcast by RTHK that the listeners considered insufficient in quantity were:
- (i) programmes for children up to the age of 15 (30.2%);
 - (ii) programmes for senior citizens over the age of 60 (28.6%);
 - (iii) dramas (22.9%);
 - (iv) informational programmes (22.0%); and
 - (v) sports programmes (19.2%).

Offensive Materials

27. Radio listeners (i.e. those who had listened to radio programmes in the month prior to the Opinion Survey) were asked whether they had encountered offensive materials in programme contents or in advertising contents broadcast on the services before and the findings are summarised below.

- (a) More than four in five radio listeners (82.1%, versus 84.3% in Survey 2007) did not encounter any offensive programme materials when listening to radio broadcast. 17.9% of them (15.7% in Survey 2007) had encountered offensive programme contents.

- (i) The offensive programme materials encountered were mainly related to “bias towards a certain community or organization” (39.5%, versus 35.2% in Survey 2007), “bad language” (27.7%, versus 24.6% on “crude language” in Survey 2007), “misleading contents” (23.7%, versus 32.8% on “misleading factual materials” in Survey 2007), “indecent materials (e.g. obscene, bad taste, etc.)” (22.5%, versus 33.4% in Survey 2007), “bad examples to children” (15.4%¹¹), “sex” (15.3%, versus 5.5% in Survey 2007), “denigration” (9.8%, versus 28.8% in Survey 2007) and “horror” (7.1%, versus 10.9% in Survey 2007). Fewer listeners mentioned “misleading contents” and “indecent materials (e.g. obscene, bad taste, etc.)”, while more mentioned “sex” as the cause of offence when compared to Survey 2007.
 - (ii) Listeners had encountered offensive programme materials most recently on CR1 (28.9%), followed by CR2 (26.4%), RTHK Radio 2 (19.1%), RTHK Radio 1 (13.2%), FM997 Metro Info (9.8%) and FM104 Metro Finance (3.2%). These rates appear to be correlated to the listenership of different radio channels.
 - (iii) Regarding the programme types, the top three mentions by listeners who claimed they had encountered offensive programme materials were talk shows/ magazine programmes (51.7%), current affairs programmes (27.1%) and entertainment programmes (15.5%).
 - (iv) Among the 17.9% listeners who had encountered offensive programme materials, 12.2% considered the frequency of such materials that they had encountered acceptable, while the remaining 5.7% considered it too high.
- (b) While the majority of radio listeners (97.0%, versus 97.2% in Survey 2007) did not encounter offensive materials on advertising contents on radio, a few of them did (3.0%, versus 2.8% in Survey 2007).
- (i) The offensive advertising materials encountered were mainly related to “misleading contents” (28.3%, versus 50.6% on “misleading factual materials” in Survey 2007), “bias towards a certain community or organization” (27.6%, versus 9.1% in Survey 2007), “horror” (18.3%, versus 13.6% in Survey 2007), “indecent materials” (12.9%, versus 45.1% in Survey 2007), “bad language” (11.0%, versus 24.6% on “crude language” in Survey 2007) and “sex” (9.6%, versus 4.6% in Survey 2007). When compared to Survey 2007, fewer listeners mentioned “misleading contents” and “indecent materials (e.g. obscene, bad taste, etc.)”, while more mentioned “bias towards a certain community or organization” as a cause of offence.

¹¹ No data was available from Survey 2007 for comparison.

- (ii) The offensive advertising materials recently encountered by listeners were mostly on CR1 (51.8%), followed distantly by CR2 (27.7%) and FM104 Metro Finance (9.7%).
 - (iii) Among the 3.0% listeners who had encountered offensive advertising materials, 1.7% found the frequency of such materials that they had encountered acceptable, whereas the remaining 1.3% considered it too high.
28. Compared with Survey 2007, the proportion of listeners who claimed that they had been offended by broadcasting contents in programmes and/or advertisements was maintained (19.1%, versus 16.7% in Survey 2007).
- (a) Among those who had listened to radio broadcast in the month prior to the Opinion Survey, the proportion of listeners, who claimed that they had encountered offensive programme and/or advertising materials, for the reasons below, decreased when compared with Survey 2007 –
 - (i) “misleading contents” (24.1%, versus 35.3% for “misleading factual materials” in Survey 2007);
 - (ii) “indecent materials (e.g. obscene, bad taste, etc.)” (21.8%, versus 36.1% in Survey 2007); and
 - (iii) “denigration” (9.9%, versus 28.5% in Survey 2007).
 - (b) However, more listeners had encountered offensive materials related to “sex” as compared to Survey 2007 (15.3%, versus 5.5% in Survey 2007).

Quantity of Advertisements

29. 61.2% of the listeners considered the quantity of advertisements on CRHK and Metro appropriate. 21.9% considered that “[there are] too many or a bit too many [advertisements]”. Only a minority (0.9%) claimed that they “can accept a little more/ [there are] too few [advertisements]”. 16.0% had no comment.

3. VIEWS ON LANGUAGE AND ADVERTISING REQUIREMENTS

3.1. Language Requirements

30. Nearly nine in ten (88.9%) radio listeners (i.e. those who had listened to radio programmes in the month prior to the Opinion Survey) considered that the current language requirements (i.e. “each radio station must provide one Cantonese channel and one English channel, while there is no language requirement for the third channel”) appropriate. Only 2.8% disagreed with the requirement. 8.3% had no comment.
- (a) Among those (2.8%) who disagreed to keep the current requirements, key suggestion made was requiring the third channel to be a Putonghua channel.
31. Over nine in ten (91.6%) listeners agreed to keep the current requirement that “at least 80% of the broadcast time on any one day (including programmes and advertisements) shall be conducted in Cantonese on the Cantonese channel”. 2.9% disagreed with the requirement. 5.6% had no comment.
- (a) Those (2.9%) who disagreed to keep the current requirement made the following main suggestions:
- (i) 100% of broadcasting time on any one day should be conducted in Cantonese;
 - (ii) at least 60% of broadcasting time should be conducted in Cantonese or Putonghua; and
 - (iii) at least 70% of broadcasting time on any one day should be conducted in Cantonese.
32. Eight in ten (80.6%) listeners accepted the current requirement that “at least 80% of the broadcast time on any one day (including programmes and advertisements) shall be conducted in English on the English channel”. 2.9% disagreed with the requirement. 16.4% had no comment.
- (a) Those (2.9%) who disagreed to keep the current language requirement for English channels made the following main suggestions:
- (i) at least 50% of broadcasting time on any one day should be conducted in English; and
 - (ii) 100% of broadcasting time on any one day should be conducted in English.

3.2. Minimum Duration of Sound Broadcasting Services

33. Over eight in ten (84.2%) listeners accepted the current requirement that “radio stations shall broadcast (i.e. programmes and advertisements) for at least 10 hours each day in respect of each channel”. 2.8% disagreed with the requirement. 13.0% had no comment.

(a) Among those (2.8%) who disagreed to keep the current requirement, their main suggestions were related to the extension of current minimum requirement of broadcast time (programmes and advertisements) to the following key hours:

- (i) at least 24 hours each day in respect of each channel; and
- (ii) at least 12 hours each day in respect of each channel.

3.3. Limit on Advertising Time

34. Over seven in ten (74.7%) listeners considered that the current limit on advertising time (i.e. “radio stations shall not broadcast on any day, in respect of each channel, advertising material which exceeds in total 12% of the broadcast time of the channel on that day”) appropriate. 5.6% disagreed with the requirement. 19.6% had no comment.

(a) Among those (5.6%) who disagreed to keep the current requirement, their main suggestions were related to reduction of current maximum hours allowed for the broadcast of advertising materials to the following key proportions:

- (i) at most 10% of the broadcast time of the channel on that day;
- (ii) at most 8% of the broadcast time of the channel on that day; and
- (iii) at most 5% of the broadcast time of the channel on that day.

4. VIEWS ON THE QUALITY OF RADIO RECEPTION

35. 68.0% of those who had listened to radio in the month prior to the Opinion Survey found the reception quality satisfactory and 23.2% found it average. Only 7.8% were dissatisfied with the reception quality (specifically, the percentages of listeners who were dissatisfied with the reception of quality of CRHK, RTHK and Metro were 5.2%, 4.3% and 2.5% respectively)¹². 1.0% had no comment.
- (a) For those (7.8%) who were dissatisfied with the reception quality, the top three reasons of their dissatisfaction were related to poor receiving quality/ scratchy sound (2.9%), weak signals (2.7%) and interference (1.1%).
36. 73.4% of those who had listened to radio in the month prior to the Opinion Survey found the sound quality satisfactory and 20.4% found it average. Only 4.7% were dissatisfied with the sound quality (specifically, the percentages of listeners who were dissatisfied with the sound quality of CRHK, RTHK and Metro were 3.1%, 3.0% and 2.5% respectively)¹³. 1.5% had no comment.
- (a) For those (4.7%) who were dissatisfied with the reception quality, the main reasons of their dissatisfaction were related to scratchy sound (2.4%) and noise (2.0%).

¹² Since 7.8% respondents could identify more than one broadcaster which they expressed dissatisfaction, the percentages of respondents expressed dissatisfaction with the three broadcasters in respect of reception quality could add up to more than 7.8%.

¹³ Since 4.7% respondents could identify more than one broadcaster which they expressed dissatisfaction, the percentages of respondents expressed dissatisfaction with the three broadcasters with respect to sound quality could add up to more than 4.7%.