

Audience surveys conducted or joined by RTHK

Purpose

This paper introduces the major audience surveys conducted or joined by RTHK to collect public views on our programming services. Surveys conducted by some other organizations are also provided in the paper for Members' reference.

Background

2. As a publicly funded broadcaster producing programmes primarily for the people of Hong Kong, RTHK must from time to time consult our audience and be responsive to the views gathered so as to ensure that we are capable of achieving our mission to inform, educate and entertain our broader community. To this end, RTHK has started conducting independent audience surveys on its services decades ago. Over the years, the survey findings have been serving useful reference purpose in our program planning and development to meet the public expectations.

Audience Surveys by RTHK

3. At present, the major regular audience surveys conducted or joined by RTHK include:

- (a) Radio Audience Survey;
- (b) Television Appreciation Index (TVAI);
- (c) TV Ratings Survey;
- (d) Radio 4 Survey, and
- (e) WebTrends

Details of these surveys are set out in Appendices A to E respectively.

Radio Audience Survey

4. Radio Audience Survey has been conducted by RTHK for at least some twenty years. It is a quantitative survey conducted by means of telephone interview to study the ratings and listenership of radio programmes, channels and presenters. The survey is

conducted once a year normally in November lasting about 3 weeks.

TVAI

5. The TVAI was introduced by RTHK in 1989. This survey represents a big change in survey philosophy. As we considered that a mere quantitative measurement of the popularity of a TV programme in terms of audience size could not reflect the qualitative performance of it in terms of how well our audience appreciate and enjoy our programmes, RTHK therefore introduced a qualitative TVAI with level of appreciation as indicators. Subsequent to its inception, we have invited other local television operators including TVB, ATV, and CableTV to join the survey. The survey is fully funded by RTHK and is conducted on a quarterly basis each year by means of telephone interview.

TV Ratings Survey

6. TV Ratings Survey is conducted by a private survey agency open to the subscription of the public. It measures the audience of TV programmes on a weekly basis by means of TV reception meters installed at the TV sets of selected households and diaries input by them. At present, all local TV operators have subscribed to this survey except ATV which withdrew its subscription in January this year and set up another survey. RTHK has been a subscriber of this survey since 1997.

RTHK Radio 4 Survey

7. Radio 4 Survey targets at Radio 4's service specifically at classical music audience who might otherwise not be represented in other surveys. It collects information on listeners' behaviours and preferences by means of questionnaires enclosed in Radio 4's monthly programme guide or posted on RTHK's website. The survey was introduced in 2007 and the next survey will be conducted in February 2011.

RTHK WebTrends

8. WebTrends collects and analyses all web activities of RTHK.hk such as hit rates of the website, number of page visits, files streamed and downloads on a daily basis.

Image survey

9. In addition to the above regular surveys, RTHK also conducts survey on an ad hoc basis. One of such surveys is the "Public views on RTHK 2009" (Details in Appendix F) which was conducted only once in 2009. It is a telephone survey which collects the

public views of RTHK's performance as a whole and the level of our audience's satisfaction of our services as a public service broadcaster.

A. Collection of public views face-to-face

10. RTHK also seeks to collect public views on our services direct through inter-active platforms which allow a greater scope of views expressed by the public than normal audience surveys and in-depth discussion instantly.

RTHK Public Meeting

11. RTHK Public Meeting was first introduced in 2007. This is a high profile forum held once a year. The Directorate of RTHK attends the Public Meeting personally to engage in interflows of views with the participants.

RTHK Programme Advisory Panel

12. The Programme Advisory Panel was set up in 1993. At present, the Panel comprises some 120 members from different walks of life including district council members, education, social and medical services, cultural performances, business, information technology, professionals and academics. It meets once a year to discuss selected topics. Guest speakers will be invited to speak on the topics followed by open discussions with the participants.

Channel Head's Hotline

13. Heads of Radios 1, 2 and 5 as well as Putonghua channel will each host a 'phone-in' programme on their respective channel to meet their listeners once a year.

Surveys conducted by external organizations

14. There are currently different media surveys available in the market conducted by external organizations to which RTHK can make reference. Some of the surveys are introduced below.

CUHK's Credibility Survey

15. The Credibility Survey was conducted in 1997, 2001, 2006, 2009 & 2010. Respondents selected by random sampling of Hong Kong household telephone numbers were asked to give ratings on the credibility of the local press and media. Details of the

survey are available in the link: <http://www.com.cuhk.edu.hk/cuccr/en/tracking1.html>

AC Nielsen's Media Index

16. The Nielsen Media Index was first introduced in Hong Kong in 1969. It is a unique single-source multi-media survey that studies media habits, lifestyles, attitudes and product consumption of consumers across nine markets in Asia Pacific. The survey is conducted on a quarterly basis by means of a combination of face-to-face and online interviews.

Broadcasting Authority's Broadcasting Survey

17. Broadcasting Authority's surveys on the local free television services were conducted in 2002, 2007 & 2009. 2009 survey findings are available in the following link:

<http://www.hkba.hk/en/doc/surveysummary2010.pdf>

Reference to surveys conducted by overseas public service broadcasters

18. Some briefs of the surveys conducted by the British Broadcasting Company, Australian Broadcasting Authority, Canadian Broadcasting Authority and NHK of Japan are provided in Appendix G for Members' reference.

Awards

19. RTHK participates in various local and overseas radio and television competitions each year. In 2010 – 2011 (up to January 2011), our TV productions have so far received 52 awards, whereas radio productions have received 15 awards and our website has received 1 award. List of the awards is in Appendix H. The awards received are reflections of the recognition of the quality our productions world-wide.

Advice Sought

20. Members are advised to note the audience surveys detailed in this paper and offer any advice which they may have.

RTHK
February 2011

Audience surveys conducted or joined by RTHK

Survey :	Radio audience survey
Year introduced :	At least some 20 years ago
Background :	
Purpose :	To collect data analysis for programme evaluation and planning .
Methodology :	
a. Agent	HKU Public Opinion Programme
b. Selection of agent	Quotation exercise biennially
c. Target response group	Aged 9 years or above and have listened to radio programmes for at least 5 minutes during the past 7 days
d. Sample taking	Random sampling with size of 4,500 for 2010.
e. Method	Telephone method for a period of 3 weeks. Usually starts in mid November each year.
f. Frequency of survey	once a year
g. Key Information collected	channel ratings, past 7 days listenership, yesterday listenership programme ratings, most favorite programmes, most favorite programme presenters, qualitative questions on programming personal profile of listeners.

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Appendix B

Survey :	TV Ratings
Year introduced :	RTHK subscribed to the weekly survey results since 1997
Background :	TV Ratings Survey is a recognized means to measure the programme popularity in advertising industry.
Purpose :	To count the total viewing population for any specific TV programmes as a means to measure its popularity. To keep track if our productions do also have a mass appeal amidst the missions borne with the services.
Methodology :	
a. Agent	CSM Media Research
b. Selection of agent	The research agent is engaged by the industry through tendering exercise and RTHK is one of the subscribers of the survey findings.
c. Target response group	Any HK residents aged 4 or above
d. Sample taking	650 households
e. Method	Survey is conducted by means of TV reception meters and dairies input by selected targets. This is a worldwide accepted indicator for TV viewing reception. The total number of audiences in person and households for any specific TV programme is projected and measured. All local TV operators subscribed to the survey except ATV which withdrew in January this year to set up another survey.
f. Frequency of Survey	Year round
g. Key information collected	RTHK productions in terrestrial TV's specific prime times are par with the performance of the commercial broadcasters.

Survey :	Television Programme Appreciation Index Survey (TVAI)
Year introduced :	1989
Background :	Modeling on the BBC programme appreciation survey, RTHK started its first survey in 1989 to measure how the audience enjoyed and appreciated our productions. We later invited other local TV operators such as ATV, TVB and CableTV to join the survey and the cost is borne by RTHK.
Purpose :	To build up another performance indicator to measure how the audience appreciate and enjoy our TV productions qualitatively, other than the TV ratings which is of a sole quantitative approach; and thus a more effective indicator for us as a PSB to undertake our missions other than eyeball chasing for provision of services.
Methodology :	
a. Agent	HKU Public Opinion Programme
b. Selection of agent	Quotation exercise biennially
c. Target response group	HK Cantonese speaking residents aged nine or above
d. Sample taking	Over 8,400 accumulated in four quarters over the year in 2009 in random sampling. Similar scale will be adopted for the coming surveys.
e. Method	Telephone interview
f. Frequency of Survey	4 times a year
g. Key information collected	Some 200 TV programmes produced locally by ATV, TVB, Cable TV and RTHK are surveyed every year, and RTHK productions score number one in average for all the past consecutive 13 surveys. Of the top 20 highest rated AI programmes, 10 to 12 are RTHK productions in the past five surveys.

Survey :	RTHK Radio 4
Year introduced :	March 2007
Background :	Every now and then, Radio 4 conducts a listener survey specifically targeting classical music audience who might otherwise not be sufficiently represented in other surveys for the general public at large. The last one was carried out in March 2007. With the rapid change of listening behaviours and preferences, another survey will be conducted in February 2011.
Purpose :	To study the listeners' demographics, behaviours and preferences for Radio 4's service.
Methodology :	
a. Agent	The University of Hong Kong Public Opinion Programme
b. Selection of agent	The University of Hong Kong Public Opinion Programme was the successful bidder for Radio 4 Survey in 2007 and has been nominated to conduct the coming survey for continuity purpose so that comparison with the one conducted in 2007 can be made.
c. Target response group	Fine Music Magazine (Radio 4's monthly programme guide), audience of music performances, and internet users.
d. Sample taking	Sample size of the survey last time was 338 and it was drawn by random. The sample size this time is expected to be between 400 and 800.
e. Method	The survey is conducted by means of self-administered questionnaires (hard copy and online versions)
f. Frequency of survey	The first survey in 2007 and another one in February 2011.
g. Key information collected	Listeners' demographics, behaviours and preferences on Radio 4's service. other information (as appropriate). The survey is basically a quantitative one, but some qualitative elements (such as preferences for music types and programme types, and public piano examinations taken) are also included. Technical details of research design will be tabled at the meeting.

Survey :	RTHK Webtrends
Year introduced :	2000
Background :	Combined with RTHK's own servers' logs, WebTrends is the web analytic tool RTHK has been using to collect and analyst all web activities. Monthly web activity log is produced for study of RTHK access through internet.
Purpose :	To count the total hits of RTHK website, identify areas of interests, and to project the growth of internet access.
Methodology :	
a. Agent	
b. Selection of agent	
c. Target response group	
d. Sample taking	
e. Method	
f. Frequency of survey	
g. Key information collected	<p>Daily hits – total clicks of RTHK website (recorded 37 million average daily hits in December 2010).</p> <p>Daily pageviews – total page accessed (recorded 4.4 million average daily pageviews in December 2010)</p> <p>Daily visits – total number of visitors accessing RTHK website (recorded 260,000 average daily visitors in December 2010) Daily streaming file hits – total number of media files streamed (recorded 482,000 average daily streaming files in December 2010)</p> <p>Access by country (in December 2010, an average of 60% local access, and 40% overseas access was recorded)</p> <p>Project pageviews – access was identified by project and its web related activities.</p> <p>An enhanced version of WebTrends was introduced in late 2010, where instantaneous web access report could be generated for project owners.</p>

Survey :	Public Views on RTHK 2009
Year introduced :	Once in November 2009
Background :	Since RTHK has been operating for decades, it is considered worthwhile to find out what the corporate image of RTHK is in the mind of the general public.
Purpose :	To gauge the public views on RTHK's performance as a whole and the level of their satisfaction of our services as a public service broadcaster.
Methodology :	
a. agent	HKU Public Opinion Programme
b. Selection of agent	Quotation exercise.
c. Target response group	Cantonese speaking Hong Kong residents
d. Sample taking	Over 1001 successful respondents selected by random sampling
e. Method	Telephone interview
f. Frequency of survey	only once in 2009
g. Key information collected	Majority of the respondents have positive views on RTHK's various services, scoring an average of 6.85 point with TV, Radio and web services in a 10 points scale 75% respondents agreed that RTHK "has a diversified range of cultural, educational and informational programmes" and "70% agreed that RTHK is "an established institution rich in local culture".

Audience surveys conducted by some overseas public service broadcasters

B. Samples of audience surveys conducted by overseas broadcasters

1. British Broadcasting Corporation (BBC)

Quantitative survey

BARB (Broadcasters' Audience Research Board)¹

- (a) BARB provides estimates of the size of television viewers by channels, programmes, time of viewing, type of viewers at any one time. The data is available for reporting nationally and at ITV and BBC regional level.

<http://www.barb.co.uk/>

Radio Joint Audience Research (RAJAR)²

- (b) RAJAR currently surveys listenership of over 300 individual stations broadcasting in the UK, of which 55 belong to the BBC. These stations vary greatly in size, from national to local, with the smallest being surveyed on an area of 50,000 adults. Topline data such as weekly hours and weekly reach per station is free of charge and published every quarter on the RAJAR website. Any more detailed information such as results by show, by time-band, by demographics, is only accessible to RAJAR subscribers.

<http://www.rajar.co.uk/index.php>

BBC iPlayer monthly performance pack

- (c) The on-line survey tracks the number of requests and user demographics for TV and radio programmes including both online platforms and devices and BBC iPlayer on Virgin Media TV

http://www.bbc.co.uk/blogs/bbcinternet/img/BBC_iPlayer_Monthly_performance_pack_DEC_2010.pdf

Qualitative survey

Research on editorial guidelines

- (d) BBC conducts topical research on editorial guidelines, such as audience taste, acceptance of violence to audience, attitudes towards disability on its portrayal on television, etc.

<http://www.bbc.co.uk/guidelines/editorialguidelines/reports/>

¹ BARB is a not-for-profit limited company owned by BBC, ITV, Channel 4, five, BSkyB and the Institute of Practitioners in Advertising. It started reporting UK television audiences in 1981, providing the industry-standard audience measurement service for television broadcasters and the advertising industry.

² RAJAR is the official body in charge of measuring radio audiences in the UK. It is jointly established by the BBC and the RadioCentre on behalf of the commercial sector in 1992.

A mix of quantitative and qualitative survey

The Pulse survey

- (e) This is an online, nationally-representative panel survey of over 15,000 viewers conducted by a BBC survey agent. Panelists are requested to score questions in respect of only those programmes of all the terrestrial channels plus BBC Three, BBC Four, E4 and Sky One, and S4C in Wales that they have watched for at least five minutes in the previous day. The rating and number of responses represents both a score for the programme and for its popularity

<http://stakeholders.ofcom.org.uk/binaries/broadcast/reviews-investigations/psb-review/annex2.pdf>

2. Australian Broadcasting Corporation (ABC)

Qualitative survey

- (a) ABC conducts annual qualitative Appreciation Survey on Radio, TV, news, sports and internet service since 1998 covering the quality of ABC Television, ABC Radio & ABC Online and public perceptions about the ABC's performance in relation to specific aspects of the ABC's Charter.

[http://www.abc.net.au/corp/pubs/documents/Newspoll%20-%20ABC%20Appreciation%20Survey%20\(June%202010\).pdf](http://www.abc.net.au/corp/pubs/documents/Newspoll%20-%20ABC%20Appreciation%20Survey%20(June%202010).pdf)

3. Canadian Broadcasting Corporation (CBC)

Qualitative survey

CBC/RADIO-Canada Opinion Leaders Survey

- (a) CBC conducts on-line survey bi-annually to track the perceptions of the public on CBC in key areas to determine changes over time.

<http://cbc.radio-canada.ca/submissions/pdf/Opinion.pdf>

C. Surveys on performance as a PSB

1. Ofcom of UK³

- (a) Ofcom is required by Parliament to review public service broadcasting at least once every five years, and to make recommendations about how its quality can be maintained and strengthened.

http://stakeholders.ofcom.org.uk/consultations/psb2_phase2/

- (b) The Ofcom PSB Tracker is conducted annually via telephone interviews (CATI) with adults aged 16 and over. The focus is asking respondents to rate specific TV channels on different aspects of broadcasting relating to the PSB purposes and characteristics.

<http://stakeholders.ofcom.org.uk/binaries/broadcast/reviews-investigations/psb-review/annex2.pdf>

³ Ofcom is an independent regulator and competition authority for the UK communication industry formed which regulates the TV and radio sectors, fixed line telecoms and mobiles, plus the airwaves over which wireless devices operate. It operates under the Communications Act 2003 and is funded by fees from industry for regulating broadcasting and communications networks, and grant-in-aid from the Government.

2. **BBC Trust**⁴

- (a) BBC Trust conducts regular surveys on BBC's performance in fulfilling public purposes, service reviews, public values and audience engagements.

<http://www.bbc.co.uk/bbctrust/research/index.shtml>

- (b) Strategy Review will be conducted annually to establish key objectives for the coming year.

http://www.bbc.co.uk/bbctrust/our_work/strategy_review/index.shtml

- (c) BBC Trust Purpose Remit Tracking Study is an annual study to get feedback from licence fee payers on how the BBC has performed in the delivery of its Public Purposes. Half of the interviews were conducted face-to-face in people's homes and half were conducted online amongst members of the Lightspeed Research online panel in the UK.

http://www.bbc.co.uk/bbctrust/assets/files/pdf/review_report_research/ara2009_10/purpose_remits_wales.pdf

3. **NHK (Japan Broadcasting Corporation)**

- (a) NHK established its own NHK Broadcasting Culture Research Institute in 1946. The Institute carries out a wide range of research and survey activities on all aspects of broadcasting. The results of research serve as useful reference materials in NHK, not only for the producing and planning of actual programs, but also for basic policy-making of business operation as a public broadcaster.

<http://www.nhk.or.jp/bunken/index-e.html>

- (b) Besides audience ratings, the Institute also conducts the following large-scale research projects every five years:

“The Japanese and Television” survey

<http://www.nhk.or.jp/bunken/english/pdf/070601-06.pdf>

⁴ BBC Trust is the governing body of the BBC and is empowered by the Royal Charter and Agreement to set BBC strategy, agree top-level budgets, and ensure standards are kept to through reviews.

**Awards Received in
2010-2011**

(A) Television Division

2010 Hugo Television Awards

<i>Awards received</i>	<i>No. of awards</i>
Silver Plaque	2
Certificate of Merit	8

2010 New York Festivals

Silver World Medal	4
Finalist Certificate	6

The Accolade Competition 2010

Award of Excellence	3
Award of Merit	6

The Aurora Awards 2010

Gold Prize	1
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2010 International Digital Emmy Awards

Nominee	1
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2010 U.S. International Film And Video Festival

Gold Camera	2
Silver Screen	1
Certificate for Creative Excellence	1

31st Annual Telly Awards

Bronze Medal	1
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The 14th Seoul International Cartoon & Animation Festival

Certificate of Special Screening	1
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The 46th Chicago Intercom Competition 2010

Silver Plaque	2
Certificate of Merit	4

Asia-Pacific Child Rights Award

Finalist	1
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12th TBS DigiCon6 Animation & Movie Awards

First Prize (HK Region)	1
Second Prize (HK Region)	1
Third Prize (HK Region)	1
Prize-of-Effort winner (HK Region)	2
Encouragement Award - Asian-Pacific Grand Final (Japan)	1

Consumer Rights Reporting Awards, Hong Kong (消費權益新聞報導獎)

Gold Award	1
Bronze Award	1

(B) Radio Division

Date	Channel	Function	Program/ websites	Award
June 2010	CNCA	消費者權益新聞報道獎	一 click 中計	銀獎(電台組別)
June 2010	CNCA	消費者權益新聞報道獎	真人假話	銅獎(電台組別)
September 2010	PAU	New York Festivals® Radio Program and Promotion Awards 紐約節電台廣播大獎	<u>Return to the Crying Land - Sichuan Earthquake 1st Anniversary Special</u>	Ongoing News Story (Longform) -- Gold World Medal 2010
September 2010	R4	New York Festivals® Radio Program and Promotion Awards	Central Conservatory of Music – A True Story of Survival, Striving and Success 「海納百川－中央音樂學院的回顧與前瞻」	Bronze World Medal for International Radio Programming and Promotion (Documentary: Culture and the Arts category) 紀錄性節目：文化與藝術組別－銅獎
September 2010	R3	New York Festivals® Radio Program and Promotion Awards	Backchat	Regularly Scheduled Talk Program – Finalist Award Winner 2010
September 2010	ENCA	New York Festivals® Radio Program and Promotion Awards	Sichuan Sorrow: One Year On	Human Interest Story - Finalist Award Winner 2010
September 2010	R1	New York Festivals® Radio Program and Promotion Awards	Be the legend - The 5th East Asian Games	Contest Promotion – Finalist Award Winner 2010
September 2010	R1	New York Festivals® Radio Program and Promotion Awards	Neighbors of China	Programs/Series Promotion – Finalist Award Winner 2010
October 2010	TeenPower, R2	2010 International Communications Media Competition (INTERCOM)	Nathan Road Centennial	Certificate of Merit, Website – News / Information / Education,
November 2010	TeenPower, R2	The Association for International	Nathan Road Centennial	Shortlisted, Best Cross Media Production, 2010

Date	Channel	Function	Program/ websites	Award
		Broadcasting (The 2010 AIBs)		
November 2010	R5	香港社會服務聯會 / 香港長者友善社區嘉許獎	成立耆力量 A POWER 網頁	香港長者友善社區 2010 長者友善措施 (信息交流)
November 2010	R5	香港社會服務聯會 / 香港長者友善社區嘉許獎	製作：「耆力量」、「光輝歲月」、「松柏之聲」、「精神爽利」、「知識匯社」、「長進課程頁」、「香江暖流」、「長者空中進修學院」、「光輝歲月流金頌」	香港長者友善社區 2010 長者友善措施 (尊重和社會包容)
November 2010	PTC	東方暢想-全球華語廣播創新節目擂台賽	“品味黃昏-驛動人生”	“優勝節目獎”
November 2010	PTC	東方暢想-全球華語廣播 DJ 擂台賽	Winner：馬克菲	“優秀獎”
May 2010	PTC	中國廣播電視協會	“新中國成立 60 年專輯-騰飛粵港澳” (與中央台華夏之聲及珠三角電台合作)	“一等創優節目獎”

(C) New Media Unit

Date	Channel	Function	Program	Award
January 2011	NMU	WebCare Award 2010:	http://rthk.hk	Jade Award