

HONG KONG VIDEO CONTENT VIEWING LANDSCAPE

23Q4

OMG Omnicom MediaGroup

QMP

phd

toluna

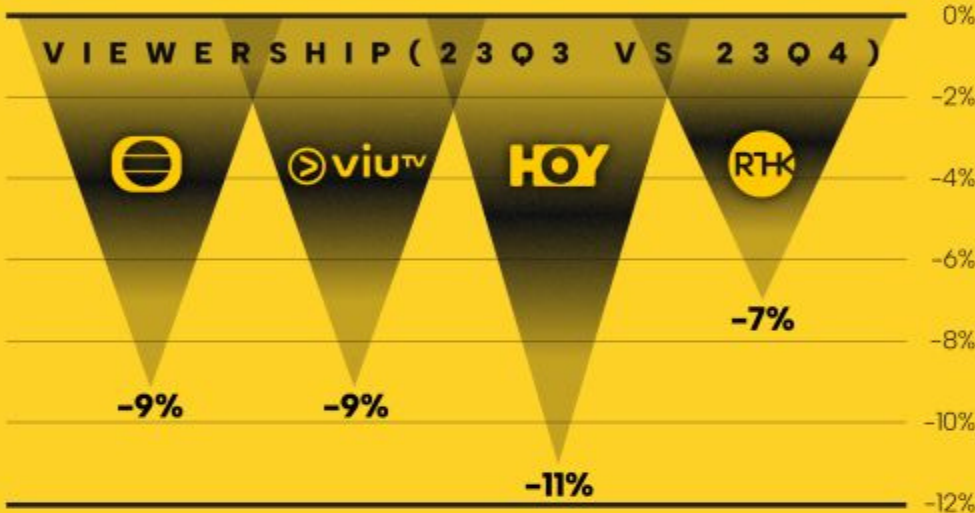
RESEARCH PARTNER

VIEWING TIME TV VIEWERSHIP & VIEWING TIME TV VIEWERSHIP & VIEWING TIME

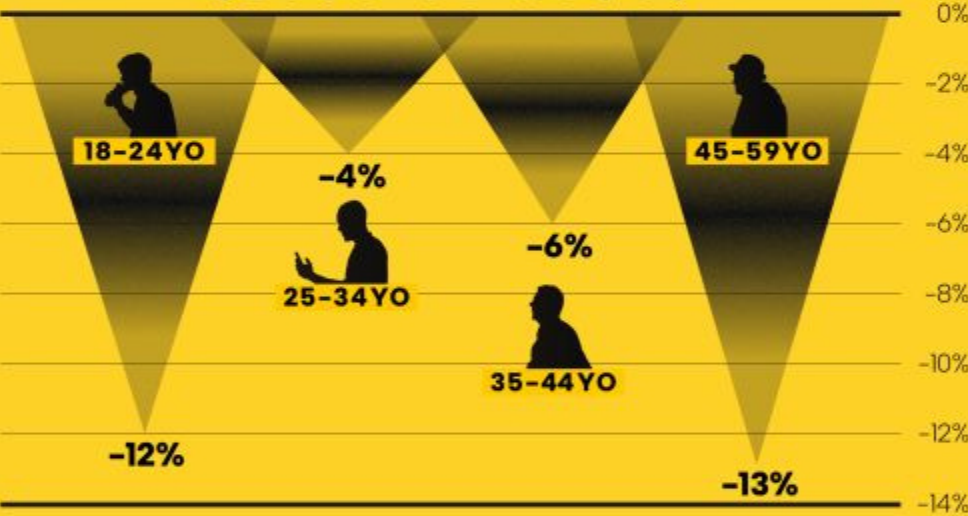
23Q4 TOTAL VIEWING TIME **DROPS TO ITS LOWEST THIS YEAR.** THE FESTIVE SEASONS IN THE YEAR-END IMPACT-FREE TV VIEWERSHIP AND VIEWING TIME.

HOY -11%

All Free TV platforms experience declines in viewership. **HOY TV HAS THE BIGGEST DECREMENT** after the closing of the Asian Game (held in 23Q3).



TVB VIEWERSHIP BY AGE GROUP (23Q3 VS 23Q4)



-13%

45-59YO

Audiences aged **45-59 WATCH MUCH LESS TVB**, and a continuous drop is observed.

35-59 YO - LOWER VIEWERSHIP ON VIU TV

VIUTV VIEWERSHIP BY AGE GROUP (23Q3 VS 23Q4)



23Q4 sees lower viewership on viutv among audiences **AGED 35 OR ABOVE.**



FALLING VIEWERSHIP OF OTTS

VIEWERSHIP OF OTTS HAS CONTINUOUSLY **FALLEN IN THE PAST QUARTERS**. MULTIPLE REASONS ARE CAUSING THE DECREASE, INCLUDING **FESTIVE SEASONS** AND **A LACK OF OUTSTANDING CONTENT**.

The total viewing time on OTT platforms in past 7 days went down by

-1.9HR

OVERALL OTT PLATFORMS
TIME SPENT PER WEEK (HOUR)



RISE OF SHORT-VIDEO PLATFORMS

VIEWERSHIP OF SHORT-VIDEO PLATFORMS (E.G. DOUYIN, XIAOHUNGSHU) IS RAPIDLY **RIISING**. THE INCREASE IN DOUYIN'S VIEWERSHIP IS **STRONG ACROSS ALL AGES**.

DIGITAL PLATFORMS BEING WATCHED IN PAST & DAYS

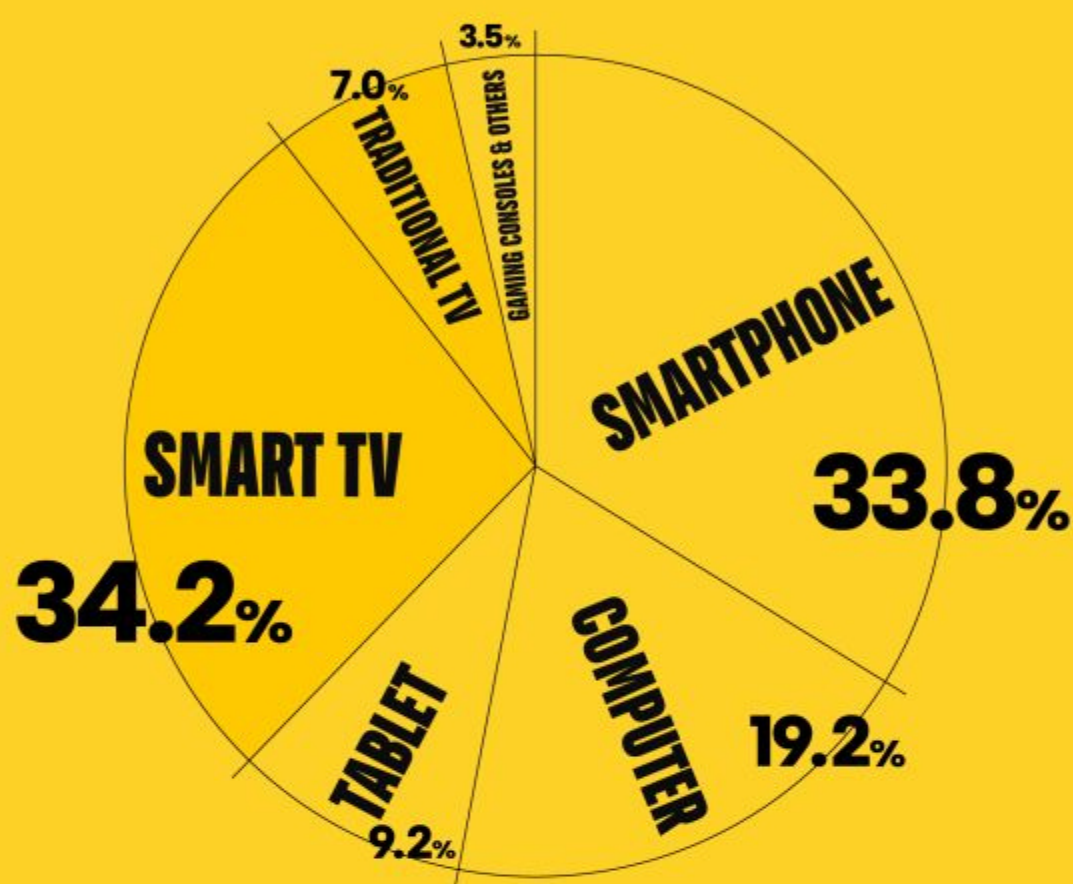


Audiences most often watch **MOVIES, MICRO-DRAMAS, AND FITNESS** on short-video platforms.



SMARTPHONES AND SMART TVS ARE MOST COMMONLY USED TO WATCH VIDEOS IN THE MARKET. CONSUMERS SPEND MOST OF THEIR VIEWING TIME SMARTPHONES.

TV
34.2%
Electronic Devices
62.2%



YOUNGER CONSUMERS SPEND MORE TIME WATCHING VIDEOS THROUGH ELECTRONIC DEVICES (ALMOST 70% VIEWING TIME), WHEREAS 45YO OR ABOVE STILL SPEND ABOUT 40% OF THEIR TIME ON TV.

Target respondent: Hong Kong residents (aged 18-59) who watched any video content on any Free TV, Pay TV or Digital Platforms in the past 7 days
Fieldwork Period (23Q4): 27 Dec 2023 – 10 Jan 2024
Sample size: 23Q1 – 23Q4: n=800 per quarter

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