

Notice to HKTAM Data and Instar Users

30th May, 2023

Dear HKTAM Data/ Instar users,

Re: Updates in HKTAM Service in Response to the Cessation of CABLE TV Pay TV Service

Kindly note that CABLE TV is ceasing its pay TV service from 1st June 2023, and no longer broadcasting any TV content on its platform. CSM will prepare the necessary arrangements but **NO actions** are required for RLD and Instar users.

For **RLD users**: **No actions are needed** as the data structure remains unchanged.

For **Instar users**: The data label updates will be included in Instar data and reflected in Instar **automatically after loading 2023-06-01 data** (i.e. on 2nd June 2023).

For your information, the following updates will be applied for data on 1st June 2023 and thereafter:

1. Demographic Status related to Cable TV (HKC) services

- In Respondent Level Data (RLD file name: AU20230601.DEM and onwards)

Demo Code	Set Information Description	HH / Ind Level	Value	Value Description	Remarks
36	Reception Capability	Ind, HH	001	No Satellite via Public Antenna and No Pay TV	To be updated according to pay TV subscription & satellite channel reception status.
			002	Satellite via Public Antenna only	
			003	Pay TV only	
			004	Pay TV & Satellite via Public Antenna only	
37	Receive Family Entertainment Channel via Public Antenna	Ind, HH	001	Yes	From 2023-06-01 onwards, sample size = 0
			002	No	
39	Have access to Hong Kong Cable TV	Ind, HH	001	Yes	From 2023-06-01 onwards, sample size = 0
			002	No	
56	Terrestrial Only	Ind, HH	001	Yes	To be updated according to pay TV subscription status.
			002	No	

Note: i) The panel member's pay TV / Cable TV status in the **past data** will **NOT** be affected.
 ii) The **same** updates **apply in Instar** as well.

2. Labels of Cable TV channels in Instar and HKTAM Channel List

For easy identification, the labels of Cable TV corresponding channels are updated by adding the prefix "[NA Jun 2023+]" in Instar and HKTAM channel list. (e.g. "[NA Jun 2023+] Overall HKC")

Should you have further inquiries, please feel free to contact our Client Service team at 2111 8804/ 2111 8805.

Yours sincerely,



Wei Zhang
 Deputy Managing Director, HK
 CSM Media Research

Encl. CHList20230530.xlsx