

# HKTAM 2018-2023

## Insights – TV Viewing During Bad Weather

14<sup>th</sup> September 2023

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# Introduction

- The purpose of this document is to show how bad weather affects TV viewing, using data sourced from HKTAM
- From 2018 to 2023 YTD, Hong Kong was hit by 11 typhoons. They are listed on p.12
- In addition, on 7 September 2023, the Hong Kong Observatory issued a black rainstorm signal at 11:05pm, and it became the city's longest-ever black rainstorm warning
- The analyses look at TV ratings on these bad weather days and how they compare to 'normal' days
- The recent black rainstorm and the 2 super typhoons, Mangkhut (山竹) in 2018 and Saola (蘇拉) in 2023, will also be analyzed in detail

# Key Takeaways

- Despite the proliferation of media, TV remains a key medium for people to get the latest news on fast-moving situations such as typhoons and rainstorms
- This is evidenced by the fact that 4 of the top 10 highest rating days from 2018 to 2023 YTD\* were typhoon days, with the 2 super typhoons, Mangkhut (山竹) in 2018 and Saola (蘇拉) in 2023, ranking first and second respectively
- For all 11 typhoons Hong Kong experienced between 2018 and 2023 YTD\*, typhoon days showed higher ratings than the corresponding year's average, reflecting people's desire to be informed about impending weather conditions via TV
  - The biggest increase was for Mangkhut (山竹) in 2018, where TV ratings on that day was more than double the year's average (22.2 vs 10.7 respectively)
- The in-depth analysis of Mangkhut (山竹) and Saola (蘇拉) also showed that people started following typhoon news on TV when signal no. 3 was raised, and ratings remained high when higher signals were in force
- The highest quarter-hour rating ever recorded in 2018-2023 YTD\* was 46.7, during 20:15-20:30 on the day Hong Kong was hit by Mangkhut (山竹)
- The longest-ever black rainstorm on 7 and 8 September 2023 made it the second highest day in ratings (at 16.6 rating points on 8 September) in 2023, after super typhoon Saola (蘇拉)
- The analysis also showed that people spent far more time on news & public affairs on TV on severe weather days than on 'normal' days

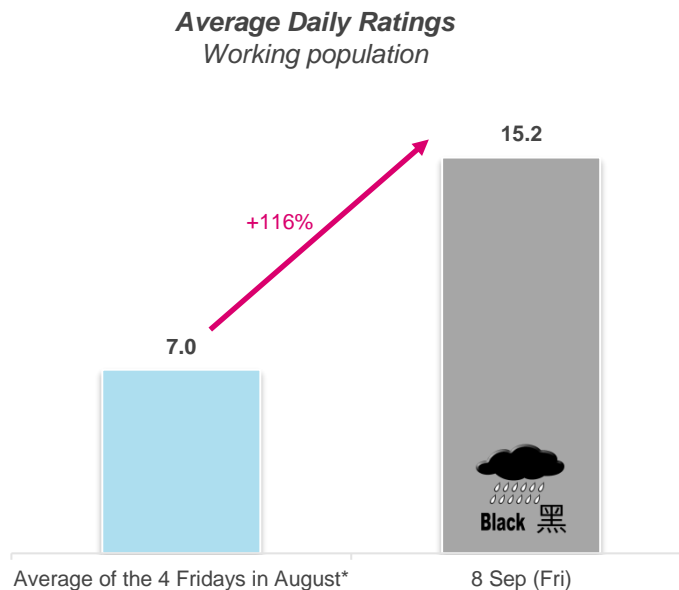
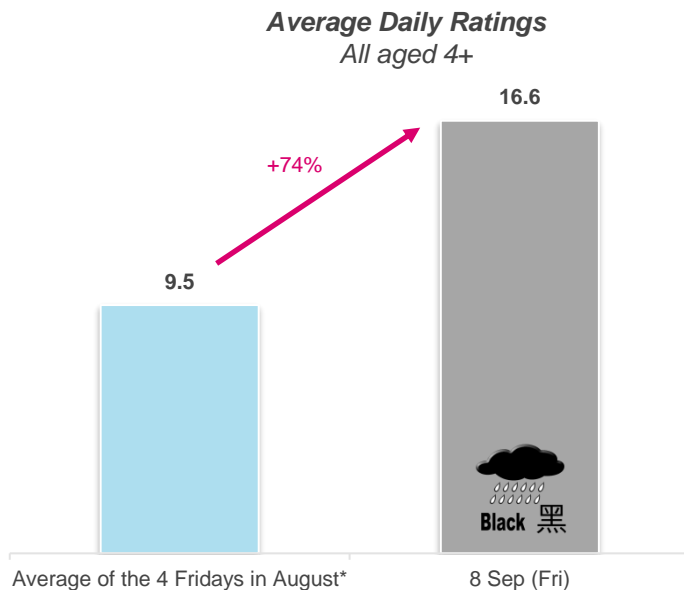
# Analysis of the Black Rainstorm on 7-8 September 2023

# About the Black Rainstorm on 7-8 Sep 2023

- In the late night of 7 September 2023 (Thu), a black rainstorm signal was issued at 11:05pm until 3:40pm the next day. It lasted for 16 hours and 35 minutes, making it Hong Kong's longest ever black rainstorm warning
- It also brought record rainfall to the city, causing landslides and widespread flooding of roads, MTR stations, car parks, shopping malls, etc
- The public transport system was severely affected and all school classes were suspended on 8 September (Fri)
- The Government also issued an announcement on 'extreme conditions', advising people to stay where they were or in a safe place, instead of heading for work
- Hong Kong has largely returned to normal, with commuters going to work or school without much disruption on the first working day after the black rainstorm

# Ratings on Black Rainstorm Day Made it Second Highest in 2023

- The black rainstorm day on 8 September (Friday) received a rating of **16.6**, the second highest this year after the super typhoon Saola (蘇拉), showing people would tune in to TV for bad weather news
- Compared to the average of the 4 Fridays in August, rating on 8 September surged by 74%
- The increase in ratings among the working population was more noticeable, with ratings on 8 September more than double compared to the average for the 4 Fridays in August, **15.2** and 7.0 respectively

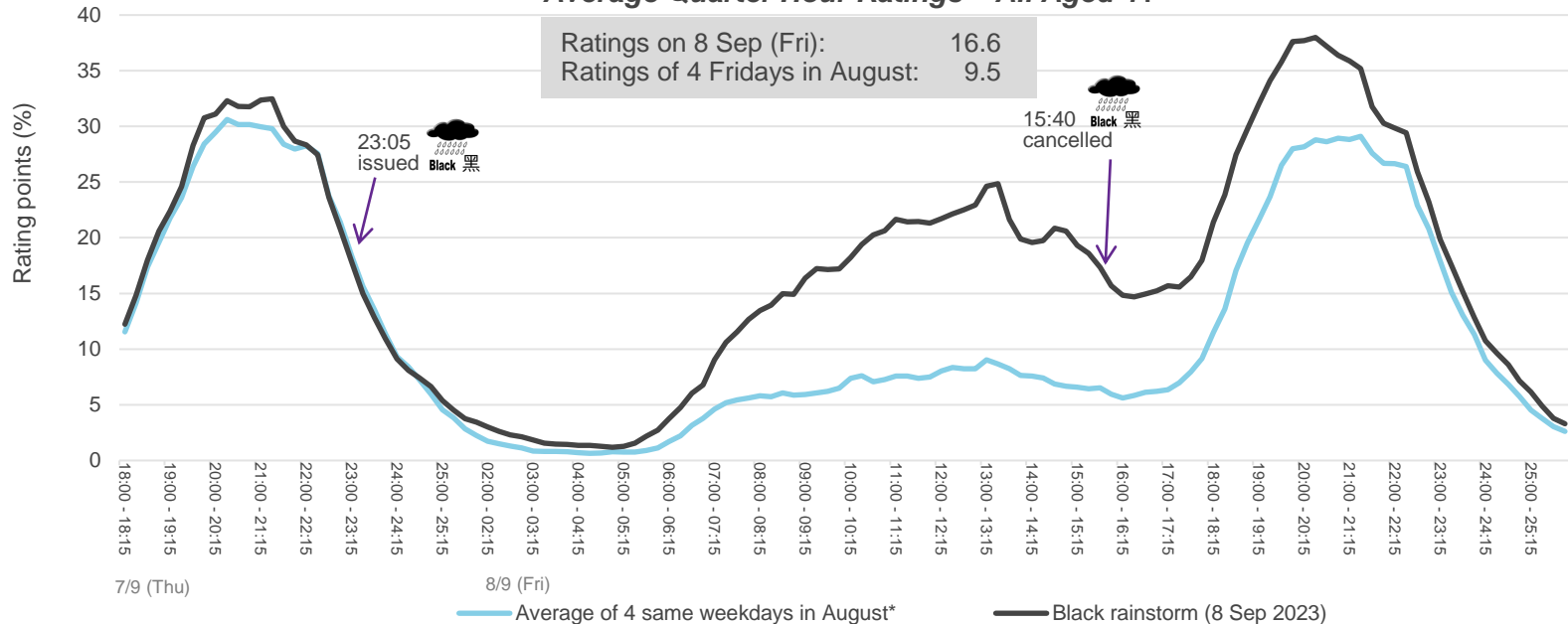


\*The weeks from 31 Jul-27 Aug are chosen for comparison to avoid the week with Saola (1-2 Sep), as it was not a 'normal' week  
Data period: 3 Aug – 10 Sep 2023  
Data coverage: Total TV, live viewing among all aged 4+ and working population  
Source: HKTAM, CSM Media Research

# The Black Rainstorm Brought More TV Viewers

- When the black rainstorm was first issued at 23:05 on 7 September (Thu), ratings did not increase much compared to a 'normal' day
- However, ratings started to pick up as people got up for work or school the next morning to find out how the city had been affected by the worst rainfall on record
- Even after the black rainstorm was cancelled, more people tuned in to TV than on a 'normal' day, probably to see footage of the damage caused by the rainstorm

## Average Quarter Hour Ratings – All Aged 4+



\*The weeks from 31 Jul-27 Aug are chosen for comparison to avoid the week with Saola (1-2 Sep), as it was not a 'normal' week

Data period: 3 Aug - 10 Sep 2023

Data coverage: Total TV, live viewing among TV population aged 4+

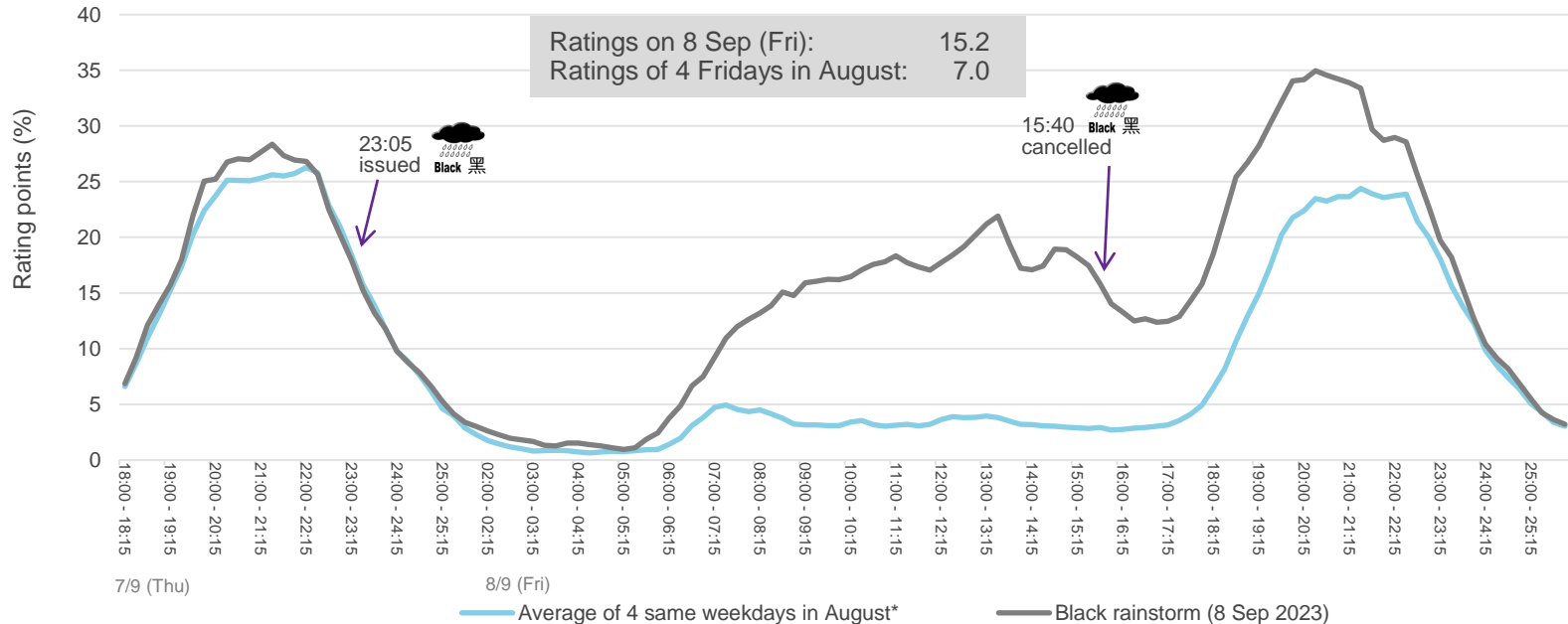
Source: HKTAM, CSM Media Research



# Working People Followed a Similar Pattern

- As most working people stayed at home during the black rainstorm, there were more people at home watching TV than on a 'normal' day, driving up ratings throughout the day

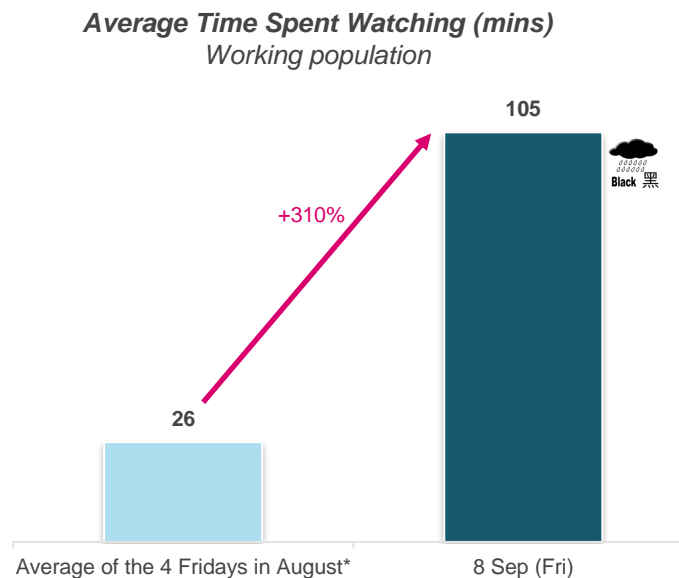
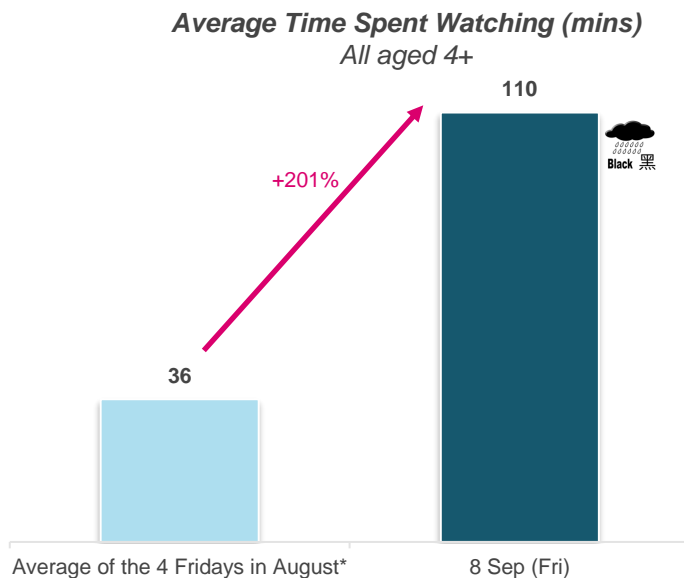
Average Quarter Hour Ratings – Working Population



\*The weeks from 31 Jul-27 Aug are chosen for comparison to avoid the week with Saola (1-2 Sep), as it was not a 'normal' week  
 Data period: 3 Aug - 10 Sep 2023  
 Data coverage: Total TV, live viewing among working population  
 Source: HKTAM, CSM Media Research

# Time Spent on News & Public Affairs Tripled on the Black Rainstorm Day

- To keep up with the news about the situation in Hong Kong brought by the black rainstorm, people spent twice as much time watching the news & public affairs genre on TV than on a 'normal' day, **110 minutes** vs 36 minutes respectively
- The increase in time spent by the working population was even more prominent, from 26 minutes on a 'normal' day to **105 minutes** on the black rainstorm day, 4 times as much than on a 'normal' day
- Note: Broadcast duration for this genre on the black rainstorm day was almost the same as on a 'normal' day



\*The weeks from 31 Jul-27 Aug are chosen for comparison to avoid the week with Saola (1-2 Sep), as it was not a 'normal' week  
Data period: 3 Aug – 10 Sep 2023  
Data coverage: Total TV, live viewing among all aged 4+ and working population  
Source: HKTAM, CSM Media Research

# Typhoons

# About the Typhoons From 2018 to 2023 YTD

- There have been 11 typhoons (with signal no. 8 or above) hitting Hong Kong from 2018 to 2023 YTD:

Year	Typhoon	Signal	Start Date	Start Time	End Date	End Time	Total Duration
2018	Mangkhut (山竹)*	8, 9, 10	16-Sep, Sun	1:10	17-Sep, Mon	5:20	28 hours 10 mins
2019	Wipha (韋帕)	8	31-Jul, Wed	13:40	31-Jul, Wed	23:40	10 hours
2020	Higos (海高斯)	8, 9	18-Aug, Tue	22:40	19-Aug, Wed	11:10	12 hours 30 mins
2020	Nangka (浪卡)	8	13-Oct, Tue	5:40	13-Oct, Tue	19:40	14 hours
2021	Lionrock (獅子山)	8	9-Oct, Sat	6:40	10-Oct, Sun	4:40	22 hours
2021	Kompasu (圓規)	8	12-Oct, Tue	17:20	13-Oct, Wed	16:40	23 hours 20 mins
2022	Chaba (暹芭)	8	1-Jul, Fri	19:10	2-Jul, Sat	16:20	21 hours 10 mins
2022	Ma-On (馬鞍)	8	24-Aug, Wed	19:25	25-Aug, Thu	9:20	13 hours 55 mins
2022	Nalgae (尼格)	8	2-Nov, Wed	13:40	3-Nov, Thu	5:20	15 hours 40 mins
2023	Talim (泰利)	8	17-Jul, Mon	0:40	17-Jul, Mon	16:20	15 hours 40 mins
2023	Saola (蘇拉)*	8, 9, 10	1-Sep, Fri	2:40	2-Sep, Sat	16:20	37 hours 40 mins

# 4 of the Typhoons Ranked in the Top 10 Highest Daily Rating List

- From 2018 to 2023 YTD, the highest daily rating was **22.2** - on the day Super Typhoon Mangkhut (山竹) hit HK, when the city experienced signal no. 8, 9 and 10 on the same day
- Another super typhoon, Saola (蘇拉), came in second with **17.5** rating points
- Kompasu (圓規) and Nangka (浪卡) ranked 4<sup>th</sup> and 5<sup>th</sup> respectively in the same period
- To put the black rainstorm on 8 September 2023 in perspective, with a ratings of **16.6** on that day, it was comparable to the other strong typhoons, and even higher than some of the typhoons in the list

Year	Typhoon Name	Typhoon Signal	Date	Ratings	Rank*
2018	Mangkhut (山竹)	8, 9, 10	16-Sep, Sun	22.2	1
2023	Saola (蘇拉)	8, 9, 10	1 Sep, Fri	17.5	2
2021	Kompasu (圓規)	8	13 Oct, Wed	17.1	4
2020	Nangka (浪卡)	8	13 Oct, Tue	17.0	5
2021	Lionrock (獅子山)	8	9 Oct, Sat	16.3	--
2019	Wipha (韋帕)	8	31 Jul, Wed	15.7	--
2020	Higos (海高斯)	8, 9	19 Aug, Wed	15.7	--
2022	Chaba (暹芭)	8	2 Jul, Sat	14.9	--
2022	Nalgae (尼格)	8	2 Nov, Wed	14.7	--
2023	Talim (泰利)	8	17 Jul, Mon	14.7	--
2022	Ma-On (馬鞍)	8	25 Aug, Thu	13.0	--



**16.6** rating points  
(8 Sep 2023)

\*Ranking is based on average daily ratings from 1 Jan 2018 to 10 Sep 2023

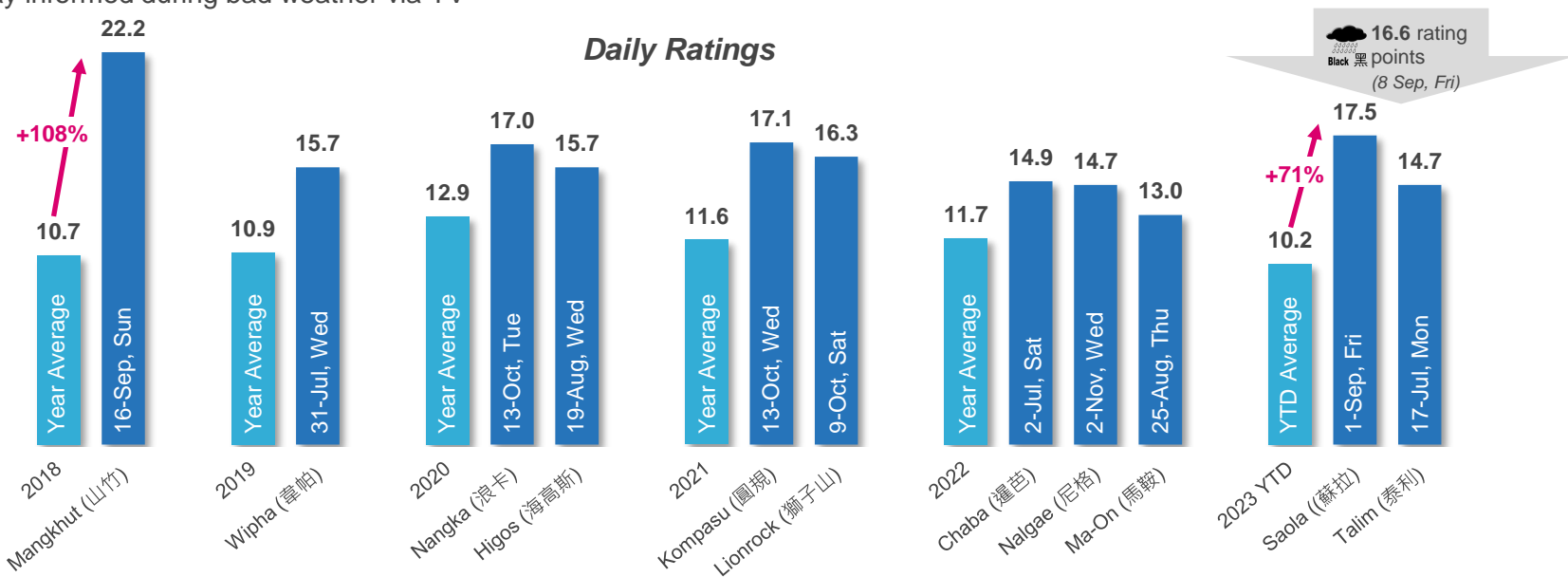
Data period: 1 Jan 2018 – 10 Sep 2023

Data coverage: Total TV, live viewing among TV population aged 4+

Source: HKTAM, CSM Media Research

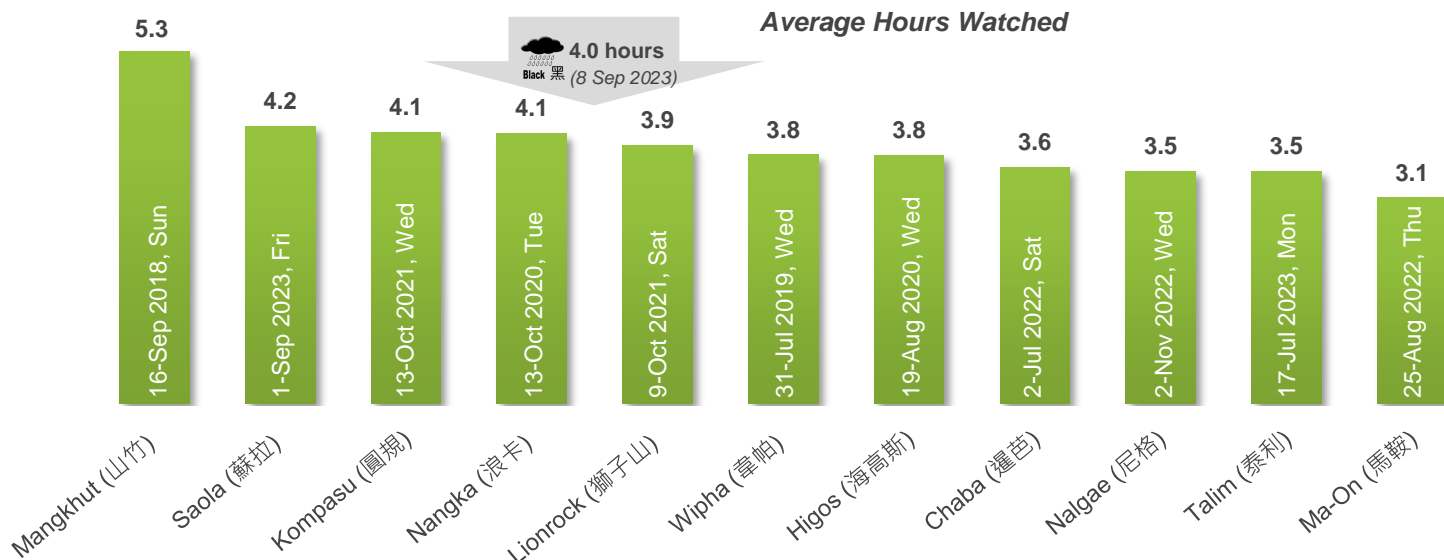
# Though Not All Typhoons Made the Top 10 List, Data Showed People Watched Much More TV on Typhoon Days

- Ratings for the day with Mangkhut (山竹) doubled the year average, with **22.2** rating points against the year average of 10.7 in 2018
- Similarly, ratings for the day with Saola (蘇拉) **jumped 71%** compared to the 2023 YTD average
- Other typhoon days also had higher ratings than the corresponding year's average, reflecting people's desire to stay informed during bad weather via TV



# Mangkhut was By Far the Most-Watched Typhoon Day

- On 'normal' days, people watched about 2-3 hours of TV daily
- With the severity of Mangkhut (山竹), people spent the most time watching TV on that day, averaging **5.3 hours** – double the daily average for that year (2.6 hours)
- Saola (蘇拉) was not watched as much as Mangkhut (山竹), with **4.2 hours** on that day
- Other most-watched typhoon days were with Kompasu (圓規) and Nangka (浪卡), both with **4.1 hours**



Data period: 1 Jan 2018 – 10 September 2023  
 Data coverage: Total TV, live viewing among TV population aged 4+  
 Source: HKTAM, CSM Media Research

# In-depth Analysis of 2 Super Typhoons: Mangkhut (山竹) & Saola (蘇拉)

- Hong Kong experienced 2 super typhoons from 2018 to 2023 YTD\*:
  - Mangkhut (山竹) on 16-17 September 2018
  - Saola (蘇拉) on 1-2 September 2023
- Both super typhoons brought signals no. 8, 9 and 10 to the city
- The analyses that follow look at TV viewing patterns as the typhoon approached and left Hong Kong, and whether there were any changes in TV viewing behaviour during the typhoon



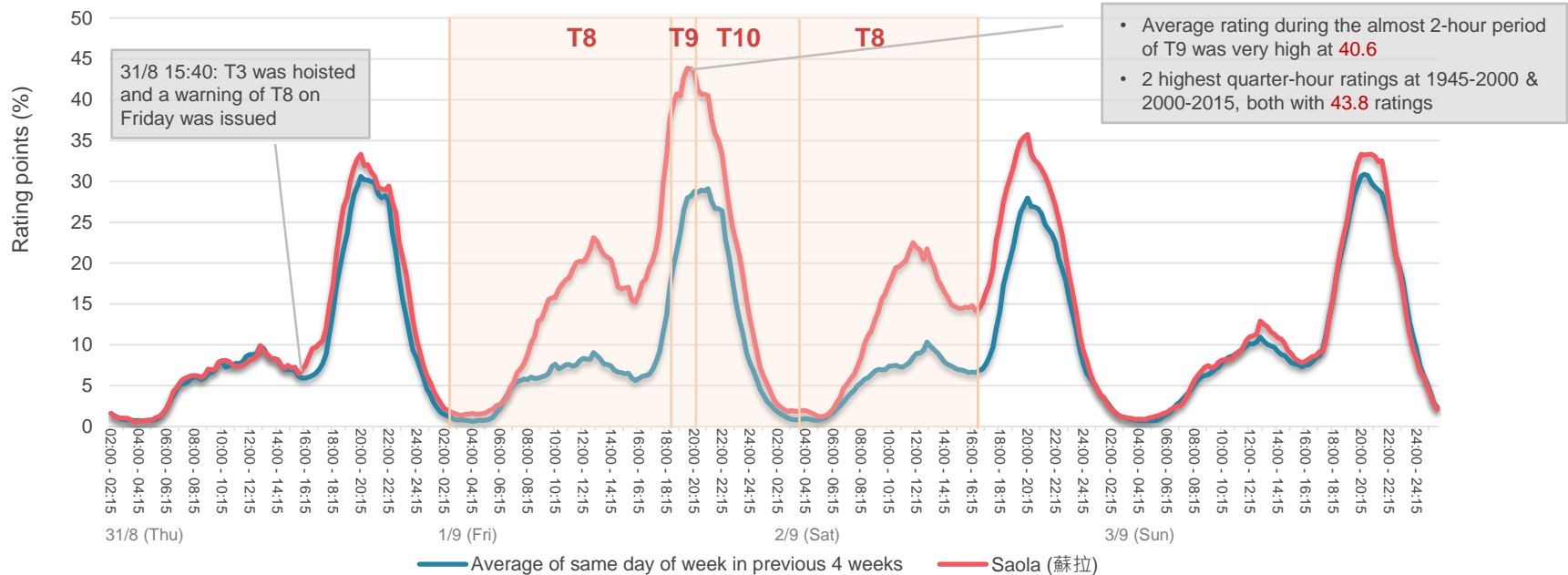
# In-depth Analysis of 2 Super Typhoons

## Case 1: Saola (蘇拉) – 1-2 September 2023

# People Kept a Close Eye on Saola (蘇拉)'s Typhoon Track

- Before T8: After T3 was hoisted at 15:40 and an early warning of T8 was issued, ratings started to show an increase compared to the average of the previous 4 Thursdays, showing people want to stay alert to the typhoon news on TV
- T8 – T10: TV ratings were much higher during the days when signal no. 8 or higher was raised, and peaked at **43.8** rating points during 1945-2015, just before T10 was raised, reflecting the public's desire to stay alert during bad weather conditions

Average Quarter Hour Ratings – All Aged 4+

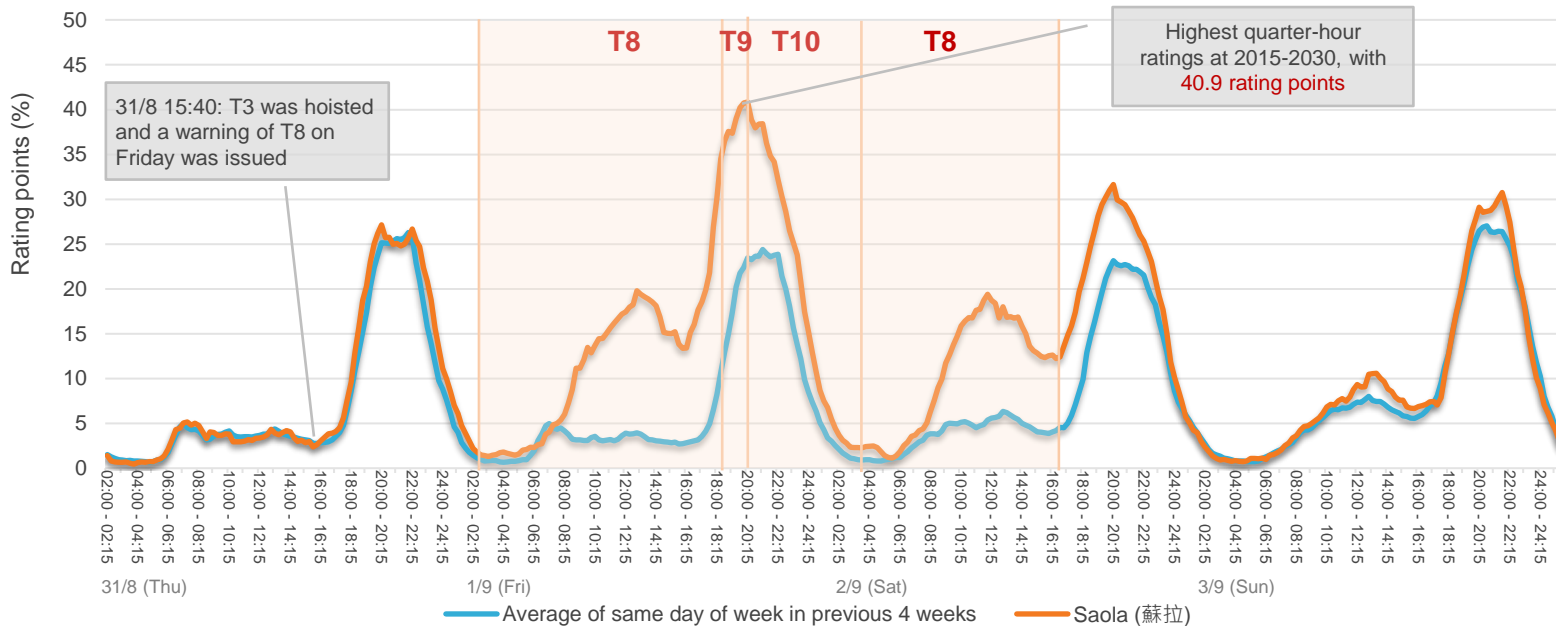


- Average rating during the almost 2-hour period of T9 was very high at **40.6**
- 2 highest quarter-hour ratings at 1945-2000 & 2000-2015, both with **43.8** ratings

# Working People Also Followed Typhoon News on TV

- Working people followed a similar pattern as the general public
- Highest quarter-hour rating of **40.9**, was observed at 2015-2030 on 1<sup>st</sup> September (Friday), just after T10 was raised

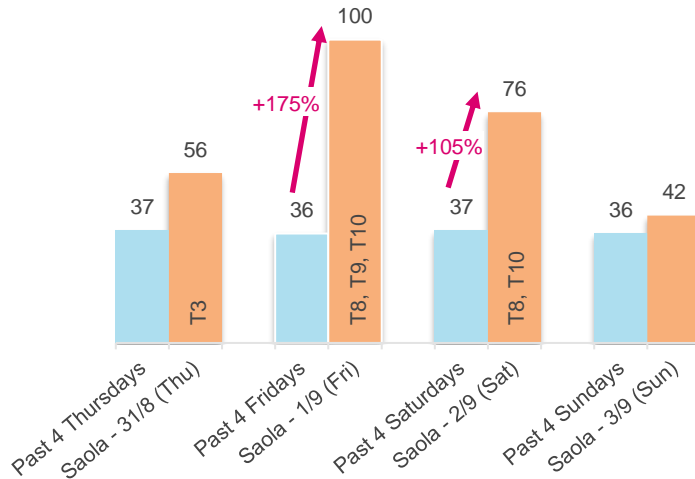
**Average Quarter Hour Ratings – Working Population**



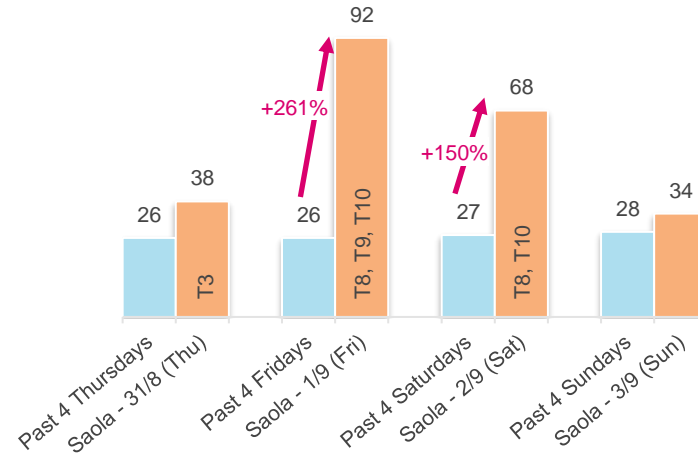
# Time Spent on News & Public Affairs at Least Doubled During Saola (蘇拉)

- Time spent on news & public affairs started to increase from the day before T8 was hoisted, on 31 August (Thu)
- On 1 September (Fri), when T8, T9 and T10 were raised in succession, people spent an average of **100 minutes** watching news, almost **tripled** than the Fridays in the previous 4 weeks (36 minutes). This was a significant increase, given the broadcast time for this genre had increased by 8% only
- The increase in time spent among the working population was even more pronounced, a reflection of their desire to keep up with typhoon news on TV

**Average Time Spent Watching (mins)**  
All aged 4+



**Average Time Spent Watching (mins)**  
Working population

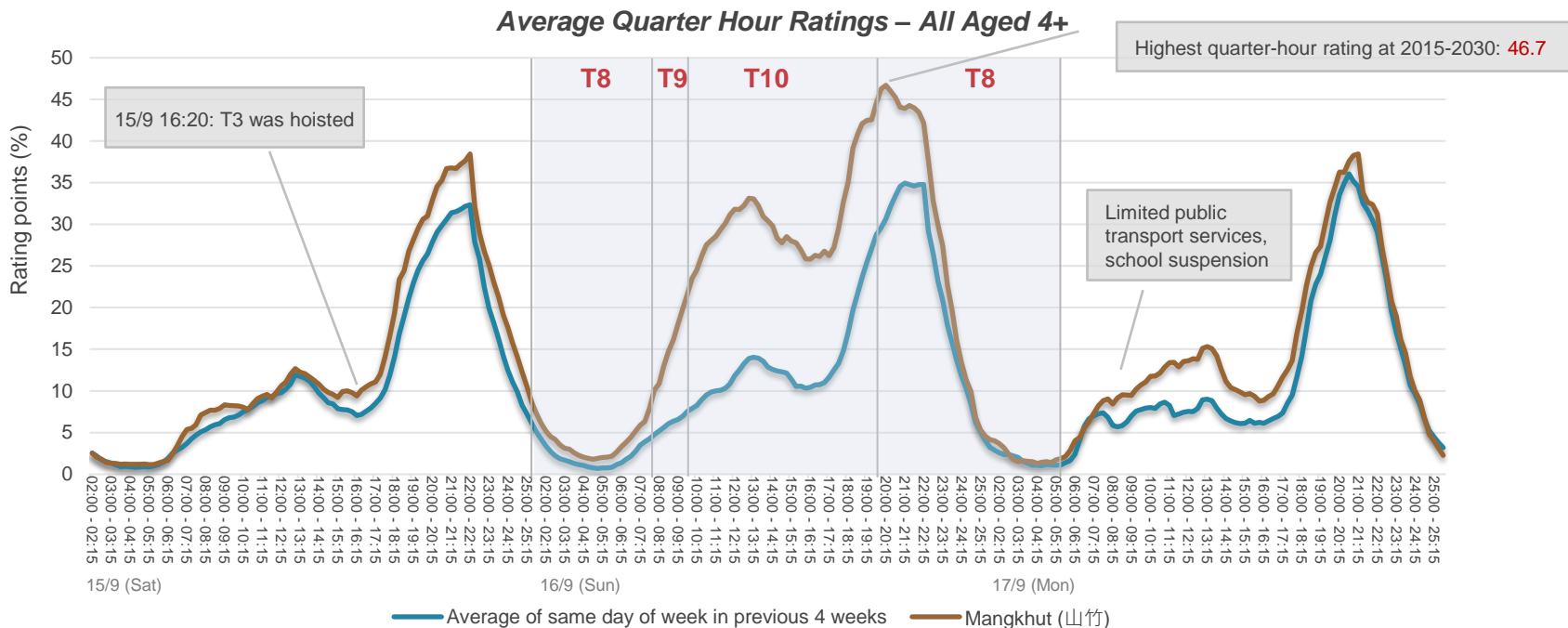


# In-depth Analysis of 2 Super Typhoons

## Case 2: Mangkhut (山竹) – 16-17 September 2018

# Mangkhut (山竹) Showed Similar Viewing Behavior to Saola (蘇拉)

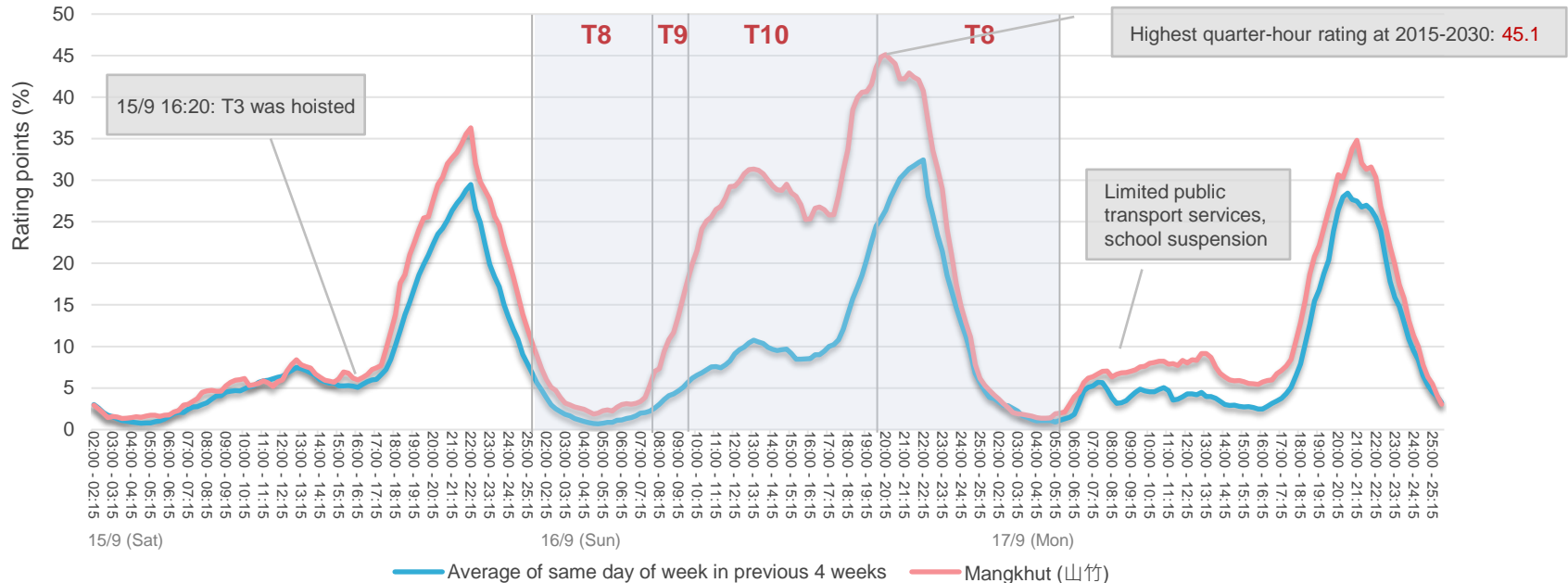
- Before T8: Ratings started to increase around the time T3 was hoisted (at 16:20 on 15 September)
- T8-T10: During day time, ratings were much higher with T8 or above than the previous 4 weeks' average. Highest quarter-hour rating, **46.7**, was recorded at 20:15-20:30 on 16 September, shortly after T10 was lowered to T8
- 17 Sep: The public transport network was severely affected by the typhoon. People stayed on top of the traffic situations via TV especially during day time



# Similar Viewing Pattern Among Working Population

- Among the working population, viewing on 15 September also started to pick up after T3 was raised
- During day time when T9 and T10 were hoisted, ratings were much higher than the previous 4 weeks' average
- Quarter-hour ratings peaked at 20:15-20:30 on 16 September, at **45.1**, shortly after T10 was lowered to T8, probably to see if there would be any impact on the next working day

Average Quarter Hour Ratings – Working Population

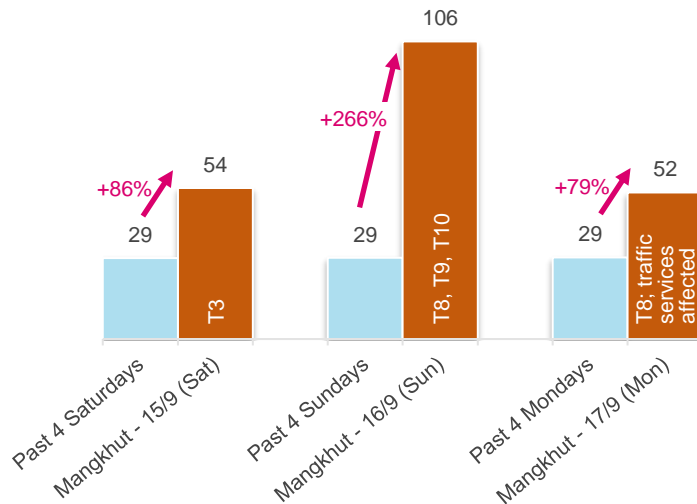


# Time Spent on News & Public Affairs Spiked During Mangkhut (山竹)

- Similar to Saola (蘇拉), time spent on news & public affairs started to increase when T3 was raised
- On 16 September (Sun), when T8, T9 and T10 were raised in succession, people watched news for an average of **106 minutes**, **3.7 times** as much as on Sundays in the previous 4 weeks (29 minutes), while broadcast time for this genre had increased by a mere 5%
- The increase in time spent among the working population was more pronounced even after T8 was lowered. Due to the traffic condition on the day after the typhoon, they spent twice as much time watching news to keep up with the traffic situation

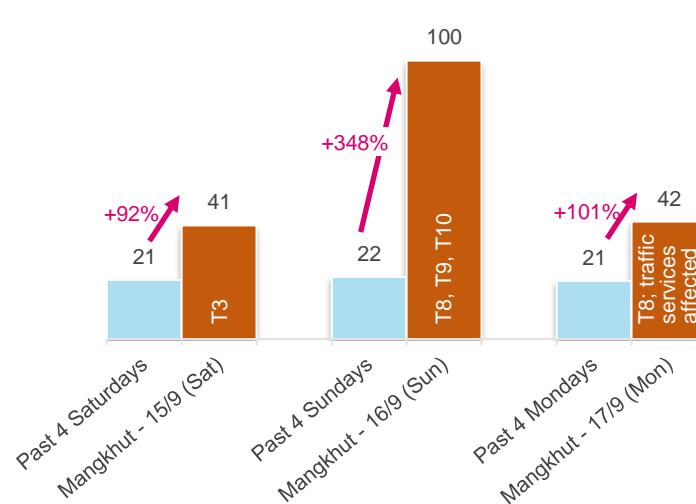
**Average Time Spent Watching (mins)**

All aged 4+



**Average Time Spent Watching (mins)**

Working population





# About HKTAM

# About HKTAM

- HKTAM stands for **H**ong **K**ong **T**elevision **A**udience **M**easurement, providing minute-by-minute TV viewing data for all the monitored channels in Hong Kong, 24 hours a day, 7 days a week
- It aims to understand people's TV viewing behavior – *Who are they, What do they watch, When do they watch, For how long, etc*
- HKTAM is the currency of trade in the advertising and media industry
- Snapshot of the HKTAM Service:

<b>Panel size</b>	~2,700 individuals from 1,000 households
<b>TV population</b>	6,432,000 individuals aged 4+; 2,535,000 TV households (Year 2023)
<b>TV ratings</b>	1 rating point (TVR) = 64,320 viewers (Year 2023)
<b>Research day</b>	From 02:00:00 to 25:59:59
<b>Reported channels</b>	200+ channels including free TV, pay/OTT TV, satellite channels

Have questions or Want to know more about HKTAM,  
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