

HKTAM 2018-2024

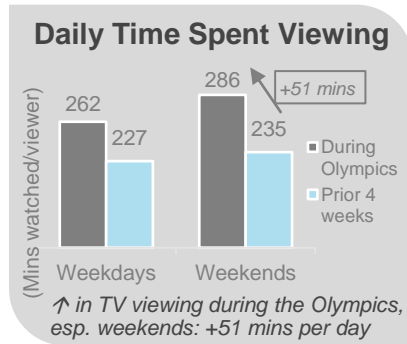
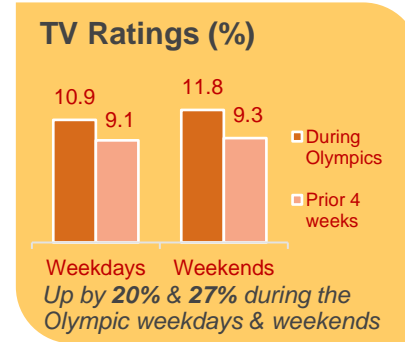
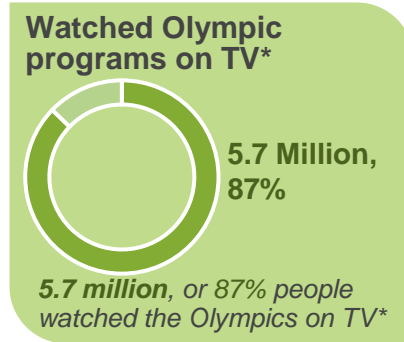
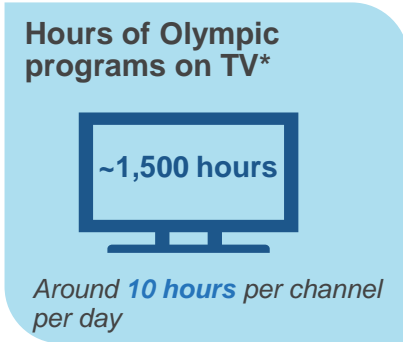
Insights – TV Viewing During the 2024 Olympic Games

August 2024

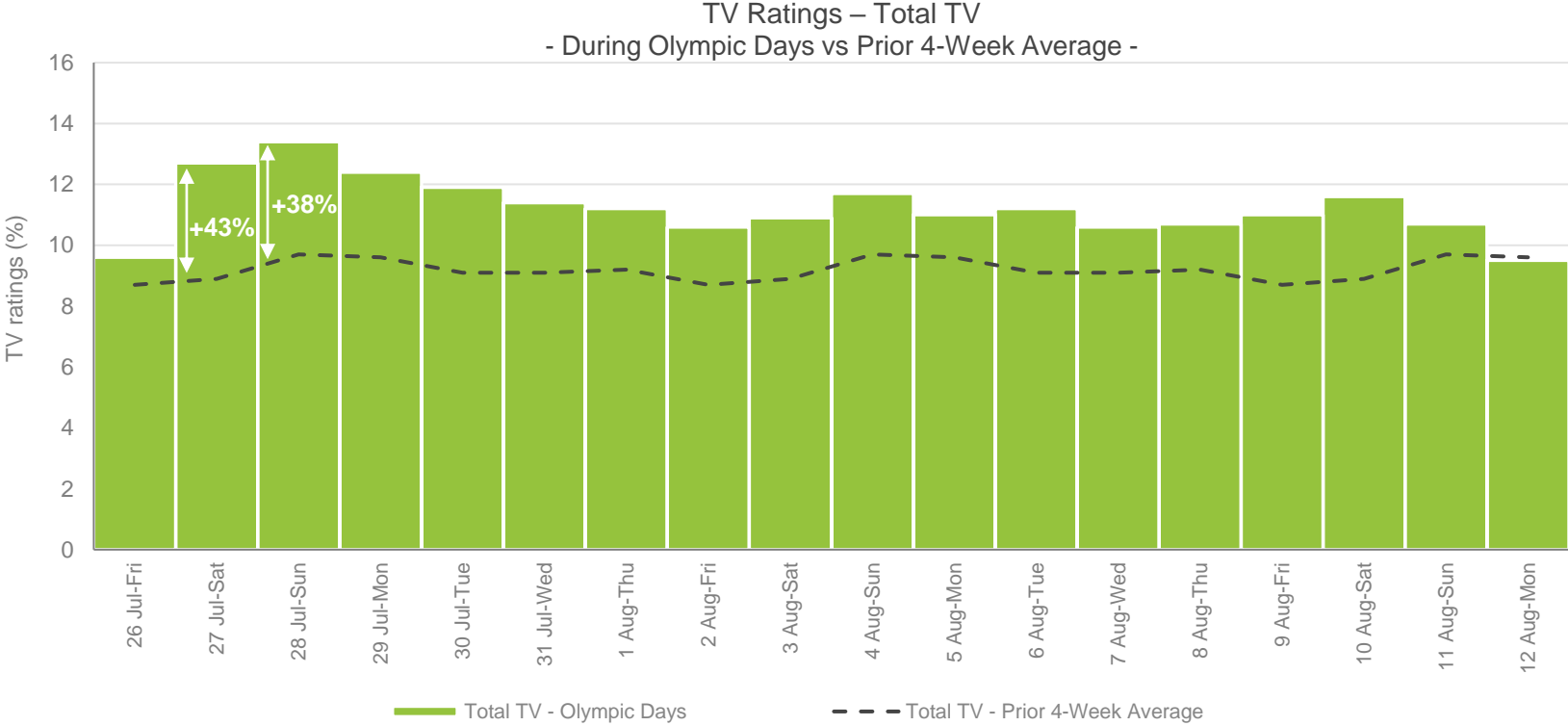
Key Takeaways

- The 2024 Olympic Games were held between 26 July and 12 August 2024 (HK time) in Paris
- Even though the competitions were broadcast in the afternoons and late nights due to the time difference, people still used TV as a major medium to watch key events such as the Olympics, with **5.7 million people** having watched the Olympics on TV, representing **87% of the population** aged 4+
- The high level of investment in the Olympics by the 3 TV broadcasters* (which broadcast a total of **1,500 hours of Olympic programming**) also contributed to the increase in viewership during the Games:
 - TV ratings were **up by 20% and 27%** respectively at weekdays and weekends during the Olympics
 - Daily time spent watching TV during the Olympic weekends was **close to 5 hours**, an increase of 51 minutes compared to the weekends in the previous 4 weeks
- Despite the proliferation of media, people still prefer to watch big events on the big screen

The 2024 Olympic Games – Data at a Glance

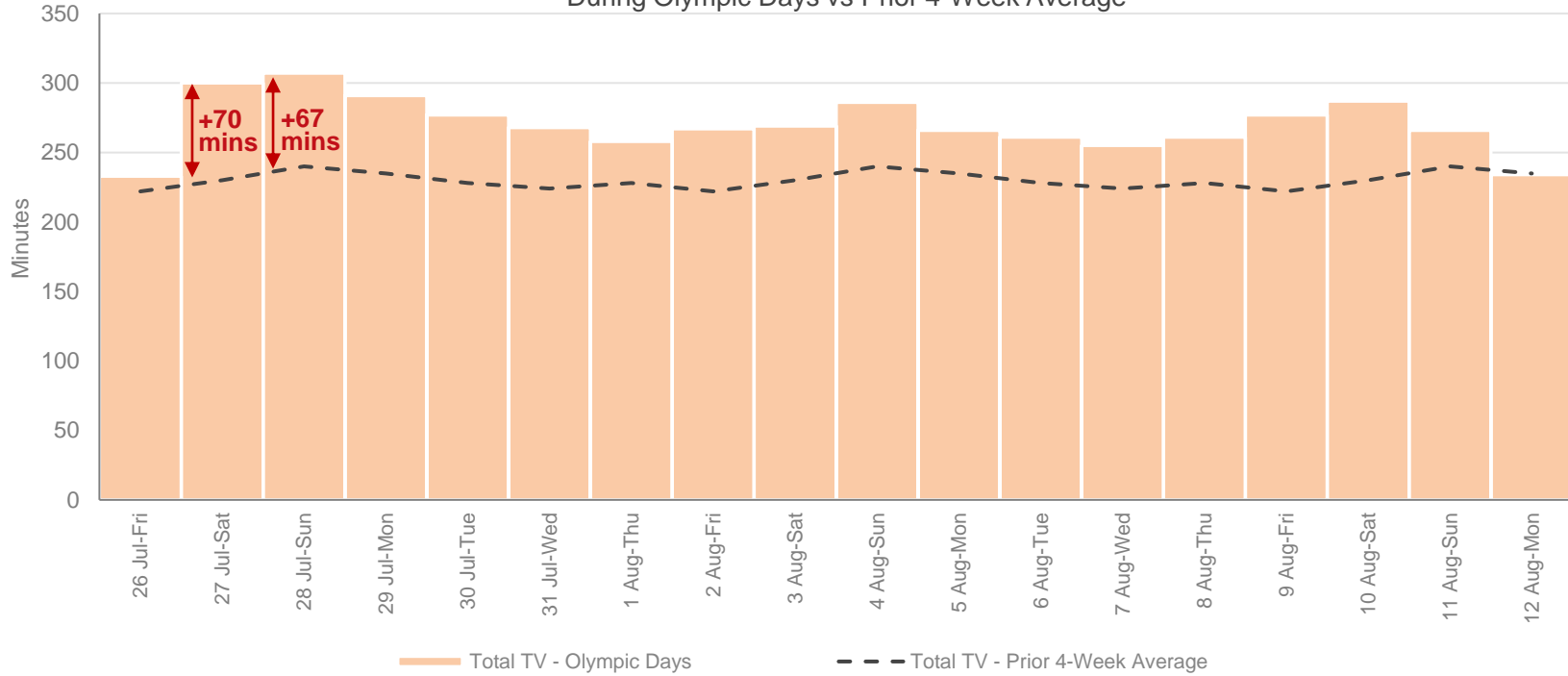


TV Ratings During the Olympic Days Up By As Much As 43% in the First Weekend of the Games

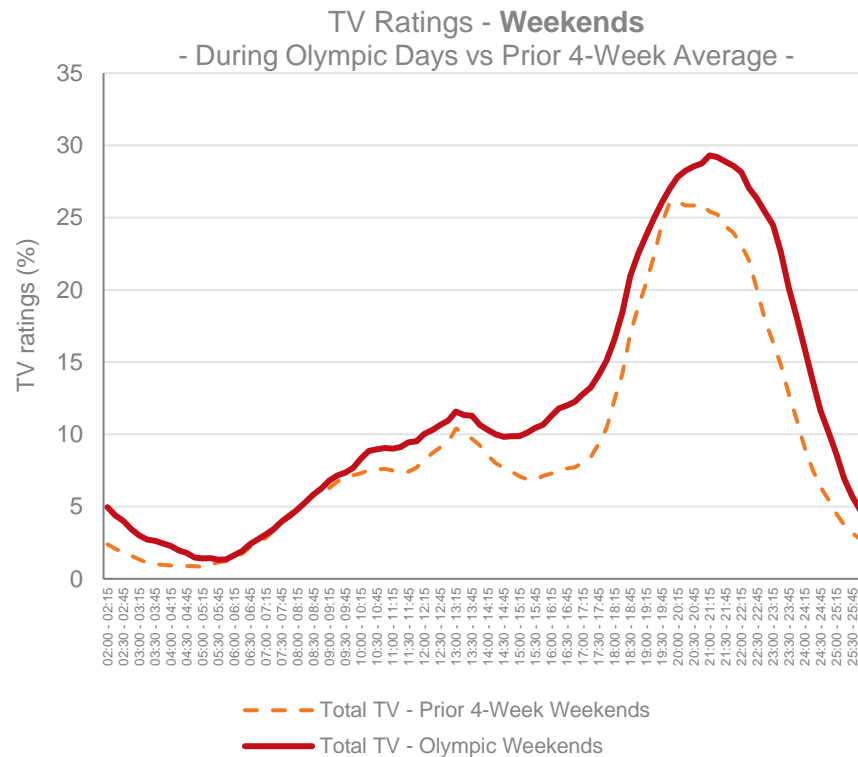
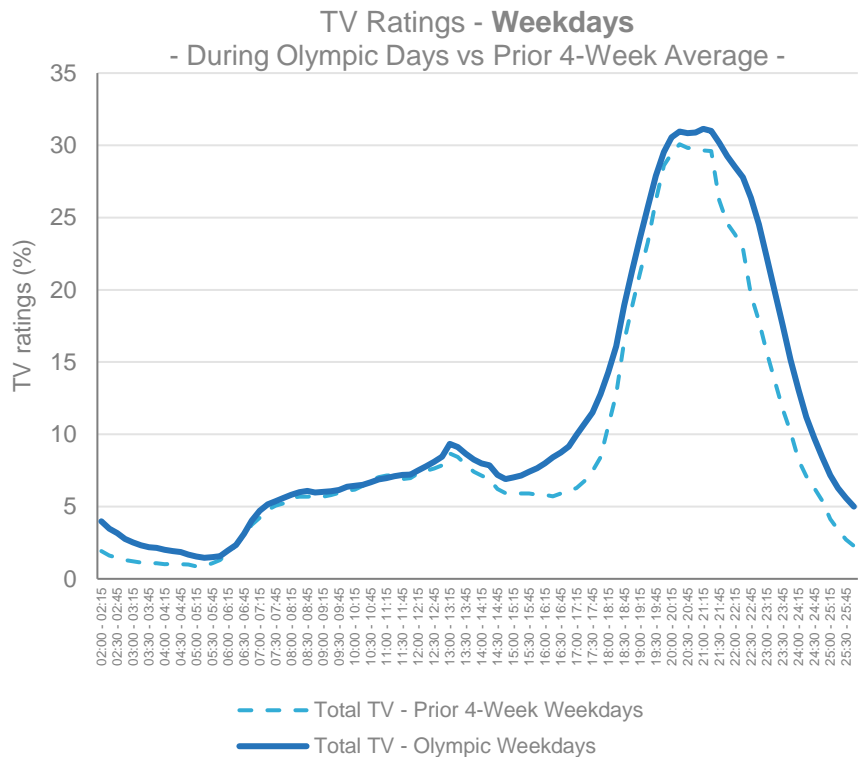


People Watched More Than an Extra Hour of TV During the First Weekend of the Olympics

Daily Time Spent (Among Viewers) – Total TV
- During Olympic Days vs Prior 4-Week Average -



The Olympics Attracted More Audience Across the Day, Especially During Weekends



About HKTAM

About HKTAM

- HKTAM stands for **H**ong **K**ong **T**elevisi**o**n **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:

| | |
|--------------------------|--|
| Panel size | ~2,700 individuals from 1,000 households |
| TV population | 6,494,000 individuals aged 4+; 2,554,000 TV households (Year 2024) |
| TV ratings | 1 rating point (TVR) = 64,940 viewers (Year 2024) |
| Research day | From 02:00:00 to 25:59:59 |
| Reported channels | ~200 channels including free TV, pay/OTT TV, satellite channels |

Have questions or Want to know more about HKTAM,
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CSM Media
Research **KANTAR**