

[Press Release - For Immediate Release]

**HOY TV, TVB, ViuTV and HK4As Appoint CSM as the Official Research
Provider of TV Ratings Service for 2025-2031**

Hong Kong, 20 May 2025 – CSM Media Research, specializing in audience measurement and data analytics, is proud to announce that HOY TV, TVB, ViuTV and the HK4As (collectively, the HKTAM Founding Subscribers Committee, FSC) have shown their trust in CSM by awarding CSM the Hong Kong Television Audience Measurement (HKTAM) contract for 2025-2031. This is the third time the FSC has appointed CSM to conduct the HKTAM Service.

"We are honored by the continued confidence the industry has placed in us," said Ding Mai, Director & Managing Director of CSM. "This long-term commitment is a testament to our excellence in technology and in-depth knowledge of TV measurement in the Hong Kong market. It also demonstrates the exceptional quality of work and dedication our team consistently delivers. We will continue to provide valuable insights to the industry in this increasingly fragmented media landscape."

The new HKTAM service will bring in state-of-the-art PeopleMeter and content recognition technologies from Kantar (a shareholder of CSM), measuring all viewing of terrestrial and non-terrestrial free TV, pay TV, OTT and satellite channels on the TV set. This includes live, video-on-demand and catch-up viewing up to seven days of the 6.5 million TV population aged 4 and over in Hong Kong.

In addition to measuring TV viewership, digital audience measurement can be included as the next step to provide a unified view of TV viewing across all screens: TV, computer, tablet and smartphone.

"We have been consistently impressed with the level of professionalism and quality of work delivered by CSM," said Shirley Lau, Chairperson of the HKTAM FSC. "We are confident that with CSM's many years of experience in television audience measurement in the region, as well as the expertise of Kantar as the global leader in the operation and development of audience measurement from around the world, CSM will deliver a world-class HKTAM service to the media and advertising industry in Hong Kong."

CSM delivers TV ratings data to the industry on the morning of every working day, providing broadcasters and advertising agencies with timely data for formulating and refining programming and advertising strategies.

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About HKTAM FSC

The Hong Kong Television Audience Measurement Founding Subscribers Committee (HKTAM FSC) is the official industry committee for appointing the television audience measurement service provider in Hong Kong. The committee also manages and monitors the HKTAM service to ensure it remains the undisputed gold standard for TV audience measurement. It is formed by i-CABLE HOY Limited (HOY TV), Television Broadcasts Limited (TVB), HK Television Entertainment Company Limited (ViuTV) and 10 media agency members of The Association of Accredited Advertising Agencies of Hong Kong (HK4As).

About CSM Media Research

CSM Media Research (CSM) was founded in 1997 and is a joint venture between CTR Market Research (CTR) and Kantar. CSM Hong Kong offers a wide range of research solutions to meet different business needs, including data modelling and analytics, customized quantitative and qualitative research studies, consultancy services, etc. CSM Hong Kong has also been active in audience measurement for nearly 20 years and is currently the sole research supplier of the Hong Kong Television Audience Measurement Service (HKTAM). For further information, please visit www.csm.com.cn/en/gy/hk/.