

# HKTAM 2025-2031

HKTAM Promotion Special Analysis  
Military Parade (閱兵) on 3<sup>rd</sup> September 2025

*September 2025*

# Introduction

- 3<sup>rd</sup> September 2025 (Wed) marked the *80<sup>th</sup> Anniversary of Victory in the Chinese People's War of Resistance Against Japanese Aggression and the World Anti-Fascist War* (中國人民抗日戰爭暨世界反法西斯戰爭勝利80周年)
- A massive Military Parade (閱兵) was held in Beijing. Several TV channels\* covered the Parade from 9:00 to 10:30am on 3<sup>rd</sup> September 2025, and featured customized programs before and/or after it
- The following analyses compared the TV viewing performance of the Military Parade with other weekdays in the same week

# Key Takeaways

## More Audience

- TV ratings of the Military Parade increased by 1.4 times compared to other weekdays at the same time of that week, reaching **11.2 rating points**
- The Parade was also **among the top 5** with the highest rating points from 9:00 to 10:30am in 2025 so far\*

## High Engagement

- Viewers stayed tuned for **63 minutes** of the 90-minute Parade, **50% higher engagement** than on other weekdays of the same week
- 37% of the viewers watched the **entire 90-minute** Parade

## New Viewers

- **Over 1 million people (1.041 million)** watched the Parade, accounting for 16% of the TV population in Hong Kong
- The Parade brought in new viewers. Among the 1 million viewers, 1/3 of them **(370,000) were new viewers** – those who did not watch TV at the same time period on other weekdays of that week

## New Audience Appeal

- The Parade attracted slightly **more males and working people**

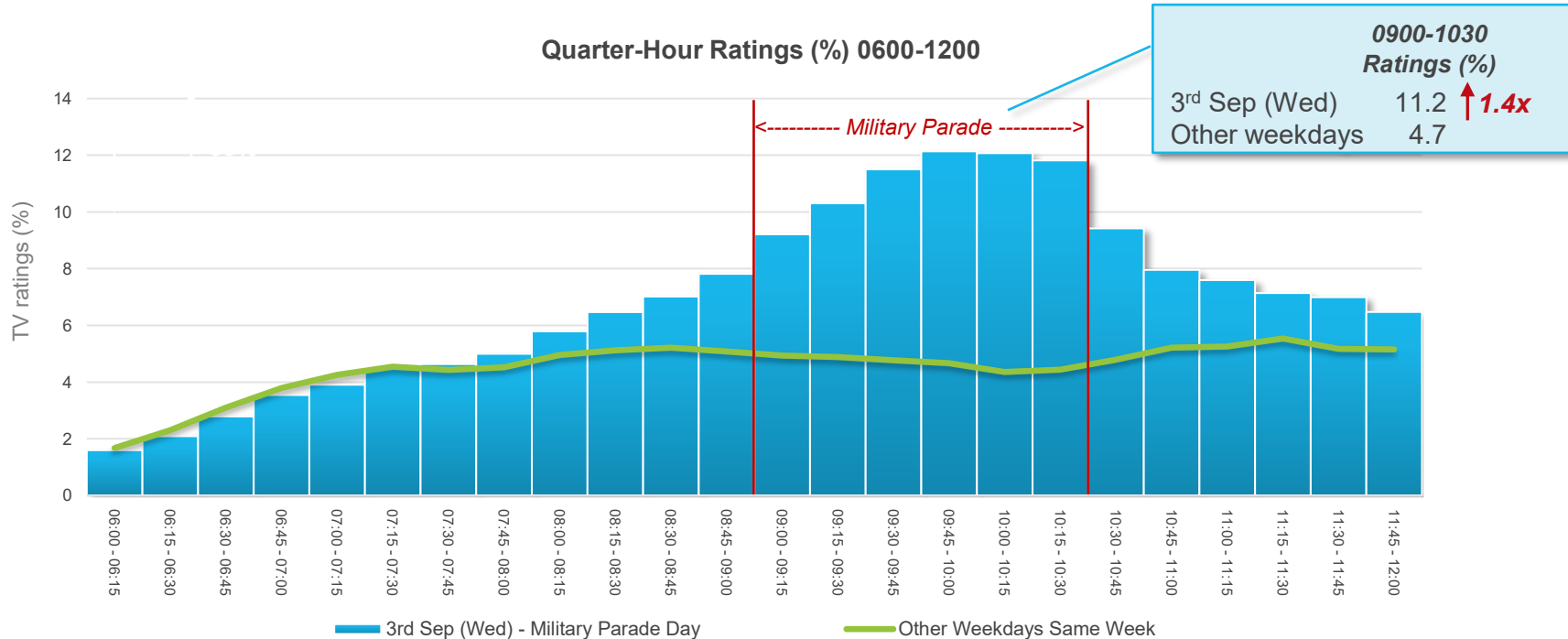
# Conclusion – Big Screens, Big Moments

- Despite being shown during the morning on a weekday - traditionally considered fringe time - the Military Parade managed to attract more than double the TV audience compared to an ordinary weekday in the same week
- Viewers not only tuned in but also remained engaged for longer durations
- The Parade was viewed not only on large TV screens at home, but also drew crowds to public places such as shopping malls
- This suggests that despite the proliferation of media platforms, people still have a strong preference for consuming contents with high public interest or cultural relevance on large screens, to enjoy the immersive and engaging viewing experience
- The Military Parade is one example. Other events that have attracted audiences to the large screens include the Olympic Games, as well as significant weather occurrences such as typhoons and black rainstorms

## Detailed Analyses

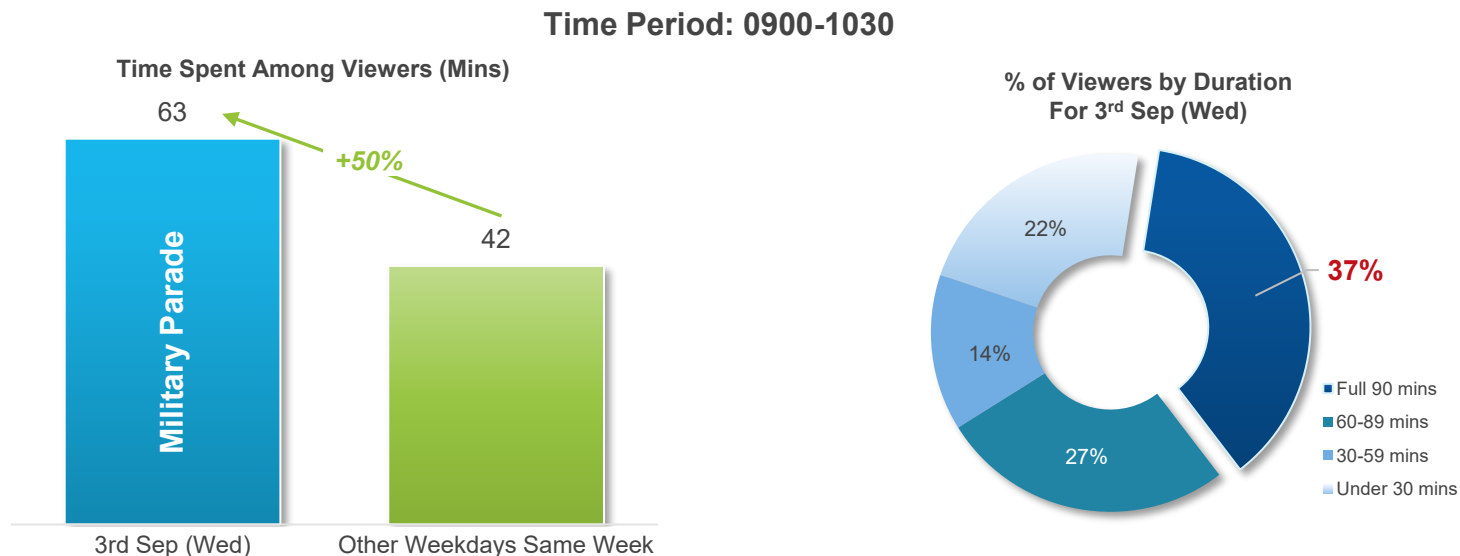
# More Audience - The Military Parade on 3<sup>rd</sup> Sep (Wed) Drew More Than Double the TV Audience Than on Other Weekdays That Week

- Average ratings for the Military Parade surpassed other weekdays in that week by 1.4 times



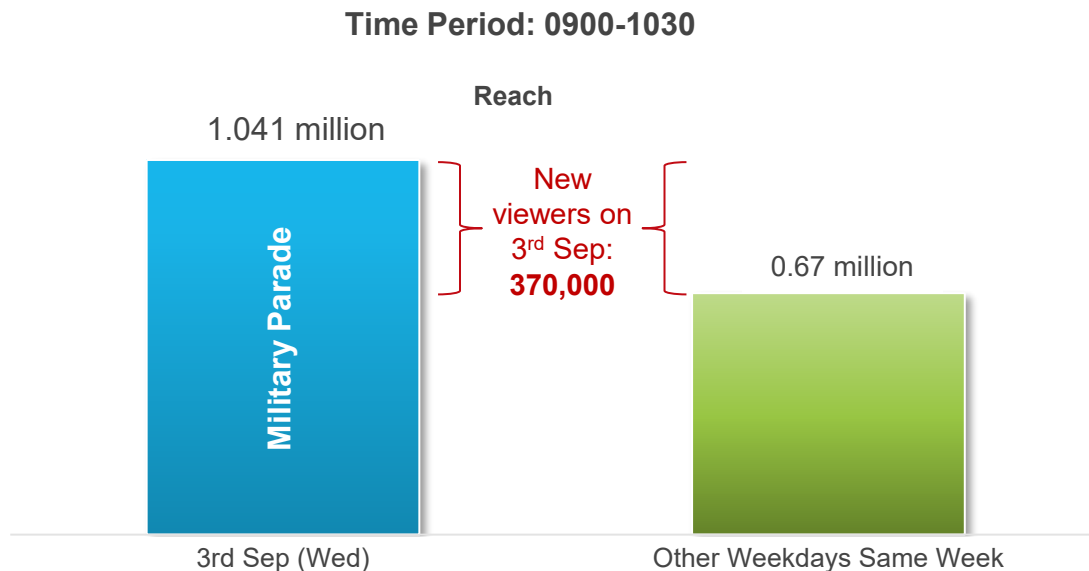
# High Engagement - Viewers Stayed Tuned for Over 2/3 of the 90-Minute Parade

- Time spent watching the 90-minute Parade was 63 minutes, 50% more time than watching on other weekdays, same time, same week
- Over one-third (37%) of viewers of the Military Parade watched the entire 90 minutes. Compared to other weekdays at the same time, less than 15% of viewers of the corresponding segment watched the entire 90 minutes



# New Viewers - The Military Parade Brought in Additional 370,000 Viewers

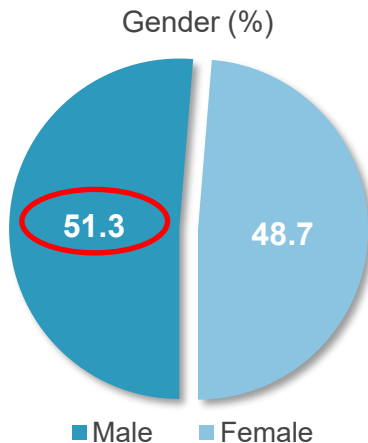
- These 370,000 viewers did not watch TV at the same time period on other weekdays of the week



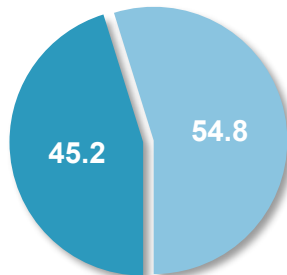
# Audience Appeal - The Military Parade Attracted Slightly More Males & Working People Than on Other Weekdays, Same Period, Same Week

Time Period:  
0900-1030

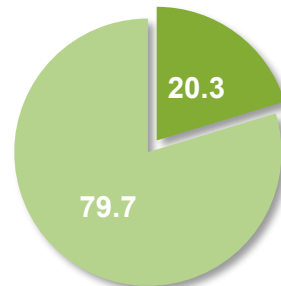
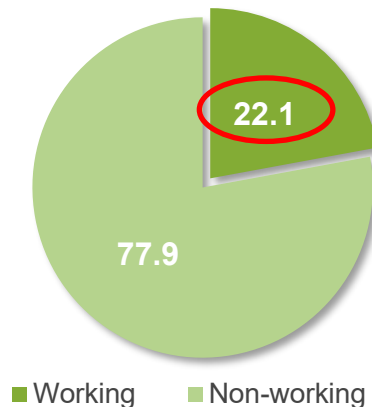
3<sup>rd</sup> Sep, Wed  
(Military Parade)



Other Weekdays  
Same Week



Working Status (%)



# Appendix - 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>     | 6,467,000 individuals aged 4+ from<br>2,613,000 TV households   |
| <b>TV ratings</b>        | 1 rating point (TVR) = 64,670 viewers                           |
| <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 |

*Figures refer to Year 2025*

Have questions or Want to know more about HKTAM,  
contact **CSM Client Service Team**, or



CSM Hong Kong webpage ([csm.com.cn/en/gy/hk/](http://csm.com.cn/en/gy/hk/))



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