

The Anchor Screen

How TV Delivers Scale, Attention and Shared Audience Moments

August 2026



The ultimate audience multiplier: TV combines scale, speed, viewing depth and shared audience moments

5.7m

reached monthly

Mass scale

78%*

reached in 7 days^

Fast reach build

235 mins

average daily viewing per viewer

Viewing depth

65%

prime-time# co-viewing

Shared viewing

1.8m+ audience at evening peak

Synchronised audience moments

#Prime time: 19:00-23:00

Data periods: 1 Jan – 30 Jun 2026; *1 – 7 Jun 2026
Channels: Total TV
Data coverage: Live
Target: P4+
Source: HKTAM, CSM Media Research

Unmatched Scale: Reaching Mass Audiences

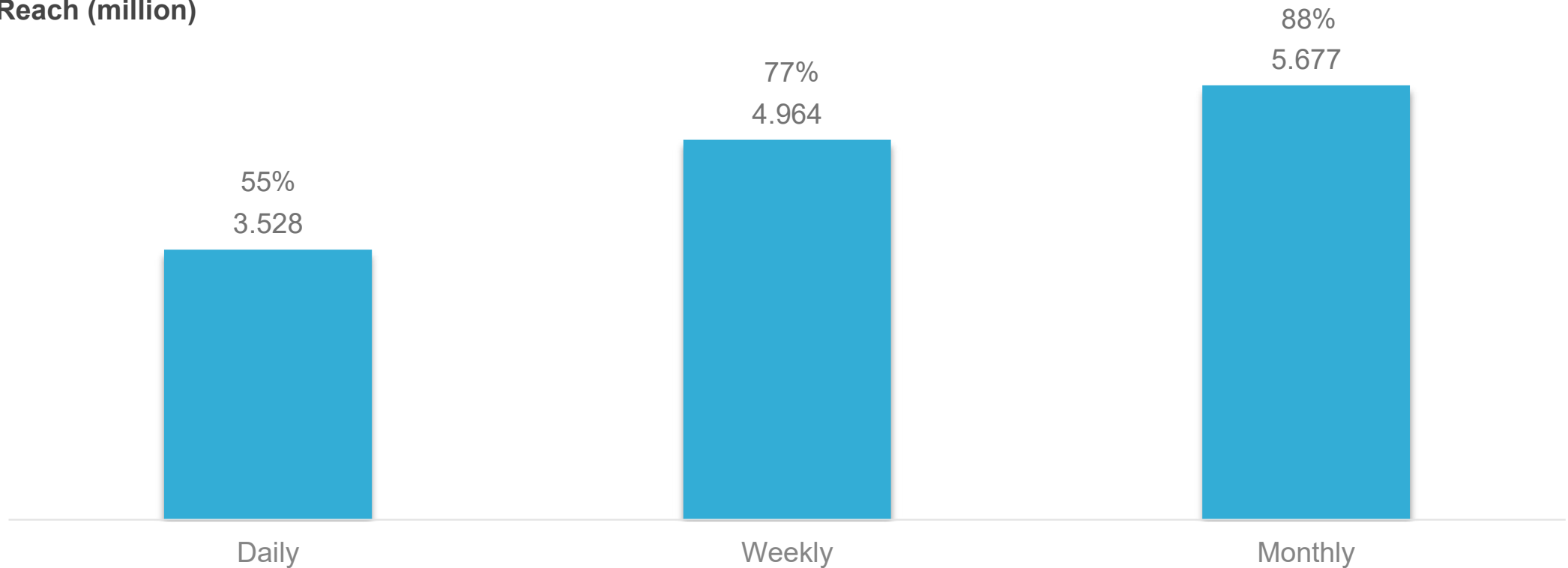


TV reaches audiences at scale across the population

- **Unmatched Coverage:** Delivers broad reach across the population
- **Scale Across Timeframes:** Reaches audiences across daily, weekly and monthly intervals
- **Cross-Generational Appeal:** Sustains strong reach among both younger and commercially valuable audiences

TV delivers broad reach across daily, weekly and monthly timeframes 5.7m monthly reach underlines TV's mass scale

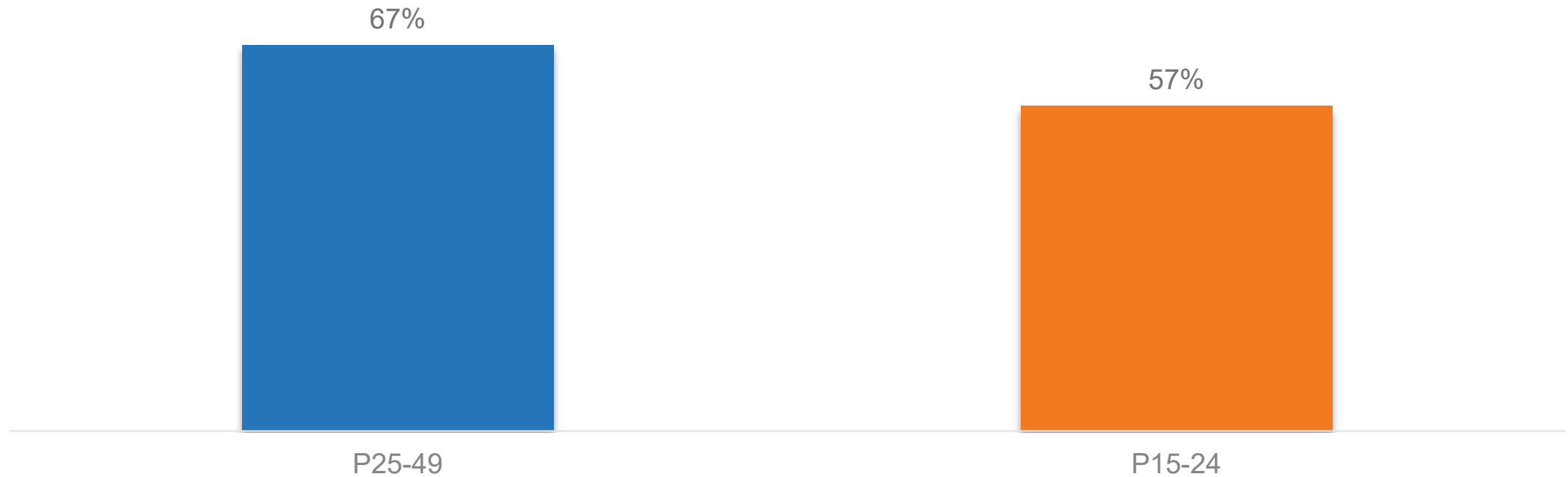
Reach (million)



Data period: 1 Jan – 30 Jun 2026
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Weekly reach remains strong across commercially valuable and younger audiences

Weekly Reach (%)



Fast Reach Build: Building Audiences Quickly

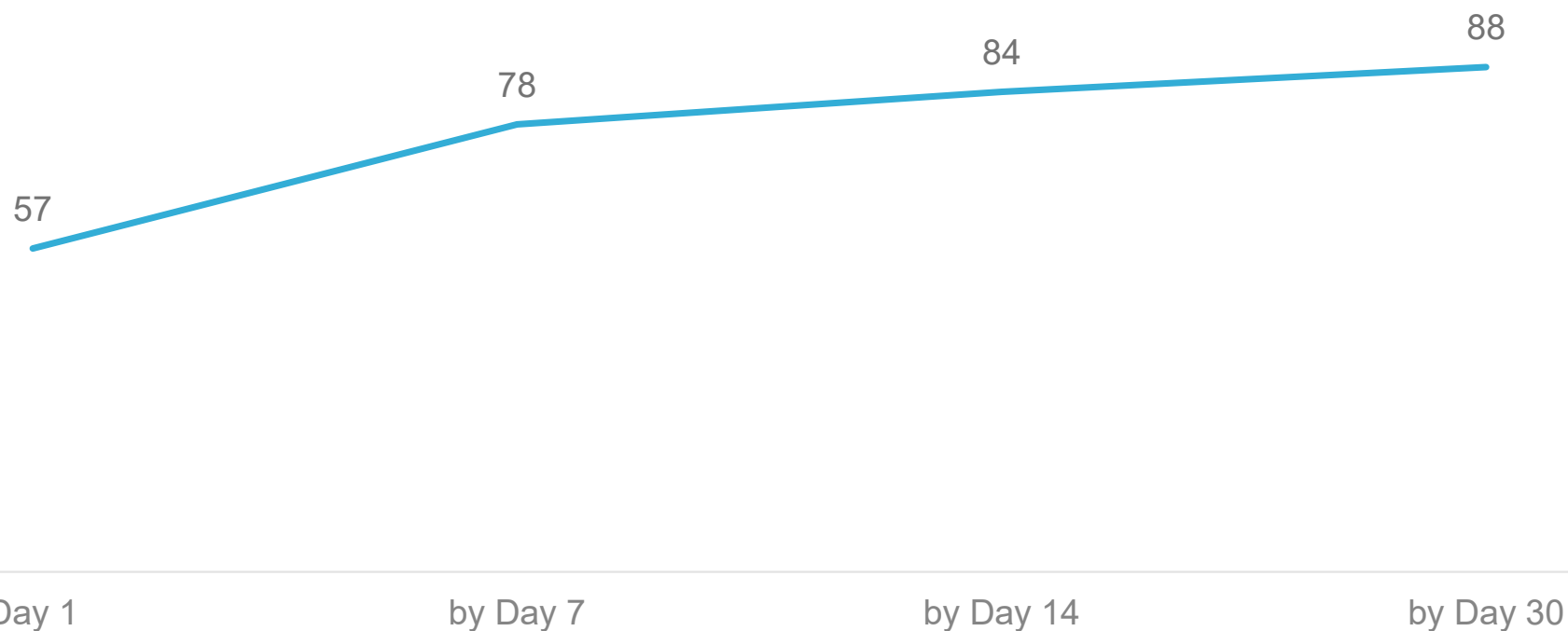


TV builds reach quickly and continues to expand

- **Fast Reach Build:** More than half the population is reached within a single day
- **Continued Reach Expansion:** New viewers are added through Day 30
- **Across Key Audiences:** Reach builds rapidly among both younger and commercially valuable audiences

TV builds reach quickly, surpassing half the population in a day and nearly 80% in just a week in June

Reach (%)



Data period: 1 – 30 Jun 2026

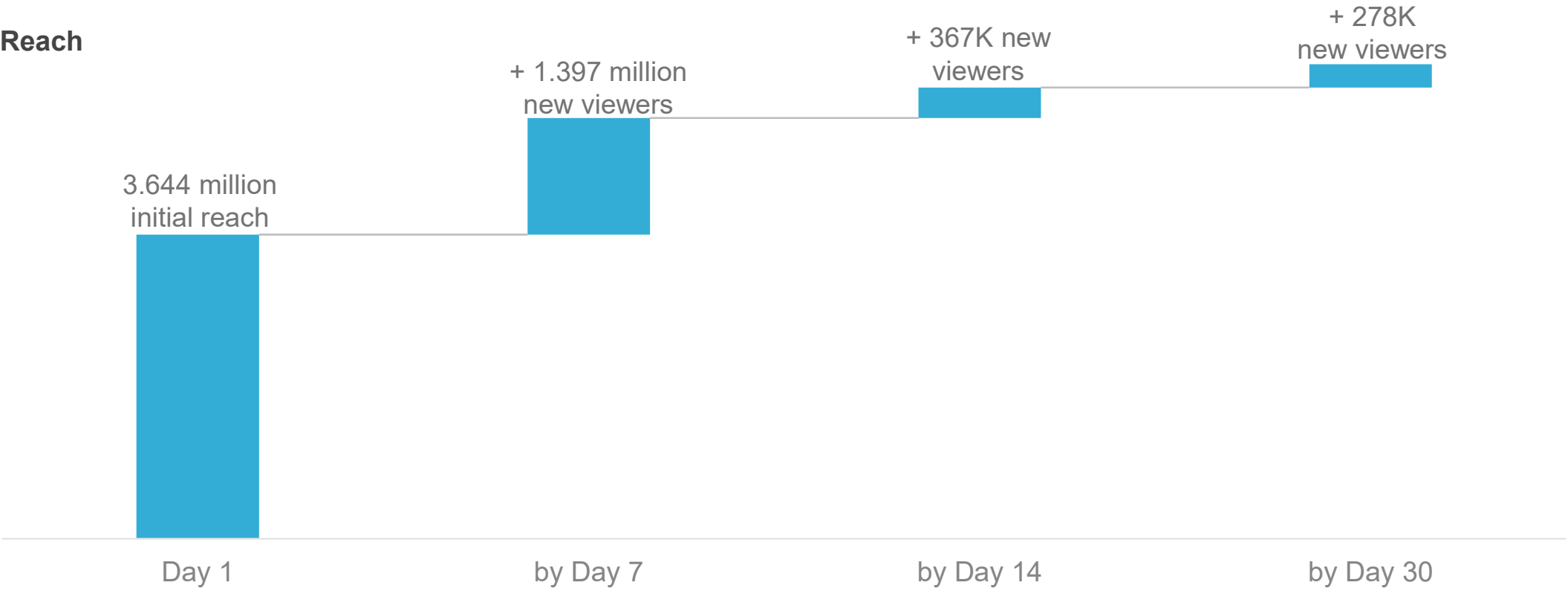
Channels: Total TV

Data coverage: Live

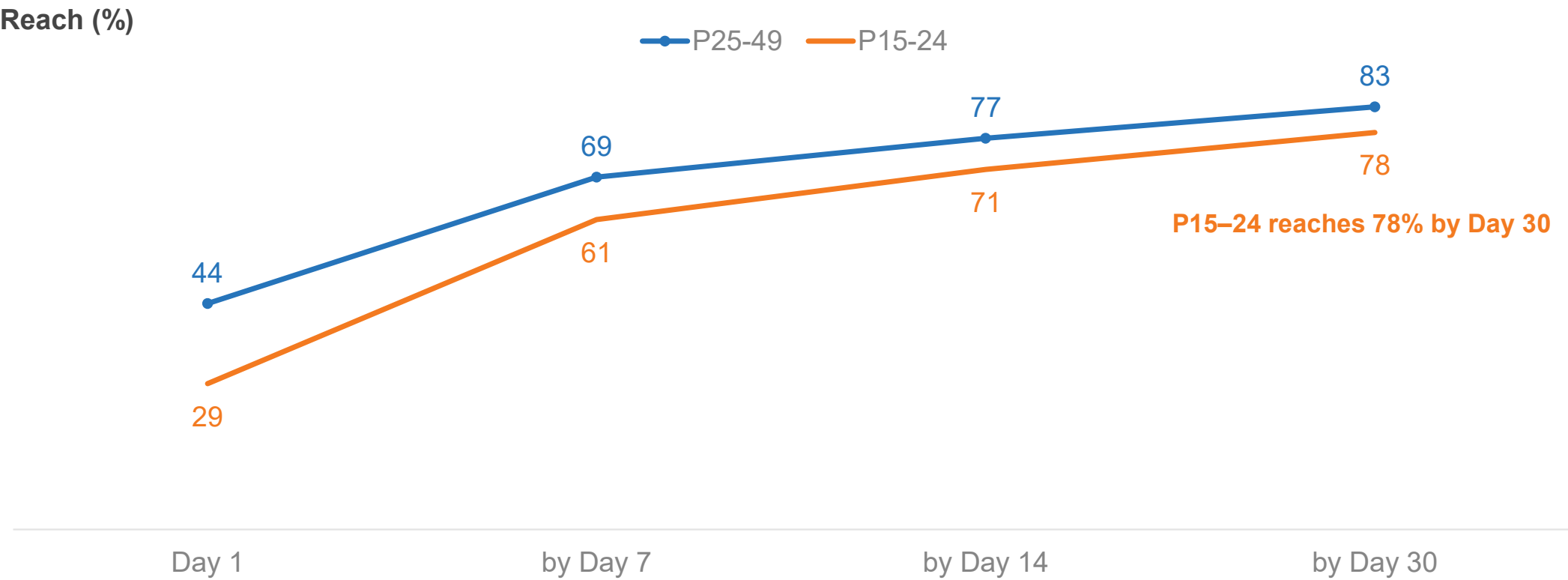
Target: P4+

Source: HKTAM, CSM Media Research

New viewers continue to be added beyond Day 1



Reach builds quickly across key audience demographics in June



Lean-Back Viewing: TV Commands Significant Viewing Time



TV delivers viewing depth

- **Big-screen Viewing:** Audiences spend significant time with TV each day
- **Strong Across Audiences:** Viewing time remains substantial among both adult and younger audiences
- **Late-Evening Lift:** Viewing among younger audiences builds as the evening progresses

TV accounts for substantial daily viewing time

Average Daily Viewing Minutes Per Viewer

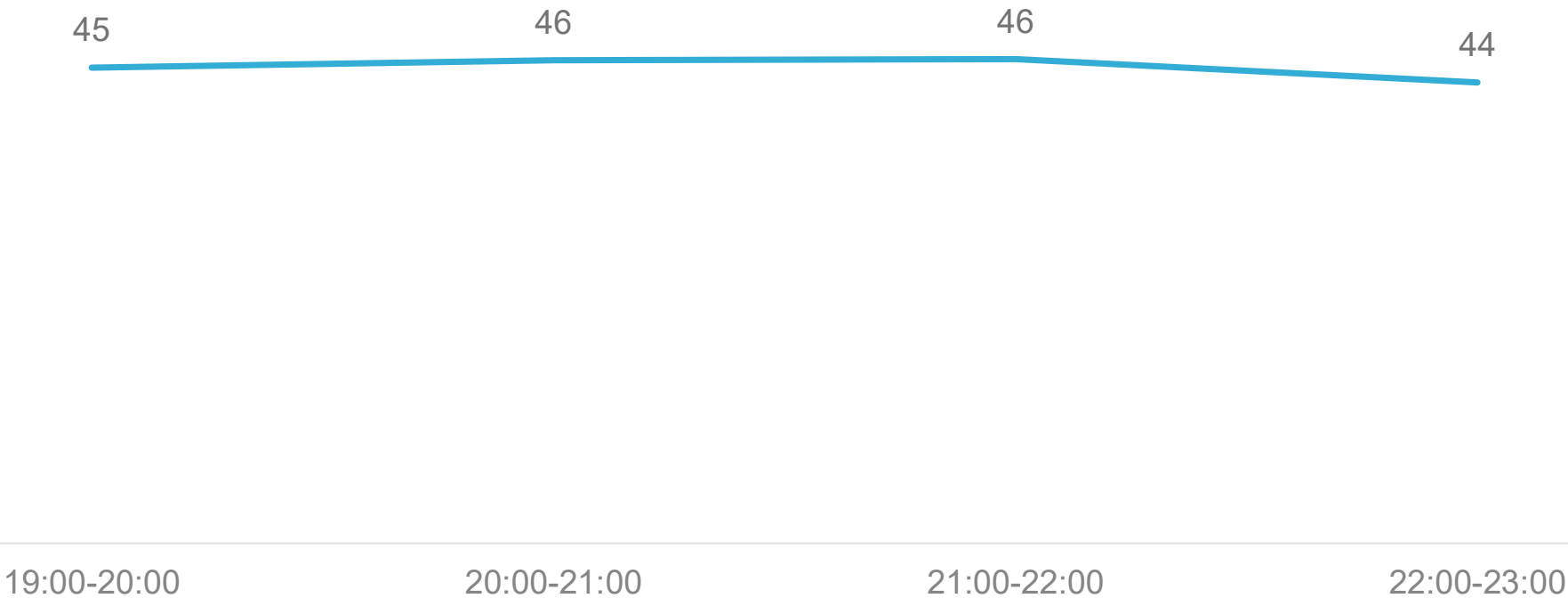
P4+ **235**mins

P25-49 **187**mins

P15-24 **176**mins

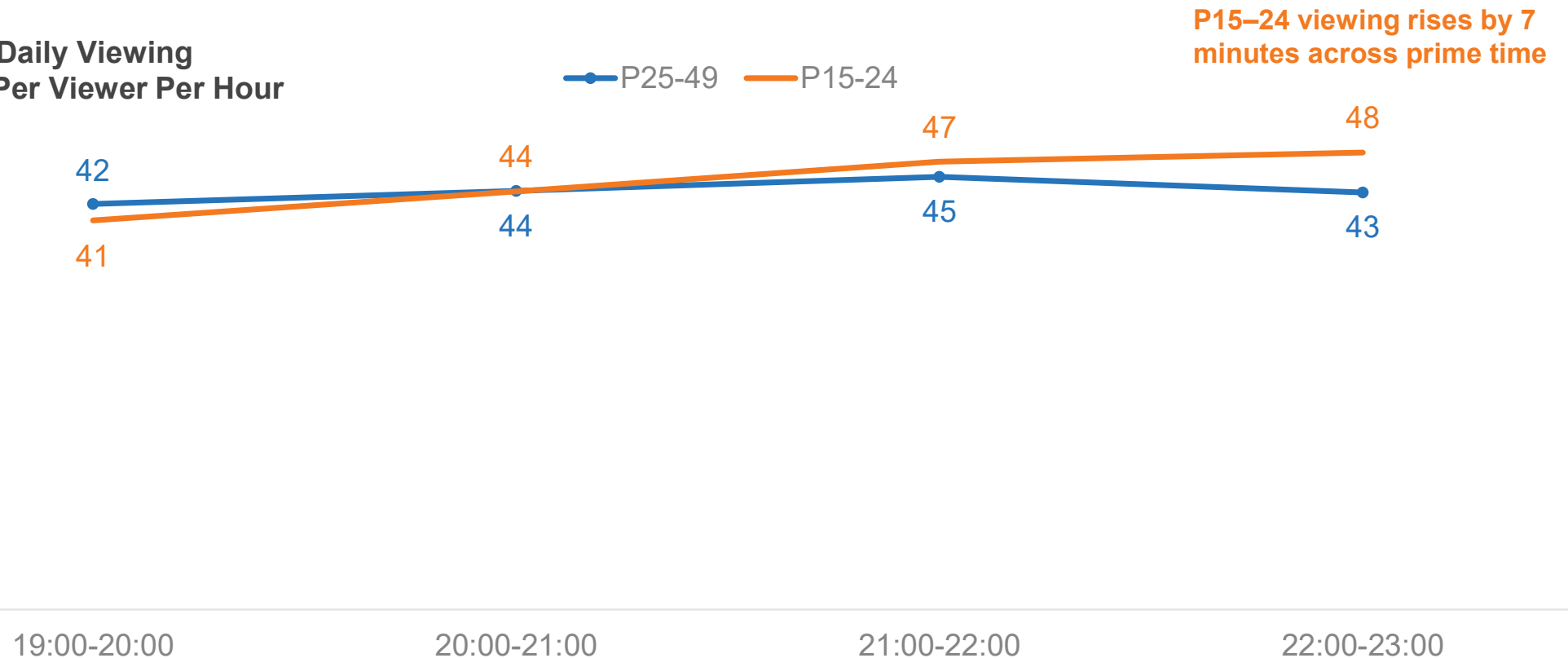
Prime-time viewing remains stable across the evening

Average Daily Viewing
Minutes Per Viewer Per Hour



Viewing is stable among P25–49, while P15–24 builds through the evening

Average Daily Viewing
Minutes Per Viewer Per Hour



Co-viewing:

The Multiplier Effect of Shared Viewing



TV turns reach into shared viewing

- **Shared Screen:** TV functions as a social screen, not an isolated one
- **Audience Multiplier:** Viewing often takes place with multiple household members
- **Prime-Time Amplification:** Shared household viewing peaks in the evening

Prime time amplifies shared viewing

Co-Viewing Share*

Viewers per viewing household

Whole day



57%

1.46

Prime time
(M-S 19:00–23:00)



65%

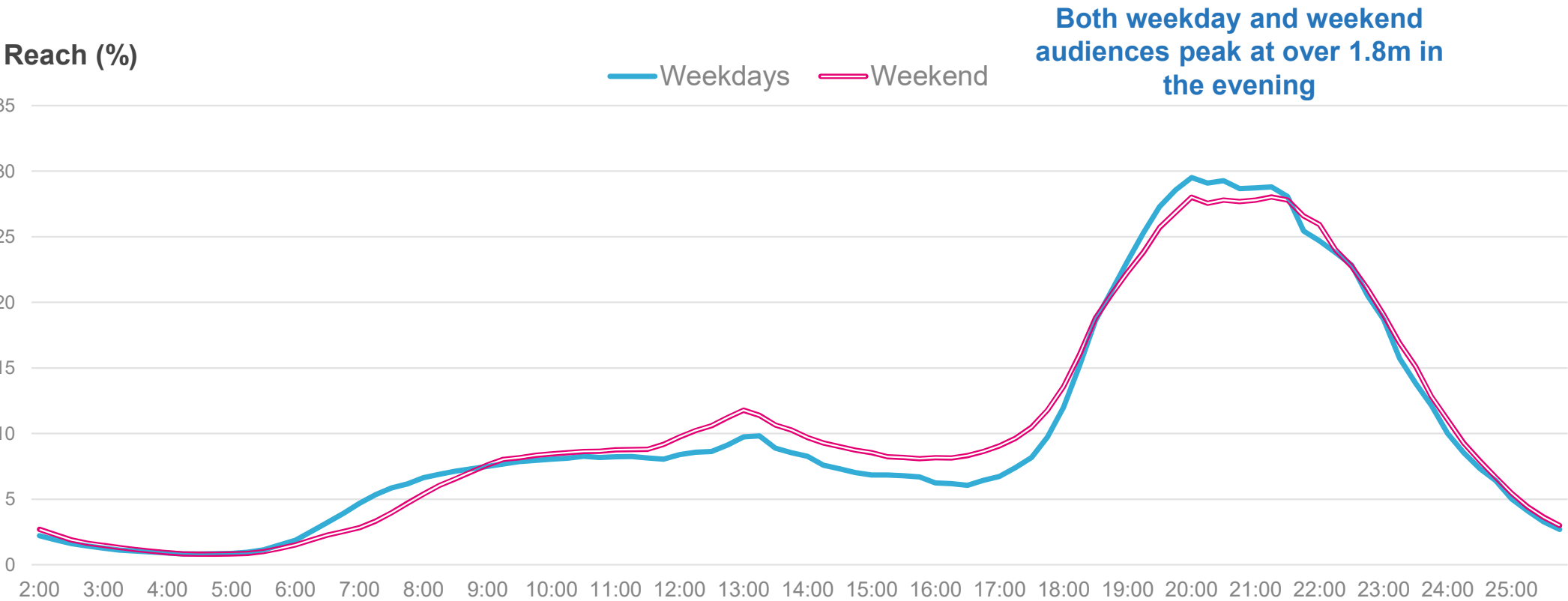
1.55

*Co-viewing share: the share of average audience in a time period that comes from viewing occasions with multiple viewers on the same screen

Synchronised Moments: TV Brings Audiences Together in Real Time



Weekday and weekend viewing both build to a strong evening peak, demonstrating TV's ability to bring large audiences together



TV Remains the Anchor Screen

The H1 2026 Total TV data highlights five audience dynamics that continue to define television viewing in Hong Kong:

- ✓ Mass scale
- ✓ Fast reach build
- ✓ Viewing depth
- ✓ Shared household viewing
- ✓ Synchronised audience moments

Together, these characteristics continue to make TV a uniquely powerful platform for reaching audiences at scale and creating shared viewing experiences

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 behaviour – *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	6,434,000 individuals aged 4+ from 2,623,000 TV households
TV ratings	1 rating point (TVR) = 64,340 viewers
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, visit CSM HK webpages:

English version – <https://www.csm.com.cn/en/gy/hk/>

Chinese version – <https://www.csm.com.cn/hk/>

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