

收視報告 Viewership Report

1. Apps的下載表現 (以國際基礎計算) Apps Download on Worldwide Basis:

Apps 類型 Type of Apps		下載次數 Number of downloads	與上星期比較 Compared to last week
a.	iOS Apps (包括iPhone及iPad等裝置，截至9月23日) iOS Apps (For Apple devices such as iPhone & iPad) as of 23 September	1,035,000	上升約0.2% Increased by 0.02%
b.	Android Apps (截至9月22日 as of 22 September)	835,000	下降約1% Decreased by 1%
c.	智能電視及支援Android制式的電視機頂盒 (截至9月23日) Smart TVs & Android TV Boxes as of 23 September	894,614	上升約1% Increased by 1%

2. 點播收視 Video-on-Demand Viewership:

		截至9月15日 As of 15 Sept	截至9月24日 As of 22 Sept
a.	每日平均收看香港電視節目的獨立登入用戶數目 Average number of daily unique viewers	23,000	21,000
b.	每天平均每位登入用戶收看時間 Average daily watching duration of each daily unique viewer	90 分鐘 90 minutes	88 分鐘 88 minutes
c.	於過去7日/9日，曾收看香港電視點播的登入用戶 (即是以電郵地址登記點播服務的用戶) Total number of unique viewers watched HKTV Video-on-demand in past 7 days/9 days (unique viewer is defined as unique email login ID)	60,000(7日/7 days)	56,000(9日/9 days)

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3. 直播收視 Live Channel Viewership:

		截至9月15日 As of 15 Sept	截至9月24日 As of 15 Sept
a.	播放香港電視節目的每日平均裝置數目 Average number of daily unique devices	56,000	50,000
b.	每天平均每部裝置收看時間 Average daily watching duration of each daily unique device	34 分鐘 34 minutes	34 分鐘 34 minutes
c.	於過去7日/9日，曾播放香港電視直播的裝置(包括電視、電視機頂盒、流動電話、平板及個人電腦等) Total number of unique devices watched HKT live channel in past 7 days/9 days (unique device is defined as different TV, TV box, mobile phone, tablet and personal computer)	214,000(7日/7 days)	225,000(9日/9 days)

4. 其他資料 Other Data :

		數量 Quantity	與上星期比較 Compared to last week
a.	透過互聯網收看香港電視節目的瀏覽器數目 (如Chrome及Internet Explorer等) (截至9月23日) Number of web browser (such as Chrome & Internet Explorer) watched HKT (As of 23 September)	2,972,090	上升約1% Increased by 1%
b.	已登記香港電視的電郵地址 (截至9月24日) Number of email ID registered as HKT member (As of 24 September)	1,479,750	上升約0.2% Increased by 0.2%

*上述數字乃四捨五入進至千位或以分鐘計算，來自內部系統及有關平台提供，乃未經審核的數字，僅供參考之用。

All figures were rounded up to nearest thousand or minute, and were generated from internal systems and relevant platforms, which are unaudited and for reference only.