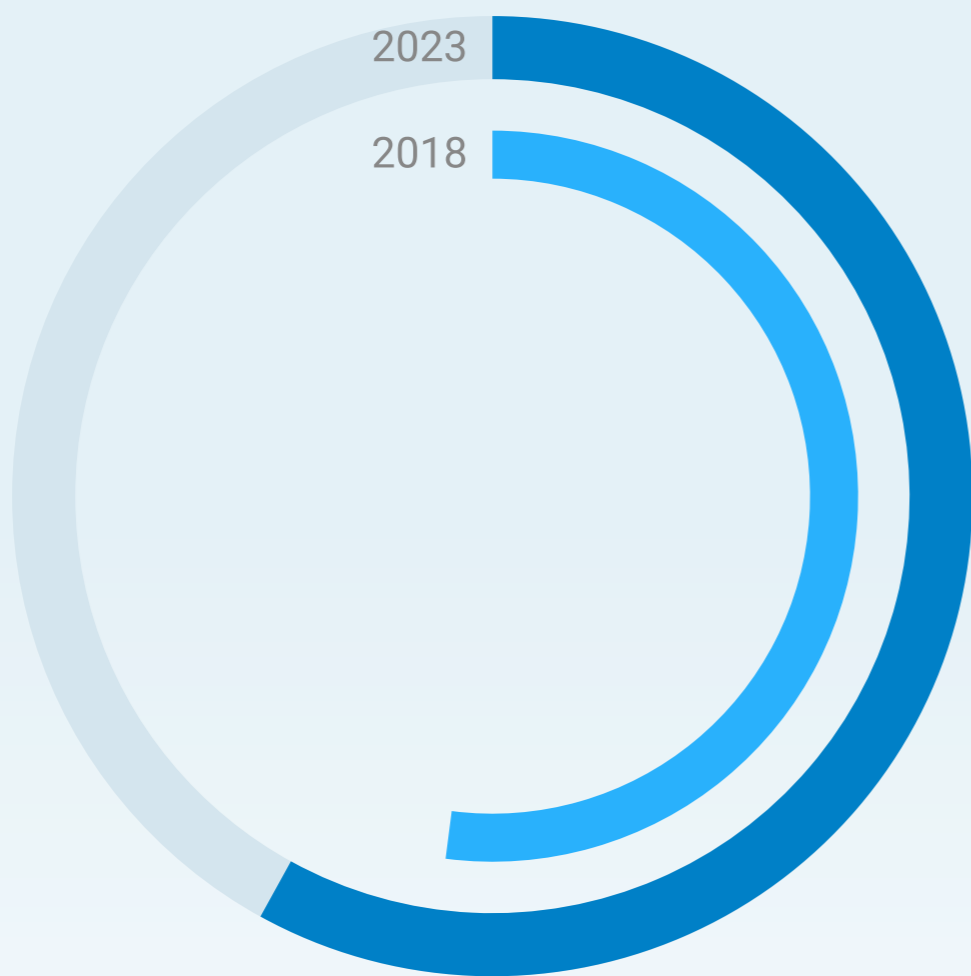


Local Content Is Gaining an Increasing Popularity, Now Accounting for Three-Fifths of the Total Viewership



58%

of 2023 TV Audience Viewership Is Made Up of Local TV Programmes ⁽¹⁾

52%

Back in 2018, This Number Was Even 6% Lower

Local Series Make Up Half of the Overall Series Viewership ⁽²⁾



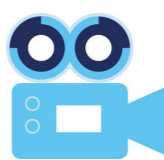
82%

Entertainment Shows (e.g., Reality Shows)



47%

TV Series, Sitcoms, Soap Operas



42%

Movies, TV Stage Dramas, TV Plays

