

CONTROLLING OFFICER'S REPLY

HAB181

(Question Serial No. 1212)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Home Affairs

Question:

In view of the status of COVID-19, instead of the “Sport For All Day” originally scheduled for August, a new series of online physical fitness exercise demonstration videos was launched to encourage people to stay home and exercise during the pandemic. In this connection, please provide the following information:

- a) the expenditures involved for each physical fitness exercise demonstration video;
- b) the number of views on each video by different age groups of viewers and average viewing duration (with a breakdown by age groups of 15-24, 25-34, 35-44, 45-54, 55-64 and 65 or above)

Asked by: Hon POON Siu-ping (LegCo internal reference no.: 45)

Reply:

The Leisure and Cultural Services Department (LCSD) organises “Sport For All Day” in August every year to encourage members of the public to develop a healthy lifestyle by exercising at least 30 minutes a day. To tie in with the Government’s disease control measures against COVID-19, instead of organising activities in the “Sport For All Day 2020” held on 2 August 2020 (Sunday), the LCSD launched a new series of 8 online physical fitness exercise demonstration videos to promote “Sport for All” and encourage people to stay home and exercise during the pandemic. These include Hip-hop Dance, Everybody Let’s All Clap!, Parent-child Ball Workout, Body-mind Relaxation and Stretching, Mobility and Stretching Exercise, Jump for Fit Exercise, Circuit Training and Muscle Strengthening Exercise. The requested information is as follows:

- a) The total expenditure on the physical fitness exercise demonstration videos of the “Sport For All Day” is about \$540,000. As the videos are produced aggregately by the contractor, the Department does not have separate record about the expenses incurred by each demonstration video.

b) According to the record of video data analysis of the Youtube channel, details of the number of views on each video by different age groups of viewers and average viewing duration as at 3 pm on 4 March 2021 are set out below:

1. Hip-hop Dance

Age	No. of views	Average viewing duration (minutes)
15-24	525	3:52
25-34	1 723	2:01
35-44	2 101	1:49
45-54	1 271	3:01
55-64	1 981	1:56
65 or above	1 603	1:53

2. Everybody Let's All Clap!

Age	No. of views	Average viewing duration (minutes)
15-24	180	3:36
25-34	1 728	2:56
35-44	1 977	2:17
45-54	1 498	4:12
55-64	2 407	3:49
65 or above	2 197	3:53

3. Parent-child Ball Workout

Age	No. of views	Average viewing duration (minutes)
15-24	-	-
25-34	761	2:07
35-44	1 459	2:39
45-54	396	2:36
55-64	-	-
65 or above	476	3:13

4. Body-mind Relaxation and Stretching

Age	No. of views	Average viewing duration (minutes)
15-24	431	1:41
25-34	1 781	4:05
35-44	1 839	3:10
45-54	1 839	3:49
55-64	2 899	5:12
65 or above	2 841	5:20

5. Mobility and Stretching Exercise

Age	No. of views	Average viewing duration (minutes)
15-24	-	-
25-34	830	2:04
35-44	1 105	2:59
45-54	805	1:50
55-64	1 120	1:45
65 or above	1 140	3:40

6. Jump for Fit Exercise

Age	No. of views	Average viewing duration (minutes)
15-24	-	-
25-34	-	-
35-44	1 530	2:57
45-54	878	1:51
55-64	680	3:09
65 or above	-	-

7. Circuit Training

Age	No. of views	Average viewing duration (minutes)
15-24	-	-
25-34	1 012	2:32
35-44	1 669	2:57
45-54	822	2:04
55-64	424	3:43
65 or above	1 056	2:46

8. Muscle Strengthening Exercise

Age	No. of views	Average viewing duration (minutes)
15-24	-	-
25-34	447	2:08
35-44	1 081	2:25
45-54	809	3:48
55-64	1 044	1:54
65 or above	683	2:14

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