

DISSEMINATING CONSUMER INFORMATION

傳播消費訊息



While the CHOICE magazine continues to serve as a sophisticated monthly publication that offers useful buying tips through product test results and survey findings, the Council has also evolved in seeking new ways to reach out to the public proactively. Across the various digital and social media platforms, the Council's ever-expanding viewers and fan base receive succinct news feeds in a timely manner. In an all-encompassing drive to disseminate information, the Council strives to meet the needs of both worlds: the mature and savvy consumers who appreciate details and technicalities; and the younger vibrant crowd who has an appetite for quick and bite-size infotainment.

消委會一向積極主動與大眾接軌。旗下《選擇》月刊內容充實，每月定期發表產品測試及調查報告，以提供實用的消費資訊。本會在各個數碼及社交媒體平台的觀眾和忠實支持者數目與日俱增，不同消費族群均能接收精闢和最新消息。無論是深思熟慮、注重細節，還是年輕富朝氣、喜歡輕鬆速食的讀者，本會均致力全方位照顧。

CHOICE Magazine

CHOICE Magazine is highly recognised as an independent, impartial and authoritative consumer guide, providing trusted information since it was first published in 1976. The monthly publication covers test reports, surveys, and in-depth studies on a diverse range of consumer goods and services. To uphold its authority and credibility, CHOICE Magazine does not accept any advertisements or commercial contributions in any form.

The overall sales of the print version of CHOICE Magazine was recorded at 236,497 copies in 2019-20, making it one of the best-selling monthlies in the city. Sales were split rather evenly between subscriptions and retail sales via outlets, such as newsstands and convenience

《選擇》月刊

《選擇》月刊於1976年創刊，一向公認為獨立、不偏不倚、兼具權威地位的消費指南，為消費者提供可靠資訊。《選擇》月刊涵蓋林林總總產品及服務的最新測試、調查及研究報告。為確保其權威及可信性，《選擇》月刊從不接受廣告或任何商業形式捐助。

《選擇》月刊印刷版於2019至20年度全年總銷量高達236,497冊，持續成為本地暢銷月刊之一。月刊的訂閱及零售額各佔總銷量的一半，印刷版的零售點遍布全港各區報攤及便利店。然而，

stores. However, the social incidents happened in the second half of 2019 inevitably affected subscription appetite and also the sales of CHOICE print version, resulting in a 4% drop of overall sales.

On the contrary, the CHOICE Magazine online version observed an overwhelming record of 1,736,512 downloads (a thirty-fold increase from 2018/19) during the year under review. The outstanding performance was resulted from the launch of a more user-friendly eCHOICE subscription site launched in March 2019 and the Council's swift response to offer free download of epidemic prevention related reports in January 2020 amid the COVID-19 outbreak.

The May 2019 issue (#511), featuring a test report on air-conditioners and found that some of their cooling capacity and energy efficiency were unsubstantiated, was the best seller of the year. Ranked second was the July 2019 issue (#513), featuring a cover story on hand wash and found that some contained allergy-causing preservatives. The third best seller was the April 2019 issue (#510), featuring a test report on sashimi and found some of the samples contained excessive methylmercury and parasites.

Support in the Combat Against COVID-19

In response to the outbreak of COVID-19 pandemic in Hong Kong, since mid-January 2020, the Council had stepped up its measures in providing useful information related to epidemic prevention and educating the public to make informed choices when preparing for personal protective gears in combating the virus.

2019 年下半年的社會事件無可避免削弱消費者訂閱意慾，亦打擊印刷版銷情，令整體銷量下跌 4%。

與印刷版相反，《選擇》月刊網上版的下載量錄得顯著增幅，年內總下載高達 1,736,512 次（較 2018 至 19 年度飆升 30 倍）。如此佳績主因是在 2019 年 3 月推出更方便用家的 eCHOICE 訂閱網站，以及在 2020 年 1 月新型冠狀病毒爆發之初，本會迅速應對讓公眾免費下載防疫抗疫相關報告及資訊，與消費者齊心抗疫。

2019 年 5 月份的《選擇》月刊（511 期）為年內銷量冠軍，該期的冷氣機測試報告發現製冷量和能源效率不符。第 2 位則為 2019 年 7 月號（513 期），該期封面故事為洗手液驗出含有引起過敏的防腐劑。銷量第 3 位則為 2019 年 4 月號（510 期），該期報告報道魚生驗出含有過量的甲基汞和寄生蟲。

對抗新型冠狀病毒

為應對自 2020 年 1 月中旬以來在香港爆發的新型冠狀病毒疫情，本會全面加強措施向公眾提供實用防疫資訊，以便在準備個人防護裝備方面作出知情選擇。



Disseminate Information on Virus Prevention

The Council has made available the 3 reports related to infection prevention for free download on the Council's digital platforms to help the society fight against the virus. The free articles included face masks, hand wash, wet wipes and hand sanitisers, as well as practical tips and useful guides on matters that consumers were concerned most during the challenging time.

A special webpage, "Together, We Fight COVID-19" was created in late January on the Council's website as a content hub to consolidate infection prevention information, provide up-to-date articles, consumer alerts, free download materials and corresponding information from the Government. Besides, two articles on outbreak update and corresponding prevention guidance as well as product test of various alcohol were published on CHOICE magazine (Issues 520 and 522) to provide advice. As the global and local pandemic situations continue to develop, the Council will keep the public informed with the latest information.

Respond to the Shortage and Quality Issue of Surgical Masks

While the exorbitant price of the face masks had caused stress to the grassroots class, many online videos had surfaced around the same time which taught people to make makeshift masks in unproven ways. Likewise, the supply shortage of face masks in the market had created public anxiety in searching for the protective gears. Long queues were seen at stores in various districts in Hong Kong. In different media engagement occasions, the Council urged traders to be socially responsible by selling the face masks in reasonable prices. Consumers were also reminded to use surgical masks properly and be cautious when purchasing them from online platforms.



發放防疫資訊

本會在旗下網上平台公開了3份防疫相關報告讓公眾免費下載，助社會上下齊心抗疫。該3份免費文章包括口罩、潔手液、濕紙巾及消毒搓手液的測試和調查結果，務求在抗疫非常時期，向消費者提供實用的消費提示及指南。

本會更於1月下旬在官方網站推出「齊心抗疫」專頁。專頁集結與防疫相關資訊的內容，提供最即時文章、消費警示、免費下載內容及相關政策資訊。此外，《選擇》月刊於第520及522期還發表兩篇有關疫情更新和相關預防指引，以及消毒酒精測試結果的文章。當全球及香港的疫情仍在轉變當中，本會仍會保持警覺繼續向公眾發放最新防疫資訊。

回應外科口罩短缺和質量問題

口罩的高昂價格對基層市民構成沉重壓力，同時，網上出現不少教人自行製作口罩的視頻，但是否有效卻未經證實。同樣，市場上口罩供應嚴重短缺，焦慮的市民爭相搶購保護裝備，導致全港各區商店外大排長龍。本會透過不同傳媒場合敦促商戶承擔社會責任，勿趁機抬高口罩售價，同時提醒消費者妥為使用外科口罩，在網上選購口罩時亦要額外小心。



To help alleviating the situation, the Council rendered support to a taskforce led by the University of Hong Kong-Shenzhen Hospital, Department of Architecture and Civil Engineering of the City University of Hong Kong, Hong Kong Applied Science and Technology Research Institute and Hong Kong Science Park to conduct different tests in making a more scientifically proven makeshift mask using common household products. The Council led in supporting the test logistics primarily on the sampling of different materials, sharing of previous test results and the production of press and communication materials. Follow-up interviews with various media and video production of a step-by-step guide on making the DIY mask were also supported by the Council. An extensive media coverage of over 300 clippings was recorded through both online and offline media channels. International media such as the Wall Street Journal, the Washington Post, several French and European language news outlets have also reported on the Council's DIY mask tutorial and hyperlinked the Council's website in their online news articles. Just the Washington Post alone has brought over 3,000 new users to the Council's epidemic prevention pages as of the end of March.

Inform and Interact with Consumers through Multimedia Platforms

With an aim to provide a more comprehensive users' experience to the visitors, eCHOICE subscription site and a mobile-friendly Online Price Watch (OPW) mini-site with enhanced functions were developed in 2019. During the year under review, the total traffic on the Council's website and the newly developed OPW site recorded a new peak of 10.54 million page views, up 113% YoY, representing a new spike in traffic for the past 3 years. 58 videos and 33 infographics were produced in the year to meet the Council's pledge to make information more accessible and user-friendly as well as strengthening its engagement with consumers.

The number of fans for the CHOICE Facebook page continued to grow, reaching 29,310, a noticeable increase of 71% YoY. To enhance visibility and engagement, a series of games for celebrating the Council's 45th Anniversary was rolled out in October, November 2019 and January 2020. A total of 296 Facebook posts were produced in the year, of which the epidemic prevention related posts and the game posts were found to be most popular.

Created as a video hub of the Council, the YouTube channel comprised a list of videos, including the highlights of CHOICE Magazines, findings from test reports, historical events and activities and educational videos on consumer protection. In the year under review, the total views of the channel recorded a 20% growth, to 757,995. The channel has since recorded an aggregate reach of over 10,000 subscribers, 2 million total views and over 3 million minutes of total watch time since its launch in 2018.

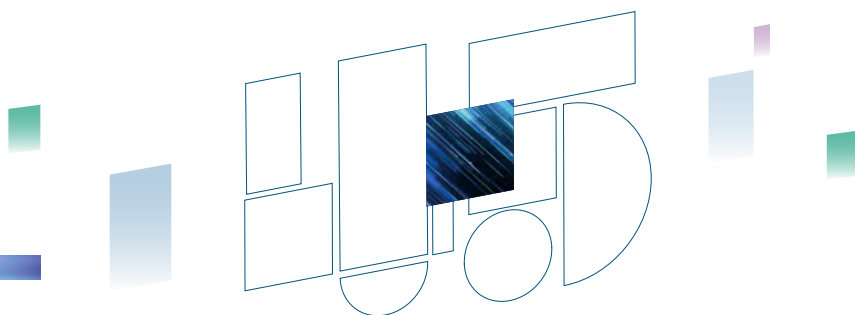
為緩和口罩荒的情況，本會參與由香港大學深圳醫院牽頭，和香港城市大學建築與土木工程學系，香港應用科技研究院和香港科學園成立的工作小組，測試一個利用普通家庭用品自家製作的臨時口罩，其效能得到一定程度科學證明。本會負責支援後勤測試，主要是對不同製作材料進行採樣、分享本會過往測試結果、製作新聞稿等傳訊工作。本會亦協助回應各間傳媒的跟進訪問，並製作短片教育公眾如何自製臨時口罩。此舉獲傳媒廣泛報道，線上及線下報道逾 300 則。華爾街日報、華盛頓郵報、法國及其他歐洲地區的傳媒機構也轉載了本會製作的自製臨時口罩教材，並在相關報道附上本會網站超連結，單是華盛頓郵報，截止 3 月底已帶來超過 3 千個新訪客到本會的抗疫專頁。

多媒體平台發放資訊 全方位與消費者互動

為了讓本會網站訪客得到更全面的用戶體驗，本會於 2019 年推出 eCHOICE 訂閱網站及附設強化功能的手機版「網上價格一覽通」。年內，本會網站及改良版的「網上價格一覽通」網頁總瀏覽量達創新高的 1,054 萬，比上一年度上升 113%，同時創出過去 3 年訪客數量新高。同期，本會共製作 58 段影片及 33 幅訊息圖，所有工作旨在為達致本會令公眾更方便接收和理解本會提供的資訊，加強與消費者互動的承諾。

《選擇》月刊 Facebook 專頁粉絲數目持續增長，累積 29,310 人，比對上一年度顯著上升 71%。為提高專頁可觀性及加強與網民互動，專頁於 2019 年 10 月、11 月及 2020 年 1 月推出一系列慶祝本會成立 45 周年的遊戲帖子。年內上載的帖子共 296 個，其中以防疫內容相關帖子及遊戲帖子最受歡迎。

本會的 YouTube 專屬頻道收納了一系列與本會相關的視頻，包括《選擇》月刊精選、測試報告結果、過往節目及活動重溫，以及保障消費者權益的教育節目。年內，頻道的總觀看次數錄得 20% 增長，總觀看次數為 757,995。頻道自 2018 年開通以來，累計逾 1 萬人收看，總觀看次數為 200 萬，總觀看時間為 300 萬分鐘。



Empower Consumers through the Mass Media

Thanks to the support of the mass media, the Council is often in the public's mind. For many years, the Council has organised extensive media activities, notably monthly press conferences and press interviews to keep consumers informed of the happenings in the marketplace.

In the year under review, some 70 press releases and statements were issued, covering major topics published in the CHOICE magazines, and the Council's responses and positions concerning a host of consumer concerns, such as the tender sales of first-hand residential properties, closure of AMH Medical Diagnostic Group, shortage and quality issue of surgical masks and panic buying of food and household essentials. The Council received more than 100 media enquiries in the year under review. Through proactive media engagement, the Council was able to publish cautionary advice to consumers in a timely manner.

The Council continued its partnership with TVB to produce health management related episodes that were shown in a popular programme called "Revel in Retirement" (無耆不有). Primarily targeting elderly consumers, the episodes covered four popular topics including elderly cataract surgery, nutrients of tofu, elderly walking sticks and homecare assistant. The programmes were later re-edited into a series titled "樂在耆中" and launched on the Council's website, Facebook page and YouTube channel to maximise their reach to a wider group of online audience. To further expand the Council's exposure on social media platforms, the Council formed strategic partnership with an online media to provide medical related information to its followers.

通過大眾媒體 提升消保意識

有賴傳媒支持，本會形象深入人心。本會多年來舉辦多項大型的媒體及推廣活動，以每月的《選擇》月刊記者會最為人所熟識，加上傳媒訪問讓公眾掌握最新消費行情。

年內，本會共發表超過 70 篇新聞稿及聲明，包括《選擇》月刊的報告及本會就重大消費議題的立場和回應，如第一手住宅物業的招標銷售、環亞體檢集團倒閉、外科口罩短缺及質量問題，以及市民搶購糧食和家庭必需品等事件。本會不時主動接觸傳媒，而年內接獲逾 100 宗傳媒查詢，向消費者發出適時的消費提示。

本會繼續夥拍無線電視製作一系列以健康管理為主題的短片，於熱門節目「無耆不有」內播出。該系列節目以高齡消費者為目標，涵蓋 4 個與長者息息相關的題材，包括長者白內障手術、豆腐營養、老年人手杖和家護助理服務。短片經再剪輯為「樂在耆中」系列，上載至本會網站、Facebook 專頁及 YouTube 頻道，爭取接觸更多網上觀眾。此外，為增加在社交媒體平台的曝光率，本會於年內與一家網上媒體建立戰略夥伴關係，由本會提供醫學相關的帖子，為對方的追隨者提供醫學相關資訊。





Top Ten Consumer News (Year of the Pig)

Entering its 16th year, the Top Ten Consumers News continued its partnership with Hong Kong Economic Times, Cable TV, Radio Television Hong Kong, Sky Post and TOPick to invite the public to vote for the consumer news that they concerned most⁹. The news on the soaring price of pork due to the outbreak of African swine fever has received the highest votes. The second and third most voted news were Hong Kong's exorbitant property market and the risk of licence suspension faced by Hong Kong Airlines. Consumer participation remained high in this voting campaign, a total of 5,280 votes were received.

Consumer Rights Reporting Awards

Organised by the Council in conjunction with the Hong Kong Journalists Association and the Hong Kong Press Photographers Association, the Consumer Rights Reporting Awards were established to recognise journalistic excellence in reporting consumer rights and related issues. This year, the 19th year of the awards, 274 entries were received, hitting a new record for the past decade. Several winning entries covered issues of major public concerns, including ticket scalping and privacy protection¹⁰. Topical issues of sustainable consumption, such as airline cabin waste and microplastics that were harmful to the ocean and aquatic life were amongst the winning reports. The winner of the Campus category discussed the pros and cons of the regulation of person-to-person telemarketing calls.

豬年十大消費新聞

第16屆「十大消費新聞選舉」繼續由香港經濟日報、有線電視、香港電台、晴報、及TOPick為合作單位，由公眾投票選出最關心的消費新聞⁹。獲最多票數的頭3位消費新聞，排行首位的是非洲豬瘟導致豬肉價格飆升，第2及第3位分別為本港的驚人樓價，以及香港航空財困險被撤銷牌照。今屆的投票人數繼續高企，共有5,280人次投票。

消費權益新聞報道獎

由本會與香港記者協會及香港攝影記者協會合辦的「消費權益新聞報道獎」，旨在表揚出色的消費權益新聞報道，一直深受各界肯定。本年度第19屆新聞報道獎，共收到274份參賽申請，創下近10年新高。芸芸得獎作品中，有關門票炒賣及私隱問題的報道最受公眾關注¹⁰。可持續消費也是熱門議題，例如有關飛機垃圾及微塑膠對海洋生態造成不良影響的報道。校園組別的得獎者則探討監管人對人促銷電話的各項利與弊。



9 Visit www.consumer.org.hk/ws_chi/news/event/top10pig.html for the poll results of the Top Ten Consumer News (Year of the Pig). 豬年十大消費新聞結果可瀏覽上述網址。

10 Visit www.consumer.org.hk/ws_chi/news/activities/20190731.html for the winning entries of the 19th Consumer Rights Reporting Awards. 第19屆「消費權益新聞報道獎」評審名單及得獎名單，可瀏覽上述網址。