

DISSEMINATING CONSUMER INFORMATION

傳播消費訊息

Quantum leaps in technology have completely changed the information environment with mobile device applications offering consumer information simply at their finger tips. As the key channel for consumer information, the Council has been capitalising on the rapid development of the dynamic world to disseminate interactive information through a myriad of media, including print, broadcast, electronic and social media platforms. The Council firmly believes that clear, simple and transparent information at the right time and place empowers consumers to be vigilant against undesirable trade practices, avoid unsafe goods and substandard services, and helps them make responsible decisions.



科技發展日新月異，徹底改變了信息傳播的環境。消費者只要輕移指尖，手機應用程式已將資訊帶到面前。作為消費信息的主要來源，本會需要充分利用飛速發展的科技，通過多元化媒體，包括印刷、廣播、電子和社交媒體平台傳播互動信息。本會堅信，適時發布清晰、簡練、透明度高的信息，能夠令消費者對不良營商手法、不安全產品和劣質服務提高警惕，幫助他們作出負責任的消費抉擇。

CHOICE Magazine

The Council's monthly magazine, CHOICE Magazine, is widely acknowledged as an independent and impartial platform upon which consumers can access credible, reliable and useful advice and information. The magazine features latest reports on tests, surveys and in-depth studies on a wide range of consumer goods and services.

At the core of the Council's identity is a commitment to independence, neutrality and impartiality. To uphold these cornerstone principles, CHOICE Magazine does not feature advertisements or accept contributions of any form.

The print version of CHOICE Magazine is available through subscription and sales via retail outlets including newsstands, convenience stores, supermarkets and bookshops across the territory. The overall combined sales of CHOICE Magazine totalled 244,600 copies in 2015-16, split evenly between subscription and retail sales. Over 55,000 downloads of the online versions were recorded during the year under review.

《選擇》月刊

本會出版的《選擇》月刊是公認獨立公正的資訊平台，面向公眾發放可信、可靠及有用的建議和資訊。每期月刊涵蓋課題廣泛，內容包羅產品測試、調查和研究報告，並對各類消費品和服務作出深入淺出的介紹。

本會恪守己任，秉持一貫獨立、中立和公正的核心原則。因此，《選擇》月刊從不接受任何商業廣告及捐款。

印刷版《選擇》月刊的銷售途徑分為訂閱和零售，零售點包括分布全港各區的報攤、便利店、超級市場和書店。2015-16年度月刊總銷量為244,600冊，訂戶及零售各佔總銷量的一半。年內，《選擇》月刊網上版錄得55,000次下載。



The July 2015 issue (#465) featuring, among other topics, the test report on permanent hair colouring products was the best seller of the year. The August 2015 issue (#466), ranking second in the best-selling list, featured in the cover story LED light bulb efficiency comparison while the third best seller title went to November 2015 issue (#469) covering the test report on the safety and energy efficiency of multi-functional thermos ventilators.

At the Hong Kong Book Fair, held in July 2015, CHOICE Magazine was very well-received by visitors with 1,501 new subscriptions acquired on site - the second highest since the Council joined the Fair in 2007.

Enhancing Communication through the Internet

The Council is, and continues to be, committed to empowering consumers to protect their own rights. In October 2015, the Council's website (www.consumer.org.hk) underwent a series of improvements and optimisation on both page design and content in order to better disseminate information to consumers. User experiences have been significantly enhanced with improved search functions, newly introduced multimedia elements, and barrier-free features tailor-made for the visually and hearing impaired. Upon completion of the website optimisation in October 2015 through to the end of March 2016, over two million page views were registered, with the number of unique visitors reaching 616,000. The monthly page views during the six-month period increased from 230,000 to nearly 440,000, and the number of unique visitors also increased from 56,000 to 140,000. In total, more than one million unique visitors browsed the Council's website and nearly five million page views were registered during the year under review.

To keep up with the times the Council introduced CHOICE Magazine overview, infographics and multimedia videos on the website in addition to regular press releases, product recall and alert notifications, and Government submissions, creating a wider variety of information for consumers to access easily.

A new online column, "Special Feature" was launched presenting pertinent information on current issues under specific themes for ease of access by consumers.

"Winter Special" was the first themed feature published at the end of 2015 providing consumption and safety tips on down jackets, electric heaters and other products. Upon its release, a record high of more than 27,000 daily page views was achieved, with 10,000 unique visitors. Overall page views of the website increased dramatically thanks to strong media coverage of this new feature.

Currently, an average of no less than two video clips are uploaded to the website each month, the contents of which range from CHOICE Magazine cover characters offering special consumer tips, to test and survey results on a wide variety of products, and services for consumers' reviews. During the year under review, the Council produced nearly 30 video clips featuring



2015年7月份(465期)《選擇》月刊報道有關永久性染髮劑驗出致敏物質的研究，銷量為年內最高，緊隨其後的是8月份(466期)，封面主題是LED燈泡慳電表現比較；11月份(469期)為年度銷量季軍，封面主題集中報道浴室多功能暖風機的安全及能源效益。

在2015年7月舉行的香港書展上，《選擇》受到讀者歡迎，即場訂閱人數達到1,501名，是本會自2007年參加書展以來錄得的第二高即場訂閱紀錄。

透過網站 加強與消費者溝通

本會一直致力加強消費者維護自身權益的能力。自2015年10月起，本會全面優化網站 (www.consumer.org.hk) 傳遞消費資訊功能，從網頁設計到內容均大大提升了用戶體驗，改善搜尋功能，加入多媒體元素，並結合無障礙瀏覽功能，方便傷健人士使用。由2015年10月網站全面優化後至2016年3月底，錄得瀏覽量逾200萬次，獨立訪客達61.6萬名。短短半年內，每月瀏覽量由23萬次增至近44萬次，同期瀏覽人次亦由5.6萬增加至14萬。年度內，本會錄得累積瀏覽網站獨立訪客人數達逾百萬名，瀏覽量接近500萬次。

網站與時並進，除上載新聞稿、產品回收及安全警示，和政策及意見書外，更新增了《選擇》月刊內容概覽、信息圖及多媒體影片，讓消費者更容易取得多元化資訊。

為進一步豐富網站內容，本會亦增設全新的網上欄目 — 《特集》，以專題形式，介紹各種切合消費者需要的資訊。

2015年底首次面市的《冬日特集》，集中介紹羽絨外套、電暖爐等產品消費和安全貼士，發布當日的網站瀏覽量達2.7萬次，創歷來新高，網站獨立訪客人數錄得近1萬次。有賴傳媒同步報道，令網站瀏覽量大幅提升。

目前網站平均每月上載至少兩條短片，內容包括由《選擇》月刊封面人物介紹消費常識秘訣，各類產品和服務測試內容與結果，以供消費者參考。本年度，本會已製作近30條短片，內容除涉及《選擇》月刊，亦配合本會其他活動；例如在點名譴責7間不良藥店行動中製作個案短片，重演各種消費陷阱，令消費者提高警覺。未

issues reported in CHOICE Magazine as well as other activities, including video clips highlighting the unscrupulous trade practices of seven local pharmacies / medicine shops. The Council will continue to produce more videos and infographics to present information in more visually impactful ways via the internet.

Shopsmart, the Council's webpage providing Mainland visitors with tailored information and shopping tips relevant to them received more than 2.1 million page views from nearly 420,000 unique visitors during the year under review.

Empowering Consumers through the Media

The Council maintains close contact with the mass media on all issues related to consumer interest. Such collaboration greatly facilitates the fulfilment of the Council's statutory duty to disseminate consumer information to the public in an efficient and effective manner.

The Council endeavours to provide comprehensive information upon media requests and proactively conveys messages and comments to address consumer concerns through a wide array of programmes and via the monthly press conferences for the launch of CHOICE Magazine, and featured interviews that follow.

During the year under review, nearly 150 press releases and statements were issued, covering selected topics published in the CHOICE Magazines, and on the Council's responses and position concerning significant consumer issues.

Media coverage is crucial in drawing attention to prominent incidences of consumer related issues. The tainted water scare and the Council's public sanction of seven pharmacies / medicine shops for unscrupulous sales and trade practices in July 2015, as well as the sudden closure of furniture and electric-appliance retailer, DSC chain stores in August 2015, shocked consumers.

The Council received nearly 200 media enquiries on these three issues alone, which generated 146 pieces media coverage. Through such intensive media coverage the Council was able to effectively communicate its position while delivering timely and relevant consumer advice.

Through her contribution of nine articles via the bi-weekly column "消費嫻情" in the online version of am730, as well as seven articles in a regular column "嫻式生活" in the Ming Pao Daily News since September 2015, the Council's Chief Executive shared with readers her tips and insights on being a smart consumer.



來，本會將繼續以短片和信息圖形式，透過網上渠道傳播各種消費者信息。

精明消費香港遊是本會特別為內地遊客開設的消費指南網頁，年內錄得累積瀏覽量高逾210萬次，獨立訪客人數近42萬名。

通過大眾傳媒 提升消保意識

消委會因應各項有關消費者利益議題，與傳媒緊密合作，以更迅速、更有效地向公眾傳遞消費資訊，履行本會的法定職能

本會一方面盡力就傳媒查詢提供相關的全面資訊；另一方面亦主動透過各傳媒平台就公眾關注的議題發放信息及建議，包括接受各類節目訪問，於每期《選擇》月刊出版當天舉行記者會，以及其後安排傳媒主題專訪。

年內，本會共發表近150篇新聞稿和聲明，包括《選擇》月刊的專題內容，及本會就重大消費議題發表的回應和立場。

在發生重大消費事件時，媒體的採訪和報道更顯重要。2015年7月間的食水污染恐慌、本會公開譴

責7間藥房不良經營手法，以及8月大型傢俱家電連鎖店德爾斯突然全線結業事件等均令全城震驚。

僅就此3宗事件，本會已接獲近200個傳媒查詢，並從而產生了146項報道。有賴媒體爭相追訪，本會的立場以及對消費者的忠告得以及時傳遞。

此外，總幹事透過am730網上版開設的「消費嫻情」雙周專欄發表9篇文章，以及自2015年9月起在明報登出「嫻式生活」的7篇專欄作品，親自與讀者分享精明消費秘訣。



Raising Public Awareness through News

Highlights of the year under review include the Consumer Rights Reporting Awards and the Top Ten Consumer News organised in collaboration with the news media industry. By encouraging reporting on consumer issues, these two campaigns helped promote consumer protection and raise public awareness of consumer rights.

The Consumer Rights Reporting Awards

The 15th Consumer Rights Reporting Awards was jointly organised by the Council, the Hong Kong Journalists Association, and the Hong Kong Press Photographers Association with the objective of encouraging and acknowledging excellence in reporting on consumer rights issues.

The newly introduced Campus Newspaper category inspired students in higher education institutions to report consumer news via their campus media platforms. Along with Print News, Print Features, Television News, Television Features, Radio News, Radio Features and Press Photography, a total of 224 entries competed for various awards in eight categories.

The winning entries highlighted some of the popular consumer topics during the year, such as food safety, bid-rigging of building maintenance work, as well as fake gold ornaments¹².

Top Ten Consumer News (Year of the Goat)

The Top Ten Consumer News jointly organised by the Council, i-CABLE, Radio Television Hong Kong, Hong Kong Economic Times, and Sky Post has entered its 12th year and attracted a record high of 3,937 voters to participate in this annual event.

Members of the public were invited to vote for the Top Ten Consumer News out of a shortlist of 20 pieces of coverage considered most important to consumers in Hong Kong during the year. Coverage on abuse of the elderly in a local nursing home drew the most votes (nearly 3,470) and triggered heated discussion on protecting the rights of vulnerable consumers. Coverage on the plastic bag levy and environmental protection received over 2,770 votes and was ranked third in the Top Ten Consumer News List¹³.

Three new categories of consumer news - Most Outrageous, Most Gratifying, and Most "Like", were introduced to attract higher participation in this event.



聚焦消費新聞 提升公眾關注

「消費權益新聞報道獎」和「十大消費新聞選舉」是由本會與新聞界合辦的年度盛事，兩項活動旨在鼓勵傳媒報道消費新聞，促進市民對消費保障的認識，提高各界對消費權益的關注。

消費權益新聞報道獎

第十五屆「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攜手舉辦，以勉勵及表彰新聞界對保障消費權益的報道。

年內，大會新增設校園報道組別，嘉勉大專生透過校園新聞平台報道有關消費者權益新聞。連同印刷新聞、特寫、電視新聞、電視特寫、電台新聞、電台特寫和新聞攝影，大會共收獲224份參賽作品，競逐8個組別各個獎項。

獲獎作品題材環繞年內熱門議題，如食物安全風波、樓宇維修圍標陷阱，以及假金騙局等¹²。

羊年十大消費新聞

由本會聯同香港有線新聞、香港電台、香港經濟日報與晴報合辦的「十大消費新聞選舉」已踏入第十二年，喜獲3,937名市民參與投票，創下歷史新高。

公眾在20則備受消費者關注的新聞中，選出羊年十大消費新聞。位居榜首的護老院涉及虐老新聞，引發社會熱議保障弱勢消費者權益事宜，共獲近3,470票；有關膠袋徵費實施細節及倡導環保的報道獲逾2,770票，榮登十大消費新聞榜¹³第三名。

本年度亦加入3個全新項目，分別為「最離譜消費新聞」、「最大快人心消費新聞」，以及「最抵讚」消費新聞，吸引大眾參與投票。



12 See Appendix 10 for the list of adjudicators and winning entries of the 15th Consumer Rights Reporting Awards. 第十五屆「消費權益新聞報道獎」評判名錄及得獎名單參見附錄十。

13 See Appendix 11 for the poll results of Top Ten Consumer News (Year of the Goat). 羊年「十大新聞選舉」結果見附錄十一。