



DISSEMINATING CONSUMER INFORMATION 傳播消費訊息

CHOICE Magazine

Widely acknowledged as an independent and impartial platform upon which consumers may access reliable and useful information, CHOICE Magazine features the latest reports on testing, surveys and in-depth studies, covering a wide range of consumer goods and services. To uphold its neutrality, CHOICE Magazine does not accept advertisements nor does it accept contributions in any form.

During the year under review, a publicity campaign celebrated CHOICE Magazine's 40th anniversary and its 40 years of leadership in providing salient consumer information was launched. A major development during the year was the launch of "hongkongchoice", a Facebook page, which tapped into a new stakeholder group that engages beyond traditional media. The Council also published a pocket-size guidebook with useful consumer tips on skincare, food and baby products, etc. as a way of saying thank you, to long-term CHOICE supporters, and a good reference piece to the public.

《選擇》月刊

《選擇》月刊一直被公認為獨立、公正的資訊平台，內容涵蓋多種不同產品和服務之最新測試、調查及研究報告，讓消費者獲得可靠、又實用的資訊。為秉持中立的原則，《選擇》月刊從不接受商業廣告或任何形式的捐助。

年內，為慶祝《選擇》月刊出版40週年，以及一直肩負提供重要消費資訊的領導地位，本會特別舉辦一系列宣傳活動，包括重頭戲——推出《選擇》月刊面書，成功接觸一群非傳統媒體能觸及的受眾。此外，本會又特別出版一本精裝消費指南，介紹包括皮膚護理、食品及嬰兒用品等消費「貼士」，藉此答謝多年來一直支持《選擇》月刊的讀者，也是市民大眾的實用參考讀物。

同行

共創消費

新氣象

年



Today, online media is used in conjunction with traditional media, giving the Council greater means to fulfil its mission to empower consumers by disseminating clear, simple and transparent information at the right time and place. By employing both media, the Council is also able to extend its reach, helping consumers to be vigilant against undesirable trade practices, and to avoid unsafe and substandard goods and services.

時至今日，網上傳媒與傳統媒體已密不可分，讓本會有更多途徑適時向消費者發布清晰、簡潔及具透明度的資訊，從而履行提升消費者自我保護能力的使命。透過這兩類媒體，本會能接觸更廣的消費群，令更多消費者可以對不良營商手法、不安全及劣質的產品和服務提高警覺。

On the other hand, targeting a wider spectrum of audience across different walks of life, a special radio programme was produced in partnership with the Commercial Radio Hong Kong as part of the anniversary campaign. Eight 8-minute segments and 150 segments of 30-second floater promotions were broadcasted between October and December 2016, to highlight consumer pitfalls and hot consumer issues.

Despite digitisation, the overall, combined sales of the printed version of CHOICE Magazine rose 3% to 252,399 copies in 2016-17. Sales were split rather evenly between subscriptions and retail sales via outlets, including newsstands, convenience stores, supermarkets and bookshops across the territory. The online versions recorded over 50,000 downloads during the year under review.



另一方面，為接觸社會更多不同階層的消費者，本會與《商業電台》合作推出節目專輯，主題環繞不同的消費陷阱及熱門消費議題。專輯包括8個8分鐘的節目，以及150節30秒之推廣環節。

儘管受電子化影響，《選擇》月刊之印刷版於2016-17年度總銷量仍錄得3%增長，達252,399冊。訂戶及零售各佔總銷量的一半。

零售點包括分布全港各區的報攤、便利店、超級市場和書店。至於《選擇》月刊網上版，年內則錄得超過50,000次下載。



CHOICE Magazine 40th Anniversary Celebrations
《選擇》月刊40週年慶祝活動

The July 2016 issue (#477) featuring the test report on bathing products found to contain allergy inducing preservatives was the best seller of the year. The November 2016 issue (#481) featuring moisturisers and their efficacy ranked second. These 2 top sellers led to reprints of 5,000 and 3,000 copies respectively, to cater for the overwhelming response from the public. The third best-selling title went to the February 2017 issue (#484), highlighted by the report on body lotions containing potential allergens.

At the Hong Kong Book Fair, held in July 2016, CHOICE Magazine was well-received again by visitors with 1,038 new subscribers and 590 renewals. Among them, 416 subscribed to online versions, representing an increase of 72.6% compared to last year.

Enhancing Interactive Communication through Multi-media Platforms

In the era of online media, the Council keeps abreast of the dynamic platforms which can help to spread information quickly and efficiently to the public. The dedicated section for CHOICE articles, the Online Price Watch and the Complaint sections contributed to growing traffic on the Council's website. During the year under review, over 4.4 million page views were registered. The average monthly unique visitors reached 133,000. This success, demonstrated how the Council is able to communicate with consumers in a timely manner.

In addition to the official website, the newly rolled out Facebook page "hongkongchoice" further extended engagement coming from the community, especially among the younger generation, on consumer issues. Since its launch in July 2016, a wide range of content, from golden oldies to the latest CHOICE topics

於2016年7月份出版的《選擇》月刊(477期)，報道沐浴露驗出可致敏防腐劑，成為年內銷量冠軍；其次受歡迎為11月號(481期)，以日霜保濕效果作封面報道。兩期分別加印5,000及3,000本以回應市場需要。至於年度銷量季軍則為2017年2月號(484期)，報道身體潤膚乳隱藏多種致敏成分。

於2016年7月舉行的香港書展中，《選擇》月刊亦深受讀者歡迎，即場新增訂閱及續訂人數分別達1,038名及590名。當中416人訂閱《選擇》月刊網上版，較去年度上升72.6%。

透過多媒體平台 加強與消費者互動

在這網上媒體盛行的年代，本會緊貼各種互動平台的脈搏，務求最快、最有效地把資訊傳遞給公眾。年內，新增設的《選擇》月刊網上內容、網上價格一覽通，以及有關投訴的欄目，帶動本會網頁瀏覽量上升，達440萬，平均每月獨立訪客則達133,000。網站的成功足證本會有能力適時與消費者溝通。

除本會網頁外，全新推出的hongkongchoice面書亦進一步加強本會與社區，特別是與年輕人的互動。自2016年7月推出以來，本會在面書上載了各式各樣的經典及最新測試報告，除文字貼文外，還上載多條影片和信息圖，共錄得4,350次「讚」。





were presented. The information was put forth, not only in text posts, but in videos and infographics that were engaging and informative. As a result, 4,350 fan “Likes” were achieved.

Shopsmart, the Council’s webpage providing Mainland visitors with tailored information and shopping tips, received more than 2.4 million page views from over 32,000 average monthly unique visitors during the year under review.

4,400,000
page
views
網頁瀏覽量

Empowering Consumers through Media

The Council maintains close contact with the media on all issues related to consumer interest. These collaborative efforts play a significant role in facilitating the Council’s statutory mandate to disseminate consumer information to the people of Hong Kong and elsewhere.

The Council endeavours to provide comprehensive information in response to media requests and proactively to communicate messages and commentary to address consumer concerns. These are carried out through a wide array of programmes and through monthly press conferences marking publication of the latest issue of CHOICE Magazine, and through the featured interviews that follow.

Throughout the year under review, nearly 150 press releases and statements were issued, covering selected topics published in CHOICE Magazine, and the Council’s responses and positions concerning significant consumer issues. To enhance the content of news releases, 36 videos and 29 infographics were also created. These were well received by the media and the public.

此外，「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，年內錄得瀏覽量高達240萬，平均每月獨立訪客超過32,000人。

通過大眾傳媒 提升消保意識

在各項與消費者息息相關的議題上，本會與傳媒一直保持緊密聯繫，讓本會得以向香港及海外的消費者傳遞各項消費資訊。這種合作關係在本會履行法定職責上起了關鍵的作用。

本會一方面就傳媒查詢提供全面的資訊，另一方面亦會透過不同的傳媒活動、每期《選擇》月刊出版當天舉行的記者會，及記者會後的主題專訪等，主動發布公眾關注的資訊及評論。

年內，本會共發表約150篇新聞稿和聲明，包括有關《選擇》月刊的報告和內容，及本會就重大消費議題發表的回應和立場。為加強新聞稿的內容，本會特別製作36條影片及29幅信息圖。此舉深受傳媒及公眾歡迎。

每逢重大消費事件發生，媒體就事件及本會建議的採訪報道更顯重要。例如於2016年6至7月期間，連鎖健身中心California Fitness及團購網站BeeCrazy突然相繼結業，加上迷你倉火災，以及同年9月三星手機Note7電池故障起火等，均令消費者震驚及關注賠償的問題。



Media coverage is crucial for promulgating consumer related issues and the Council's advice, such as in the cases of the sudden closure of California Fitness, BeeCrazy and a mini storage fire in June and July, 2016. Later in the year, during September, the Council responded swiftly to overheated lithium batteries and the self-combustion of Samsung Galaxy Note7 smartphone, an issue that shocked consumers, who called for redress.

The Council received nearly 300 media enquiries on these 4 major consumer incidents alone, which generated 420 items of media coverage. Through intensive media engagement, the Council was able to deliver timely and relevant advice to consumers.

In addition, through contribution of 6 articles in a regular column "嫻式生活" in the Ming Pao Daily News, dating from September 2015, the Council's Chief Executive shared with readers her tips and insights on different consumer issues and advice.

Raising Public Awareness through News

Highlights of the year under review include the Consumer Rights Reporting Awards and the Top Ten Consumer News Awards, both organised in collaboration with the news industry. By encouraging reporting on consumer issues, these 2 campaigns helped promote consumer protection and raise public awareness of consumer rights.

The Consumer Rights Reporting Awards

Jointly organised by the Council, the Hong Kong Journalists Association, and the Hong Kong Press Photographers Association, the Consumer Rights Reporting Awards were proven effective means to honour, recognise and encourage journalistic excellence in reporting on consumer rights and related issues.

僅此4宗事件，本會已接獲近300個傳媒查詢，相關報道420則。全賴傳媒的積極參與，本會才能迅速地將相關建議傳遞給消費者。

此外，本會總幹事自2015年9月起，於《明報》專欄「嫻式生活」發表共6篇文章，親自與讀者分享精明消費秘訣，提供不同消費議題的意見和忠告。

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」均是由本會與新聞界合辦的年度盛事。兩項活動旨在透過鼓勵傳媒報道消費新聞，促進市民對消費保障的認識，提高公眾對消費權益的關注。

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」，目的為嘉許、肯定及鼓勵各傳媒就消費者權益及相關議題的優秀報道。

踏入第16屆，此獎項已廣受傳媒肯定，被視為對傳媒的專業和努力一項重要認同。本年度，大會共收獲231份參賽作品，競逐9個組別獎項，包括報章新聞、報章特寫、電視新聞、電視特寫、電台新聞、電台特寫、新聞攝影、校園新聞，以及新增設的可持續消費獎項。

Entering its 16th year, the Awards are highly regarded by the media as important recognition of their professionalism and dedication. This year's awards attracted 231 entries in 9 categories, including Print News, Print Features, Television News, Television Features, Radio News, Radio Features, Press Photography, and Campus and the Sustainable Consumption Award, which was newly created this year.

The winning entries highlighted popular consumer topics that attracted public attention during the year under review, such as medical beauty, nursing home abuse as well as food safety¹¹.

Top Ten Consumer News (Year of the Monkey)

The Top Ten Consumer News reporting campaign is an annual event intended to raise public awareness and share the public perspective on consumer issues, as well as to reinforce the importance of consumer rights in Hong Kong.

Entering its 13th year the campaign added new partnerships with Now TV and TOPick adding to its existing partnerships with Cable TV, Hong Kong Economic Times, Radio Television Hong Kong and Sky Post. As a result of the expanding collaboration, the streamlined voting page and a broader publicity outreach through social media platforms, the campaign achieved a record high of 4,407 votes representing around 12% increase over the last year.

Members of the public were invited to vote for the Top Ten Consumer News articles out of a shortlist of 20 published items, considered the most important to consumers in Hong Kong during the year. Coverage of the mini-storage fire drew the most votes (3,870) and triggered vigorous discussion about whether more stringent regulations need to be imposed on mini-storage operations. The coverage of California Fitness, its practice of adopting intimidating and misleading sales practices in its attempt to enrol new customers, and its abrupt cessation of business, received 3,666 votes and was ranked third on the Top Ten Consumer News List¹².

得獎作品環繞多個公眾關注的熱門消費議題，如醫學美容、護老院涉及虐老，和食物安全風波等¹¹。

猴年十大消費新聞

一年一度的「十大消費新聞選舉」，旨在提高公眾對消費議題的關注和意見表達，加強消費者權益在本港的重要性。

活動踏入第13年，新增了《Now TV》及《TOPick》兩位合作夥伴，加上原有的《有線電視》、《香港經濟日報》、《香港電台》及《晴報》，令投票活動延伸至更多社交媒體平台，再加上大會簡化了投票程序，結果喜獲4,407名市民參與投票，較上年度上升12%，創下歷年新高。

公眾在20則備受消費者關注的新聞中，選出猴年十大消費新聞。當中迷你倉火災的新聞，引發公眾對加強規管的廣泛討論，結果位居榜首（獲3,870票）。至於有關健身連鎖中心California Fitness如何威嚇及以誤導銷售手法吸引新客，以及其後中心結業的新聞，合共獲得3,666票，榮膺十大消費新聞榜第三名¹²。



11 Visit www.consumer.org.hk/ws_chi/consumer-rights-reporting-awards-16.html for the list of winning entries of the 16th Consumer Rights Reporting Awards. 第16屆「消費權益新聞報道獎」得獎名單可瀏覽以上網址。

12 Visit www.consumer.org.hk/ws_chi/news/activities/top10-2016-report.html for the poll results of Top Ten Consumer News (Year of the Monkey). 猴年十大消費新聞選舉結果可瀏覽以上網址。