

Disseminating Consumer Information

傳播消費訊息

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 June 2018 issue was an important milestone as it was the 500th edition of CHOICE. Li Wai-zee, Olympic bronze medal-winning cyclist and well-known for her remarkable resilience, featured as the magazine's cover celebrity to symbolise the determination of CHOICE to continue with its long-standing mission.

To inculcate to the next generation, the CHOICE spirit of upholding high standard, professionalism and determination, 3 primary students were invited to the CHOICE Issue 500 press conference to unveil the commemorative activity of collecting wishes and blessings to CHOICE from society, which would serve as the driving forces and aspirations for the magazine in the years to come.

《選擇》月刊

《選擇》月刊於1976年創刊，是公認為獨一無二的獨立資訊平台，為消費者提供公正、可靠及權威的資訊。每月出版的《選擇》月刊，內容涵蓋不同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的捐助。

2018年6月號是《選擇》月刊發展的重要里程碑，該月為《選擇》月刊的第500期，邀得以堅毅著稱的倫敦奧運會競輪賽銅牌得主李慧詩擔任封面人物，象徵《選擇》繼續其長期使命的決心。

為傳承《選擇》嚴謹、專業及堅毅的精神，本會特意收集社會對《選擇》月刊的期許和祝福，並在500期的記者會上，邀請3位小學生為活動揭開序幕。社會各界的期望，正是推動《選擇》月刊繼續努力、不斷向前的動力。



The Council has long played an important role in providing consumers with clear, comprehensive and timely information on the purchase and use of different goods and services, as well as their rights and responsibilities. In the era of digital consumption, the Council's strategy is to combine the best of both traditional and new media in an all-encompassing drive to disseminate information and present them in consumer-friendly formats.

消委會一直提供全面、清晰及適時的消費資訊，以便消費者了解購買和使用不同商品和服務的要點，以及其消費權益和責任。在數碼消費的年代，本會的策略是以結合傳統與新媒體兩者的優點，以簡潔易明的形式向消費者發放訊息。



The online platform of the CHOICE subscription site was revamped and launched in March 2019 to provide a much simpler and clearer navigation, a user-friendly mobile responsive interface and faster content-loading. This new site also incorporated enhanced customer services, such as subscription renewal reminder and subscriber's profile review.

With consumer relevant contents and effective communications, the overall sales of the printed version of CHOICE Magazine recorded 245,434 copies in 2018-19, 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 stores. The CHOICE Magazine online version recorded 54,800 downloads (3% increase from 2017 - 18) during the year under review.

The July 2018 issue (#501), featuring a cover story on honey found to contain pesticides and antibiotic residues, was the best seller of the year. Ranked second was the November 2018 issue (#505), featuring a test report on facial cleaning products found to contain allergy-causing preservatives MIT (methylisothiazolinone) and CMIT (methylchloroisothiazolinone). These 2 top selling issues led to a reprint of 5,000 and 3,000 copies, respectively, to meet the overwhelming response from the public. The third best seller was the May 2018 issue (#499), with a test report on air-conditioner energy efficiency and cooling capacity.

《選擇》月刊的訂閱網站全面進行革新，並於2019年3月推出，提供更簡單、清晰的導覽，輔以方便用戶的手機轉換界面及更快速的加載時間，令瀏覽更為暢順。新網站還增強了客戶服務功能，如續訂提醒及訂戶資料檢視。

與消費者息息相關的內容加上有效的資訊傳播，令月刊印刷版於2018-19年度的總銷量高達245,434冊，是本地暢銷月刊之一。月刊的訂閱及零售份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。至於《選擇》月刊網上版，年內錄得約54,800次下載(較2017-18年上升3%)。

2018年7月份的《選擇》月刊(501期)為年內銷量冠軍，該期重點報道蜂蜜驗出含除害劑及抗生素殘餘物；第2位則為11月號(505期)，該期的重點為潔面產品驗出含可致敏物質MIT及CMIT。為回應市場的殷切需求，兩期月刊分別加印5,000及3,000本。銷量第3位則為2018年5月號(499期)，該期報道不同冷氣機的能源效益及製冷表現。



At the Hong Kong Book Fair in July 2018, the exhibition booth of CHOICE Magazine was once again well received by the attendees, drawing a total of 2,312 new and renewed subscribers.

Informing and Interacting with Consumers through Multimedia Platforms

During the year under review, total traffic on the Council's website hit a new peak of 4.96 million page views, up 1.2% YoY, with CHOICE articles and Online Price Watch being the most-viewed sections. The average annual number of unique visitors was also up by 12% YoY to 177,179, representing a new spike in traffic in the past 3 years. 21 videos and 31 infographs were produced to meet the Council's pledge to make information more accessible and user-friendly.

The number of fans for the CHOICE Facebook fanpage continued to grow since its launch in 2017, reaching 17,187, a YoY increase of 71%. The page provided diversified content, ranging from the highlights of each issue of CHOICE Magazine to the latest test reports and survey results, and useful tips on a wide range of consumer goods and services. In the year, a total of 174 Facebook posts were produced, of which video posts and game posts were found to be most engaging.

The Council set up a channel on YouTube in June 2018 to celebrate the publication of the CHOICE Issue 500. Created as a video hub of the Council, the channel comprised a list of videos, including CHOICE Magazine highlights, test reports findings, historical events and activities, and educational videos on consumer protection. The performance of the channel was encouraging as it recorded 639,657 total views and a total watch time of over 1.2 million minutes since launch.

Empowering Consumers through the Mass Media

Thanks to the support of the mass media, the Council is often in the public eye. For many years, the Council has organised extensive media programmes and campaigns, notably a monthly press conference and numerous interviews to keep consumers informed about, and alert to, what is happening in the marketplace.

In the year under review, some 125 press releases and statements were issued, covering major topics published in CHOICE, and the Council's responses and positions concerning a host of pressing consumer concerns, such as the closure of gobee.bike, successive occurrences of data leakage by large corporations, and the shortage of HPV vaccine. The Council received nearly 100 media enquiries on these 3 major consumer incidents alone, which generated almost 100 coverages. Through proactive media engagement, the Council was able to publish timely cautionary advice to consumers whenever an issue arised.

The Council partnered with TVB in a series of 5-minute segments, titled 點選宅 from May to August 2018 to provide practical information to help consumers make informed choices. A wide range of popular consumer products such as home appliances, trendy gadgets and online food ordering services as well as complaint cases about overseas property disputes were covered. The programme was later trimmed to 3-minute segment and showed on both the Financial and News Channels of TVB.



2018年7月舉行的香港書展中，本會擺設的《選擇》月刊攤位再次大受讀者歡迎，錄得共2,312即場訂閱及續訂人數。

多媒體平台發放資訊 全方位與消費者互動

年內，本會網站的瀏覽量創出新高，達496萬，比去年上升1.2%，當中以《選擇》文章及「網上價格一覽通」欄目錄得最多人次瀏覽。而全年平均的獨立訪客數目更上升12%，達177,179名，創過去3年新高。本會共製作21段影片及31幅訊息圖，方便公眾接收及更易理解本會提供的資訊。

《選擇》月刊Facebook專頁自2017年推出以來，累積粉絲數目增長至17,187名，比去年上升71%。專頁涵蓋多樣化的內容，包括每期《選擇》月刊精選、最新測試報告及調查，還有各消費品及服務的實用建議等。年內，本會於專頁共發布174則帖文，其中以影片和遊戲最具互動性。

2018年6月，本會於YouTube開設專屬的頻道，慶祝《選擇》月刊第500期。頻道包含一系列精彩影片，如精選文章、測試報告、具歷史價值的活動，以及與消費者教育有關的影片。此初創頻道的表現令人鼓舞，自發布以來錄得639,657次觀看總數及超過120萬分鐘觀看時間。

通過大眾傳媒 提升消保意識

有賴傳媒的支持，本會得以與大眾保持緊密聯繫和關注。多年來，本會一直舉辦不少大型的媒體及推廣活動，包括最為人熟識的每月新聞發布會，以及不同的傳媒訪問，讓大眾得悉最新的市場訊息。

年內，本會共發表125篇新聞稿及聲明，包括《選擇》月刊的報告，以及本會就重大消費議題的立場和回應，如gobee.bike倒閉、各大機構接二連三出現資料外洩、以及HPV疫苗短缺等事件。單就以上3宗消費議題，本會獲接近100宗傳媒查詢，並帶來約100篇傳媒報道。有賴與傳媒一直保持積極的聯繫，本會得以迅速向公眾發出消費提示。

本會夥拍無線電視於2018年5月至8月期間製作一系列題為「點選宅」的5分鐘短片，向消費者提供實用的消費訊息，有助他們作出知情的選擇。該系列

的內容廣泛涉獵消費產品如家庭電器、新興潮物、網購食品服務，以至海外物業投訴個案等。短片及後剪輯成每集3分鐘的節目，並於無線電視財經台及新聞台播放。



Top Ten Consumer News (Year of the Dog)

Entering its 15th 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 give the public an opportunity to vote for the consumer news that they concerned most⁹. Among the top 3 most voted consumer news, coverage on tickets scalping drew the most votes which triggered vigorous discussion about the regulation of ticket resales. The second and third most voted news were mobile payments and consumer privacy. Consumer participation remained high in this voting campaign which a total of 4,700 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 18th year of the awards, 259 entries were received, hitting a new record for the past decade. Several winning entries covered issues of major public concern, including the property market and privacy protection¹⁰. Topical issues of sustainable consumption, such as micro-contaminants from personal/health care products and apparels adversely affecting marine ecology were also amongst the winning reports. The winner of the Campus category highlighted food safety and environmental hygiene of unlicensed food stalls at a popular mall.

狗年十大消費新聞

第15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，選舉由公眾投票選出他們最關心的消費新聞⁹。獲最多票數的首3位消費新聞，排行首位的是黃牛黨炒飛問題，引發公眾對監管票務轉售的激烈討論，其後分別為電子支付(第2位)，以及私隱問題(第3位)。今屆的投票人數繼續高企，錄得約4,700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」，致力表揚優秀的消費報道，一直深受業界支持和肯定。第18屆新聞報道獎，共收到259份參賽作品，創下近10年新高。芸芸得獎作品中，有關物業市場及私隱問題的報道最受公眾關注¹⁰。可持續消費是另一項熱門議題，例如有關個人護理/保健產品及服裝內所含的微污染物，對海洋生態造成不良影響的報道。至於年輕一代，校園組別的得獎者則報導有關熱門商場內多間食店無牌經營的問題，並強調當中所涉及的食物安全和環境衛生問題。

⁹ Visit www.consumer.org.hk/ws_chi/news/activites/20190129.html for the poll results of the Top Ten Consumer News (Year of the Dog). 狗年「十大消費新聞選舉」結果可瀏覽以上網址。

¹⁰ Visit www.consumer.org.hk/ws_chi/news/activites/20180731.html for the lists of adjudicators and winning entries of the 18th Consumer Rights Reporting Awards. 第18屆「消費權益新聞報道獎」評審及得獎名單，可瀏覽以上網址。

