

DISSEMINATING CONSUMER INFORMATION

傳播消費訊息



In recent years, the Council has made extensive use of digital and social media platforms to reach out to the public proactively and ensure that consumers, especially those in younger age groups, can receive succinct news feeds and accurate product information in a timely manner. This experience proved invaluable in 2020-21, as with the entire year shrouded by the COVID-19 pandemic and its side effects, the Council remained agile in information dissemination, including live-streaming every CHOICE press conference for the first time in history. Despite this growing shift to technology, CHOICE Magazine continues to serve as Hong Kong's only monthly signature printed publication that offers useful buying tips through objective product test results and survey findings. In this regard, the Council is determined to meet the needs of all generations in fulfilling its mission.

消費者委員會近年廣泛利用數碼及社交媒體平台，與公眾緊密接觸，務求讓消費者，尤其是年輕一代，能及時接收精簡和準確的產品資訊。儘管香港在 2020 至 2021 年間被疫情籠罩，這寶貴的經驗亦為本會奠下靈活發放資訊的良好基礎，並開創於網上直播每場《選擇》月刊記者會的歷史。隨著訊息傳播逐步趨向數碼化，每月編印出版的《選擇》月刊仍維持其領先消費者雜誌的地位，透過客觀產品測試結果和調查，為消費者提供實用的購物指南，滿足不同年代消費者的需要，實踐消委會的使命。

CHOICE Magazine

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

The overall sales of the printed version of CHOICE Magazine recorded 225,823 copies in the 2020-21 reporting period, making it one of the bestselling monthlies in the city. Sales were split rather evenly between subscriptions and retail sales via outlets, such as newsstands and convenience stores. The COVID-19 pandemic itself as well as the subsequent postponement and cancellation of the Hong Kong Book Fair 2020 had adversely affected subscription desire as well as the overall performance of the CHOICE print version.

《選擇》月刊

《選擇》月刊於 1976 年創刊，一向獲公認為獨立、不偏不倚、具權威地位的消費指南，為消費者提供可信和可靠的資訊。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贊助。月刊涵蓋各種跟消費者息息相關的產品及服務的測試、調查及深入研究報告，以及投訴個案等資訊。

《選擇》月刊印刷版於 2020-21 年度全年總銷量高達 225,823 冊，持續成為本地最暢銷月刊之一。月刊的訂閱及零售額各佔總銷量約一半，印刷版的零售點遍布全港各區報攤及便利店。然而，由於 2019 冠狀病毒病疫情，以及因疫情而導致 2020 香港書展一度延期後取消，月刊訂閱量及印刷版銷情亦因而受到影響。

The April 2020 issue (#522), featuring a test report on pre-packaged edible salts found to contain microplastics, was the bestseller of the year. Ranked second was the July 2020 issue (#525), featuring toxic metallic and carcinogenic contaminants found in canned fish. The third bestselling issue was May 2020 (#523), which covered a report on “3/4 Horsepower” Window-type Air Conditioners; followed by the August 2020 issue (#526) spotlighting infant formula as the cover story.

On the contrary, the online version of CHOICE had observed an overwhelming record of 2,406,896 pageviews (up 39% from the 2019-2020 period) during the year under review. The remarkable performance was partly attributed to the free download of the article on disposable face masks, in addition to the noteworthy performance of the salt cover story article in April and the infant formula story in August 2020.

Disseminating Information on Combatting COVID-19

In the year under review, the Council stepped up its measures in providing consumers with useful information to combat the pandemic by prioritising test reports on anti-epidemic products. A number of these articles were made free for public download from the website, including disinfection alcohol and at-home test kits (Issue 522), disinfectant lanyards (Issue 525) and face masks (Issue 530).

The newly published articles were added to the Council’s dedicated “Together, We Fight COVID-19” webpage, which was updated throughout the year under review to provide consumers with up-to-date articles, consumer alerts, free download materials and corresponding Government information. Serving as a content hub to consolidate virus-prevention information, this page accumulated 33,927 pageviews in the reporting year. The Council also worked with the Equal Opportunities Commission to disseminate pandemic-related content in English to non-Chinese-speaking minority groups in Hong Kong.

2020年4月份的《選擇》月刊(第522期)為年度內最暢銷的一期,該期以食鹽檢出金屬污染物及微塑膠作為封面故事。第2位則為2020年7月號(第525期),測試報告專題為罐頭魚樣本檢出金屬污染物、致癌物,引起大眾關注。銷量第3位則為2020年5月號(第523期),該期測試了3/4匹窗口式冷氣機表現。緊隨其後是2020年8月號(第526期),該期封面故事為嬰兒奶粉大檢測。

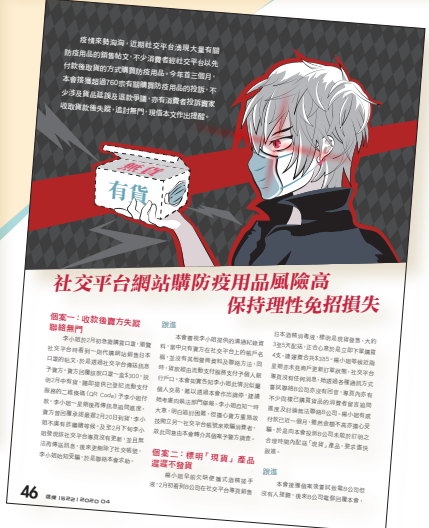
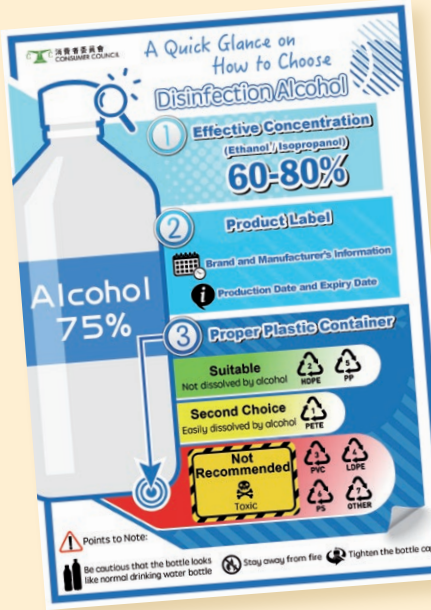
反觀網上版《選擇》月刊表現理想,年內錄得可觀的2,406,896瀏覽量(較2019-2020年度飆升39%)。出色的表現,除了歸功於年內一篇供免費下載的外科口罩測試報告外,亦有賴4月份的食鹽檢測及8月份的嬰兒奶粉大檢測兩篇封面專題故事,大大提升了瀏覽量。

發放防疫資訊

年內,本會為消費者加強提供實用抗疫資訊,以推出抗疫產品的試測報告為首要任務,並將部分文章開放予市民自本會網站免費下載,包括消毒酒精及快速測試套裝(第522期)、除菌掛卡掛章(第525期)和口罩(第530期)。

本會亦特別設立《齊心抗疫》專頁,在年內不斷更新,為消費者整合各類防疫資訊,包括最新文章、消費警示、免費下載內容和相關政府資訊。此專頁在本年度累計錄得33,927次瀏覽量。本會亦與平等機會委員會攜手合作,為以非中文為母語的本港少數族裔,發放疫情相關的英文資訊。





Responding to Pandemic-related Service Issues

The Government announced from late-March 2020 onwards various restrictions on social gathering, which were in effect for intermittent but long periods of the year under review. Such measures included dining restrictions, closure of entertainment venues, gyms, beauty and massage parlours, etc. As a result, many consumers had unused portion of prepaid service packages.

Besides, many companies closed their businesses as the pandemic battered the economy. The Council received media enquiries regarding the closures of travel agencies (Wefly, GoGoGo Travel, Venice Travel), beauty appointment booking app (BloomMe), UA Cinemas, indoor playground for children (Play Easy), and pocket Wi-Fi rental company (CrazyEgg).

The Council swiftly responded to a host of pressing consumer concerns via media interviews and press statements, urging merchants to disclose the arrangements on their websites or social platforms. Consumers were reminded of the risks associated with prepayment purchases as well as to keep record of their service contracts and receipts to recover prepayment through chargeback mechanism in case of shop closures.

Furthermore, in response to the increased prevalence of online shopping spurred on by social distancing measures, the Council also published various articles in CHOICE magazine related to preventing online consumer traps, including a survey on the service quality of online supermarkets, anti-epidemic product scams on social media, as well as complaints related to and risks of the latest live-streaming e-commerce trend, empowering consumers to continue shopping smart amid the new norm.

處理與疫情相關的服務投訴

政府自2020年3月下旬宣布多項社交距離措施，在本年度間歇實施，每次均歷時一段長時間。這些措施包括於餐飲處所實施堂食限制，關閉娛樂場所、健身中心、美容院和按摩院等，致使不少消費者未能兌現尚未用完的預繳服務套餐。

同時，由於疫情重創經濟，多間商戶相繼結業。本會接獲傳媒就旅行社(Wefly 愛飛旅遊網、GoGoGo Travel 捷達假期、威尼斯旅遊)、網上預約美容服務平台(BloomMe)、娛樂院線、室內兒童遊樂場(Play Easy 輕鬆玩)和隨身Wi-Fi路由器租賃公司(CrazyEgg)的結業事宜的查詢。

就上述各類消費問題，本會透過傳媒採訪和新聞稿迅速回應，敦促商戶在其網站或社交平台上公布有關安排。本會亦提醒消費者注意預繳式消費的風險，並保留服務合約和收據，以便在商戶結業時透過退款機制取回預繳款項。

此外，鑑於社交距離措施令網上購物消費盛行，本會於《選擇》月刊發表多篇有關防止網上消費陷阱的文章，包括超市網購服務質素調查、社交平台防疫用品欺詐，以及有關最近興起直播帶貨的投訴和風險，讓消費者能夠在新常態下繼續精明消費。



Informing and Interacting with Consumers through Multimedia Platforms

Following the development of the mobile-friendly Online Price Watch ("OPW") mini-site in 2019, the desktop version of OPW was also revamped in July 2020 with a user-friendly interface and enhanced functions, such as "Set Target Price" and displaying by "Unit Price" for easier price comparison of groceries and daily necessities. In November 2020, the brand new "Oil Price Watch" website and mobile app with upgraded functions were launched, offering greater convenience to consumers to check auto-fuel retail prices and increasing market information transparency.

During the year under review, total traffic on the Council's website recorded 4.2 million pageviews. Pageview peaks were seen on several popular CHOICE topics, in particular infant formula and 4 COVID-19 related topics during the year which offered articles for free download, including the product test of 30 face mask models in December 2020. 79 videos and 47 infographics were produced in the year to meet the Council's pledge to make information more accessible and user-friendly as well as strengthening engagement with consumers.

The number of fans for the CHOICE Facebook page continued to grow, reaching 42,892, a 46% increase year-on-year (YoY). A total of 370 Facebook posts were produced in the year, representing a YoY growth of 25%. Among the posts published, COVID-19 related content and consumer alerts proved to be the most effective in drawing viewers' engagement via link-clicks, post-sharing, and leaving comments.

The Council's YouTube channel is a hub of video content, providing a wealth of information for consumers. Videos include CHOICE Magazine highlights, test reports findings, past events and activities, and consumer protection related educational videos. In the year under review, the total views of the channel recorded a 19% YoY growth, totalling 898,699. First rolled out in 2018, the channel now has an aggregate of over 19,550 subscribers, 2.9 million total views and over 5.4 million minutes of total watch time since its launch.

多媒體平台發放資訊 全方位與消費者互動

繼手機版的「網上價格一覽通」網站於2019年推出，網頁版亦於2020年7月更新，以提升用戶在瀏覽時的體驗，並強化功能，如「設定目標價格」及「每單位單價」，讓公眾更容易比較糧油及日用品價格。除此之外，全新「油價資訊通」網站及手機應用程式亦於2020年11月面世，提供多項優化的新功能，方便消費者查閱和比較不同油公司的牌價，以加強市場資訊透明度。

年內，本會網站總瀏覽量達420萬，當中多篇《選擇》月刊文章大受歡迎，錄得相當可觀的瀏覽，尤其是嬰兒配方奶粉文章，以及4篇與防疫內容相關的免費文章，包括2020年12月公布的「30款外科口罩效能大測試」。同期，本會合共製作了79段影片及47幅訊息圖，以履行本會承諾，為公眾提供方便接收和易於理解的資訊，加強與消費者的互動。

《選擇》月刊 Facebook 專頁粉絲數目持續增長，累計為42,892人，比對上一年度大幅上升46%。年內上載的帖子共370篇，比對上一年度上升25%，其中以防疫內容相關帖子及消費警示最受歡迎，吸引最多點擊、分享和留言互動。

本會的 YouTube 專屬頻道收納了一系列與本會相關的影片，包括《選擇》月刊精選、測試報告結果、推廣項目及活動重溫，以及保障消費者權益的教育影片。年內，頻道的總瀏覽次數錄得898,699次，較上一年增長19%。頻道自2018年開通以來，累積超過19,550名訂戶，總瀏覽次數為290萬，總瀏覽時間為540萬分鐘。





Empowering Consumers Through the Mass Media

Thanks to the support of the mass media, the Council is often on the public's mind. For many years, the Council has organised extensive media programmes and campaigns, notably the monthly press conference, which was changed to live-stream format in the past year, and countless interviews to keep consumers informed about, and alert to, what was happening in the marketplace. During the year, some 70 press releases and statements were issued, covering selected topics published in CHOICE Magazine as well as the Council's response to more than 100 media enquiries related to significant consumer issues. In total, over 3,000 counts of media coverage were generated. Through proactive media engagement, the Council was able to publish timely cautionary advice to consumers whenever an issue arose.

The Council continued its partnership with TVB to produce health management related episodes that were shown in the popular programme "Revel in Retirement" (無耆不有). Primarily targeting elderly consumers, the episodes covered 4 popular topics of interest to senior citizens, including canned fish products, massage products, funeral services and compression hosiery. Positive media relations and desired publicity outcomes were achieved throughout the year under review through press interviews and appearances on a combination of print, electronic and online channels, such as the Radio Television Hong Kong (RTHK) programme "Letter to Hong Kong", Metro Radio's "Life is So Happy", Commercial Radio's "Saturday Forum" and exclusive interviews with the Chairman and Chief Executive by Hong Kong Economic Times.

Top Ten Consumer News (Year of the Rat)

Entering its 17th year, the Top Ten Consumer News continued its partnership with Hong Kong Economic Times, Cable TV, RTHK, Sky Post and TOPick, with the addition of the online media HK01 and lifestyle media outlet U Magazine, to invite the public to vote for the consumer news that they were most concerned about¹⁰. Among the top 3 most voted consumer news, the pandemic-induced panic-buying across districts drew the most votes. Ranked second and third were the news stories on the face mask shortage during the Lunar New Year, and the restructuring of Cathay Pacific. Consumer participation remained high in this poll campaign with a record-high number of 6,038 voters.

借助大眾媒體 提升消保意識

有賴傳媒支持，本會形象深入人心。多年來，本會舉辦多項媒體及推廣活動，最為人熟識的《選擇》月刊每月記者會，過去一年轉為網上直播形式進行，本會同時亦出席無數傳媒訪問，竭力讓公眾掌握最新消費資訊和市場警訊。年內，本會接獲逾100宗傳媒查詢，並發表超過70篇新聞稿及聲明，涵蓋重要消費議題及《選擇》月刊專題內容，錄得超過3,000篇媒體報道。本會透過主動接觸傳媒，就市場上出現的消費相關問題，適時向消費者發出提示及建議。

本會繼續夥拍無綫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觀眾，涵蓋4個與長者息息相關的題材，包括魚類罐頭食品、按摩產品、殯葬服務及壓力襪。年內，本會亦在印刷、電子及網上各類型媒體接受訪問和亮相節目，包括香港電台《香港家書》、新城電台《原來生活好快樂》、商業電台《政經星期六》，以及香港經濟日報與本會主席和總幹事進行專訪，藉此與媒體維持良好關係，並達到理想的推廣成效。



總幹事黃鳳嫻和我們講解一下

鼠年十大消費新聞

第17屆「十大消費新聞選舉」，除了繼續與香港經濟日報、有線電視、香港電台、晴報及TOPick合作外，亦新加入網上媒體香港01和消閒雜誌U Magazine，邀請公眾投票選出最關心的消費新聞¹⁰。獲最多票數的首3位消費新聞，以疫情引發各區出現搶購潮膺榜首，至於第2及第3位，分別為農曆新年口罩短缺，以及國泰航空重組。今年的投票人數打破歷年紀錄，共有6,038人投票。



¹⁰ Visit www.consumer.org.hk/ws_en/news/press/top10_rat.html for the poll results of the Top Ten Consumer News (Year of the Rat).
鼠年十大消費新聞結果，請瀏覽 www.consumer.org.hk/ws_chi/news/press/top10_rat.html，或掃描二維碼。



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 (CRRA) were established to recognise journalistic excellence in reporting consumer rights and related issues. As CRRA entered its 20th year, 155 entries were received.

To celebrate the 20th anniversary of the CRRA and encourage the media to keep producing more high-quality consumer news reports, the Council set up a new "Grand Award" to honour the most outstanding journalistic report of the year. The adjudication panel decided that a report series on "HPV Vaccine" in the "Text Category" and a report on "Health Care Voucher" in the "Video Category" would share the award with a cash prize HK\$10,000 each as a token of appreciation. Meanwhile, "Honorary Awards" were presented to individual journalists and media organisations that have won the most awards throughout the history of the CRRA. Ms. SIN Wan-kei (冼韻姬), a seasoned journalist who had previously won 17 awards, added one more under her belt while media organisations that have won the most awards are RTHK (for radio), TVB (for TV), and Ming Pao (for newspaper/magazine). Since the inclusion of entries from online media in 2017 to embrace the digital development of the media industry, HK01 has won the most awards among the online news media organisations. In addition, the Chinese University of Hong Kong has won the most awards in the "Campus Newspaper Category" since it was first introduced in 2015¹¹.



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 20 屆新聞報道獎，共收到 155 份參賽作品。

為慶祝「消費權益新聞報道獎」創立 20 周年，並鼓勵傳媒繼續製作優質消費新聞報道，本會在今屆新聞報道獎特設「20 周年年度大獎」，以表彰該年度獲評審選為最傑出的消費新聞報道作品。根據評審小組議決，文字組別的「HPV 疫苗陷阱系列」和影像組別的「醫療購物券」專

題聯合獲頒這項大獎，並分別頒發獎金港幣一萬元正，以茲獎勵。大會亦向新聞報道獎創立以來，獲獎次數最多的記者和媒體機構頒發「20 周年榮譽大獎」，包括資深記者冼韻姬女士，她曾囊括多達 17 個獎項，並在今屆新聞報道獎再下一城；同時，香港電台、無綫電視和明報分別成為電台組、電視台組、報章/雜誌組歷屆獲獎最多的傳媒機構；為迎接傳媒行業的數碼發展，本會自 2017 年將網媒納入獎項組別，香港 01 在此組別歷屆獲獎次數居首；而在 2015 年增設的「大專院校」組別，則由香港中文大學稱冠¹¹。

第二十屆

消費權益新聞報道獎頒獎禮

The 20th Consumer Rights Reporting Awards



11 Visit www.consumer.org.hk/ws_en/news/press/consumer_rights_reporting_awards2020.html for more information on the 20th CRRA. 更多有關第20屆消費權益新聞報道獎的資訊，請瀏覽www.consumer.org.hk/ws_chi/news/press/consumer_rights_reporting_awards2020.html，或掃描二維碼。