



DISSEMINATING CONSUMER INFORMATION

傳播消費信息

CHOICE Magazine

CHOICE Magazine is widely acknowledged as one-of-a-kind platform, independent and impartial in the provision of authoritative information for consumers since 1976. For this reason, CHOICE Magazine does not accept advertisements nor does it accept commercial contributions in any form. In each and every monthly issue of CHOICE Magazine is the latest reports on testing, surveys and in-depth studies, covering information on a wide range of consumer goods and services.

Despite the impact of digitalisation, the overall and combined sales of the printed version of CHOICE Magazine rose 9% to 274,015 copies in 2017-18, becoming one of the best-selling monthlies in the city. Sales were split rather evenly between subscriptions and retail sales via outlets including newsstands, convenience stores, supermarkets and bookshops. The CHOICE Magazine online versions recorded over 53,000 downloads during the year under review.

The July 2017 issue (#489) featuring a test report on cooking oils found to contain phthalates, contaminants or carcinogen, was the best seller of the year. The August 2017 issue (#490) featuring hair shampoos found to contain contaminants or allergy-causing preservatives ranked the second. These 2 top sellers led to reprints of 4,000 copies and 3,000 copies respectively to cater for the overwhelming response from the public. The third best-selling title went to the January 2018 issue (#495), featuring a timely thermal underwear test report as temperature took a deep plunge.

《選擇》月刊

《選擇》月刊於1976年創刊，現已公認為獨一無二的獨立資訊平台，為消費者提供公正、可靠和權威的資訊。為此，《選擇》月刊從不接受廣告或任何商業形式的捐助。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，以及研究報告。

儘管受到資訊數碼化的影響，《選擇》月刊印刷版於2017-18年度的總銷量仍達274,015冊，錄得9%增長，成為本地最暢銷的月刊之一。月刊的訂閱及零售額各佔總銷量的一半，印刷版的零售點分布全港各區報攤、便利店、超級市場及書店。至於《選擇》月刊網上版，年內錄得超過53,000次下載。

2017年7月份的《選擇》月刊(489期)為年內銷量冠軍，該期重點報道食油驗出含塑化劑、污染物或致癌物等；第二最高銷售量為8月號(490期)，該期的重點為洗頭水驗出含污染物或可致敏防腐劑。為回應市場的殷切需求，以上兩期分別加印4,000及3,000本。第三則為2018年1月號(495期)，該期報道了不同保暖內衣的功能測試表現。

Technological advances have given consumers unprecedented access to information at speeds and volumes never seen before. The challenge for the Council must therefore to strive to empower consumers at different strata of the public, with clear comprehensive information that they need at the right time, right place and right format, ensuring that they are aware of the key tips in the purchase and use of different goods and services, and equally important their role as consumers and their rights and responsibilities. The Council's strategy is to combine the best of both the traditional and new media in an all-encompassing drive to put the key messages across, and to present them in user-friendly formats.

科技的進步為消費者提供了前所未有的渠道，令他們更快獲得更多資訊。故此，消委會必需因時制宜，致力加強社會各階層有關消費的自我保護能力，為消費者提供全面及清晰的消費資訊，確保他們在購買和使用不同商品和服務時，能夠留意要點，亦明白消費者的權責。本會結合傳統媒體與新媒體的優點，將主要信息以不同的親民形式，在多個平台上向公眾發放。

At the Hong Kong Book Fair held in July 2017, the stand of CHOICE Magazine was well visited resulting in 1,238 new subscribers and 714 renewals on site. Among them, 596 subscribed to online versions, a considerable 43% increase compared to that of last year.

2017年7月舉行的香港書展中，本會擺設的《選擇》月刊攤位深受讀者歡迎，即場新增訂閱及續訂人數分別達1,238及714名，當中596名訂閱網上版，較去年網上訂閱率上升43%。



Informing and Interacting with Consumers through Multi-media Platforms

In this era of online media, the Council expanded its dissemination of latest consumer information through various interactive and instant online platforms. The total traffic of the Council's website reached a new height of 4.9 million page views, an increase of 11% compared to that of last year, with CHOICE articles and Online Price Watch mostly viewed. This success, demonstrated that the Council keeps abreast of the time, deploying different media tools to communicate with consumers in a timely and effective manner.

The CHOICE Facebook launched in July 2016 enabled the Council to disseminate latest test reports, consumer news and information, as well as "golden oldies" published in CHOICE over the past 40 years, through the social media. To enhance interaction, the information was being posted not only in text, but also in videos and infographics that were engaging and informative. From a modest upstart of 4,350 fan "Likes", the number has gone up, as of 31 March 2018, to beyond 10,000 with an increase of 147%.

Shopsmart, the Council's webpage providing shopping tips to the Mainland, received more than 1.9 million page views from over 17,000 average monthly unique visitors.

Empowering Consumers through Mass Media

Thanks to support from the mass media, the Council is much in the public eye. For many years, the Council has been organising extensive media programmes and campaigns, notably the monthly press conferences numerous interviews and special reports, to keep consumers informed about and stayed alert the marketplace.

In the year under review, some 153 press releases and statements were issued, covering besides selected topics published in CHOICE, the Council's responses and positions concerning a host of significant consumer issues. In addition, 31 videos and 32 infographs in total were also produced to meet the Council's pledge to make information more accessible and friendly to the public.

The power of the media was evident, for instance, in the case of the Council naming of the unscrupulous Great Time Universal (HK) to aggressively sell time-share membership, and in the incidents involving the liquidation of LeTV and LeSports, the sudden closure of the fitness centre TF Gym, and overbooking of flights, etc. The Council received nearly 100 media enquiries on these 4 major consumer incidents alone, which generated almost 200 items of media coverage. Through proactive media engagement, the Council was able to issue cautionary advice to consumers in a timely manner.

The Council spared no effort and seized every opportunity to engage the mass media, for instance, through contribution to the regular column "嫻式生活" in the Ming Pao Daily News, the Council's Chief Executive discussed issues and shared tips and insights with readers on virtually major issues of interest and concern to the consumers.

多媒體平台發放資訊 全方位與消費者互動

在網上媒體盛行的年代，本會將發放消費資訊的渠道，擴展至各式網上互動及即時平台。年內，本會網站的瀏覽量創出新高，達490萬，比去年上升11%，當中以《選擇》文章及「網上價格一覽通」欄目最多人瀏覽。網站的成功，反映本會與時並進，善用多元化的資訊渠道，適時及有效地與消費者互動溝通。

本會於2016年7月設立的《選擇》月刊Facebook，令本會可透過網上社交媒體，發放最新的測試報告、消費新聞及訊息，以及《選擇》月刊40多年來的經典內容。為加強與讀者的互動，貼文加入了影片和訊息圖元素，令內容更多姿多采及富資訊性。截至2018年3月31日，《選擇》月刊Facebook的讚好數目突破1萬，增長147%。

至於本會特別為內地遊客開設的網上消費指南「精明消費香港遊」，全年錄得瀏覽量190萬，每月平均獨立訪客人數約17,000。

通過傳媒 提升消保意識

有賴傳媒的支持，本會得以與大眾緊密聯繫。多年來，本會一直舉辦各式大型媒體及推廣活動，當中最為人熟識的是每月的新聞發布會，加上傳媒訪問，以及主題性報告的公布等，讓大眾緊貼最新的消費情況。

年內，本會共發表153篇新聞稿和聲明，包括《選擇》月刊的報告和內容，以及本會就重大消費議題的立場和回應。此外，本會共製作31段影片及32幅訊息圖，務求讓公眾容易接收和理解資訊。

從本會於2017年9月點名譴責Great Time Universal (HK) 以誤導及高壓手法推廣「時光共享」度假屋計劃，到樂視香港及樂視體育清盤、TF Gym健身中心突然結業，以至航空公司機位超賣等事件的報道中，均可見到傳媒影響力之大。單就以上4宗事件，本會接獲近100宗傳媒查詢，並帶來約200篇傳媒報道。有賴與傳媒保持積極的聯繫，本會得以及時向公眾發出相關消費警示。

本會向來致力爭取傳媒的曝光機會。本會總幹事經《明報》的「嫻式生活」專欄，定期發表文章，與讀者分享精明消費的秘訣，以及就消費者關心的主要議題發表意見。



The 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 have established as a much coveted award in recognition of journalistic excellence in reporting consumer rights and related issues. Keeping abreast with the growing pervasiveness of smartphones and social networking site, the 17th Consumer Rights Reporting Awards implemented also online enrolment and invited participation of Online Media in an expansion to widen the media base for more entry submissions. This year, a total of 249 entries were received, hitting a new high for a decade. Among the winning entries, concern over the underprivileged and sustainable consumption continued to be the issues of public focus¹⁰.

Top Ten Consumer News (Year of the Rooster)

The Top Ten Consumer News continued its partnership with Cable TV, Hong Kong Economic Times, Radio Television Hong Kong, Sky Post, Now TV and TOPick for the public to vote for the consumer news that of most concern to the public¹¹. Among the top 3, coverage of the HK Express' cancellation of flights and United Airlines' violent removal of passenger drew the most and the third most votes respectively. The second position in ranking was about food safety, Brazil's rotten meat affecting local chained restaurants. During the year the number of votes achieved a new record high of 4,729, representing 7% increase over last year.

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」，致力揚表優秀的消費權益新聞報道，深受各界肯定。有見智能手機及社交媒體日漸普及，第17屆「消費權益新聞報道獎」亦接受網上報名，並邀請網上媒體參加，以進一步擴闊參選作品的界別，讓更多作品參賽。本年度共收到249份參賽申請，創下近10年新高。芸芸得獎作品中，有關弱勢群體及可持續消費的報道，仍最受公眾關注¹⁰。

雞年十大消費新聞

「十大消費新聞選舉」的合作單位，繼續為有線電視、香港經濟日報、香港電台、晴報、Now TV及TOPick，由公眾投票選出他們最關心的消費新聞¹¹。獲最多票數的首3位消費新聞，分別為香港快運取消航班（首位）、聯合航空驅趕客落機（第3位），以及關乎食物安全的巴西「黑心肉」流入本地連鎖食肆（第2位）。今屆的投票人數亦錄得新高，共4,729人次投票，較前一年度升7%。

10 Visit www.consumer.org.hk/ws_chi/news/activities/consumer-rights-reporting-awards-result-17.html for the lists of adjudicators and winning entries of the 17th Consumer Rights Reporting Awards.

第17屆「消費權益新聞報道獎」評審及得獎名單，可瀏覽以上網址。

11 Visit www.consumer.org.hk/ws_chi/news/activities/2018/top10.html for the poll results of the Top Ten Consumer News (Year of the Rooster). 雞年「十大消費新聞選舉」結果可瀏覽以上網址。

Engagement through Collaboration Projects

The Council would not sit on past laurels and continues to explore new initiatives and joint co-operation. The following collaboration projects have gained positive public feedback and greater public awareness on different consumer affairs.

Rational Consumption x Responsible Borrowing Social Media Campaign

Targeting a wider spectrum of young audience to caution and educate them against the risks of excessive spending and impulsive borrowing, the Council, for the first time, collaborated with Financial Services and the Treasury Bureau in a production of an online series of 3 edutainment videos, which leveraged KOLs and artists and celebrities well-known to youngsters to deliver the messages. Through broadcast on the Council's website, social media and local news media, a total of 2,569,952 views has been achieved, well exceeding the target of 950,000 by nearly 3 times.

發展不同的合作項目 加強公眾關注

本會從不因循守舊，一直開拓新穎的合作項目。以下四項合作項目取得良好的公眾反應，並成功令公眾留意到不同的消費議題。

「理性消費 x 負責任貸款」社交媒體推廣計劃

本會首次與財經事務及庫務局合作，以廣大年輕人為目標對象，製作3段寓教於樂的網上短片，邀請大受年輕人歡迎的網絡紅人及知名人士參與演出，旨在提醒及教育年輕人過度消費及借貸的風險。短片於本會網站、社交媒體及本地新聞媒體播放，獲得總觀看人次2,569,952，約為預期目標觀看人次(950,000)的3倍。

Rational Consumption X Responsible Borrowing Social Media Campaign

「理性消費 x 負責任貸款」社交媒體推廣計劃



買還買，咪爭落一身債
Don't let wilful shopping drown you in debt



借錢來電
一招搞掂

Play it cool — say NO to loan calls



先使未來錢
越借越可憐

RECKLESS SPENDING SINKS
YOU WOEFULLY IN DEBT

財經事務及庫務局
Financial Services and the Treasury Bureau

消費者委員會
CONSUMER COUNCIL

“How to Choose” TV segments

In reaching out further to the public, the Council made its maiden attempt to partner with the TVB Finance & Information Channel for co-producing a series of mini TV segments titled “How to Choose” in 2017. A total of 11 segments, each of 5-10 minutes long, were produced, in which the Council’s Chief Executive gave consumer tips on an array of topics from household safety to mortgage plans, energy-efficient appliances to common home renovation disputes. The segments were aired in a prime-time from August to October 2017, attracting an audience of almost 800,000.



電視節目「點選宅」

為加強與公眾溝通，本會於2017首次與無綫財經資訊台合作，製作電視短片「點選宅」。該系列共有11段5至10分鐘的短片，片中本會總幹事現身說法，與觀眾分享消費心得，從家居安全到樓宇按揭、電器的能源效益，以至居所裝修的糾紛等，包羅萬有。短片於2017年8月至10月期間黃金時段播放，吸引近800,000觀眾收看。



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Council members and celebrities engaged in the social media campaign.

消委會委員和知名人士參與社交媒體推廣計劃。

