

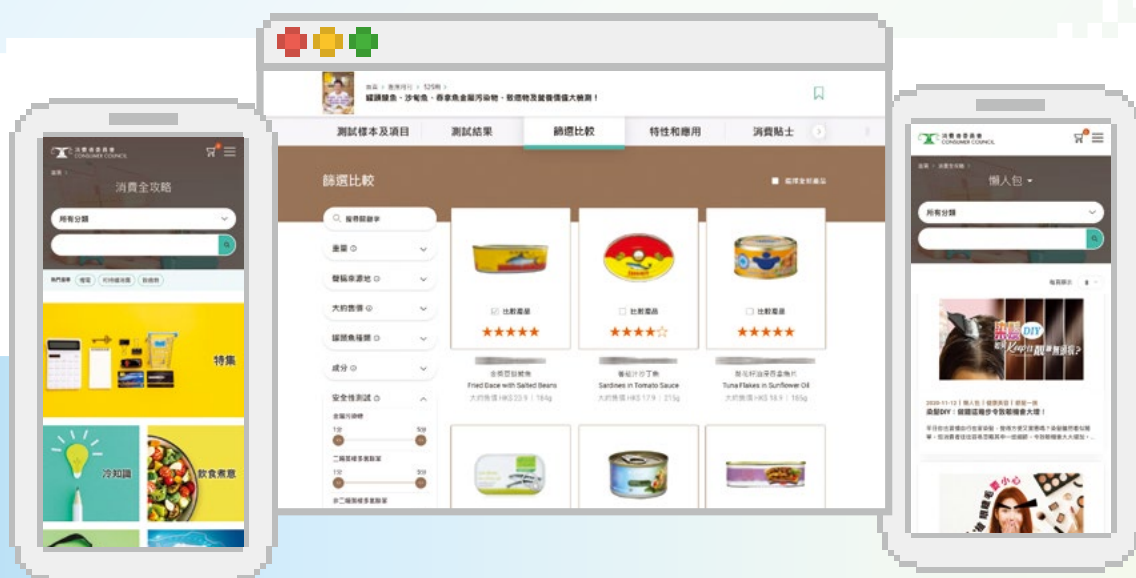
DISSEMINATING CONSUMER INFORMATION

傳播消費訊息



The paradigm shift towards a digital world means that digital and social media platforms have become essential for disseminating timely information to the public and reaching the widest spectrum of consumers, especially the younger age groups. Embracing the new normal, the Council has charted new horizons in digital transformation and achieved a number of breakthroughs in e-communications over the past reporting year. Besides introducing a sparkling new official website integrated with eCHOICE, equally notable was the launch of the “Search Tool for Rapid Antigen Test (RAT) Kits Approved for Use by Various Regions” in March 2022, which helped consumers identify reliable RAT kits at a time of great concern in the community. The Consumer Rights Reporting Awards, a signature event of the Council’s, underwent a revamp to include a new category to acknowledge the rising trend of social media journalism. At the same time, the Council’s iconic monthly CHOICE Magazine continues to serve as Hong Kong’s most authoritative source for consumer tips. In terms of press conferences, the Council has maintained an agile and flexible policy, ready to switch between online and face-to-face communications according to the prevailing pandemic situation.

在全球數碼化的大趨勢下，各式數碼平台及社交媒體成為了最能廣泛地向消費者，特別是年輕一代，適時傳遞資訊的重要渠道。消委會積極擁抱新常態，於過去一年，不但邁向了數碼轉型，同時亦在資訊傳遞方面迎來了不少突破。除了啟動全新的官方網站，並與《選擇》月刊網站二合為一，更於 2022 年 3 月，當快速抗原測試包需求急增、而市民又不懂如何選擇時，推出「不同地區認可的快速抗原測試包名單搜尋器」，助消費者查閱可靠和獲認可的測試包。本會極具代表性的「消費權益新聞報道獎」亦迎來大革新，首度引入社交平台組別，擁抱社交媒體新聞的新趨勢。與此同時，《選擇》月刊貫徹其領導地位，繼續為消費者提供實用及權威的購物指南。本會秉持靈活變通的方針，按疫情的轉變和社交距離措施，為所舉辦的新聞發布會作出彈性安排，於年內曾分別以實體與網上直播形式進行。



Revamped and Integrated Council and eCHOICE Website

To ensure the Council's information meets the online reading habits of consumers in recent years, the Council's official website and the eCHOICE portal underwent a concurrent revamp and integration. The brand new website was launched in August 2021, riding on the special milestone of CHOICE's 45th anniversary.

Apart from a refreshed interface that continues to meet the requirements of the Web Content Accessibility Guidelines (WCAG) 2.0, the revamped website offers an enhanced and personalised user experience with an array of new sections and functions closely related to daily life. One new section is the "Shopping Guide", with 9 categories of free information to enrich consumer knowledge, ranging from lifestyle topics such as "Home Appliances", "Health and Beauty", "Food and Cooking", and "Green Living", to content for different consumer groups, including "Family and Kids", "Life and Financial Planning" and "Silver Hair Market", etc.

In addition, the newly introduced "Product Picker" function allows CHOICE subscribers to easily compare the test ratings and details of each product in a specific test, extensively enhancing the subscription experience. The website has also optimised the online enquiry and complaint services to reinforce consumer safeguard in dispute resolution.

全新消委會網站 與《選擇》月刊網站合併大革新

為確保消費資訊迎合新世代網上閱讀習慣，本會的官方網站與《選擇》月刊網站進行同步革新，並二合為一。全新網站於2021年8月隆重面世，適逢《選擇》月刊45周年，奠下重要里程碑。

革新後的網站以全新面貌亮相，耳目一新的瀏覽介面，同時亦繼續符合《無障礙網頁內容指引》2.0版的準則；網站亦加入多項與日常生活息息相關的嶄新欄目及功能，提供更高質和個人化的瀏覽體驗。其中一個焦點欄目「消費全攻略」，提供涵蓋9大類別的免費資訊，全面增強消費者的消費知識，計有各類衣食住行題材，如「家品家電」、「健康美容」、「飲食煮意」和「綠色生活」，亦有為不同消費群而設的內容，例如「親子時光」、「規畫人生」、「銀髮一族」等。

為方便《選擇》月刊的訂戶有效比較在同一測試內的产品評分和價格，新網頁引入「篩選比較」功能，全面提升訂閱體驗。網站亦優化了網上查詢及投訴服務，進一步加強對消費者遇到爭議時的保障。





CHOICE 45th Anniversary Celebration

2021 marked the 45th anniversary of CHOICE Magazine. An exciting range of online and offline events and promotions were launched to celebrate the special milestone, which kicked off with the Hong Kong Book Fair in July 2021. The CHOICE booth at the Book Fair adopted a joyful birthday party theme, featuring special sales promotions and photo opportunities with an attractive backdrop.

As the pinnacle of the 45th birthday celebrations, renowned veteran Olympic gold medallist Guo Jingjing was invited to grace the cover of the November 2021 issue (#541), while a cake-cutting ceremony was arranged for the CHOICE press conference on 15 November 2021. On the same day, a 45th anniversary video featuring fun facts and cover celebrities of CHOICE over the years was published. As of 31 December 2021, the video had attracted close to 10,000 aggregate views on Facebook and YouTube.

A lucky draw campaign and slogan contest was run from November to December 2021, giving away autographed classic CHOICE covers of 12 iconic celebrities or groups, including Carol "Do Do" Cheng, Sandra Ng, Louis Koo, etc. The campaign culminated with a final round of giveaway in December 2021 with autographed covers of the popular boyband MIRROR as the prize. Its announcement post topped the month's records of page views and follows.

Furthermore, a total of 100 promotional segments were broadcast on Commercial Radio Hong Kong (CRHK), featuring tailor-made celebratory messages about past CHOICE content and cover stars. The Council also exhibited its work and achievements in consumer protection in a large-scale photo exhibition organised by Hong Kong Commercial Daily.

《選擇》月刊 45 周年誌慶

《選擇》月刊於 2021 年踏入 45 周年，為紀念這個重要的里程碑，本會從 2021 年 7 月香港書展開始，啟動一連串精彩的慶祝活動及推廣。《選擇》月刊位於香港書展的攤位特別採用開心生日派對主題，除了以繽紛的佈景板供讀者「打卡」拍照，更推出各種特別訂閱優惠。

一連串的慶祝活動於 11 月進入高峰，2021 年 11 月號（第 541 期）《選擇》月刊邀請了跳水皇后郭晶晶擔任封面人物，並於 11 月 15 日舉行的《選擇》月刊新聞發布會上進行切蛋糕儀式，同日亦發布了 45 周年影片，盤點多年來的精彩趣事及封面名人。截至 2021 年 12 月 31 日，該影片於 Facebook 及 YouTube 累積 1 萬個總瀏覽次數。

2021 年 11 至 12 月期間，更舉行了大抽獎及標語設計比賽，共送出 12 位名人或組合親筆簽名的《選擇》經典封面，包括鄭裕玲、吳君如、古天樂等。活動於 12 月進行壓軸獻禮，送出人氣男團 MIRROR 的 6 人簽名封面，有關的社交媒體公布帖文更錄得該月的最高瀏覽量及追蹤人數。

另外，亦在商業電台播放 100 節特別為 45 周年錄製的宣傳聲帶，包括過往《選擇》的內容，以及封面名人的祝賀說話。本會亦參與由香港商報主辦的大型圖片展，展示保障消費者權益方面的各項工作及成果。

Supporting Anti-epidemic Efforts and Hot Topics of Consumer Interest

In the year under review, the city witnessed the third, fourth and eventually the fifth wave of the COVID-19 pandemic which broke out in early 2022. To further support the public to combat the virus, the Council remained highly diligent in information provision and educating the public to make informed choices. Furthermore, to support the Government's consumption voucher scheme and in anticipation of ensuing consumer issues, the Council pre-emptively disseminated useful tips to help consumers shop smart.

Disseminating Information on Combatting COVID-19

The Council continued to offer a range of COVID-19 related CHOICE articles free to the public, including multipurpose disinfectants (Issue 531), portable UV disinfection devices (Issue 532), lozenges (Issue 513), antibiotics (Issue 534), and dishwashing detergents (Issue 497). These free articles, in addition to consumer alerts, free download materials and corresponding Government information, were uploaded to the dedicated *"Together, We Fight COVID-19"* webpage throughout the year. First launched in early 2020, the page serves as a content hub to consolidate virus-prevention information and accumulated 43,506 page views 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.

When the demand for Rapid Antigen Test (RAT) kits soared in late February following the Government's announcement recognising RAT results as early identification of positive cases, a vast selection of RAT kits became available on the market. However, as the test kits came from a multitude of origins and had various claims of international accreditation, such information was complex and difficult for consumers to understand. In response to consumers' most urgent needs, the Council swiftly developed a *"Search Tool for Rapid Antigen Test (RAT) Kits Approved for Use by Various Regions"*¹² covering the approved COVID-19 RAT lists of Hong Kong, the Mainland, Macau, Australia, EU, Singapore and USA to help consumers verify and select suitable RAT kits. The database of the search tool will be updated regularly.

An online media briefing was held in early March 2022 to share the complaint figures, case studies, and consumer tips for selecting RAT kits. The search tool was officially launched on the day, accompanied with a viral tutorial video. The topic generated over 220 counts of media coverage and was well-received by the public, many of whom praised the usefulness of the search tool and thanked the Council for its speedy response to consumers' needs. The search tool recorded 872,550 page views as of 31 March 2022 and surpassed 1 million by the end of May 2022, which reflected a high usage rate during this critical period.



12 More on the *"Approved Rapid Antigen Test (RAT) Kits Search Tool"* in the chapter *"Collecting Market Information on Goods and Services"* (p.59) 有關「不同地區認可的快速抗原測試包名單搜尋器」詳情，可參閱「蒐集消費品和服務業的市場資訊」一節（第59頁）。

支援防疫工作 保障當前消費者利益

回顧過去一年，香港經歷了第3及第4波疫情後，而在2022年初亦爆發第5波新冠病毒疫情。為了進一步支援公眾抗疫，本會積極加強發放實用的抗疫資訊，及教育公眾作出知情選擇。此外，為支持政府的消費券計劃，以及預視隨之而引發的消費爭議，本會主動向消費者提供實用的消費貼士，協助他們精明消費。

發放防疫資訊

年內，本會繼續開放官方網站內與疫情相關的文章，供大眾免費閱覽，包括多用途消毒噴劑（第531期）、便攜紫外線（UVC）殺菌消毒器（第532期）、喉糖（第513期）、抗生素（第534期）和洗潔精（第497期）。這些免費文章連同消費警示、免費下載資料和相關政府資訊，上載於本會在2020年初特別設立的《齊心抗疫》專頁，並在年內不斷更新，該專頁在本年度累計錄得43,506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，發放與疫情相關的英文資訊。

政府於2月底宣布，承認快速抗原測試的結果，作為早期診斷確診個案的方式，令快速抗原測試包的需求急劇上升，市面上突然湧現大量不同牌子的測試包，但其生產地及聲稱國際認證各有不同，複雜的資訊令消費者難以理解。為應對市民對測試包的殷切需求，本會在極短時間內開發「不同地區認可的快速抗原測試包名單搜尋器」¹²，涵蓋了香港、內地、澳門、澳洲、歐盟、新加坡及美國的認可測試包名單，方便市民核對和選購合乎標準的測試包。搜尋器內的資料亦會定期更新。

本會在3月初召開網上記者會，公布接獲的快速抗原測試包的相關投訴數字及個案，並提供選購測試包的消費提示。「不同地區認可的快速抗原測試包名單搜尋器」（「搜尋器」）在記者會當日正式推出，同時附上教學短片。「搜尋器」推出後錄得逾220篇媒體報道，並且深受公眾歡迎，當中不少稱讚其實用性，並感謝本會迅速回應消費者的需要。截至3月31日，「搜尋器」的瀏覽量高達872,550人次，至5月底更突破一百萬人次，反映消費者在抗疫的關鍵時刻使用率甚高。

Responding to Pandemic-related Service Issues

Various social distancing measures remained in effect for intermittent but long periods of the year under review, such as dining restrictions, closure of entertainment venues, gyms, beauty and massage parlours, etc. As the pandemic battered the economy, a number of companies closed their business during the year, including several major chains. Many consumers were unable to use up their prepaid service packages before the expiry date, or even before the service provider ceased operation.

The Council received media enquiries regarding the abrupt closures of beauty chain Bonjour Beauty (About Beauty, Dr. Protalk and Top Comfort), fitness centres (Goji Studios, Fitness First, 4ward Fitness), a one-stop bridal service provider (Dolly Bridal), as well as the demolition and rebuilding of The Pavilia Farm residential project, which gave rise to cancellations by buyers.

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, and promptly contact affected customers for settlement. Consumers were reminded of the risks associated with prepayment purchases as well as to keep relevant record to recover prepayment through chargeback mechanism in case of shop closures. The Council also once again called for the mandatory cooling-off period for beauty service contracts and regulation of medical beauty services.

As the pandemic situation worsened in February 2022, a myriad of rumours and incidents intensely triggered the public to panic buy and stockpile various goods, from food, daily necessities, to fever relief medicine, lozenges and RAT kits. The Council issued press statements urging consumers to be rational during grocery shopping and refrain from stockpiling beyond the required amount, especially on perishable foods to avoid wastage. At the same time, traders were strongly urged to be self-disciplined and tide over the tough times with consumers by ensuring speedy stock replenishment and sufficient supply of necessities, while maintaining a relatively stable price.

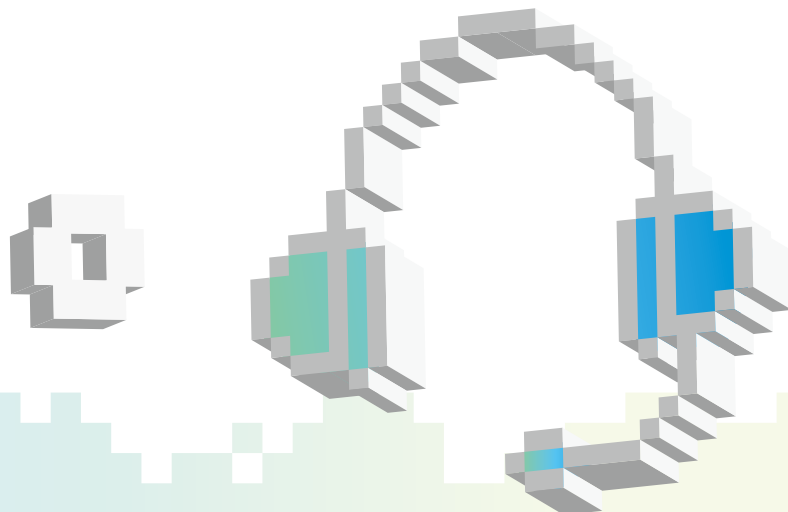
回應與疫情相關的服務投訴

政府年內大部分時間延續多項社交距離措施，當中包括於食肆禁堂食、關閉娛樂場所、健身中心、美容院和按摩院等。由於疫情重挫經濟，包括大型連鎖店在內的不少商戶於年內相繼結業，致令許多消費者未能在預繳服務套餐限期前，甚至商戶結業前，用畢相關服務。

本會接獲傳媒查詢有關卓悅美容有限公司旗下的美容院及按摩店（悅榕莊 About Beauty、Dr. Protalk、水云莊 Top Comfort）、健身中心（Goji Studios、Fitness First、4ward Fitness）和一站式婚禮服務（Dolly Bridal）結業，以及柏傲莊住宅項目拆卸重建，導致買家取消交易等事宜。

本會遂透過傳媒訪問和發布新聞聲明，迅速回應了諸多消費者殷切關注的問題，敦促商戶在其網站或社交平台上公布相關安排，並及時聯絡受影響客戶跟進處理。本會並提醒消費者注意預繳式消費的風險，以及保留服務合約和收據，以便萬一商戶結業時，可透過信用卡退款機制追回預繳款項。本會一再呼籲政府就美容服務合約設立法定冷靜期，和加強對醫學美容的規管。

鑑於 2022 年 2 月本港疫情轉趨嚴峻，謠言四起，引發市面出現搶購潮，公眾囤積各類物資，由糧食、日常用品、退燒藥、喉糖，以至快速抗原測試包，本會曾發表新聞聲明，呼籲市民購買日用品時保持理性，切勿囤積超出所需的分量，尤其最佳食用日期較短的新鮮食品，以免造成浪費。與此同時，本會亦強烈呼籲商戶確保補貨及時和有足夠的物資供應，並維持相對穩定的價格，與消費者共渡時艱。



Encouraging Happy Spending with Tips for the Consumption Voucher Scheme

To revive the hard-hit economy, the Government announced the consumption voucher scheme in mid-2021, sparking a shopping craze amongst the general public. A variety of offers were rolled out by industries and the 4 designated Stored Value Facilities (SVFs) as they competed for consumers' HK\$5,000 worth of consumption vouchers.

Foreseeing the potential risks of prepayment transactions and other consumption traps early on, the Council disseminated useful consumption information to the public in early July 2021, a month ahead of the disbursement of the first consumption voucher, followed by a second media briefing in August 2021, a few days after the first disbursement. Consumers were provided with helpful tips on selecting the most suitable SVF, the prevention of consumer traps, and were reminded to shop rationally.

Furthermore, the Council's Chairman and Chief Executive made a guest appearance in the Financial Secretary Mr Paul CHAN Mo-po's Consumption Voucher Scheme video, sharing 3 smart tips for consumers to shop smart while enjoying retail therapy.

提供消費券使用貼士 鼓勵開心消費

為振興經濟，政府於 2021 年中宣布推出電子消費券計劃，掀起大眾購物潮。4 個儲值支付工具和各大商戶均推出不同優惠作招徠，競逐每名消費者獲發港幣 5,000 元的消費券商機。

本會及早預視預繳式消費的潛在風險及其他消費陷阱，早在 2021 年 7 月初，即第一期消費券派發前 1 個月，以及在 8 月，消費券派發後數天，召開合共兩輪記者會，向公眾發放實用的消費資訊，提供貼士幫助消費者選擇最適合的支付工具，防止他們墮入消費陷阱，並保持理性消費。

此外，本會主席及總幹事更在財政司司長陳茂波宣傳消費券計劃的短片中客串亮相，分享 3 個精明及開心消費的提示。



消費委員會
CONSUMER COUNCIL

8 SMART TIPS For Using Digital Consumption Vouchers

1 Check whether offers are exclusive to consumption vouchers or applicable to other payment methods

2 Compare offers with general offers in shops to find actual bargains

3 Think twice before making high-value purchases as most shops do not support return of goods/refund/cooling-off period

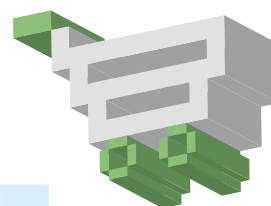
4 Enquire about offers carefully as merchants may have different offers with payment platforms

5 Beware of minimum spending, expiry dates and redemption quotas in small and multiple offers

6 Beware coupons/vouchers from shopping malls/shops are not consumption vouchers

7 Watch out if terms and conditions are not spelt out online nor enquired by phone

8 Make sure your favourite shops accept the payment platform that you registered



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 203,682 copies in the 2021-22 reporting period, making it one of the bestselling monthlies in the city despite seeing an inevitable disruption in sales over the past 2 years due to the pandemic. Sales were split rather evenly between subscriptions and retail sales via outlets, such as newsstands and convenience stores. Social distancing measures to reduce the flow of visitors at the Hong Kong Book Fair 2021 had adversely affected the subscription rate, while extensive stay-at-home arrangements had also impacted the retail sales.

The bestseller of the year was the October 2021 issue (#540), featuring a cover story on pre-packaged biscuits found to contain genotoxic carcinogens. Ranked second was the January 2022 issue (#543), which published a test report on meatballs and revealed some beef ball samples to contain pig DNA. Third on the list was November 2021 (#541), which covered a report on cast iron cooking pots. The online version of CHOICE under the refreshed website recorded an overwhelming 4,932,665 page views during the year under review, up 105% year-on-year (YoY).

《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 2021-22 年度全年總銷量高達 203,682 冊。雖然過去兩年的疫情無可避免地對銷量構成一定的打擊，但《選擇》月刊仍然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。由於 2021 香港書展採取人流管制措施以確保社交距離，月刊訂閱量因而下降；在大部分市民居家抗疫的情況下，印刷版銷情亦同受影響。

2021 年 10 月份的《選擇》月刊（第 540 期）為年度內最暢銷的一期，該期以預先包裝餅乾檢出基因致癌物作為封面故事。第 2 位則為 2022 年 1 月號（第 543 期），以肉丸測試報告為專題，當中部分牛肉樣本檢出豬肉基因，引起大眾關注。銷量第 3 位則為 2021 年 11 月號（第 541 期），該期測試了鑄鐵鍋的表現。網上版《選擇》月刊，在網站全面更新後亦表現理想，年內錄得 4,932,665 瀏覽量，較去年度飆升 105%。



Informing and Interacting with Consumers through Multimedia Platforms

During the year under review, a total of 140 Shopping Guide articles, 51 videos and 139 infographics were produced to enrich the new website's content. Total traffic on the Council's website recorded 7.8 million page views, 18% up YoY. Page view peaks were seen on several popular CHOICE topics, in particular the test report on 60 pre-packaged biscuits in October 2021, and coffee products in January 2022. The brand new "Shopping Guide" has contributed over 1.1 million page views in total. The easy-to-digest content provided consumers with essential information and knowledge to make smart purchase decisions. Among all 9 categories, "Home Appliances", "Health and Beauty", and "Food and Cooking" were the most popular content types.

The number of followers for the CHOICE Facebook page continued to grow, reaching 68,912, a 61% YoY increase in followers increment. A total of 640 Facebook posts were produced in the year, representing a YoY growth of 73%. Among the posts published, content on CHOICE topics had the highest engagement rates, including kitchenware, food, home appliances, COVID-19 related topics, and consumer alerts.

The Council's YouTube channel continues to offer a wealth of information for consumers. Videos include CHOICE Magazine highlights, test report findings, past events and activities, and consumer protection-related educational videos. In the year under review, a total of 755,218 views and 7,285 subscribers were acquired. First rolled out in 2018, the channel now has in aggregate over 26,820 subscribers, 3.6 million total views and over 6.7 million minutes of total watch time since its launch.

To sustain the exposure of Oil Price Watch¹³ and Online Price Watch (OPW), online and offline publicity was launched in Q1 2022 by leveraging the partnership with HK01, HKET Group and New Media Group. It brought a 97% YoY page view growth for OPW.

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 CHOICE press conference, which flexibly switched between live-stream and in-person format in the past year based on the prevailing social distancing measures, 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 5,000 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.

多媒體平台分享資訊 全方位與消費者互動

本會於年內發放 140 篇「消費全攻略」文章、51 段影片及 139 幅訊息圖，以豐富全新網站的內容。新網站錄得 780 萬總瀏覽量，較上年度上升 18%。當中多篇《選擇》月刊文章錄得頗高的瀏覽量，包括 2021 年 10 月號的「60 款餅乾安全營養大檢閱」，以及 2022 年 1 月公布的「49 款咖啡產品測試」。全新的「消費全攻略」欄目透過深入淺出的內容為消費者提供消費指南及知識，協助大眾作出精明選擇；此欄目在本年度累計高達 110 萬瀏覽量，其中「家品家電」、「健康美容」及「飲食煮意」更於 9 大類別中脫穎而出，成為瀏覽量最高的三甲。

《選擇》月刊 Facebook 專頁追蹤者數目持續增長，累計為 68,912 人，增長數目比對上一年度上升 61%。年內上載的帖子共 640 篇，比對上一年度大幅上升 73%；其中以《選擇》月刊相關帖文最受歡迎，包括廚房用具、飲食、家庭電器、消費警示及防疫相關內容，吸引最多點擊、分享和留言互動。

本會的 YouTube 專屬頻道持續為消費者提供一系列消費相關的影片，內容包括《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 755,218 次，訂戶人數新增了 7,285 位。頻道自 2018 年開通以來，累積超過 26,820 名訂戶，合共 360 萬瀏覽次數及 670 萬分鐘的瀏覽時間。

為提升「油價資訊通」¹³及「網上價格一覽通」的熱度，本會於 2022 年首季度與香港 01、香港經濟日報集團及新傳媒集團合作，於線上及線下宣傳。與去年相比，「網上價格一覽通」的瀏覽量大幅上升 97%。

借助大眾媒體 提升消保意識

有賴傳媒的支持和推廣，本會一直深入人心。多年來，本會舉辦多項媒體活動，當中最為人熟識的《選擇》月刊新聞發布會，在過去一年因應不同時段社交距離措施安排而靈活應變，以實體或網上直播形式進行。本會亦同時出席無數傳媒訪問，竭力讓公眾掌握最新消費資訊和市場警示。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 5,000 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。

13 More on Oil Price Watch in the chapter "Fostering Competition and a Fair Marketplace" (p.71)
更多有關「油價資訊通」內容，請參閱「促進市場競爭和公平交易」一節（第71頁）。



The Council continued its partnership with Television Broadcasts Limited (TVB) to produce TV segments on elderly-oriented consumption topics which were featured in the popular programme "Revel in Retirement" (無耆不有). In the year under review, a 4-episode series covered smart tips for elderly consumers on spending their consumption vouchers. 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 "The Elderly Series" (香江暖流), TVB's "Happy Old Buddies" (快樂長門人), Phoenix Television's "News Decoder" (時事大破解), CRHK's "Saturday Forum" (政經星期六), Now TV's "News Magazine" (時事全方位) and exclusive interviews with the Chairman and Chief Executive by TVB "On the Record" (講清講楚), Hong Kong Economic Times and HK01, etc.

本會繼續夥拍無線電視製作一系列以長者消費為主題的短片，於熱門節目《無耆不有》內播出；該系列一連4集，涵蓋長者使用消費券的消費提示。本會亦接受印刷、電子及網上媒體訪問，並亮相節目，藉此與媒體維持良好關係，並達到理想的推廣成效，當中包括香港電台《香江暖流》、無線電視《快樂長門人》、鳳凰衛視《時事大破解》、商業電台《政經星期六》及Now TV《時事全方位》。年內，本會主席和總幹事亦接受無線電視《講清講楚》、香港經濟日報和香港01專訪。

Top 10 Consumer News - Year of the Ox

Entering its 18th year, the Top 10 Consumer News voting campaign continued its partnership with HK01, Hong Kong Economic Times, i-Cable News, RTHK, SkyPost, TOPick and U Magazine. The event attracted a record-high number of 6,425 voters, up 6% from the previous year. The top 3 news stories¹⁴ were namely the permanent closure of UA Cinema, Legislative Council passes waste charging bill, and the demolition and reconstruction of 2 towers of The Pavilia Farm III. In addition, 2 news stories related to the Council's work made it into the top 10, including the test report on 60 models of pre-packaged biscuits, and complaints relating to consumption vouchers, which involved minimum spend set by traders and the service of SVFs.

牛年十大消費新聞

「十大消費新聞選舉」投票活動踏入第18屆，並繼續與香港01、香港經濟日報、有線電視、香港電台、晴報、TOPick及U周刊合作。

今屆的投票人數再次打破紀錄，共吸引了6,425人投票，較上年增加6%。排名首3位的新聞¹⁴分別是：UA院線宣布全線結業、立法會通過垃圾徵費條例草案，以及「柏傲莊III」兩座需拆卸重建。此外，2篇與消委會工作相關的新聞報導亦打入十大，包括60款包裝餅乾的檢測報告及消費券相關投訴，涉商戶自設最低消費及電子支付平台服務。



牛年 2021

十大消費新聞選舉

- 1

UA院線宣布全線結業

UA Cinema Announced Permanent Closure
- 2

立法會通過垃圾徵費條例草案

Legislative Council Passes Waste Charging Bill
- 3

「柏傲莊III」兩座需拆卸重建 影響800多名買家

The Pavilia Farm III: 2 Towers to be Demolished and Rebuilt, Affecting over 800



14 Visit www.consumer.org.hk/en/press-release/top10_ox or scan the QR code for the voting results of the Top 10 Consumer News (Year of the Ox). 牛年十大消費新聞結果，請瀏覽www.consumer.org.hk/tc/press-release/top10_ox，或掃描二維碼。

Consumer Rights Reporting Awards

The 21st Consumer Rights Reporting Awards (CRRA) wrapped up with a presentation ceremony in August 2021, conferring a total of 32 awards in 7 categories, including 7 Gold Awards, 8 Silver Awards, 6 Bronze Awards, 7 Merit Awards, 3 “Sustainable Consumption Reporting Awards” and 1 “Grand Award”¹⁵.

In response to the rapidly changing media landscape and increasingly diversified information dissemination channels in recent years, the revamped CRRA was launched in February 2022 as it entered its 22nd year. There were notable changes and new features, including restructured categories with a newly added “Topical Reporting Award”, piloting of the social media category to expand participation, as well as opening up 2 categories for public voting, whereas the cash prize was also doubled.

The “Topical Reporting Award” was newly introduced to encourage media coverage, both in breadth and depth, on an annual consumption topic announced early each year for submission in the next CRRA, as a means to proactively promote the discussion of consumer protection issues. In view of the burgeoning e-commerce industry under the new normal and expansion of new business models, along with ensuing inconsistency in e-tailer quality and consumption risks, “*Protecting Consumers Under E-commerce*” has been selected as the topic for 2022.

Furthermore, the unprecedented addition of the “Best Use of Social Media in Consumer Advocacy” category in response to the rising trend of social media journalism, as well as piloting public voting for the 2 categories of “News Photography Award” and “Tertiary Student Journalism Award”, are both major breakthroughs in local journalism awards, signifying the Council’s innovative approach to honour journalistic excellence on consumer rights and related issues. The 22nd CRRA was open to entries starting from the day of the announcement.

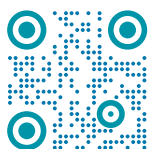
消費權益新聞報道獎

第21屆「消費權益新聞報道獎」（「報道獎」）以2021年8月的頒獎禮作結，頒發7個組別合共32個獎項，包括7個金獎、8個銀獎、6個銅獎、7個優異獎、3個「可持續消費獎」及1個「年度大獎」¹⁵。

鑑於近年傳媒行業變化日新月異，消費資訊傳播的方式亦日趨多元化，適逢踏入第22個年頭，「報道獎」於2022年2月進行了全方位改革。全新面貌的「報道獎」優化了多個項目，包括重整現有參賽組別，新增「年度主題大獎」；試行引入社交平台組別，以擴大參選範圍；並於兩個組別新增公眾參與評分。同時，完善了「報道獎」的獎項機制，獎金較以往增加一倍。

革新後的「報道獎」首度引入「年度主題大獎」，本會將於每年年初宣布該年的消費主題，積極鼓勵傳媒機構多發掘和深入分析年度主題相關的新聞，於下一屆提交作品參賽，本會期望透過「年度主題大獎」更積極推動消保議題。因應電子商貿在新常態下更為普及，電商的營銷形式亦發展迅速，然而商戶的質素參差，導致消費市場潛在各種風險，本會遂選定2022年主題為「保障消費者在電子商貿活動的權益」。

第22屆「報道獎」另有兩大重要突破，包括率先試行加入「最佳倡議消費權益之社交平台」組別，以貼合現今社交平台傳播模式；以及讓公眾參與「新聞攝影獎」及「大專院校新聞獎」兩個組別的評分。此等突破突顯本會期望以革新形式，表揚本地新聞工作者就有關消費權益報道的卓越成就。「第22屆消費權益新聞報道獎」在公布詳情當日開始接受報名。



15 Visit www.consumer.org.hk/en/press-release/consumer-rights-reporting-awards-2021 or scan the QR code for more information on the 21st CRRA. 更多有關第21屆消費權益新聞報道獎的資訊，請瀏覽www.consumer.org.hk/tc/press-release/consumer-rights-reporting-awards-2021，或掃描二維碼。