

# Disseminating Consumer Information

## 傳播消費訊息



The past 50 years has witnessed a sea change in media consumption channels, most notably the paradigm shift from one-way information dissemination to a two-way flow, allowing interaction and reciprocation of communication thanks to technological advancement. Digital disruption in the modern world means that digital and social media platforms have become essential for distributing timely information to the public and reaching the widest spectrum of consumers, especially younger age groups. This is reflected in the evolution of CHOICE Magazine and the Council's other information dissemination channels.

Since its debut in 1976 and first major revamp in 1980s with the most iconic cover of all time featuring superstar Leslie Cheung, CHOICE has diversified from a popular print magazine to an omnichannel publication, launching an online version (known as eCHOICE) in 2004 and subsequently integrating it with the main website in 2021. It has also branched out to social media platforms, launching its Facebook page in 2016, YouTube channel in 2018, WeChat Official Account in 2022, and finally its official Instagram page during the year under review, providing user-friendly and bite-sized consumption information for a newer generation of consumers. The pivotal decision to make CHOICE free for public access was reached during the reporting year and announced at the 50th Anniversary Cocktail Reception, marking a significant milestone and new era for the Council's iconic 48-year-old monthly.

隨著科技發展一日千里，消費者接收媒體資訊的渠道在過去 50 年經歷了翻天覆地的變化，當中最顯著的莫過於資訊傳播由單向灌輸變為雙向溝通，促進了訊息的交流與互動。在全球數碼化的大趨勢下，各式數碼平台及社交媒體不但能快速並適時地發放資訊，亦能接觸到各階層的消費者，尤其是年輕一代，使其成為了不可或缺的資訊傳播途徑。《選擇》月刊及消委會其他資訊發布平台的演變，正好印證數碼轉型的時代趨勢。

《選擇》月刊於 1976 年面世，並在 1980 年代進行首次大革新，邀得巨星張國榮擔任首位封面人物，成為經典之作。時至今日，《選擇》已從一本暢銷的印刷版雜誌，發展成為一本全方位的刊物，連接線上線下，先於 2004 年推出網上版，隨後於 2021 年與消委會官方網站二合為一，提升閱讀體驗。與此同時，消委會於各個社交媒體平台的帳戶亦相繼開通，包括於 2016 年推出 Facebook 專頁、2018 年開設 YouTube 頻道、2022 年開設官方微信公眾號，以及於 2024 年開啟了 Instagram 官方帳號，為新世代消費者提供方便的一站式消費資訊。本報告年內《選擇》月刊亦作出了一項歷史性的決定，於 50 周年金禧誌慶酒會上宣布網上版《選擇》月刊將全面開放、免費供市民閱覽，象徵著具有 48 年歷史的《選擇》月刊邁入全新時代，成就消委會的一個重要里程碑。

Over the years...  
歷年來...

**16.2** Million  
copies of CHOICE sold

售出 **1,620** 萬 本印刷及網上版  
《選擇》月刊

Almost **36** Million  
website page views

累計近 **3,600** 萬 網頁瀏覽次數

Connecting with consumers  
through the mass media...  
透過大眾媒體聯繫消費者...

**43,000+**

counts of media coverage in the past decade  
篇媒體報道（過去 10 年）

**4,510**

CRRA entries received since launch  
「消費權益新聞報道獎」  
創辦以來參賽作品總數





## 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 form of advertisements or commercial contributions. 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 print version of CHOICE Magazine recorded 160,339 copies in the 2023-24 reporting period, making it one of the bestselling monthlies in the city despite seeing an inevitable disruption in sales due to extensive free media coverage and a challenging economic outlook. Sales were split evenly between subscriptions and retail sales via outlets, such as newsstands and convenience stores. The 1-year subscription plan was strategically promoted at the Hong Kong Book Fair 2023, which marked an increase in on-site subscription rate of 66.4% for the print version and 71% for online CHOICE.

To meet the Council's spirit of sustainability, subscription at the Book Fair 2023 went almost fully paperless. Transactions were mainly conducted via digital payment methods. As a result, an 86.5% cashless rate was recorded across all transactions. In terms of the decor, booth panels and gifts were made from cardboard and recycled materials, making them not only more sustainable but also more snapshot-worthy.

## 《選擇》月刊

《選擇》月刊於 1976 年創刊，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，並一向獲公認為獨立、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。

年內，《選擇》月刊印刷版的全年總銷售量達 160,339 冊。近年，各媒體免費廣泛報導文章內容，加上經濟前景不明朗，對月刊的銷量構成一定影響。然而，《選擇》月刊依然是本地最暢銷的月刊之一。月刊的訂閱及零售額各佔總銷量約一半，印刷版的主要銷售點遍布全港各區報攤及便利店。消委會於 2023 年香港書展上全力推廣《選擇》月刊 1 年訂閱計劃，相關銷售策略令現場訂閱 1 年印刷版的人數按年增加 66.4%，網上版則增加 71%。

貫徹本會致力推廣「可持續消費」的理念，本年度書展的訂閱申請流程繼續實踐接近全面無紙化的目標。會場大部分交易均採用電子支付方式，總體交易的電子支付率達 86.5%。會場設計方面，展攤內的展示板及禮品均以硬紙板及可回收降解物料製成，不但更環保和可持續，更成為打卡熱點。





## Bestselling Issues of CHOICE in 2023-24 2023-24 年度最暢銷《選擇》月刊期數



**1** #558  
2023 | 4 月 | April

Featured a cover story on 1.5 horsepower window-type air conditioners and high jump athlete Cecilia Yeung Man-wai as the cover star.

封面故事為 1.5 匹窗口式冷氣機測試，並由「跳高女神」楊文蔚擔任封面人物。



**2** #559  
2023 | 5 月 | May

Published a test report on adult incontinence products with famous TV personality Anderson Junior as the cover celebrity.

由著名電視主持人「大王」安德尊擔任封面人物，介紹成人尿滲護理產品的測試報告。



**3** #567  
2024 | 1 月 | January

Covered a test report on lipsticks with many detected with allergenic substances, and featured iconic actress Nancy Sit as the cover star.

發表唇膏和唇釉檢測報告，當中多款樣本檢出致敏物，並邀得著名影星薛家燕擔任封面人物。

## Informing and Interacting with Consumers Through Multimedia Platforms

Charting new horizons in digital transformation in recent years, the Council continued to expand its multimedia platforms and explore new forms of interaction, launching its official Instagram page to kick off the Council's 50th anniversary celebrations.

## 多媒體平台分享資訊 全方位與消費者互動

本會近年積極推動數碼轉型，持續發展不同的多媒體平台，開拓與消費者互動的新方式。年內，全新 Instagram 官方帳號正式登場，為本會 50 周年慶祝活動揭開序幕。

### Major Highlights 主要亮點

**1** Consumer Tips  
# 消費貼士 IG 知

**2** The Council's History  
#50 周年話今天

**3** Celebrities' CHOICE  
# 星星的選擇

**4** The Council's Fun Facts  
# 識最強擇最強

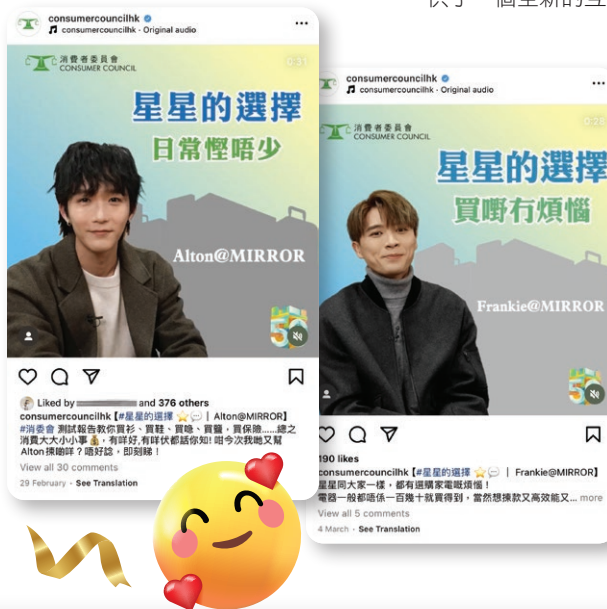


### Launch of Official Instagram Page

Debuted on 2 January 2024, the Council's Instagram page provides consumers with a broad range of objective and practical consumption information and tips in a more engaging, trendy and youthful format. It also provides a dynamic platform to promote the events and initiatives of the Council's 50th anniversary celebrations.

Boosted by a series of curated feeds and stakeholders' communication, especially from the Council's newly launched consumer education programme "Smart Consumption Academy", the Instagram page acquired 417 followers on the month of launch. The total number of followers reached 1,347 within several months.

Since its launch, a total of 65 feeds were posted, among which the "Celebrities' CHOICE" posts by Alton Wong and Frankie Chan, members of the popular boy group MIRROR, achieved the highest engagement rates, followed by the launch post.



### 消委會 Instagram 官方帳號正式推出

消委會 Instagram 官方帳號 (IG 帳號) 於 2024 年 1 月 2 日正式開通, 以更互動、緊貼潮流、年輕活潑的形式為消費者提供客觀而實用的消費資訊, 同時亦為本會 50 周年金禧慶祝活動提供了一個全新的互動宣傳平台。

IG 帳號自開通後, 即推出一系列精心製作帖文, 至今共發放 65 篇帖文, 吸引讀者追蹤, 再加上持份者的支持推廣, 尤其是全新「智醒消費學堂」中學生消費者教育活動的參加者, 令帳號於推出首月便吸引了 417 人追蹤, 數月間追蹤者更增至 1,347 位。

眾多帖文中, 以人氣男子組合 MIRROR 成員王智德及陳瑞輝的「星星的選擇」獲最高互動率, 其次為官方帳號正式成立的帖文。

## Consumer Council Digital Channels 消委會數碼平台 1 April 2023 – 31 March 2024 2023年4月1日至2024年3月31日



Official Website  
官方網站



**13** Million  
Total Page Views **1,300** 萬  
總瀏覽量



**5** Million  
Page Views for Online CHOICE Articles  
網上市《選擇》文章瀏覽量



**2.9** Million  
Page Views for "Shopping Guide"  
「消費全攻略」瀏覽量 **+110%**  
YoY 按年升



Facebook

**96,152** **+15%**  
Followers 追蹤人數  
YoY 按年升

**425**  
Facebook Posts  
帖文

YouTube

**543,817**  
Views 瀏覽次數  
Reporting Year 報告年度

**4.7**  
Million 百萬  
Total Views  
總瀏覽次數



**33,659**  
Total Subscribers 總訂戶

2,722 New Subscribers 新訂戶

**8.6+**  
Million Minutes Total Watch Time  
百萬分鐘 總觀看時數

**1,026,690** Minutes Watch Time (Reporting Year)  
觀看分鐘 (報告年度)

**+16%**  
YoY 按年升

During the year under review, a total of 8 Shopping Guide articles, 66 videos and 54 infographics were produced to enrich the website's content on top of the regular CHOICE articles. Page view peaks were seen on several popular CHOICE topics, in particular the test reports on lipsticks in January 2024, and instant noodles in February 2024.

The number of followers for the CHOICE Facebook page continued to grow. Among the posts published, infographics related to daily life trivia and products had the highest engagement rates, including baby pushchairs, consumer alert on coconut water and sunscreen products. To enhance the interaction with followers, wall games were held by collaborating with TreasureDo, a social media page targeting senior citizens and soon-to-be olds over the age of 50, which diverted its community members to the Council's website and CHOICE's social media platforms.



除了每一期月刊刊登的恆常文章之外，本會於年內發放共 8 篇「消費全攻略」文章、66 段影片及 54 幅信息圖，為網站提供豐富的內容。多篇《選擇》月刊文章錄得頗高的瀏覽量，包括 2024 年 1 月號的唇膏和唇釉檢測報告，以及 2024 年 2 月公布的即食麵檢測報告。

《選擇》月刊 Facebook 專頁追蹤者數目亦持續增長。於上載的帖子當中，與日常生活相關的冷知識及產品信息圖獲得最高的互動率，當中包括嬰兒車、椰子水飲品消費警示及防曬產品。為增加與追蹤者的互動，本會與目標群眾為 50 歲以上人士的社交媒體專頁「金銀島」合辦有獎遊戲，以引流其會員至《選擇》月刊的社交媒體專頁。

The Council's YouTube channel continues to offer a wealth of information for consumers. While the content included CHOICE Magazine highlights, test report findings, past events and activities, the videos covering the topics of probiotics and instant noodles garnered the highest views during the year. Additionally, a 50th anniversary exclusive series "Celebrities' CHOICE" (星星的選擇) was specially launched, featuring videos of celebrities providing consumer tips. The videos of Frankie and Alton from MIRROR were the most-viewed among this series.

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、測試報告結果及活動重溫，而過去一年，以益生菌及即食麵為主題的影片獲最高觀看次數。此外，年內推出 50 周年金禧特備節目《星星的選擇》，邀請名人向消費者介紹消費貼士，當中以 MIRROR 成員陳瑞輝及王智德的影片獲最高瀏覽次數。



Best-performing Video: Market Survey on 40 Probiotics  
最高瀏覽次數短片：《保健良品？益生菌味亂食至真》



## Empowering Consumers Through the Mass Media

Thanks to the longstanding 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 publicity campaigns, notably the monthly CHOICE press conference, which fully resumed in-person format in the reporting year, as well as a good many interviews to keep consumers informed about, and alert to, what was happening in the marketplace.

## 借助大眾媒體 提升消保意識

有賴傳媒長久以來的支持和推廣，本會一直深入民心。多年來，本會舉辦多項媒體企劃及宣傳活動，當中最為人熟識的《選擇》月刊新聞發布會，在過去一年全面恢復以實體形式進行。本會亦同時接受大量傳媒訪問，竭力讓公眾掌握最新消費資訊和市場警示。

### Mass Media 大眾媒體

**74**Press Releases  
新聞稿**210+**Media Enquiries  
媒體查詢**22**Press Statements  
新聞聲明**187**Media Interviews  
媒體採訪**5,400+**Counts of Media Coverage  
媒體報道篇幅**64**Front Pages  
頭版

During the year, dozens of press releases were issued covering selected topics published in CHOICE Magazine, subjects advocated in study reports, as well as events and campaigns organised. The CHOICE topic with the highest media coverage in the year was the Annual Supermarket Price Survey 2022 (Issue 558, April 2023), which revealed a rebound in the aggregate average price of groceries, generating over 120 counts of news reports.

Positive media relations and desired publicity outcomes were achieved throughout the reporting year through press interviews and appearances on a combination of print, electronic and online channels. Media partnership for regular monthly features of CHOICE topics continued during the year, including Radio Television Hong Kong's (RTHK) TV programme "Hong Kong United" (凝聚香港), and radio programmes "Happy Daily" (開心日報) and "Money Talk". The Council also voiced its views on various advocacy issues via interviews with both local and global media networks, such as the topic of greenwashing on Bloomberg News, responsible consumption on Commercial Radio Hong Kong's "ESG 101" (ESG 一點就明), the proposed taxi fleet regime and measures to improve taxi service on RTHK's English programme "Backchat", regulation of medical beauty devices on TVB Jade's "A Closer Look" (時事多面睇), and property management fees on TVB Pearl's "Straight Talk" (清心直說), etc.

年內，本會發布多份新聞稿，涵蓋《選擇》月刊專題內容、研究報告倡議之議題，以及所舉辦的活動。過去一年獲最多媒體報道的《選擇》月刊專題為 2022 年度超市價格調查 (2023 年 4 月，第 558 期)，揭示了食品雜貨總平均售價回復升軌，累積 120 多篇新聞報道。

本會亦繼續支持印刷、電子及網上媒體的訪問，除達到理想的宣傳成效外，亦藉此與媒體維持良好關係。年內亦繼續與媒體合作，每月定期就當期《選擇》月刊題材，由消委會代表亮相訪談節目，包括香港電台的資訊性電視節目《凝聚香港》、電台節目《開心日報》和英文節目《Money Talk》。本會亦透過本地及全球媒體網絡的採訪，就多項議題作出倡議和發表意見，例如彭博新聞有關漂綠的調查報道、商業電台《ESG 一點就明》探討負責任消費的訪談、於香港電台英文節目《Backchat》倡議的士車隊制度及改善的士服務的措施、無綫電視翡翠台《時事多面睇》有關規管醫療美容儀器的專訪，以及於無綫電視明珠台《清心直說》有關物業管理費的深度訪談等。

## Responding to Issues of Consumer Interest

With the lifting of anti-epidemic measures, the dedicated webpage providing virus prevention information was retired, allowing publicity efforts and resources in the year under review to be channelled towards other issues and important consumer protection initiatives. Through proactive media engagement, the Council was able to publish timely cautionary advice to consumers whenever a matter arose.

The Council responded to a host of media enquiries related to significant consumption issues, such as the prepaid diaper voucher incident of Baby-clan, a popular online infant product store; suspected medical beauty malpractices resulting in serious bacterial infection in clients; and online shopping scams, etc. The year still witnessed a number of shop closures in the wake of the pandemic, including beauty chain La Raine, 23-year-old travel agency New Star Travel, tutoring company Brilliant Education, teppanyaki restaurant chain ISARI KIYA Japanese Dining, pork knuckle specialist iPork Deluxe, and massage parlour Diou Foot (足府), which collectively generated over 40 media enquiries, to which the Council responded swiftly with complaint figures and advice for affected consumers who had purchased prepaid vouchers from the shuttered traders.

Meanwhile, as both inbound and outbound tourism picked up pace, increased air travel and mega events in the city led to 2 incidents of greatest public concern during the year, namely the cancellation of many Cathay Pacific flights during the peak travel season, and football star Messi's controversial non-appearance at the "Tatler XFEST: Hong Kong Team vs. Inter Miami CF" exhibition match on 4 February 2024. For the latter, over the course of 2 months from when the incident broke out till a refund arrangement was announced in March, the Council received 27 media enquiries in total, issued 3 press statements and responded to 12 press interviews including Now TV's "News Magazine" (時事全方位) and Phoenix TV News to count a few, resulting in over 240 counts of media coverage overall.

## 回應與消費權益相關的議題

隨著防疫措施全面撤銷，本會發放抗疫資訊的《齊心抗疫》專頁亦功成身退，讓宣傳工作及資源可重投其他議題及重要的消保措施上。本會透過積極主動與媒體連繫，適時就不同事故出現時向消費者發布消費警示及建議。

年內本會回應的傳媒查詢，不少為受影響人士眾多的消費問題，例如親子用品網店 Baby-clan 預繳式尿片套票事件、懷疑因不良營商手法而導致顧客集體嚴重細菌感染的醫療美容事故、網購騙案等。雖然疫後經濟逐漸復蘇，然而年內亦有店舖結業的情況，包括連鎖美容公司 La Raine、有 23 年歷史的旅行社新星旅遊、補習社翹英教育、連鎖日式餐廳鐵板漁屋日本料理、一豚豬手專門店和連鎖按摩店足府，本會就上述事件總共收到 40 多個媒體查詢。本會亦迅速回應，除了提供投訴數字，亦為購買了結業商戶的預繳式套票而受影響的消費者提供建議。

與此同時，入境和出境旅遊迅速復常，帶動航空業和大型盛事變得活躍，但亦引發年內兩件備受公眾關注的事件，包括國泰航空於旅遊旺季連番取消航班，以及國際球星美斯因缺陣 2024 年 2 月 4 日舉行的「Tatler XFEST 嘉年華：香港隊對國際邁阿密 CF 足球友誼賽」而備受爭議。就後者而言，自事件爆發至 3 月宣布退款安排的兩個月間，本會共接獲 27 宗傳媒查詢、發布 3 份新聞聲明及接受 12 次傳媒訪問，包括 Now TV《時事全方位》、鳳凰衛視新聞等，媒體報導累計超過 240 篇。





## Top 10 Consumer News — Year of the Rabbit

Entering its 20th year since its launch in 2005, the Top 10 Consumer News voting campaign was held with the ongoing support from media partners Cable News, HK01, Hong Kong Economic Times, RTHK, SkyPost, TOPick and U Magazine.

The top 10 news<sup>14</sup> reflected consumers' key concerns and hot consumption topics during the reporting year, among which the JPEX scandal not only topped the list, but was also named the "Most Gratifying" consumer news by a landslide 71% of the total number of voters. Other voted topics were also closely related to consumers' daily life, such as waste charging, home renovation, food safety, online and phone scams, tourism, etc.

## 兔年十大消費新聞

「十大消費新聞」選舉自 2005 年推出，至本年度已踏入第 20 個年頭，活動繼續得到 7 位媒體合作夥伴的支持，分別為有線新聞、香港 01、香港經濟日報、香港電台、晴報、TOPick 和 U 周刊。

入選十大的新聞報道<sup>14</sup>亦反映了消費者在報告年度內最關注的議題和熱門消費題材，其中轟動的 JPEX 案不僅位居榜首，兼壓倒性獲 71% 投票人推選為「最大快人心」消費新聞。其他入選主題也與消費者的日常生活息息相關，如垃圾徵費、家居裝修、食品安全、網絡及電話騙案、旅遊等。

# 2023 兔年十大消費新聞選舉



## 76,000+

Voters for Top 10 Consumer News Since Launch  
「十大消費新聞」創辦以來總投票人次

## 4,620

Total Voters  
總投票人數



## Top 10 Consumer News — Year of the Rabbit Voting Results 選舉結果

**1**

JPEX Named in SFC Warning as Clients Unable to Withdraw Virtual Assets  
Influencers and OTC Directors Arrested for Suspected Fraud  
JPEX 客戶無法提幣 遭證監點名警告  
警方拘捕多名網紅及找換店負責人 涉串謀詐騙

**4,057**  
votes 票**2**

Waste Charging Postponed Till 2024 with a 6-month Grace Period  
垃圾徵費延至 2024 年實施 將設半年適應期

**3,899**  
votes 票**3**

Structural Wall of LOHAS Park Unit Torn Down Buildings Department Issues Order to Restore  
日出康城單位鑿穿主力牆 屋宇署下令還原

**3,213**  
votes 票

## Consumer News Hot Topics Results 主題消費新聞投票結果

### “Most Gratifying” News 「最大快人心」新聞

JPEX Named in SFC Warning as Clients Unable to Withdraw Virtual Assets  
Influencers and OTC Directors Arrested for Suspected Fraud  
JPEX 客戶無法提幣 遭證監點名警告  
警方拘捕多名網紅及找換店負責人 涉串謀詐騙

**3,284**  
votes 票

### “Most Liked” News 「最抵讚」新聞

Mask Mandate Lifted After Almost 3 Years  
Government Launches “Happy Hong Kong” to Boost the Economy  
口罩令實施近 3 年終撤銷  
政府推「開心香港」刺激經濟

**1,984**  
votes 票

### “Most Outrageous” News 「最離譜」新聞

Structural Wall of LOHAS Park Unit Torn Down  
Buildings Department Issues Order to Restore  
日出康城單位鑿穿主力牆 屋宇署下令還原

**1,846**  
votes 票

14. Visit <https://www.consumer.org.hk/en/press-release/p-top10-consumer-2024> or scan the QR code for the voting results of the Top 10 Consumer News – Year of the Rabbit.  
兔年十大消費新聞結果，請瀏覽 <https://www.consumer.org.hk/tc/press-release/p-top10-consumer-2024>，或掃描二維碼。



## Consumer Rights Reporting Awards

The Consumer Rights Reporting Awards (CRRA) welcomed another record-breaking year, receiving a historical high of 373 entries from 42 news organisations, social media platforms, local colleges and universities, including 10 media organisations participating for the first time.

The 23rd CRRA, the second year since a noteworthy revamp in 2022, concluded with a presentation ceremony officiated by the Secretary for Commerce and Economic Development, Mr Algernon Yau Ying-wah, on 9 November 2023. A signature annual event recognising journalistic excellence in Hong Kong's media industry for over two decades, this year's CRRA saw a diverse spectrum of consumer rights-related topics among the entries, from the more traditional shopping, food, housing, and environmental protection issues, to e-commerce and artificial intelligence, reflecting a shift in consumption trends.

One of the highlights was the "Topical Reporting Award", presented for the first time since its introduction in the 2022 revamp as one of the 3 groundbreaking new features. Under the annual theme "Protecting Consumers Under E-commerce", the award went to a news video production focusing on internet scams.

Shortly after, applications for the 24th CRRA opened in March 2024, inviting entries for 9 award categories, including the "Topical Reporting Award" with "How the Application of Innovation and Technology is Impacting Consumers" as the selected topic for 2023. The topic for 2024 was simultaneously announced to be "Consumer Rights Beyond Boundaries", applicable to submissions for the 25th CRRA next year.

## 消費權益新聞報道獎

消費權益新聞報道獎（「報道獎」）獲 42 家新聞機構、社交平台及大專院校，提交共 373 份作品參賽，打破歷年參賽作品紀錄，更吸引 10 個媒體首次參與。

第 23 屆「報道獎」是自 2022 年進行全方位改革後的第二屆，頒獎典禮於 2023 年 11 月 9 日舉行，由商務及經濟發展局局長丘應樺先生擔任主禮嘉賓。「報道獎」在過去 20 年來都是香港傳媒業界的年度盛事，旨在表揚本地新聞工作者就有關消費權益報道的卓越成就。今年的「報道獎」參賽作品涵蓋了各種與消費者權益相關的主題，傳統如購物、食品、住屋和環境保護議題，以至較創新的電子商貿和人工智能，正好反映了消費模式的轉變。

「報道獎」於 2022 年改革時引入 3 大突破性革新，其中之一的「年度主題大獎」於今屆首次頒發，成為全場亮點。該獎項以「保障消費者在電子商貿活動的權益」為年度主題，由探討網騙的新聞影片系列獲得。

第 24 屆消費權益新聞報道獎隨即於 2024 年 3 月開始接受申請，共設 9 個獎項組別，其中包括「年度主題大獎」，2023 年主題為「創新科技應用對消費者的影響」。同時亦公布 2024 年的主題為「無疆界消費的權益」，適用於翌年第 25 屆消費權益新聞報道獎提交的作品。

### Awards Presented at the 23rd CRRA<sup>15</sup> 第 23 屆報道獎頒發獎項<sup>15</sup>

37  
Awards  
獎項

8  
Categories  
組別

7	Gold Awards 金獎
8	Silver Awards 銀獎
7	Bronze Awards 銅獎
6	Merit Awards 優異獎

#### "Best Use of Social Media in Consumer Advocacy" 「最佳倡議消費權益之社交平台」

3	Best Audience Engagement Awards 最佳社群參與獎
1	Best Presentation Award 最佳表達技巧獎
1	Grand Prize 卓越大獎
3	Topical Reporting Awards 年度主題大獎
1	Grand Award 年度大獎



15. Visit <https://www.consumer.org.hk/en/press-release/consumer-rights-reporting-awards-2023> or scan the QR code for more information on the 23rd CRRA.

更多有關第 23 屆消費權益新聞報道獎的資訊，請瀏覽 <https://www.consumer.org.hk/tc/press-release/consumer-rights-reporting-awards-2023>，或掃描二維碼。



Mr Algernon Yau Ying-wah, Secretary for Commerce and Economic Development, viewed the exhibit of winning entries accompanied by Mr Clement Chan Kam-wing, Chairman of the Consumer Council and Ms Gilly Wong Fung-han, Chief Executive of the Consumer Council.

商務及經濟發展局局長丘應樺先生由消委會主席陳錦榮先生及總幹事黃鳳嫻女士陪同下欣賞得獎作品展板。



The Topical Reporting Award, presented for the first-time ever, was won by an entry in the Video Reporting (Long Clip) category "A Closer Look: Internet Scams Series" (時事多面睇：網騙系列). The producing TVB reporting crew received the trophy from Mr Clement Chan Kam-wing, Chairman of the Consumer Council and Mr Raymond Sy Kim-cheung, Deputy Director of Broadcasting of Radio Television Hong Kong.

首次頒發的「年度主題大獎」由新聞影片獎（長片）組別《時事多面睇：網騙系列》的參賽作品奪得。無線電視的記者團隊於消委會主席陳錦榮先生及香港電台副廣播處長施金獎先生手上接過獎項。



The Guest of Honour, award presenters, Consumer Council representatives, and the adjudication panel.

主禮嘉賓、頒獎嘉賓、消委會代表及評審團合照。

