

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 interactive and reciprocal 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 the iconic CHOICE Magazine and the Council's other information dissemination channels including various social media platforms over the years. The reporting year saw the pivotal milestone of CHOICE becoming free for public access, opening a new chapter of consumer empowerment and accessibility through accelerated information dissemination amidst an evolving digital landscape.

科技發展一日千里，過去 50 年，消費者接收資訊的渠道經歷了翻天覆地的變化，當中最明顯的莫過於由單向傳播資訊，變為雙向互動。在全球數碼化的大趨勢下，各式數碼平台及社交媒體成為至關重要的資訊傳播途徑，不但能快捷並適時地發放資訊，亦能接觸到各階層的消費者，尤其是年輕一代。多年來，本會一直與時並進、不斷創新，透過多元渠道及社交媒體發放《選擇》月刊及本會其他資訊，正好印證數碼轉型的大趨勢。要數年內最重大的突破，必定是本會旗艦刊物《選擇》月刊歷史性全面開放網上版供市民免費閱覽，邁進資訊發放的新篇章，讓消費者可更便捷地獲取實用資訊，於日新月異的數碼世界中加強自我保護能力。

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 were 80,133 copies in the 2024-25 reporting period. In response to the modern audience's evolving media consumption and reading habits in an increasingly internet-driven world, as well as to expand the coverage in the Greater Bay Area, the online version of CHOICE (known as eCHOICE) became fully available for free from 2 January 2025 onwards, giving consumers access to consumption-related information anytime and anywhere. This message was announced during the Council's 50th Anniversary Golden Jubilee Cocktail Reception, and was strategically promoted at the Hong Kong Book Fair 2024 and through an extensive publicity campaign.

《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測試、調查及深入研究报告，以及投訴實錄等資訊，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。為確保權威性及可信性，《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為 80,133 冊。因應網絡新時代下大眾對資訊應用及閱讀模式的轉變，以及讓更多大灣區民眾掌握最新消費錦囊，網上版《選擇》月刊於 2025 年 1 月 2 日起免費開放，讓消費者可以隨時隨地掌握衣食住行各方面的消費資訊，時刻精明消費。此消息於去年 50 周年金禧誌慶酒會公布後，本會隨即於香港書展及其他渠道全力推廣「《選擇》免費睇」。

To address the needs of different communities, limited quantities of print copies were made available at 1,850 reading points around the city, covering elderly centres, community organisations, public libraries, primary and secondary schools, and tertiary institutions for the public to read. In addition, the Council had partnered with Link Asset Management Limited to set up 14 distribution points in selected Link shopping centres, ensuring the smooth transition of the launch of free CHOICE online and maintaining visibility.

為照顧不同社群的需要，本會以贈閱形式發送限量印刷版《選擇》月刊至全港 1,850 個閱覽點，包括長者中心、社區組織、公共圖書館、中小學及大專院校等供市民閱覽。此外，本會亦與領展合作，在旗下其中 14 個商場設立派發點，讓有需要的市民取閱，並助《選擇》月刊有序地轉型為網上刊物。



Bestselling Issues of CHOICE in 2024-25 2024-25 年度最暢銷《選擇》月刊期數

1 #570
2024 | 4 月 | APRIL

Featured a cover story on the first-ever test on prepackaged beer in celebration of the Council's 50th anniversary.
封面故事為首次測試的預先包裝啤酒，以慶祝本會 50 周年金禧誌慶。



2 #571
2024 | 8 月 | MAY

Published test reports on mosquito repellents and "1 Horsepower" window-type inverter air conditioners.
刊登驅蚊劑及 1 匹變頻式窗口冷氣機的檢測報告。



3 #573
2024 | 7 月 | JULY

Covered a test report on hair styling products with over 90% models detected with harmful substances.
發表頭髮造型用品測試報告，當中超過 9 成樣本檢出有害物質。



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 a series of campaigns to celebrate the Council's 50th anniversary and free CHOICE.

Celebrating Free CHOICE

An integrated promotion and publicity plan was implemented to spread the news of free eCHOICE. It included, among others, radio advertising with Commercial Radio Hong Kong (CRHK) featuring jingles voiced by celebrities, which reached over 2 million audienceship, as well as an integrated social media campaign across Facebook, Instagram, YouTube, and WeChat. Giveaway campaigns and videos featuring CHOICE cover celebrities topped page view boards. Nearly 7,000 page views were recorded on Facebook, Instagram, and YouTube, while the YouTube launch video alone garnered an impressive 51,588 views.

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，開拓更多新方式與消費者互動。年內更推出一系列的宣傳活動，慶祝本會 50 周年及「《選擇》免費睇」。

慶祝《選擇》月刊免費睇

為宣傳網上版《選擇》月刊全面免費開放，本會推出一系列的推廣及宣傳，包括與香港商業電台合作推出電台廣告，由名人聲演的廣告收聽人數達 200 萬。此外，本會亦透過 Facebook、Instagram、YouTube 及微信等社交媒體平台進行一連串宣傳活動。當中，送出豐富禮品的遊戲帖文及由《選擇》月刊封面名人參與的影片更登上瀏覽量排行榜榜首，Facebook、Instagram 及 YouTube 的瀏覽量合計接近 7,000 次，而在 YouTube 推出的宣傳影片更錄得高達 51,588 次的觀看次數。

Consumer Council Digital Channels 消委會數碼平台 (1 April 2024 – 31 March 2025) (2024 年 4 月 1 日至 2025 年 3 月 31 日)



Official Website
官方網站

16 Million
Total Page Views
1,600 萬
網頁瀏覽

YoY
按年升
+18%

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

3.2 Million Page Views for "Shopping Guide"
百萬「消費全攻略」瀏覽量



Facebook

114,889

Followers
追蹤人數

YoY
按年升
+19%

327 Facebook Posts
帖文



Instagram

4,936

Followers
追蹤人數

YoY*
按年升*
+266%

225 Instagram Posts
帖文



WeChat 微信

42,490

Followers
追蹤人數

YoY
按年升
+108%

48 WeChat Posts
帖文

* Accumulated followers in current reporting year as of 31 March 2025 vs. from launch on 2 January 2024 to 31 March 2024.
報告年內累計追蹤人數（截至 2025 年 3 月 31 日）對比帳號自 2024 年 1 月 2 日開通至 2024 年 3 月 31 日的累計追蹤人數。

Aggregate figures since the channel's launch in 2018
自 2018 年頻道開設以來的累計數據



YouTube

5.2

Million 百萬
Total Views
總觀看次數



35,936

Total Subscribers
總訂戶



9.4+ Million
Minutes Total Watch Time
分鐘 總觀看時間

Reporting Year 報告年度

462,644 Views
觀看次數

2,955 New Subscribers
新訂戶

782,796 Minutes Watch Time
觀看分鐘

During the year under review, a total of 7 Shopping Guide articles, 95 videos and 53 infographics were produced to enrich the website's content on top of the regular CHOICE articles. Page view peaks were observed after the launch of free CHOICE on 2 January 2025, with over 1.4 million page views recorded each month from January to March 2025.

The Council's followers on Facebook and Instagram continued to grow, with concise and visually impactful content performing the best. On Facebook, infographics and photos outperformed videos, with the post on Instant Noodles Shopping Guide achieving the highest engagement rate of 72.39%, whereas the Free CHOICE giveaway post on Instagram recorded the highest engagement rate of 39.91%.



除了刊登每期《選擇》月刊的文章之外，本會於年內共發放 7 篇「消費全攻略」文章、95 段影片及 53 幅信息圖，令網站內容更豐富。自 2025 年 1 月 2 日「《選擇》免費睇」推出後，網站流量顯著增加，於 2025 年 1 月至 3 月期間每月瀏覽量均錄得超過 140 萬次。

《選擇》月刊 Facebook 及 Instagram 的追蹤人數持續增長，其中以簡明且視覺效果吸引的內容表現最佳。信息圖及相片在 Facebook 的表現均勝過影片，其中「消費全攻略」有關即食麵的帖文錄得 72.39% 的最高互動率；Instagram 則以「《選擇》免費睇」的禮品送贈遊戲活動帖文錄得高達 39.91% 的最高互動率。

The Council's YouTube channel continues to offer a wealth of informative videos for consumers. While the content included CHOICE Magazine highlights, test report findings, past events and activities, the videos covering the Free CHOICE announcement and the topic of cooker hoods garnered the highest views during the year.

本會的 YouTube 專屬頻道一直為消費者提供一系列資訊豐富的影片，內容包括《選擇》月刊精選、測試報告結果及活動重溫。過去一年，公布「《選擇》免費睇」及以抽油煙機為主題的影片獲最高觀看次數。



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, as well as a good many interviews to keep consumers informed about, and alert to, what was happening in the marketplace.

借助大眾傳媒 提升消保意識

有賴傳媒長久以來的支持，本會一直深入人心。多年來，本會恆常舉辦傳媒企劃及宣傳活動，除了每月舉行的《選擇》月刊新聞發布會之外，亦經常接受傳媒訪問，竭力讓公眾掌握最新消費資訊，及對市場最新狀況提高警覺。



Throughout the year, the Council issued numerous press releases covering selected CHOICE topics, advocacy issues and events. The most widely covered CHOICE topic was *Claw Machine Complaints* (Issue 578, December 2024), which exposed a myriad of malpractices such as unfair gameplay and unreasonable practices. It generated over 120 news reports, including 6 frontpage stories, and was picked up by international outlets like BBC and Channel News Asia.

Positive media relations and publicity outcomes were maintained via press interviews and appearances across print, electronic and online channels. Monthly media partnership continued with Radio Television Hong Kong (RTHK), featuring CHOICE topics on TV31's "*Hong Kong United*" (凝聚香港), and radio programmes "*Healthpedia*" (精靈一點) and "*Money Talk*".

The Council also addressed key advocacy issues through media interviews and statements with both local and global media networks. Topics included online shopping scams on RTHK's English programme "*Hong Kong Today*", taxi and e-hailing services on TVB's "*News Magazine*" (新聞透視) and RTHK's "*Hong Kong 2000*" (千禧年代), a silver economy investigative series on RTHK's "*Money Talk*", and northbound consumption in Orange News' "*Warm Talking*" (圍爐) and TVB's "*Finance Magazine*" (財經透視).

年內，本會發布大量新聞稿，涵蓋《選擇》月刊專題內容、倡議議題及舉辦的活動。過去一年獲最多傳媒報道的《選擇》月刊專題為夾公仔機投訴（2024年12月，第578期），文章揭示了行內亂象，例如遊戲玩法不公平、不合理的做法等各種不良行為，合共累積120多篇新聞報道，包括6篇頭版新聞，更獲BBC和亞洲新聞台等國際傳媒報道。



本會一向樂於接受不同類型傳媒的訪問，除達到宣傳成效外，亦藉此與傳媒維持良好關係。年內亦繼續與香港電台合作，本會代表每月定期亮相訪談節目，包括電視31台的資訊節目《凝聚香港》、電台節目《精靈一點》和英文節目《Money Talk》，詳盡講解當期《選擇》月刊的報告內容。



本會亦透過接受本地及海外傳媒的採訪，就多項關鍵議題提出倡議和發表意見，例如於香港電台英文節目《Hong Kong Today》探討網購騙案、無綫電視《新聞透視》和香港電台《千禧年代》就有關的士車隊及網約車服務的訪談、英文節目《Money Talk》的銀髮經濟調查報道系列，以及橙新聞《圍爐》和無綫電視《財經透視》有關北上消費的專訪。

Publicity for the Council's study reports, initiatives and events were also achieved through scores of press interviews, including HOY TV's "Let's Talk" (有理有得傾) and CRHK's "On a Clear Day" (在晴朗的一天出發) for the Yearender 2024, now News' "News Magazine" (時事全方位) and Metro Finance's "Roadmap to Knowledge Economy" (財知大道) for the Council's study report on private healthcare price transparency, Cable News' "Property Outlook" (樓盤傳真) for the GBA Smart Guide, and Ming Pao's feature on the Smart Consumption Academy, to count a few.



多間傳媒亦就本會的研究報告、倡議計劃及活動進行訪問，包括 HOY TV《有理有得傾》及商業電台《在晴朗的一天出發》就本會 2024 年年度總結的專訪、now 新聞台《時事全方位》及新城財經台《財知大道》就本會有關私營醫療價格透明度研究報告的報道、有線新聞《樓盤傳真》為「大灣區住房錦囊」進

行的專訪，以及明報就「智醒消費學堂」刊登的專題報道等。

Responding to Issues of Consumer Interest

Through ongoing proactive media engagement and an agile incident management system, the Council efficiently responded to a host of media enquiries and published timely cautionary advice to consumers whenever a significant consumption matter arose. In terms of issues of widespread concern, 2 trends stood out during the year, namely disputes related to mega events and shop closures.

While the city's extensive line-up of mega events showed phenomenal results in boosting the economy and attracting both visitors and locals to revel in the festivities, they gave rise to various issues, such as ticketing problems for Coldplay's concert and ComplexCon; obstructed views of the stage for Coldplay and a local singer's respective concerts, which were not communicated when selling tickets; the Legends Assemble fan meeting session featuring legendary football stars, which sparked a major backlash among fans due to poor organisation and unmet expectations; withdrawal of a world champion followed by early evacuation of spectators for the World Grand Prix Snooker Tournament 2025, etc. The Council responded swiftly to hundreds of media enquiries on these incidents with complaint figures and advice for affected consumers.

Meanwhile, shop closures were unfortunately still observed in considerable numbers in the post-pandemic era, including the most high-profile of all the closure of Physical Fitness and subsequent takeover by perFIT, for which the Council handled over 100 media enquiries and conducted around 20 interviews, whereas Deliveroo's exit from the Hong Kong market also garnered extensive media and public attention. Other shuttered traders included 2 online kids products shopping agents Choco Cloud Kids and Rabbit N Radish, Little Frog Learning Centre, health product chain CR Care, century-old fermented tofu brand Liu Ma Kee, wedding ring design centre MARY 5IVE, etc. all of which sparked a flurry of media enquiries.

回應與消費權益相關的議題

本會透過積極主動與傳媒聯繫，以及靈活處理事故的方式，迅速而有效地回應了大量傳媒查詢，並在出現重大消費問題時及時向消費者發布警示及建議。就社會廣泛關注的議題方面，年內有兩個趨勢尤為突出，分別是盛事活動和商戶結業相關的消費爭議。

本港銳意推動盛事經濟，一連串矚目的大型盛事成功吸引遊客和本地市民熱切參與，經濟效益顯著，但同時亦引發了各種糾紛，例如 Coldplay 演唱會和 ComplexCon 的門票問題；Coldplay 和另一位本地歌手分別舉辦的演唱會均出現觀眾視線受阻的情況，卻在售票時沒有公布；以著名球星為招徠的 Legends Assemble 傳奇球星表演賽的見面會，由於安排欠妥善，令球迷期望出現落差，引發大批球迷強烈不滿；2025 年世界格蘭披治桌球大獎賽中，一名世界冠軍級選手退賽，觀眾更於另一場賽事中被要求提早離場。本會就上述一眾事件迅速回應數以百計的傳媒查詢，並提供投訴數字及對受影響消費者提供建議。

與此同時，疫後結業潮持續，當中最備受關注的是舒適堡結業及隨後被 perFIT 接管部分業務，本會為此處理了過百宗傳媒查詢，並接受約 20 次傳媒訪問。至於戶戶送 Deliveroo 退出香港市場，亦引起傳媒及公眾廣泛關注。其他結業的商戶包括兩間網上兒童用品代購公司 Choco Cloud Kids 及 Rabbit N Radish、連鎖補習社 Little Frog Learning Centre、健康產品連鎖店華潤堂、百年腐乳品牌廖孖記、婚戒設計中心 MARY 5IVE 等，均引發大量傳媒查詢。

Top 10 Consumer News – Year of the Dragon

Entering its 21st year since its launch in 2005, the Top 10 Consumer News voting campaign was held with the generous support from media partners Cable News, HK01, Hong Kong Economic Times, Oriental Sunday, RTHK, SkyPost, Sunday Kiss, TOPick, U Magazine, and Yahoo. The campaign recorded a historical-high turnout of 14,429 voters.

The top 10 news⁹ reflected consumers' key concerns and hot consumption topics during the reporting year, among which the closure of Physical Fitness topped the list by a landslide 55% of the total number of voters. Other voted news were also talk-of-the-town topics covering an extensive scope, from tourism and economy-boosting initiatives, environmental policies, to residential property measures.

For instance, football star Lionel Messi's disappointing absence from the Inter Miami exhibition match in Hong Kong ranked second with 4,552 votes and was also voted as the "Most Outrageous" consumer news, while the suspension of the waste charging scheme came in third. The launch of free CHOICE by the Consumer Council was recognised as "Most Liked" with 5,992 votes.

龍年十大消費新聞選舉

2005年首次舉辦的「十大消費新聞」選舉已踏入第21個年頭，活動得到10間傳媒合作伙伴的鼎力支持，分別為有線新聞、香港01、香港經濟日報、東方新地、香港電台、晴報、Sunday Kiss、TOPick、U周刊和Yahoo。活動共吸引14,429名市民投票，打破歷屆紀錄。

入選十大的消費新聞⁹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，其中舒適堡全線結業事件位居榜首，壓倒性獲總投票人數的55%。其他入選主題皆為城中熱話，涵蓋範圍廣泛，從旅遊業和振興經濟措施、環保政策，以至樓市措施。

當中，球星美斯缺陣表演賽引致大批球迷鼓譟，事件以4,552票位列第2，亦同時成為「最離譜」消費新聞，而垃圾徵費於試行後暫緩推行則列第3位。至於消委會開放網上版《選擇》月刊供市民免費閱覽，則以5,992票榮獲「最抵讚」消費新聞。

2024 龍年十大 消費新聞選舉

14,429 Total Voters
總投票人數



- | | | |
|---|---|------------------|
| 1 | Physical Fitness Closes All Branches Consumer Council Receives Over 5,000 Complaints Involving Almost HK\$200 Million Regulation of Prepayment Consumption Returns to the Public Eye
舒適堡全線結業 消委會接獲至少5千宗投訴 金額近2億 社會重新聚焦規管預繳式消費 | 7,934
votes 票 |
| 2 | Messi's No-Show at Exhibition Match Sparks Uproar
Half-refund Offered for Tickets Bought Through Official Channels
美斯缺陣表演賽大批球迷鼓譟 循官方途徑購票可獲退款一半 | 4,552
votes 票 |
| 3 | Municipal Solid Waste Charging Scheme Suspended
After 2-month Demonstration and Consideration of Public Views
垃圾徵費先行先試兩個月 權衡各方意見後暫緩推行 | 4,409
votes 票 |

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

"Most Liked" News 「最抵讚」新聞	
Consumer Council's 50th Anniversary CHOICE Magazine Free for All Starting from 2025 消委會50周年 2025年起《選擇》月刊免費睇	5,992 votes 票
"Most Gratifying" News 「最大快人心」新聞	
Taxi-Driver-Offence Points System Takes Effect 3-Month Disqualification Upon Accumulating 15 Offence Points 的士司機違例記分制生效 記滿15分須停牌3個月	8,088 votes 票
"Most Outrageous" News 「最離譜」新聞	
Messi's No-Show at Exhibition Match Sparks Uproar Half-refund Offered for Tickets Bought Through Official Channels 美斯缺陣表演賽大批球迷鼓譟 循官方途徑購票可獲退款一半	9,440 votes 票



9. Visit <https://www.consumer.org.hk/en/press-release/p-top10-consumer-2025> or scan the QR code for the voting results of the Top 10 Consumer News – Year of the Dragon.
龍年十大消費新聞結果，請瀏覽 <https://www.consumer.org.hk/tc/press-release/p-top10-consumer-2025>，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 471 entries from 46 news organisations, social media platforms and higher education institutions.

The 24th CRRA concluded with a presentation ceremony officiated by the Acting Secretary for Commerce and Economic Development, Dr Bernard Chan Pak-li, on 12 November 2024. A signature annual event recognising journalistic excellence in Hong Kong's media industry for close to a quarter century, this year's CRRA saw a diverse spectrum of consumer rights-related topics among the entries. Apart from topics related to basic necessities such as clothing, food, housing and transportation, this year's entries also probed into issues related to changes in consumption trends, e-commerce and digital payment systems, new forms of scams, investment traps, medical beauty, and anti-competitive practices in the marketplace.

One of the highlights was the "Topical Reporting Award". Under the annual theme "*How the Application of Innovation and Technology is Impacting Consumers*", 5 entries were shortlisted as "Top 5 Finalists" and the award went to a newspaper investigative series focusing on food ordering via digital platforms.

消費權益新聞報道獎

消費權益新聞報道獎（「報道獎」）獲 46 家新聞機構、社交平台及大專院校，提交共 471 份作品參賽，打破歷年參賽作品紀錄。

第 24 屆「報道獎」頒獎典禮於 2024 年 11 月 12 日圓滿舉行，由署理商務及經濟發展局局長陳百里博士擔任主禮嘉賓。「報道獎」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，自推出以來，都是本港傳媒界的年度盛事。今屆的參賽作品涵蓋的消費相關題材種類廣泛，除了衣食住行外，亦有探討消費模式轉變、電子商貿、電子支付、新型騙案、投資陷阱、醫療美容、市場反競爭行為等議題。

「年度主題大獎」為頒獎禮的焦點之一，今屆以「創新科技應用對消費者的影響」為年度主題，有 5 份作品入圍「最後 5 強」，最終由一份報章探討電子點餐的調查報道系列奪得大獎。

Awards Presented at the 24th CRRA¹⁰ 第 24 屆「報道獎」頒發獎項¹⁰

39
Awards
獎項

9
Categories
組別

7	Gold Awards 金獎
7	Silver Awards 銀獎
7	Bronze Awards 銅獎
7	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

5	Topical Reporting Awards 年度主題大獎
1	Grand Award 年度大獎

Shortly after, applications for the 25th CRRA opened in March 2025, inviting entries for 9 award categories, including the "Topical Reporting Award" with "*Consumer Rights Beyond Boundaries*" as the selected topic for 2024. The topic for 2025 was simultaneously announced to be "*Protecting the Consumer Rights of the Silver Generation*", applicable to submissions for the 26th CRRA the next year (i.e. 2026).

第 25 屆「報道獎」隨即於 2025 年 3 月開始接受報名，共設 9 個獎項組別，其中 2024 年「年度主題大獎」定為「無疆界消費的權益」。本會同時亦公布 2025 年的主題為「保障銀髮世代的消費權益」，適用於翌年第 26 屆「報道獎」提交的作品。

10. Visit <https://www.consumer.org.hk/en/press-release/consumer-rights-reporting-awards-2024> or scan the QR code for more information on the 24th CRRA.

更多有關第 24 屆消費權益新聞報道獎的資訊，請瀏覽 <https://www.consumer.org.hk/en/press-release/consumer-rights-reporting-awards-2024>，或掃描二維碼。





Dr Bernard Chan Pak-li, Acting Secretary for Commerce and Economic Development, viewed the exhibit panels of winning entries accompanied by Mr Clement Chan Kam-wing, Chairman of the Consumer Council and Ms Gilly Wong Fung-han, then Chief Executive of the Consumer Council.

主禮嘉賓署理商務及經濟發展局局長陳百里博士欣賞得獎作品展板，由消委會主席陳錦榮先生及時任消委會總幹事黃鳳嫻女士陪同。

“News Magazine: Comeback of the ‘Black Taxis?’” (新聞透視《黑的也復常?》) from the Video Reporting Award (Long Clip) category won this year's Grand Award. TVB's representative received the trophy from Dr Bernard Chan Pak-li, Acting Secretary for Commerce and Economic Development, Mr Clement Chan Kam-wing, Chairman of the Consumer Council, and Ms Gilly Wong Fung-han, then Chief Executive of the Consumer Council.

新聞影片獎(長片)組別的「新聞透視《黑的也復常?》」奪得「年度大獎」，電視廣播有限公司的代表於署理商務及經濟發展局局長陳百里博士、消委會主席陳錦榮先生，以及時任消委會總幹事黃鳳嫻女士手上接過獎項。



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

主禮嘉賓、頒獎嘉賓、消委會代表及評審大合照。