

**CONTROLLING OFFICER'S REPLY**

**HAB108**

**(Question Serial No. 2653)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Miss Cathy CHU)

Director of Bureau: Secretary for Home Affairs

Question:

In “Matters Requiring Special Attention in 2019-20” under this Programme, the Information Services Department will promote Hong Kong and raise Hong Kong’s profile via various channels including the Brand Hong Kong platform. In this connection, will the Government inform this Committee:

- (1) Please advise on the specific plans on promoting Hong Kong and raising its profile; and the staff establishment, posts, salary and operating expenses involved.
- (2) In light of the trade conflict between China and the United States, whether the policy on promoting Hong Kong in 2019-20 will be changed; if there is, of the details.

Asked by: Hon CHEUNG Wah-fung, Christopher (LegCo internal reference no.: 35)

Reply:

- (1) The Information Services Department’s publicity efforts are geared to promoting Hong Kong as Asia’s world city, and as a two-way platform for international firms seeking access to the Mainland market, and for Mainland companies reaching out to the world, particularly under the Belt and Road Initiative and the development of the Guangdong-Hong Kong-Macao Bay Area. The department makes use of the Brand Hong Kong platform as well as social and online media to promote Hong Kong globally to a wide range of audiences. It maintains close contact with government offices around the world and co-ordinates publicity projects to tie in with senior officials’ outbound visits. The department is in daily contact with the locally based correspondents of foreign media organisations; distributes news, photos and videos; and arranges press briefings and interviews. It runs programmes for visiting guests and journalists, and distributes promotional materials. Under Programme (1) “Public Relations Outside Hong Kong”, the financial provision for 2019-20 is \$147.5 million including personal emoluments. The staff establishment is 65.

- (2) In 2019-20, the Information Services Department will continue to promote Hong Kong in accordance with the above reply to (1).

- End -

**CONTROLLING OFFICER'S REPLY****HAB109****(Question Serial No.2352)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (2) Local Public Relations and Public Information  
(3) Public OpinionControlling Officer: Director of Information Services (Miss Cathy CHU)Director of Bureau: Secretary for Home AffairsQuestion:

1. Please advise the details of expenditure on all government Announcements in the Public Interest (APIs) since 2016 up to now with reference to the following table.

Year (eg: 2019)

Bureau / Department responsible for the publicity initiative	Content of the publicity initiative	Media used for the publicity initiative and frequency of broadcasting	Time of broadcasting	Provision / Expenditure involved
(e.g. Constitutional and Mainland Affairs Bureau)	(e.g. Guangdong-Hong Kong-Macao Greater Bay Area – New Era of Opportunities)	(e.g. 200 MTR carriages, 30 times on television, 20 times on radio)	(e.g. January to March 2019)	
Environmental Protection Department	...	...	...	
Transport Department				
...				

2. In keeping track of public opinion expressed in the media, ISD monitors 46 English and Chinese newspapers and magazines, a number of news websites, and about 220 hours a week of news and public affairs programmes on radio and television. What are the items being monitored? What are the expenditures on this over the past 3 years? Have financial provisions been earmarked for the above issues in 2019-20? Do they include online news media, social media sites or social media opinion leaders; if yes, what are the

details? Please list out the online news media, social media sites or social media opinion leaders being kept track of.

Asked by: Hon MO Claudia (LegCo internal reference no.: 12)

Reply:

1. Government Television (TV) and Radio Announcements in the Public Interest (APIs) are produced and funded by bureaux/departments (B/Ds), with technical assistance provided by the Information Services Department (ISD). The ISD does not keep a centralised record of the expenditure incurred by other B/Ds in the production of APIs.

From 2016 to 2019 (up to 1 March), the ISD produced a total of 23 sets of TV and Radio APIs at a total cost of \$8,887,311. Unless otherwise specified, each TV and Radio API lasted for 30 seconds. Details are provided in the tables below:

2019 (up to 1 March)

No.	Title of TV and Radio APIs	Broadcast period	Production cost of sets of TV and Radio APIs (\$)
1.	2019-20 Budget (Collection of copies)	18 February 2019 - 26 February 2019	240,000
Total:			240,000

2018

No.	Title of TV and Radio APIs	Broadcast period	Production cost of sets of TV and Radio APIs (\$)
1.	2018-19 Budget (Collection of copies)	19 February 2018 - 27 February 2018	340,049
2.	2018 Policy Address Consultation	1 July 2018 - 23 September 2018	568,000
3.	2018 Policy Address (Collection of Copies)	1 October 2018 - 9 October 2018	350,000
4.	2018 Policy Address (TV API lasted for 60 seconds)	10 October 2018 - 31 October 2018	900,000
5.	2019-20 Budget Public Consultation	5 December 2018 - 31 January 2019	318,000
Total:			2,476,049

2017

No.	Title of TV and Radio APIs	Broadcast period	Production cost of sets of TV and Radio APIs (\$)
1.	2017 Policy Address (Collection of copies)	9 January 2017 - 17 January 2017	280,000

<b>No.</b>	<b>Title of TV and Radio APIs</b>	<b>Broadcast period</b>	<b>Production cost of sets of TV and Radio APIs (\$)</b>
2.	2017 Policy Address	19 January 2017 - 7 February 2017	845,000
3.	2017 Policy Address (Youth)	20 January 2017 - 7 February 2017	
4.	2017 Policy Address (Labour)		
5.	2017 Policy Address (Elderly)		
6.	2017-18 Budget (Collection of copies)	13 February 2017 - 21 February 2017	289,158
7.	20th Anniversary Theme Song (Both TV and Radio APIs lasted for 60 seconds)	6 April 2017 - 31 December 2017	200,000
8.	HKSAR 20th Anniversary - Celebration Events	6 April 2017 - 24 December 2017	465,000
9.	HKSAR 20th Anniversary - General (TV API lasted for 60 seconds)	6 April 2017 - 31 December 2017	1,298,000
10.	The Chief Executive's 2017 Policy Address (Collection of copies)	2 October 2017 - 10 October 2017	350,000
11.	The Chief Executive's 2017 Policy Address	11 October 2017 - 31 October 2017	500,000
12.	2018-19 Budget Public Consultation	23 December 2017 - 3 February 2018	400,000
<b>Total:</b>			<b>4,627,158</b>

Note: 2 Policy Addresses were announced in 2017

2016

<b>No.</b>	<b>Title of TV and Radio APIs</b>	<b>Broadcast period</b>	<b>Production cost of sets of TV and Radio APIs (\$)</b>
1.	2016 Policy Address (Collection of copies)	4 January 2016 - 12 January 2016	349,910
2.	2016 Policy Address	14 January 2016 - 4 February 2016	550,000
3.	2016-17 Budget (Collection of copies)	15 February 2016 - 23 February 2016	258,232
4.	2017 Policy Address and 2017-18 Budget Consultation (People's livelihood)	13 October 2016 - 8 January 2017	385,962
5.	2017 Policy Address and 2017-18 Budget Consultation (Improving economy)	20 October 2016 - 8 January 2017	
<b>Total:</b>			<b>1,544,104</b>

2. ISD keeps track of public opinion expressed in the mainstream newspapers, magazines and electronic media to ensure that B/Ds stay abreast of public views on subjects under their purview. The list of newspapers, magazines and electronic media is as follows:

Newspapers	Apple Daily, HK Commercial Daily, HK Economic Journal, HK Economic Times, Ming Pao, Oriental Daily News, Sing Pao, Sing Tao Daily, South China Morning Post, Ta Kung Pao, Wen Wei Po, am730, Headline Daily, Metro Daily, Sky Post, The Standard, China Daily (Hong Kong Edition), People's Daily (Overseas Edition) Financial Times, The New York Times International Edition, The Wall Street Journal Asia Edition
Magazines/ Periodicals	Bauhinia Magazine, Capital, Duowei CN, Eastweek, Economic Digest, Harbour Times, HK Economic Journal Monthly, Hong Kong 01, Ming Pao Monthly, Ming Pao Weekly, Next Magazine, Outlook Weekly, The Mirror, iMoney, Wide Angle, Yazhou Zhoukan Bloomberg Businessweek, The Economist, Forbes, Fortune, Newsweek (online version), Time, Asian Intelligence Report, HK Risk Rating Update, Nielsen Readership Report
Television channels	TVB (4 channels), Cable TV (2 channels), Now TV (2 channels), RTHK TV (1 channel), Viu TV (1 channel), Fantastic TV (2 channels)
Radio channels	Commercial Radio (2 channels), RTHK (2 channels), Metro Radio (1 channel)

ISD keeps track of public opinion expressed through online platforms when needed but it does not have a specific monitoring list.

The expenditures on subscribing to newspapers/magazines, radio and TV in the past 3 years were \$245,175 (2016-17), \$258,861 (2017-18) and \$259,267 (2018-19). The financial provision for 2019-20 is estimated at about \$270,000.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB306**

**(Question Serial No.5193)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (4) Civic Responsibility

Controlling Officer: Director of Information Services (Miss Cathy CHU)

Director of Bureau: Secretary for Home Affairs

Question:

Under Matters Requiring Special Attention in 2019-20 of this Programme, it is said that the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities in 2019-20, including HKSAR Government's Celebration of the 70th Anniversary of the Founding of the People's Republic of China. In this connection, would the Government inform this Committee of the estimated annual recurrent expenditure on publicising HKSAR Government's Celebration of the 70th Anniversary of the Founding of the People's Republic of China for 2019-20?

Asked by: Hon CHAN Chi-chuen (LegCo internal reference no.: 336)

Reply:

The Information Services Department has been allocated an extra \$3 million in 2019-20 to arrange publicity for the HKSAR Government's Celebration of the 70th Anniversary of the Founding of the People's Republic of China. The extra funding will be used for overall publicity and promotion initiatives including city dress-up etc.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB307**

**(Question Serial No. 5195)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (4) Civic Responsibility

Controlling Officer: Director of Information Services (Miss Cathy CHU)

Director of Bureau: Secretary for Home Affairs

Question:

In the estimated expenditure for 2019-20, what is the estimated expenditure on publicity in 2019/20 involving the HKSAR Government's Celebration of the 70th Anniversary of the Founding of the People's Republic of China?

Asked by: Hon CHAN Chi-chuen (LegCo internal reference no.: 338)

Reply:

The Information Services Department has been allocated an extra \$3 million in 2019-20 to arrange publicity for the HKSAR Government's Celebration of the 70th Anniversary of the Founding of the People's Republic of China. The extra funding will be used for overall publicity and promotion initiatives including city dress-up etc.

- End -



**CONTROLLING OFFICER'S REPLY****HAB308****(Question Serial No.5221)**Head: (74) Information Services DepartmentSubhead (No. & title): (000) Operational ExpensesProgramme: (4) Civic ResponsibilityControlling Officer: Director of Information Services (Miss Cathy CHU)Director of Bureau: Secretary for Home AffairsQuestion:

Will the Government set out in tables the following information:

Title of TV Announcements in the Public Interest	Expenses on production in 2018/19	Expenses on publicity in 2018/19
Hong Kong-Zhuhai-Macao Bridge (30-second version)		
Hong Kong-Zhuhai-Macao Bridge (1-minute version)		
Guangdong-Hong Kong-Macao Greater Bay Area Development (Youth Version)		
Guangdong-Hong Kong-Macao Greater Bay Area Development (General Public)		
Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link - Connecting Hearts		
Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link - Inspiring Generations		
Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link - Broadening Horizons		

Asked by: Hon CHAN Chi-chuen (LegCo internal reference no.: 370)

Reply:

The API production and operating expenses for publicising the Hong Kong-Zhuhai-Macao Bridge, the Guangdong-Hong Kong-Macao Greater Bay Area Development and the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link are absorbed by the Transport Department, the Constitutional and Mainland Affairs Bureau, and the Transport and Housing Bureau respectively. It does not involve expense by the Information Services Department.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB309**

**(Question Serial No. 4334)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Miss Cathy CHU)

Director of Bureau: Secretary for Home Affairs

Question:

Please tabulate the number of online media's applications received by the Information Services Department since 19 September 2017, the number of applications approved and the average processing time.

Asked by: Hon CHAN Tanya (LegCo internal reference no.: 78)

Reply:

With effect from 19 September 2017, eligible online-only media are allowed to apply to the Information Services Department (ISD) for registration with its Government News and Media Information System (GNMIS).

As at 14 March 2019, ISD had received 32 applications from online-only media for registration with the ISD's GNMIS, of which 21 applications have been approved.

In general, the ISD will as far as practicable complete the vetting procedure within 7 working days upon receipt of the application form and all supporting documents.

- End -

**CONTROLLING OFFICER'S REPLY****HAB310****(Question Serial No. 5788)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: Not SpecifiedControlling Officer: Director of Information Services (Miss Cathy CHU)Director of Bureau: Secretary for Home AffairsQuestion:

- 1) Regarding applications for access to information under the Code on Access to Information (the Code) received by the Information Services Department (ISD) for which only partial information was provided, please tabulate: (i) details of requests partially accepted; (ii) reasons for partial provision of the requested information; and (iii) final handling.

Year

(i) Details of requests partially accepted	(ii) Reasons for partial provision of the requested information	(iii) Final handling

- 2) Regarding applications for access to information under the Code received by the ISD that were refused, please tabulate: (i) details of requests refused; (ii) reasons for not providing the requested information; (iii) final handling.

Year

(i) Details of requests refused	(ii) Reasons for not providing the requested information	(iii) Final handling

Asked by: Hon CHAN Tanya (LegCo internal reference no.: 173)Reply:

During the period from January to September 2018, only 1 application for access to information under the Code on Access to Information (the Code) received by the Information Services Department (ISD) was not provided with the requested information.

Regarding the refused case mentioned above, ISD, with regard to paragraph 2.15 of the Code and that the requested information was “privacy of the individuals”, refused to furnish the applicant with the names and post titles of the guests invited under the “Sponsored Visitors Programme” (SVP). In response to the applicant’s request, ISD had conducted a review of the decision. While upholding the decision to invoke paragraph 2.15 of the Code, ISD also provided the applicant with the link to ISD’s reply to the Legislative Council’s question in 2018 regarding the number of visitors and related expenses under the SVP in the past 5 years.

- End -

**CONTROLLING OFFICER'S REPLY****HAB311****(Question Serial No.4537)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (2) Local Public Relations and Public InformationControlling Officer: Director of Information Services (Miss Cathy CHU)Director of Bureau: Secretary for Home AffairsQuestion:

The Government has been frequently criticised for publishing press release late at night. Please advise this Committee of:

1. in the following table the number of press releases published outside office hours (i.e. after 5 p.m. until 9 a.m. the next morning) for the past 3 years;

Date of publication	Time of publication	Topic of the press release	Policy bureau concerned

2. the additional expenditure, staff establishment and hours of overtime involved in publishing press releases outside office hours by the Information Services Department (ISD); and

3. whether the ISD will review the time of publishing press releases in future to avoid making announcement late at night so as to facilitate the public and the media to pick up the news.

Asked by: Hon FAN Kwok-wai, Gary (LegCo internal reference no.:81 )

Reply:

The Government attaches great importance to providing the media and the public with information in a timely manner. News and information dissemination operates 24 hours a day and is no longer confined to office hours. The issue of press releases, therefore, cannot be confined to a specific period of time but would be carried out promptly when required to ensure that news and information reach the media and public as quickly as possible. We do not keep statistics on press releases issued during or outside office hours.

All press releases, including photos and videos, are uploaded onto the website of the Information Services Department (ISD) as soon as they have been issued to the media ([www.info.gov.hk/gia/general/today.htm](http://www.info.gov.hk/gia/general/today.htm)).

The work of issuing government press releases is handled by the Information Officers in the ISD or different bureaux and departments. Such work is part of their core duties and does not incur additional financial resources or manpower.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB312**

**(Question Serial No. 4547)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong  
(2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Miss Cathy CHU)

Director of Bureau: Secretary for Home Affairs

Question:

All along the Information Services Department (ISD) has used social media such as Facebook to disseminate latest news. Please advise this Committee of:

- (1) ISD's expenditure on operating social media for the past 3 years; and whether the ISD has set such targets as the coverage and reach of its social media platforms to assess the effectiveness of its work;
- (2) the total reach per month of the Facebook Fan Page of news.gov.hk in 2018; and
- (3) up to date the breakdown and ratio of age, nation/region and gender of subscribers of the Facebook Fan Page for news.gov.hk who rated the Fan Page with "like".

Asked by: Hon FAN Kwok-wai, Gary (LegCo internal reference no.: 91)

Reply:

- (1) For Programme (1), the Information Services Department BrandHK manages its social media platforms with existing manpower and resources as part of other work promoting Hong Kong as Asia's world city. As such it is not possible to provide a specific breakdown of resources as they are interlinked and overlapped. Social media platforms are one of the ways of carrying out publicity and promotion work. No specific targets are set due to the varied nature of content, markets and target audiences.

For Programme (2), as the staff involved also undertake other duties, the related expenses cannot be separately identified. No specific targets have been established as social media platforms are one of the avenues to provide information to the public to enhance their understanding of the Government's work, policies and initiatives.



- (2) The total reach per month of the Facebook Fan Page of news.gov.hk in 2018 is as follows:

Month	Total Reach
January 2018	677 889
February 2018	1 710 726
March 2018	1 875 465
April 2018	601 934
May 2018	601 427
June 2018	1 384 533
July 2018	614 546
August 2018	1 359 802
September 2018	1 249 639
October 2018	6 744 359
November 2018	501 091
December 2018	896 157

- (3) Ratio of age of the fans of news.gov.hk Facebook page (as at 13 March 2019)

Age	Percentage
13-17	0.71%
18-24	16.58%
25-34	37.20%
35-44	22.67%
44-54	9.07%
55-64	5.21%
65+	6.01%
Others (unspecified or non-personal accounts)	2.55%

Breakdown of the fans by nation/region

Nation/region	No. of fans
Hong Kong	64 755
Malaysia	1 870
Taiwan	1 639
Mainland China	1 439
Macau	1 081
United Kingdom	689
United States of America	680
Australia	556
Canada	493
Singapore	486
Japan	155
Vietnam	151
Thailand	143
Indonesia	127
Cambodia	126
Philippines	123
Others	926
<b>Total:</b>	<b>75 439</b>

Ratio of the gender of the fans

Gender	Percentage
Male	53%
Female	44%
Others (unspecified or non-personal accounts)	3%

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB313**

**(Question Serial No.3730)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Miss Cathy CHU)

Director of Bureau: Secretary for Home Affairs

Question:

Please advise the number of online-only media applying to be the Government News and Media Information System (GNMIS) subscribers received by the Information Services Department, the names of approved cases, the average number of days for processing those applications, the numbers of applications rejected and the reasons for rejection.

Asked by: Hon MOK Charles Peter (LegCo internal reference no.: 127 )

Reply:

With effect from 19 September 2017, eligible online-only media are allowed to apply to the Information Services Department (ISD) for registration with its Government News and Media Information System (GNMIS).

As at 14 March 2019, ISD had received 32 applications from online-only media for registration with the ISD's GNMIS, of which 21 applications have been approved. The 21 online-only media are TMHK, on.cc, CitizenNews, Stand News, Speakout HK, Hong Kong Free Press, Bastille Post, LinePost, Lite News Hong Kong, Post852, Orange News, MaxSource Media, HKGpao, Silent Majority For HK, inmediahk.net, unwire.hk, PressLogic, SYMediaLab, MVMHK News, LifeTV and guandian.hk.

Applications of 3 organisations have been declined as they are not considered mass news media organisations whose principal business is the regular reporting of original news for dissemination to the general public. For 7 other applications, ISD is still awaiting their submission of the required documents. 1 organisation has withdrawn its application after submitting the application form.

In general, the ISD will as far as practicable complete the vetting procedure within 7 working days upon receipt of the application form and all supporting documents.

- End -