

CONTROLLING OFFICER'S REPLY

HAB145

(Question Serial No. 3023)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Will the Government advise this Committee:-

- (1) the operational expenses, staff establishment and annual provision for salaries under this Programme in 2016-17; and
- (2) the respective expenditure on promoting “Appreciate Hong Kong” and the Basic Law in 2016-17?

Asked by: Hon Albert CHAN Wai-yip (Member Question No. 61)

Reply:

- (1) Under Programme 2 “Local Public Relations and Public Information”, the financial provision for 2016-17 is \$212.7 million including \$172.7 million for personal emoluments, and the staff establishment is 249.
- (2) No expenditure is expected to incur in 2016-17 on promoting the “Appreciate Hong Kong” campaign which will run till end April 2016, and the Basic Law.

- End -

CONTROLLING OFFICER'S REPLY**HAB146****(Question Serial No.1479)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (1) Public Relations Outside Hong KongControlling Officer: Director of Information Services (Patrick T K NIP)Director of Bureau: Secretary for Home AffairsQuestion:

The Information Services Department (ISD) aims at projecting a good image of Hong Kong globally and says that it will make use of Facebook, YouTube and Instagram to extend the reach of publicity efforts around the world. For this matter please advise this Council:-

1. “the number of fans”, “the number of posts” and “the number of engagements” in the Facebook, YouTube and Instagram accounts used by the ISD to promote Hong Kong overseas during the past 3 years;

Facebook

	2013-14	2014-15	2015-16
No. of fans			
No. of posts			
No. of engagements#			

YouTube

	2013-14	2014-15	2015-16
No. of subscriptions			
No. of videos in playlists			
No. of engagements#			

Instagram

	2013-14	2014-15	2015-16
No. of followers			
No. of posts			
No. of engagements#			

2. what regions do the majority of fans in the social media concerned come from and please set out in table form the top 3 regions with the greatest number of fans along with the ratio; and
3. the estimated total expenditure of using social media to promote Hong Kong.

Asked by: Hon Christopher CHEUNG Wah-fung (Member Question No. 33)

Reply:

1. A BrandHK YouTube Channel was set up in January 2015 while a BrandHK Instagram account and a Facebook Fan Page were launched in September and December 2015 respectively to promote Hong Kong. The number of “fans”, “posts” and “engagements” in the Facebook, YouTube and Instagram accounts during the past 3 years are as follows:

Facebook

	2013-14	2014-15	2015-16 (up to 7 March 2016)
No. of fans	-	-	19 770
No. of posts	-	-	187
No. of engagements [#]	-	-	31 035

Note: [#]Include: reactions, comments and shares/clicks on posts, such as photo view and video play.

YouTube

	2013-14	2014-15	2015-16 (up to 7 March 2016)
No. of subscriptions	-	45	210
No. of videos in playlists	-	221	403
No. of engagements [^]	-	14	626

Note: [^] Include: no. of likes, dislikes, comments and shares

Instagram

	2013-14	2014-15	2015-16 (up to 7 March 2016)
No. of followers	-	-	126
No. of posts	-	-	76
No. of engagements [*]	-	-	295

Note:^{*}Include: no. of likes and comments

2. Facebook: The majority of fans in the social media come from the United Arab Emirates, the United States of America and Singapore, accounting for 30%, 20% and 9% of the total fans respectively.

Youtube/Instagram: Not available

3. We have yet to determine the total allocation for using social media to promote Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY

HAB147

(Question Serial No.1977)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Not Specified

Question:

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

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 Gary FAN Kwok-wai (Member Question No. 24)

Reply:

The Government attaches great importance to providing the media and the public with information in a timely manner. With the increasing popularity of electronic media, the news and information cycle is no longer confined to office hours and operates 24 hours a day. 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 ISD as and when they are issued to the media (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

HAB148

(Question Serial No. 1980)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

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:-

- a. ISD's expenditure on operating social media in 2015; and whether the ISD has set up targets on the coverage and reach rate of social media as yardsticks of efficacy;
- b. the total reach rate per month of the Facebook Fan Page of news.gov.hk in 2015; and
- c. 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";
- d. or the past 30 days the breakdown and ratio of age, nation/region and gender of subscribers who rated the posts of the Facebook Fan Page for news.gov.hk with "like", commented on the posts, shared the posts or interacted with the Fan Page; and
- e. the areas reached by the latest 5 posts on the Facebook Fan Page for news.gov.hk and the number of subscribers who have been engaged.

Asked by: Hon Gary FAN Kwok-wai (Member Question No. 20)

Reply:

- a. The Information Services Department continued to deploy its existing manpower resources to manage the various social media channels; hence no additional expenditure had been incurred in the past years. The setting up of social media channels is to disseminate government information to promote better public understanding of government work, policies and initiatives, and to garner their views. No coverage targets have been established.

- b. The total reach rate per month of *news.gov.hk* Facebook Fan Page in 2015 ^{Note} is as follows:

2015	Total Reach	2015	Total Reach
January	230 501	July	1 177 838
February	505 878	August	853 985
March	594 502	September	476 660
April	1 302 659	October	682 982
May	601 706	November	1 239 827
June	1 499 856	December	1 669 376
		Total:	10 835 770

(Note: The Facebook Fan Page for *news.gov.hk* was created in November 2014.)

- c. As at 9 March 2016, the breakdown and ratio of age, nation/region and gender of subscribers of *news.gov.hk* Facebook Fan Page who rated the Fan Page with “like” are as follows:

Age	Ratio
13-17	3%
18-24	26%
25-34	37%
35-44	17%
45-54	7%
55-64	3%
65 and above	3%
others	4%

Country/Region	No of fans	Ratio
Hong Kong	25 733	88.62%
Malaysia	413	1.42%
Taiwan	379	1.31%
Macau	360	1.24%
China	318	1.10%
United Kingdom	317	1.09%
U.S.A.	248	0.85%
Australia	188	0.65%
Canada	164	0.56%
Singapore	134	0.46%
Others	783	2.70%
Total	29 037	100%

Gender	Ratio
Female	43%
Male	55%
Not Specified/ Non-personal account	2%

- d. The Facebook Insights provides relevant figures for the past 28 days only. The breakdown and ratio of age, nation/region and gender of subscribers who rated the posts of news.gov.hk Facebook Fan Page with “like”, commented on the posts, shared the posts or interacted with the Fan Page are as follows:

11 February – 8 March 2016

Age	Ratio
13-17	3%
18-24	19%
25-34	29%
35-44	20%
45-54	12%
55-64	8%
65 or above	6%
Others	3%

Country/Region	No. of people	Ratio
Hong Kong	40 572	89.60%
Macau	848	1.87%
Taiwan	629	1.39%
U.S.A.	568	1.25%
Canada	465	1.03%
United Kingdom	435	0.96%
Malaysia	426	0.94%
Australia	331	0.73%
China	206	0.45%
Singapore	203	0.45%
Japan	75	0.17%
Others	522	1.15%
Total	45 280	100%

Gender	Ratio
Female	42%
Male	56%
Not Specified/ Non-personal account	2%

- e. As at 9 March 2016, the total reach by the latest 5 posts on news.gov.hk Facebook Fan Page and the number of people who have been engaged are 129 471 and 21 486 respectively.

- End -

CONTROLLING OFFICER'S REPLY**HAB149****(Question Serial No.0990)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (2) Local Public Relations and Public InformationControlling Officer: Director of Information Services (Patrick T K NIP)Director of Bureau: Secretary for Home AffairsQuestion:

Please advise the number of speeches delivered by the Secretaries of various bureaux, the number of interviews by the media, the number of articles put on respective website of various bureaux, the number of closed-door briefings (commonly called "informal briefings") held by various bureaux, the number of press conferences, the expenditure involved and the manpower arrangement made since the inauguration of the present government as well as the plan for future work in these respects.

Asked by: Dr Hon LAM Tai-fai (Member Question No. 59)Reply:

The number of media interviews given by bureau secretaries and closed-door briefings and press conferences organised by government bureaux in this term of the Government from 1 July 2012 to 31 December 2015 are set out below:

	Number of media interviews given by bureau secretaries	Number of closed-door briefings held by bureaux	Number of press conferences held by bureaux
Civil Service Bureau	22	2	7
Commerce and Economic Development Bureau	67	2	237
Constitutional and Mainland Affairs Bureau	30	2	156
Development Bureau	68	1	163
Education Bureau	55	2	233
Environment Bureau	65	0	252
Food and Health Bureau	285	0	505
Financial Services and the Treasury Bureau	104	0	138

	Number of media interviews given by bureau secretaries	Number of closed-door briefings held by bureaux	Number of press conferences held by bureaux
Home Affairs Bureau	15	0	47
Innovation and Technology Bureau	0	0	4
Labour and Welfare Bureau	85	0	305
Security Bureau	20	0	157
Transport and Housing Bureau	109	5	244

The work of arranging these press conferences and interviews is handled by the Information Officers posted from the Information Services Department (ISD) to government bureaux. No extra financial or manpower resources are incurred.

The ISD does not keep information on the number of speeches delivered by bureau secretaries at public events or the number of articles published by them on bureaux websites. Speeches delivered by bureau secretaries are normally uploaded to the websites of their respective bureau for public browsing.

All bureaux will continue to adhere to the principles of openness and transparency, and will endeavour to disseminate information on policies and measures to the community through various channels.

- End -

CONTROLLING OFFICER'S REPLY

HAB150

(Question Serial No. 2774)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Under Programme (1) Public Relations Outside Hong Kong, the financial provision for 2016-17 is \$100.6 million, which aims to promote a favourable image of Hong Kong internationally. And under the heading "Matters Requiring Special Attention in 2016-17", it is said that the Information Services Department (ISD) will continue to support promotional campaigns in conjunction with government offices around the world. However, the Government has cut back provision and reduced a number of promotional activities. How will the Government ensure a good relation with the media?

Asked by: Hon Andrew LEUNG Kwan-yuen (Member Question No. 22)

Reply:

A one-off additional funding of \$26 million was allocated to the Information Services Department (ISD) in the 2015-16 financial year to enhance the Department's promotion and publicity efforts on a time-limited basis.

In 2016-17, the ISD will continue to actively promote Hong Kong through various channels, including advertising, publications and social media, and will support events and activities staged by the HKSARG offices overseas and in the Mainland. The ISD will continue to assist visiting journalists and film crews in the same way as before.

- End -

CONTROLLING OFFICER'S REPLY

HAB151

(Question Serial No. 3228)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

1. Regarding its work to promote Hong Kong, will the Information Services Department (ISD) give a breakdown of its work programme, subhead expenditure and allocation of manpower for the past 3 years?
2. The number of video produced by the ISD had decreased from 70 in 2014 to 40 in 2016. What are the reasons?
3. Has ISD substantially allocated any expenditure and made any plan in 2016-17 to strengthen promotional work on Hong Kong history and culture?

Asked by: Hon MA Fung-kwok (Member Question No. 50)

Reply:

1. The work of the Information Services Department (ISD) in promoting Hong Kong in the past 3 years include providing assistance to locally-based overseas media organisations as well as visiting journalists and film crews; producing and distributing publications; producing videos; providing assistance to sponsored visitors and visiting guests; arranging speaking engagements outside Hong Kong; co-ordinating high-level outward missions; and co-ordinating and assisting the implementation of public relations projects outside Hong Kong. The above tasks were shared among staff of relevant divisions of the Department.

ISD's expenditure under Programme 1 "Public Relations Outside Hong Kong" in 2013-14, 2014-15 and 2015-16 was \$79.7 million, \$83.6 million and \$104 million (Revised Estimate) respectively, which includes staff costs.

2. In 2014-15 and 2015-16, the ISD produced a series of videos featuring foreigners from a range of nationalities living in Hong Kong to support the promotional work of Hong Kong Economic and Trade Offices. There are currently no plans to add any more videos to this series. Thus, we estimate that fewer videos will be produced in 2016-17.
3. In 2016-17, the ISD will continue to promote various strengths of Hong Kong, in particular its positioning as "Asia's world city". We have yet to determine allocations for individual plans and projects.

- End -

CONTROLLING OFFICER'S REPLY

HAB152

(Question Serial No.0874)

Head: (74) Information Services Department

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

Programme: (-) Not Specified

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Please advise the social media Information Services Department used to communicate with the public, as well as the manpower and financial resources involved.

Asked by: Hon WONG Ting-kwong (Member Question No. 26)

Reply:

The Information Services Department set up a YouTube Channel in May 2010 for the department, and Twitter and Weibo accounts for news.gov.hk in July 2010. A Facebook Fan Page for news.gov.hk was launched in November 2014, followed by the setting up of Instagram and WeChat accounts in November 2015. A BrandHK YouTube Channel was set up in January 2015 while a BrandHK Instagram account and a Facebook Fan Page were launched in September and December 2015 respectively.

The workload is absorbed by existing manpower and resources.

- End -

CONTROLLING OFFICER'S REPLY

HAB153

(Question Serial No.0875)

Head: (74) Information Services Department

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

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Patrick TK NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Please advise the names of the newspapers, magazines, periodicals, television broadcasts, radio broadcasts, online media, special reports and media reviews that the Information Services Department regularly monitors; the fees for subscription and other expenses.

Asked by: Hon WONG Ting-kwong (Member Question No. 27)

Reply:

The number of newspapers, magazines, periodicals, television channels, radio channels, online platforms, special reports and media reviews being regularly monitored by the Information Services Department, with the relevant subscription fees and other expenses involved, are provided in the table below:

Category	Number of subscription / Number of channels	Relevant subscription fees and other expenses
Newspapers	23	\$171,606
Magazines	22	\$29,753
Periodicals	-	-
Television channels	10	\$21,598
Radio channels	7	\$529
Online media	-	-
Special reports	4	\$9,516
Media reviews	-	-
		\$233,002 (Total)

- End -

CONTROLLING OFFICER'S REPLY

HAB402

(Question Serial No. 3514)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

In the light of the rapid development of new media (news websites, web radio and real-time news platforms) in recent years, will the Government consider setting up a new code of practice on public relations and a registration system to ensure these new media are granted equal footing alongside traditional media (including such services as press releases distributed by the Information Services Department and invitation to news coverage)? What are the expenses?

Asked by: Dr Hon Kenneth CHAN Ka-lok (Member Question No. 193)

Reply:

In its pursuit of “people-based” governance, the Government attaches great importance to the role of the mass media in disseminating information to the public, and strives to facilitate their news reporting work.

As there is not yet a clear definition of “online media” in the community, and in the absence of a legally binding registration or licensing regime as in the case of the mainstream media, we are not in a position to distinguish among a wide range of online media, nor is it possible for us to grant access to all who claim to be representing online media for on-the-spot reporting due to practical and logistical arrangement constraints.

The Government will pay close attention to the development of online media portals and review the related arrangement as needed.

- End -

CONTROLLING OFFICER'S REPLY

HAB403

(Question Serial No. 3515)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

The Chief Executive has delivered pre-recorded video messages to the society on many occasions in 2015-16. What are the production expenses of producing such pre-recorded video messages and what is the body that is responsible for producing them?

Asked by: Dr Hon Kenneth CHAN Ka-lok (Member Question No. 195)

Reply:

Videos of speeches by the Chief Executive are produced by the Information Services Department using existing staff and resources.

- End -

CONTROLLING OFFICER'S REPLY

HAB404

(Question Serial No. 3893)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

- (a) Please advise a breakdown of the number of hours, themes, the number of hours broadcasted in electronic media and the production expenses of government-produced Announcements in the Public Interest (APIs) for 2015-16 and provide a breakdown of the figures in accordance with the purview of the bureaux or departments which the APIs are under.
- (b) What are the contents of work of the Government in the above respect and the estimated expenditure in 2016-17?

Asked by: Dr Hon Kenneth CHAN Ka-lok (Member Question No. 392)

Reply:

- (a) 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 2015 to 2016 (until 1 March 2016), the ISD produced a total of 8 TV APIs and 8 Radio APIs at a total cost of \$3,159,142. Details are provided in the tables below:

(I) TV APIs produced and funded by ISD

Broadcast in 2015 on a total of 58 channels operated by 5 TV stations				
No.	Title of TV API	Broadcast period	Total free air time allocated	Production cost of sets of TV and Radio APIs
1.	2015 Policy Address (Collection of copies)	5 January 2015 – 13 January 2015	357 minutes	\$260,000
2.	2015 Policy Address	16 January 2015 – 5 February 2015	868 minutes	\$470,000
3.	2015-16 Budget (Collection of copies)	16 February 2015 – 24 February 2015	478 minutes	\$300,000
4.	2016 Policy Address and 2016-17 Budget Public Consultation	22 October 2015 – 3 January 2016	3 537 minutes (22 October 2015 – 31 December 2015)	\$458,000
			42.5 minutes (1 January 2016 – 3 January 2016)	
5.	Appreciate Hong Kong	12 December 2015 – 30 April 2016	626 minutes (12 December 2015 – 31 December 2015)	\$513,000
			1 542 minutes (1 January 2016 – 1 March 2016)	
Total:				\$2,001,000

Broadcast in 2016 on a total of 58 channels operated by 5 TV stations (till 1 March 2016)				
No.	Title of TV API	Broadcast period	Total free air time allocated	Production cost of sets of TV and Radio APIs
1.	2016 Policy Address (Collection of copies)	4 January 2016 – 12 January 2016	488.5minutes	\$349,910
2.	2016 Policy Address	14 January 2016 – 4 February 2016	1 186 minutes	\$550,000
3.	2016-17 Budget (Collection of copies)	15 February 2016 – 23 February 2016	644 minutes	\$258,232
Total:				\$1,158,142

(II) Radio APIs produced and funded by ISD

Broadcast in 2015 on a total of 27 channels operated by 5 radio stations			
No.	Title of Radio API	Broadcast period	Total free air time allocated
1.	2015 Policy Address (Collection of copies)	5 January 2015 – 13 January 2015	364.5 minutes
2.	2015 Policy Address	16 January 2015 – 5 February 2015	837 minutes
3.	2015-16 Budget (Collection of copies)	16 February 2015 – 24 February 2015	473.5 minutes
4.	2016 Policy Address and 2016-17 Budget Public Consultation	22 October 2015 – 3 January 2016	2,265.5 minutes (22 October 2015 – 31 December 2015)
			29 minutes (1 January 2016 – 3 January 2016)
5.	Appreciate Hong Kong	12 December 2015 – 30 April 2016	422 minutes (12 December 2015 – 31 December 2015)
			1,050 minutes (1 January 2016 – 1 March 2016)

Broadcast in 2016 on a total of 25 channels operated by 4 radio stations (till 1 March 2016)			
No.	Title of Radio API	Broadcast period	Total free air time allocated
1.	2016 Policy Address (Collection of copies)	4 January 2016 – 12 January 2016	337.5 minutes
2.	2016 Policy Address	14 January 2016 – 4 February 2016	812.5 minutes
3.	2016-17 Budget (Collection of copies)	15 February 2016 – 23 February 2016	437.5 minutes

Note : The production cost of radio APIs is included in the production cost of the TV APIs.

(b) The estimated expenditure in 2016-17 for APIs to be produced by the ISD on Policy Address and Budget is \$1,700,000.

- End -

CONTROLLING OFFICER'S REPLY**HAB405****(Question Serial No. 6163)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (4) Civic ResponsibilityControlling Officer: Director of Information Services (Patrick T K NIP)Director of Bureau: Secretary for Home AffairsQuestion:

Last year the Government launched the “Appreciate Hong Kong” campaign, what are the expenses on publicity and promotion work in different media in 2015-16? Please give a breakdown of the subhead expenses according to different media. What are the estimated provisions for publicity in 2016-17?

Asked by: Dr Hon Kenneth CHAN Ka-lok (Member Question No. 174)Reply:

A total of \$1,056,593 was spent in 2015-16 on publicity and promotion work for the “Appreciate Hong Kong” campaign. The breakdown is as follows:

Publicity and promotion items	Expenditure
“Appreciate Hong Kong” Campaign launching ceremony (partial expense)	\$117,408
Production of TV and radio Announcements in the Public Interest (APIs)	\$513,000
Production and installation of graphic publicity materials	\$224,405
Update of easy-pull banners	\$12,500
Production of souvenirs	\$124,280
Set up of dedicated website	Set up by Information Services Department, no extra expenditure incurred
Broadcast of TV API on external walls and electronic display monitors/panels at various venues, including government venues, public housing estates, commercial and private housing properties	Free sponsorship received

Publicity and promotion items	Expenditure
Display of publicity messages on public transport including bus bodies and mobile advertising platforms in taxis	Free sponsorship received
Public performance licence fee for broadcasting the TV API at various locations	\$65,000

No expenditure is expected to be incurred in 2016-17 on promoting the “Appreciate Hong Kong” campaign, which will run until end-April 2016.

- End -

CONTROLLING OFFICER'S REPLY

HAB406

(Question Serial No. 6176)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

For 2016-17, has the Government marked out any proportion of the expenses on public relations work regarding different territories or continents of the world; if yes, what are the details of the proportion; how does it compare with the expenses proportions of the past three years? Will the Government advise what are the reasons and grounds for such changes/why no changes occur in the expenses proportions in 2016-17?

Asked by: Dr Hon Kenneth CHAN Ka-lok (Member Question No. 192)

Reply:

The Information Services Department promotes Hong Kong in different territories and continents in a number of ways, including the daily circulation and uploading of press releases, photos and videos; advertising and online media. The Department works closely with the Economic and Trade Offices to publicise Hong Kong's strengths and advantages, and to leverage on visits outside Hong Kong by senior officials. The estimated spending in different territories and continents in 2016-17 has yet to be determined.

- End -

CONTROLLING OFFICER'S REPLY

HAB407

(Question Serial No. 6177)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Please advise the annual input of staff establishment, manpower resources, expenditure and efficacy since the Information Services Department (ISD) set up its official Facebook account in 2014, and whether additional expenses are incurred in publishing posts on the Facebook outside office hours.

Asked by: Dr Hon Kenneth CHAN Ka-lok (Member Question No. 194)

Reply:

The *news.gov.hk* Facebook fan page of the Information Services Department (ISD) is managed by Information Officers with existing manpower and resources. Social media platforms are one of the avenues to provide the public with information about Government's work, policies and initiatives. No efficacy targets have been established. The ISD uploads posts on the Facebook page as required. No additional expenses are incurred.

- End -

CONTROLLING OFFICER'S REPLY

HAB408

(Question Serial No. 6178)

Head: (74) Information Services Department

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

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

In recent years there is a growing trend of expressing opinions or comments to the Government via online media or online social networking platform. How will the Information Services Department (ISD) adjust to the changes in the aforementioned circumstances in respect of the work plans and estimated expenses under this Programme? If the Department decides to make adjustment, what are the details of the work plans and breakdowns of the expenses? If no adjustment will be made, what are the reasons?

Asked by: Dr Hon Kenneth CHAN Ka-lok (Member Question No. 196)

Reply:

The Information Services Department has been paying attention to public opinions expressed via online platforms on a need basis. The work is absorbed by existing resources and no extra expenditure is incurred.

- End -

CONTROLLING OFFICER'S REPLY

HAB409

(Question Serial No. 4533)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Will the Government advise this Committee:

- (1) the operational expenses, staff establishment and annual provision on salaries under this Programme in 2016-17; and
- (2) the promotional expense related to "One Belt One Road" in 2016-17?

Asked by: Hon Albert CHAN Wai-yip (Member Question No. 60)

Reply:

- (1) Under Programme (1) "Public Relations Outside Hong Kong", the financial provision for 2016-17 is \$100.6 million, including \$34.2 million for personal emoluments, and the staff establishment is 62.
- (2) The promotion of "Belt and Road Initiative" is an integral part of the Information Services Department's promotional efforts in 2016-17. The related expenses will be absorbed within the provision allocated to the Department for on-going publicity and promotion programmes.

- End -

CONTROLLING OFFICER'S REPLY

HAB410

(Question Serial No.3976)

Head: (74) Information Services Department

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

Programme: (5) Publishing

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

1. Please advise the costs of “publications distributed” and “publications sold” as set out in the Estimates of 2014-15, 2015-16 and 2016-17.
2. Please advise the inventory and the value of “publications sold” and “publications distributed”.
3. In the light of the Government’s drive to reduce using paper and make best use of the internet, why does the number of copies of “publications distributed” still increase but not decrease? Does the Information Services Department (ISD) have any corresponding measure?

Asked by: Hon Albert HO Chun-yan (Member Question No. 51)

Reply:

1. The printing costs of “publications distributed” and “publications sold” in 2014-15 and 2015-16 (up to 29 February 2016) are about \$11.32 million and \$10.43 million respectively.

The cost for 2016-17 is unknown at this stage as it will depend on the publications to be produced.

2. The inventory and the values of “publications distributed” and “publications sold” in 2014-15 and 2015-16 (up to 29 February 2016) are about 115 610 copies (valued at about \$3.76 million) and about 89 080 copies (valued at about \$2.25 million) respectively.

The information for 2016-17 is unknown at this stage as it will depend on the publications to be produced.

3. The Information Services Department is mindful of reducing print-runs and encouraging members of the public to use online channels to obtain government information. The increase in the number of copies of “publications distributed” in the year is mainly due to the need to distribute printed copies to target recipients in support of the Elderly Day and in connection with the lead-in-water incident.

- End -

CONTROLLING OFFICER'S REPLY

HAB411

(Question Serial No. 4229)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information
(3) Public Opinion

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Nowadays many people comment and exchange views on social issues and public policies on social media platforms. The Government also uses these platforms to disseminate information. In this connection, will the Government inform this Council:

- (a) whether it has consolidated and kept records of the comments concerned and reflected them to relevant departments to achieve its target of “responding to public criticism or misconception of government policies within the same day”;
- (b) that in view of the initiatives of some members of the public in setting up online media, whether the Government will consider including some renowned online media in its monitoring list; if yes, how much manpower will be deployed; if not, the reasons for it.

Asked by: Hon Cyd HO Sau-lan (Member Question No. 92)

Reply:

The Information Services Department (ISD) monitors public opinion on as well as public response to Government policies and initiatives expressed in the media. This is to ensure that bureaux and departments stay abreast of public views on subjects under their purview and respond as appropriate. ISD also pays attention to online media reports for reference purposes. The above work is absorbed by existing manpower.

- End -

CONTROLLING OFFICER'S REPLY

HAB412

(Question Serial No. 3612)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Does the Information Services Department (ISD) include online media when performing its duties under this Programme; if yes, how will ISD define online media; if not, what are the reasons?

Asked by: Dr Hon KWOK Ka-ki (Member Question No. 280)

Reply:

A major work of Information Services Department is to disseminate government information to the public through the mass media, which include registered printed newspapers and periodicals, radio stations, television stations, and news agencies.

There is currently no clear definition of online media in the community, nor is there a legally binding registration or licensing regime as in the case of the mainstream media. There is also no commonly agreed objective criteria to define online media in the trade.

The Government will pay close attention to the development of online media portals and review the related arrangement as needed.

- End -

CONTROLLING OFFICER'S REPLY

HAB413

(Question Serial No. 3613)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

For the past year the Information Services Department (ISD) had disseminated information of public concern late at night, what are the factors when considering the time of dissemination of information?

Asked by: Dr Hon KWOK Ka-ki (Member Question No. 281)

Reply:

The Government attaches great importance to providing the media and the public with information in a timely manner. With the increasing popularity of electronic media, the news and information cycle is no longer confined to office hours and operates 24 hours a day. The dissemination of information, 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.

All press releases, including photos and videos, are uploaded onto the website of the Information Services Department (www.info.gov.hk/gia/general/today.htm) as and when they are issued to the media.

- End -

CONTROLLING OFFICER'S REPLY

HAB414

(Question Serial No. 3614)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Please provide the date, time and subject of the press releases (Chinese and English) issued by the Information Services Department in the past year.

Asked by: Dr Hon KWOK Ka-ki (Member Question No. 283)

Reply:

To facilitate public search and browsing throughout the day, all government press releases, press photos and video clips are uploaded to the Government website (www.info.gov.hk/gia/general/today.htm). The issuing date and time of press releases are shown at the bottom of every press release. The "News Archives" in the website archives past press releases, which dates back to 1997.

- End -

CONTROLLING OFFICER'S REPLY

HAB415

(Question Serial No. 3615)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Please advise the name list, the contents of expenditure and the amount involved regarding visitors received by the Information Services Department for the past year.

Asked by: Dr Hon KWOK Ka-ki (Member Question No. 285)

Reply:

The Information Services Department (ISD) runs a Sponsored Visitors Programme to keep influential constituencies outside Hong Kong posted on the city's latest situation. Visitors include political figures, business leaders, think-tank members, academics and government officials. The number of sponsored visitors in 2015-16 was around 160 with an estimated expenditure of around \$9 million. ISD also provided assistance to around 100 non-sponsored visitors in 2015-16.

- End -

CONTROLLING OFFICER'S REPLY

HAB416

(Question Serial No. 3616)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Regarding the speaking engagements arranged by the Information Services Department (ISD) for the past year, please advise the names of the officials involved, titles of the talks, the places, venues, the contents of expenditure incurred and the amount.

Asked by: Dr Hon KWOK Ka-ki (Member Question No. 286)

Reply:

The Information Services Department provides support to high-level outbound missions of the Government. In 2015-16, the Department assisted in the co-ordination of 15 visits by the Chief Executive, the Chief Secretary for Administration and the Financial Secretary to the Mainland and overseas (involving 258 speaking engagements) to introduce Hong Kong's competitive edge and latest developments. Overseas countries visited were: Australia, Belgium, Brunei, Canada, Germany, Hungary, India, Indonesia, Ireland, Israel, Italy, Malaysia, Peru, the Philippines, Poland, Romania, Singapore, Turkey, the United Kingdom and the United States; and the Mainland province visited was Hainan. The total expenditure incurred by the Department in this regard in 2015-16 was around \$1.1 million.

- End -

CONTROLLING OFFICER'S REPLY**HAB417****(Question Serial No. 4404)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (2) Local Public Relations and Public informationControlling Officer: Director of Information Services (Patrick T K NIP)Director of Bureau: Secretary for Home AffairsQuestion:

Regarding the dissemination of information through social media by the Information Services Department (ISD) in 2015-16 and 2016-17, please set out in details in the following tables the number of staff involved, the number of accounts and the number of hours used in operation each day and the expenditure incurred in respect of different social media.

2015-16

Name of social media	No. of staff	No. of accounts	No. of hours used in operation daily	Actual expenditure
Facebook				
YouTube				
Twitter				
Instagram				
WeChat				
Others (please indicate)				

2016-17

Name of social media	No. of staff	No. of accounts	No. of hours used in operation daily	Estimated expenditure
Facebook				
YouTube				
Twitter				
Instagram				
WeChat				
Others (please indicate)				

Asked by: Hon Alan LEONG Kah-kit (Member Question No. 63)

Reply:

The information requested for 2015-16 and 2016-17 is as follows –

2015-16

Name of social media	No. of staff	No. of accounts	No. of hours used in operation daily	Actual expenditure
Facebook Instagram (English & Chinese)	4	3	12	existing manpower
YouTube Weibo	1	2	Variable	existing manpower
WeChat Twitter (English & Chinese)	1	3	Variable	existing manpower

2016-17

Name of social media	No. of staff	No. of accounts	No. of hours used in operation daily	Estimated expenditure
Facebook Instagram (English & Chinese)	4	3	12	existing manpower
YouTube Weibo	1	2	Variable	existing manpower
WeChat Twitter (English & Chinese)	1	3	Variable	existing manpower

- End -

CONTROLLING OFFICER'S REPLY

HAB418

(Question Serial No. 4405)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

The Information Services Department (ISD) will arrange media facilities and issue press releases. Please advise

1. the list of media organisations that will be invited to cover the events;
2. the list of media organisations that will be permitted or refused to cover the events;
3. the list of media organisations that will be issued press releases; and
4. the criteria of drawing up such lists and future arrangement in reviewing these criteria.

How will the ISD ensure different media organisations enjoy the same right of news coverage so that every organisation can have the same opportunity to acquire the latest information disseminated by the ISD in the quickest way.

Asked by: Hon Alan LEONG Kah-kit (Member Question No. 65)

Reply:

The Government attaches great importance to the role of the mass media in disseminating information to the public, and strives to facilitate their news reporting work.

All press releases and media invitations are issued to media organisations through the Government News and Media Information System (GNMIS) of the Information Services Department (ISD). A list of the registered media organisations is attached at **Annex**. They include:

- (i) Registered printed newspapers and periodicals

Newspapers and weekly news magazines registered with the Office for Film, Newspaper and Article Administration under the Registration of Local Newspapers Ordinance (Cap. 268, Laws of Hong Kong), as well as their associated websites.

(ii) Radio stations

The Government-funded radio broadcaster and radio organisations with a Sound Broadcasting Licence granted under the Telecommunications Ordinance (Cap.106, Laws of Hong Kong).

(iii) Television stations

The Government-funded TV broadcaster, and commercial TV broadcasters that possess a Domestic Free Television Programme Service Licence or a Domestic Pay Television Programme Service Licence or a Non-domestic Television Programme Service Licence granted under the Broadcasting Ordinance (Cap.562, Laws of Hong Kong); as well as organisations that possess the Fixed Telecommunications Network Services Licence, Fixed Carrier Licence or Unified Carrier Licence issued under the Telecommunications Ordinance.

(iv) News agencies

News agencies registered with the Office for Film, Newspaper and Article Administration under the Registration of Local Newspapers Ordinance, as well as news agencies, newspapers, magazines and television/radio stations on the list of "Overseas Journalists in Hong Kong" compiled by the Overseas Public Relations Sub-division of the ISD.

Having taken into consideration the overall situation, including the capacity constraints, security requirements and on-site order, not all the registered media organisations listed above will be granted access to cover Government press conferences or activities.

Regarding the online media, as there is no clear definition of online media in the community, and in the absence of a legally binding registration or licensing regime as in the case of the mainstream media, we are not in a position to distinguish among a wide range of online media, nor is it possible for us to grant access to all who claim to be representing online media for on-the-spot reporting as far as practical arrangements are concerned.

The Government will pay close attention to the development of online media portals and review the related arrangement as needed.

All government press releases, photos and news clips issued through the GNMIS are uploaded immediately to ISD's website (www.info.gov.hk/gia/general/today.htm) throughout the day for public search and browsing.

User Accounts - GNMIS

(As at 11 March 2016)

21st Century Business Herald
Agence France-Presse
AM730
Apple Daily
Asahi Shimbun
Asia Fortune Media Group Limited
Asia Television Ltd.
Asian Wall Street Journal
Associated Press
Associated Press Television News
Australian Broadcasting Corp.
Bauhinia Magazine
BBC Online
BBC(UK)
Bloomberg
Bloomberg Business Week
Business Week
Cable Television Ltd.
Caijing Magazine Hong Kong Office
Capital Magazine
Capital Weekly
Central News Agency
China Business
China Central TV Hong Kong Bureau
China Daily Hong Kong
China National Radio
China News Service HK Branch
China Radio International
China Review News Agency
China Times Weekly
CNBC Asia
Commercial Radio
Digital Broadcasting Corporation Hong Kong Limited
Dow Jones Information Services
DUOWEICN
E Weekly Limited
East Weekly
Economic Digest
EFE (a Spanish news agency)
EPOCH TIMES Group Ltd

ETTV News
Eye Press
Financial Times
Forbes
Fortune
Harbour Times
Harian Umum Perdamaian
Headline Daily
HKTV International Media
Hong Kong Commercial Daily
Hong Kong Economic Journal
Hong Kong Economic Times
Hong Kong Investment Times
Hong Kong Magazine
Hong Kong View
International Herald Tribune
Jakarta Post
Jiji Press
Korea Joongang Daily
Kung Kao Po
Kyodo News Service
Lianhe Zaobao
Macau Asia Satellite Television
Mainichi
Metro Broadcasting Corporation Limited
Metro Publishing HK Ltd
Ming Pao Daily
Ming Pao Weekly
Nanfang Daily
New York Times
Newsweek
Next Media Group Management Ltd
Nihon Keizai Shimbun
Nippon Hoso Kyokai/Japan Broadcasting Corp
Nippon TV
Novosti
Now Broadband TV
One TV
Oriental Daily News
Oriental Morning Post
People's Daily
People's Daily Online
Phoenix TV
Radio Television Hong Kong

Shanghai Media Group
Shenzhen Special Zone Daily
Shenzhen TV
Sing Pao
Sing Tao Daily
Sing Tao Daily (European Edition)
Sky Post
South China Morning Post
Star TV
Strategist Publishing Limited
Ta Kung Po
Televisa Espana (Spanish)
The Chosunilbo
The Economist
The Mirror
The Standard
The Straits Times
The Sun
The Toronto Star
The Washington Post
Thomson Reuters Asia Pte. Ltd.
Time Magazine
TVB
TVB.COM
TVBS
United Daily News Ltd
United Press International
USA Today
Viet Nam News Agency
Voice of America
Wen Wei Po
Wide Angle
Xinhua News Agency
Yangcheng Wanbao
Yazhou Zhoukan
Yomiuri Shimbun
Yonhap News Agency
Total: 121

- End -

CONTROLLING OFFICER'S REPLY

HAB419

(Question Serial No. 4406)

Head: (74) Information Services Department

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

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

The Information Services Department (ISD) is responsible for closely monitoring public opinion carried in the media, will the Government inform this Council:

- (i) names of the publications of media organisations which are monitored by the department.
- (ii) whether the department monitors public opinion in online media? What are the methods used for their monitoring and the list of online media being monitored; if not, the reasons for that?

Asked by: Hon Alan LEONG Kah-kit (Member Question No. 66)

Reply:

The Information Services Department monitors public opinion expressed in the mainstream newspapers, magazines and electronic media to ensure that bureaux and departments stay abreast of public views on subjects under their purview. It also monitors online media reports for reference purposes.

- End -

CONTROLLING OFFICER'S REPLY

HAB420

(Question Serial No. 5723)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Will the Information Services Department inform this Committee the expenses of operating Facebook and YouTube for the past three years and the estimated expenses this year?

Asked by: Hon LEUNG Kwok-hung (Member Question No. 529)

Reply:

The Information Services Department manages the Facebook fan page and YouTube with existing manpower and resources.

- End -

CONTROLLING OFFICER'S REPLY

HAB421

(Question Serial No. 4583)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

(a) Please set out in the following tables details of expenditure on the Government's Announcements in the Public Interests (APIs) over the past 3 years.

2016 (up to 1 March)

Government departments involved	Contents of the promotion	Media used and the no. of times of broadcasting	Time of broadcasting	Expenditure incurred
(e.g. Constitutional and Mainland Affairs Bureau)	(e.g. 2017 Seize the Opportunity)	(e.g. 200 MTR carriages, 30 times on TV, 20 times on radio)	(e.g. Jan to Mar 2014)	
Environmental Protection Department	
Transport Department				

2015

Government departments involved	Contents of the promotion	Media used and the no. of times of broadcasting	Time of broadcasting	Expenditure incurred

2014

Government departments involved	Contents of the promotion	Media used and the no. of times of broadcasting	Time of broadcasting	Expenditure incurred

- (b) Some people view that some of the Government's APIs may have political overtone with obvious stance in contravention of the Broadcasting Ordinance. Does the Government have any internal guideline to ensure that the APIs are not used as political advertisements? In the event the public doubt that an API has predetermined stance, does the Government have any mechanism to rectify or withdraw the API?

Asked by: Hon Claudia MO (Member Question No. 61)

Reply:

- (a) 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 2014 to 2016 (until 1 March 2016), the ISD produced a total of 13 sets of TV and Radio APIs at a total cost of \$5,274,059. Details are provided in the tables below:

2016 (till 1 March)			
No.	Title of TV API	Broadcast period	Production cost of sets of TV and Radio APIs
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
Total:			\$1,158,142

2015			
No.	Title of TV API	Broadcast period	Production cost of sets of TV and Radio APIs
1.	2015 Policy Address (Collection of copies)	5 January 2015 – 13 January 2015	\$260,000
2.	2015 Policy Address	16 January 2015 – 5 February 2015	\$470,000
3.	2015-16 Budget (Collection of copies)	16 February 2015 – 24 February 2015	\$300,000
4.	2016 Policy Address and 2016-17 Budget Public Consultation	22 October 2015 – 3 January 2016	\$458,000
5.	Appreciate Hong Kong	12 December 2015 – 30 April 2016	\$513,000
Total:			\$2,001,000

2014			
No.	Title of TV API	Broadcast period	Production cost of sets of TV and Radio APIs
1.	2014 Policy Address (Collection of copies)	6 January 2014 – 14 January 2014	\$299,231
2.	2014 Policy Address (Support the Needy)	17 January 2014 – 5 February 2014	\$1,051,686
3.	2014 Policy Address (Let Youth Flourish)	20 January 2014 – 9 February 2014	
4.	2014-15 Budget (Collection of copies)	17 February 2014 – 25 February 2014	\$365,000
5.	2015 Policy Address and 2015-16 Budget Public Consultation	16 October 2014 – 4 January 2015	\$399,000
Total:			\$2,114,917

Note : The production cost of Radio APIs is included in the production cost of the TV APIs.

- (b) To qualify for free government air time, APIs should carry messages that are in the public interest to be broadcast on TV/Radio, relate to issues of public concern, or are directly related to government policies and operational objectives.

If an API attracts a complaint or comment, it will be referred to the API owner, i.e. the relevant B/D or agencies, for follow up action.

- End -

CONTROLLING OFFICER'S REPLY

HAB422

(Question Serial No. 3459)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Various bureaux/departments and subsidised bodies have placed advertisements or provided sponsored-contents in newspapers, news periodicals and associated websites (hereinafter referred to as "newspapers") registered under the Registration of Local Newspapers Ordinance to promote government policies or information. Please advise, for the past three years,

- (1) the Government's (including various bureaux/departments and subsidised bodies) total expenditure on placing advertisements or providing sponsored-contents in newspapers;
- (2) the respective expenditure by various bureaux/departments and subsidised bodies on placing advertisements or providing sponsored-contents in newspapers (with the names of the departments and set out in descending order in terms of the amount); and

bureaux/departments and subsidised bodies	expenditure in 2013-14 (\$)	expenditure in 2014-15 (\$)	expenditure in 2015-16 (\$)

- (3) the advertisement fees by various bureaux/departments and subsidised bodies on placing advertisements or providing sponsored-contents in newspapers (with the names of the newspaper and set out in descending order in terms of the amount).

Names of newspapers	expenditure in 2013-14 (\$)	expenditure in 2014-15 (\$)	expenditure in 2015-16 (\$)

Asked by: Hon Charles Peter MOK (Member Question No. 194)

Reply:

Newspaper advertisement and content sponsorship are funded by respective government bureau and department, with advice and technical assistance provided by the Information Services Department (ISD) as needed. The ISD does not have the centralised record of the expenses incurred by bureaux and departments in these areas, nor does it have any information about newspaper advertisement by subsidised organisations.

The expenses of newspaper advertisements and content sponsorship placed by the ISD to promote government policies or information in the past three financial years are as follows:

2015-16	\$380,904
2014-15	\$480,904
2013-14	\$580,904

- End -

CONTROLLING OFFICER'S REPLY

HAB423

(Question Serial No. 5752)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Regarding arrangement of media facilities, please advise

- (1) as per bureaux/departments, number of time reporters of network news information platform (hereinafter called "online media") applied for news coverage of government activities, number of times such applications were accepted, number of times refused and the reasons for the past year;
- (2) whether there is any plan to firstly, review guidelines on online media reporters attending government activities or entering the Central Government Offices so as to facilitate online media to cover the events and to disseminate information on government administration, and secondly, consult stakeholders; if yes, what are the details; if not, what are the reasons.

Asked by: Hon Charles Peter MOK (Member Question No. 195)

Reply:

The Government attaches great importance to the role of the mass media in disseminating information to the public, and strives to facilitate their news reporting work.

As there is no clear definition of "online media" in the community, and in the absence of a legally binding registration or licensing regime as in the case of the mainstream media, we are not in a position to distinguish among a wide range of online media, nor is it possible for us to grant access to all who claim to be representing online media for on-the-spot reporting as far as practical arrangements are concerned.

The Government will pay close attention to the development of online media portals and review the related arrangement as needed.

The Information Services Department does not have statistics of requests made by the online media for covering government activities.

- End -

CONTROLLING OFFICER'S REPLY

HAB424

(Question Serial No. 5753)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

As regards the Information Services Department's (ISD) "Government News and Media Information System", please advise

- (1) the number of registered media accounts under the System and the names of such media (as at 29 February 2016);
- (2) the number of times network news information platform (hereinafter called "online media") applied for the System's registered account, number of times such applications accepted, number of times refused and the reasons;
- (3) the expenses and progress of work to update the System, as well as the upper limit of the number of accounts after the updating work;
- (4) since online media, like mainstream media, also disseminate information to the public about government administration, whether there is any plan to open up the System for use by online media on application; if not, what are the reasons.

Asked by: Hon Charles Peter MOK (Member Question No. 196)

Reply:

There are currently 121 registered media user accounts in the Government News and Media Information System (GNMIS) of the Information Services Department (ISD). A list of the user accounts is attached at Annex. The ISD does not keep statistics on online media applying for access to GNMIS.

The enhancement project of GNMIS has entered the final testing stage. It is expected that the project could be completed in the first half of 2016, at the cost of about \$9.95 million. The enhanced system will be able to support about 200 user accounts.

As there is no clear definition of online media in the community, and in the absence of a legally binding registration or licensing regime as in the case of the mainstream media, we are not in a position to distinguish among a wide range of online media, nor is it possible for us to grant access to all who claim to be representing online media for on-the-spot reporting as far as practical arrangements are concerned.

The Government will pay close attention to the development of online media portals and review the related arrangement as needed.

User Accounts - GNMIS

(As at 11 March 2016)

21st Century Business Herald
Agence France-Presse
AM730
Apple Daily
Asahi Shimbun
Asia Fortune Media Group Limited
Asia Television Ltd.
Asian Wall Street Journal
Associated Press
Associated Press Television News
Australian Broadcasting Corp.
Bauhinia Magazine
BBC Online
BBC(UK)
Bloomberg
Bloomberg Business Week
Business Week
Cable Television Ltd.
Caijing Magazine Hong Kong Office
Capital Magazine
Capital Weekly
Central News Agency
China Business
China Central TV Hong Kong Bureau
China Daily Hong Kong
China National Radio
China News Service HK Branch
China Radio International
China Review News Agency
China Times Weekly
CNBC Asia
Commercial Radio
Digital Broadcasting Corporation Hong Kong Limited
Dow Jones Information Services
DUOWEICN
E Weekly Limited
East Weekly
Economic Digest
EFE (a Spanish news agency)
EPOCH TIMES Group Ltd

ETTV News
Eye Press
Financial Times
Forbes
Fortune
Harbour Times
Harian Umum Perdamaian
Headline Daily
HKTV International Media
Hong Kong Commercial Daily
Hong Kong Economic Journal
Hong Kong Economic Times
Hong Kong Investment Times
Hong Kong Magazine
Hong Kong View
International Herald Tribune
Jakarta Post
Jiji Press
Korea Joongang Daily
Kung Kao Po
Kyodo News Service
Lianhe Zaobao
Macau Asia Satellite Television
Mainichi
Metro Broadcasting Corporation Limited
Metro Publishing HK Ltd
Ming Pao Daily
Ming Pao Weekly
Nanfang Daily
New York Times
Newsweek
Next Media Group Management Ltd
Nihon Keizai Shimbun
Nippon Hoso Kyokai/Japan Broadcasting Corp
Nippon TV
Novosti
Now Broadband TV
One TV
Oriental Daily News
Oriental Morning Post
People's Daily
People's Daily Online
Phoenix TV
Radio Television Hong Kong

Shanghai Media Group
Shenzhen Special Zone Daily
Shenzhen TV
Sing Pao
Sing Tao Daily
Sing Tao Daily (European Edition)
Sky Post
South China Morning Post
Star TV
Strategist Publishing Limited
Ta Kung Po
Televisa Espana (Spanish)
The Chosunilbo
The Economist
The Mirror
The Standard
The Straits Times
The Sun
The Toronto Star
The Washington Post
Thomson Reuters Asia Pte. Ltd.
Time Magazine
TVB
TVB.COM
TVBS
United Daily News Ltd
United Press International
USA Today
Viet Nam News Agency
Voice of America
Wen Wei Po
Wide Angle
Xinhua News Agency
Yangcheng Wanbao
Yazhou Zhoukan
Yomiuri Shimbun
Yonhap News Agency
Total: 121

- End -

CONTROLLING OFFICER'S REPLY**HAB425****(Question Serial No. 4615)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (4) Civic ResponsibilityControlling Officer: Director of Information Services (Patrick T K NIP)Director of Bureau: Secretary for Home AffairsQuestion:

Please advise this Committee the following information :

Events in 2015-16	Publicity event	Date of publicity	Expenditure
Constitutional development			
25 th Anniversary of the Promulgation of the Basic Law			
Keep Clean			
Appreciate Hong Kong			
Voter registration and 2015 District Council Election			
Public consultation on retirement protection			
Anti-drug efforts			
Environmental protection			
Road safety			
Fight crime			
Food wise			

Asked by: Hon Michael TIEN Puk-sun (Member Question No. 60)Reply:

The Information Services Department (ISD) provides strategic advice and technical support to bureaux/departments (B/Ds) in mounting publicity campaigns and promotion drives. The publicity programmes are mainly funded by B/Ds. The ISD does not keep a centralised record of the expenditure incurred by other B/Ds in this respect.

In 2015-16, the expenditure incurred by the ISD in the conduct of the major campaigns mentioned in the question is provided in the table below:

Events in 2015-16	Publicity event	Date of publicity	Expenditure
Constitutional development	Tunnel billboards, duplication and distribution of promotional videos for broadcast at various venues	April to June 2015	\$561,225
25 th Anniversary of the Promulgation of the Basic Law	Production of dedicated website, outdoor banners, posters and souvenirs; bus and tram body advertising; participation in Hong Kong Flower Show 2015; organisation of roving exhibitions	April to December 2015	\$2,767,000
Keep Clean	Production of posters and souvenirs; partial expenses for TV and Radio Announcements in the Public Interest (APIs); public performance licence fee incurred in broadcasting APIs, promotional videos and sound track on various publicity channels	August to September 2015	\$259,904
Appreciate Hong Kong	Production of TV and Radio APIs, giant wall banners, posters and souvenirs; partial expenses for the launching ceremony; public performance licence fee incurred in broadcasting the TV API at various locations throughout Hong Kong	November 2015 to April 2016	\$1,056,593

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