

CONTROLLING OFFICER'S REPLY

HYAB104

(Question Serial No. 0158)

Head: (74) Information Services Department

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

Programme: (4) Civic Responsibility

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Advertisement Publicity of the Government

The Information Services Department is responsible for the Government's publicity and publishing work, and providing support to bureaux and departments, which includes inviting celebrities to appear in advertisement for publicity. For instance, Louis Koo was engaged to appear in a promotional video on hospitality in 2024. In this connection, will the Government inform this Council of:

1. the expenditure incurred on the engagement of celebrities last year; and
2. the mechanism of engaging the celebrities; how the celebrities are selected and how the engagement fee is decided?

Asked by: Hon CHAN Yuet-ming (LegCo internal reference no.: 33)

Reply:

Television (TV) Announcements in the Public Interest (APIs) are produced by bureaux/departments (B/Ds) based on their needs, with technical assistance provided by the Information Services Department (ISD). To enhance the publicity effect, production houses may suggest inviting celebrities to appear in TV APIs and name the celebrities in the submitted quotations, and the B/Ds shall consider whether to accept the proposal and procure the service. The ISD does not keep information on the relevant expenses incurred by the B/Ds in inviting celebrities to appear in TV APIs.

- End -

CONTROLLING OFFICER'S REPLY

HYAB105

(Question Serial No. 2799)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information;
(4) Civic Responsibility

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

It is mentioned in Programmes (2) and (4) that the respective provision for 2025-26 are \$44.1 million (15.5%) and \$39.2 million (55.8%), higher than the revised estimate for 2024-25. This is mainly due to the increased work for media services and promotion of co-hosting the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games. In this connection, will the Government inform this Committee of the following:

- (1) the details of the media services and local publicity and promotion projects expected to be provided by the Information Services Department (ISD); and
- (2) regarding the work mentioned in item (1), whether the ISD has set Performance Indicators to monitor the effectiveness of relevant work; if yes, what are the details; if not, what are the reasons?

Asked by: Hon CHAU Siu-chung (LegCo internal reference no.:5)

Reply:

- (1) Co-hosted by Guangdong, Hong Kong and Macao, the 15th National Games (NG), and the 12th National Games for Persons with Disabilities and the 9th Special Olympic Games (NGD and NSOG) will be held from 9 to 21 November and from 8 to 15 December 2025 respectively. The Games mark an important milestone in strengthening sports co-operation and exchange between Hong Kong and the Mainland, and it also helps enhance the position of the Guangdong-Hong Kong-Macao Greater Bay Area as a hub for mega events. It is anticipated that strong media interest will arise in covering the Games.

To facilitate reporters' coverage of the sports competitions of the Games in Hong Kong, the Government will set up a Main Media Centre (MMC) as the prime workplace for reporters. Venue-based Media Centres (VMCs) will also be set up for reporters' use

during the competitions. The Information Services Department (ISD) will deploy manpower to provide services and assistance to reporters at the MMC and VMCs. It will also arrange to provide comprehensive official information on the competitions for media use. About \$28 million has been allocated to the ISD to provide the above media services to reporters in Hong Kong during the NG, NGD and NSOG.

For the publicity and promotion of the NG and the NGD and NSOG in Hong Kong, \$39.4 million has been allocated to the ISD in the 2025-26 financial year. It is mainly for managing the Facebook and Instagram pages, production of TV and radio Announcement in the Public Interests, giant banners and posters, as well as placement of print, electronic and outdoor advertising, etc. In addition, the ISD will produce a series of short videos on the NG and the NGD and NSOG, and upload them to various accounts set up by the ISD on different social media platforms. The ISD also plans to collaborate with suitable local key opinion leaders (KOLs) for them to issue promotional posts on their social media accounts. Through various forms of publicity and promotional efforts, it is hoped that the awareness and interest of the general public in the mega sports events of the NG and the NGD and NSOG, will be enhanced.

- (2) The ISD will fully utilise internal resources and the allocated provision to provide the best services to reporters covering the NG, NGD and NSOG in Hong Kong. Publicity and promotional efforts help enhance the positive image of Hong Kong, facilitating the development of Hong Kong as a centre for major international sports events and sports as an industry, bringing intangible benefits to the economy. Since these economic benefits cannot be quantified, it is difficult to set a key performance indicator for the publicity measures in general.

- End -

HYAB106

CONTROLLING OFFICER'S REPLY

(Question Serial No. 2803)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

It is mentioned in Programme (1) that one aspect of the work of the Information Services Department (ISD) is to sponsor VIPs from the Mainland and overseas to visit Hong Kong. In this connection, will the Government inform this Committee of the following:

- (1) the number of visitors invited by the ISD on sponsorship and the breakdown by visitors' category (i.e. political and business leaders, academia and media representatives, etc.) and region of origin over the past year;
- (2) regarding item (1), the expenditure incurred for the sponsorship programme; and
- (3) in respect of the number of sponsored visitors and visiting VIPs assisted planned to be increased from 93 to 130 in 2025, the estimated expenditure incurred?

Asked by: Hon CHAU Siu-chung (LegCo internal reference no.: 6)

Reply:

In 2024-25, the Information Services Department assisted a total of 95 sponsored visitors and prominent guests to Hong Kong, including 55 sponsored visitors and 40 non-sponsored visitors, with sponsorship expenditure of about \$2.52 million (as at the end of February 2025). These visitors came from the Mainland, Africa, America, Asia, Europe, the Middle East and Oceania, involving sectors including government, business, academia, arts and culture, innovation and technology, international/regional organisations and think-tanks, etc. As the Government continues to strengthen connection and exchanges with the Mainland and the rest of the world, the number of sponsored visitors is expected to increase further in 2025-26, with an estimated expenditure of \$5.5 million. The actual expenditure may be adjusted depending on the number and nature of visitors, as well as their places of departure.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 0832)

Head: (74) Information Services Department

Subhead (No. & title): (000) Operational Expenses

Programme: (1) Public Relations Outside Hong Kong;
(4) Civic Responsibility

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

The Information Services Department (ISD) performs its work under this Programme mainly via the following channels: the Brand Hong Kong platform, including activities, homepages and social media like Facebook, Instagram, LinkedIn, WeChat, Weibo, X, YOUKU and YouTube. In this connection, will the Government inform this Council of:

1. the top 3 to 5 most impactful government publicity videos produced by the ISD over the past 5 years with their respective production expenditure; on which Brand Hong Kong platforms (e.g. activities, homepage and social media like Facebook, Instagram, LinkedIn, WeChat, Weibo, X, Youku and YouTube, etc.) they were released; and the approximate number of online views on each released platform; and
2. the top 3 to 5 Television (TV) Announcements in the Public Interest (APIs) and the top 3 to 5 radio APIs produced by the ISD with higher production cost or higher broadcast frequencies in the past 5 financial years; the respective production cost of these TV APIs; their approximate number of views on the major broadcast platforms; the respective production cost of these radio APIs; their broadcast frequencies on the major radio channels?

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 21)

Reply:

1. The Information Services Department (ISD) has been producing videos on various themes to promote Hong Kong as Asia's world city and an events capital abound with opportunities. Over the past 5 years, the 3 most impactful videos produced by the ISD for external promotion are as follows:

Publicity video	“Asia’s Event Capital – April (2024)”	“Hong Kong – Where the World Looks Ahead”	“Asia’s Event Capital – June (2024)”
Issue date	May 2024	August 2023	July 2024
Production cost (\$)	In-house production, no additional costs involved	998,000 (cost included the production of 1-minute and 30-second versions in English and Putonghua)	In-house production, no additional costs involved
Video views (as of 6 March 2025)			
Facebook	3 300 000	1 856 132	1 900 000
Instagram	3 582 429	2 697 031	2 410 921
LinkedIn	927 666	1 429	519 455
X (formerly known as Twitter)	851	Not released on this platform	713
YouTube	623	539 039	388
WeChat (微信)	1 521 771	324	31 591
Weibo (微博)	716 000	1 990 000	1 030 000
Youku (优酷)	Platform does not provide such data		

2. Television (TV) Announcements in the Public Interest (APIs) are mainly broadcast on 27 channels of 5 local TV stations in Hong Kong, while radio APIs are mainly broadcast on 12 channels of 3 radio stations in Hong Kong. In the past 5 financial years, the 3 TV APIs and radio APIs, produced by the ISD, with the highest broadcast frequencies are as follows:

Titles of TV and radio APIs (year)	“Hong Kong National Security Law” (2020-21)	“Have Faith, Together We Fight the Virus” (A 60-second TV API) (2020-21)	“A New Era – Stability. Prosperity. Opportunity” (A 60-second TV API) (2022-23)
Production cost (\$) (Note)	43,100 (post-production)	240,000	1,380,000
Number of broadcast of TV APIs on TV channels	8 708	5 550	6 396
Number of broadcast of radio APIs on radio channels	1 693	4 824	3 137

Note: The procurement contracts included the total production cost of the TV and radio APIs without breakdowns.

- End -

CONTROLLING OFFICER'S REPLY

HYAB108

(Question Serial No. 1547)

Head: (74) Information Services Department

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

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

In replying the written question raised by a Legislative Council member last year, the Government indicated that the Information Services Department (ISD) would set aside around \$2 million in 2024-25 for monitoring public opinions expressed on Mainland social media platforms. In this connection, will the Government inform this Council of:

1. the final use of the provision concerned and the relevant effectiveness (e.g. as to enhancing the Government's understanding of public sentiments and public opinions for targeted policies);
2. a number of targets are mentioned in this Programme (e.g. "19 newspaper monitored each day", "an estimate of 5,730 hours of news and public affairs programmes monitored on major television stations", "an estimate of 5,480 hours of monitoring popular social media platforms"; the manpower (and their ranks) responsible for relevant work, their emoluments, and how they account for the total establishment and emolument expenses of the ISD;
3. the estimated expenditure for this Programme is 2.9% higher than the revised estimate for last year, and is 14% higher than the actual provision for 2023-24, what is the specific use of the increased estimate?

Asked by: Hon CHOW Man-kong (LegCo internal reference no.: 31)

Reply:

1. The Information Services Department (ISD) has been keeping a close watch on public opinions expressed on major social media platforms, including Facebook, Instagram and YouTube, etc. to stay abreast of public sentiments. As Hong Kong and the Mainland are closely connected, with frequent exchanges of personnel and a growing number of Mainland netizens sharing and discussing policies of the Hong Kong Special Administrative Region (HKSAR) Government or the social situation in Hong Kong, the ISD has expanded the scope of its public opinion monitoring since 2024-25 to cover

popular Mainland social media platforms, such as WeChat, Weibo, Xiaohongshu and Douyin, etc. so as to grasp online public opinions in a timely and comprehensive manner.

The ISD utilises outsourced services making use of advanced tools such as big data analytics and computer programmes to monitor social media platforms for discussions relating to the work of the HKSAR Government, with the help of human input for analysis and compilation for enhanced accuracy and reliability, to help bureaux and departments learn more about the views of the public during the formulation and implementation of policies, and make timely responses and clarifications as appropriate.

2. It is part of the day-to-day work of Information Officers at the headquarters or deployed to various bureaux and departments to monitor media reports on newspapers, radio and television stations, as well as public opinions expressed on major social media platforms. We are therefore not able to give a separate account of the exact manpower involved and related expenses incurred.
3. In Programme (3) Public Opinion, provision for 2025-26 is 2.9% higher than the revised estimate for 2024-25. This is mainly due to the increased provision for operating expenses. Provision for 2025-26 is 14% higher than the actual provision for 2023-24. Apart from the aforesaid reason, it is also due to the increased provision in 2024-25 for expanding the monitoring radar to cover popular Mainland social media platforms.

- End -

CONTROLLING OFFICER'S REPLY

HYAB109

(Question Serial No. 1468)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong;
(2) Local Public Relations and Public Information;
(4) Civic Responsibility

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Regarding the publicity and dissemination of Government messages by the Hong Kong Special Administrative Region Government, will the Government inform this Council of the following:

1. the expenditure for producing promotional videos, special programmes and projects by the Government to disseminate updated and general livelihood information to the public; the respective expenditure incurred by promotion, broadcast or release of advertisements on television stations, radio stations, online platforms and social media; the number of views of various promotion projects on various media and online platforms in the past 5 financial years;
2. the monthly variation on the number of followers of the dedicated pages or accounts on the social media managed by the Information Services Department (ISD) over the past 5 years; the average reach of each post to the public/netizens during the same period;
3. for overseas, the respective expenditure for the Government's promotion, projects and activities, etc. in the areas of (including but not limited to) attracting enterprises, investment, talents and promotion of tourism in the past 5 financial years;
4. whether the ISD has regularly reviewed the existing promotion projects and channels, so that new social media platforms and media can be engaged in a timely manner to effectively disseminate useful information to people across the community spectrum locally, and to extend the reach of promotion on attracting enterprises, investment and talents overseas?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 27)

Reply:

1. Bureaux/departments (B/Ds) produce Television (TV) and Radio Announcements in the Public Interest (APIs) based on their needs, with technical assistance provided by the Information Services Department (ISD). The ISD does not maintain a centralised record of the relevant costs of the TV APIs produced by other B/Ds. TV APIs are mainly broadcast in free airtime slots on 27 channels of 5 local TV stations in Hong Kong. As for radio APIs, they are mainly broadcast on 12 channels of 3 radio stations in Hong Kong. Free airtime for TV and radio APIs is provided by the domestic free and pay television programme service licensees and sound broadcasting licensees in accordance with their respective licensing conditions, and therefore no advertising expenditure is involved. Where appropriate, the ISD also enhances publicity of these TV APIs through social media platforms, including the ISD YouTube channel and website, news.gov.hk and Tamar Talk.

As for TV and radio APIs produced by the ISD, the 3 TV and radio APIs with the highest number of broadcast in the past 5 financial years are as follows:

Titles of TV and radio APIs (Financial year)	“Hong Kong National Security Law” (2020-21)	“Have Faith, Together We Fight the Virus” (A 60-second TV API) (2020-21)	“A New Era – Stability. Prosperity. Opportunity” (A 60-second TV API) (2022-23)
Production cost (\$) (Note)	43,100 (post-production)	240,000	1,380,000
Number of broadcast of TV APIs on TV channels	8 708	5 550	6 396
Number of broadcast of radio APIs on radio channels	1 693	4 824	3 137

Note: The procurement contracts include the total production cost of the TV and radio APIs without breakdowns.

As for other publicity activities such as special programmes and projects, they were arranged by other B/Ds based on their needs, the ISD does not keep the relevant information.

2. Changes in the number of followers for Brand Hong Kong social media platforms over the past 5 years:

Year	Facebook	Instagram	LinkedIn	X (formerly known as Twitter)	Weibo (微博)	WeChat/ WeChat video (微信/微信 影音號)	Youku (優酷)	YouTube
	No. of followers (rate of increase)	No. of followers (rate of increase)	No. of followers (rate of increase)	No. of followers (rate of increase)	No. of subscribers (rate of increase)			
2020	87 846	8 355	4 211	6 253	25 500	22 417	410	4 145
2021	106 184 (20.88%)	10 242 (22.59%)	11 405 (170.84%)	Account operation was temporarily suspended [^]	68 588 (168.97%)	76 744 (242.35%)	480 (17.07%)	5 279 (27.35%)
2022	128 315 (20.84%)	12 302 (20.11%)	16 909 (48.26%)		74 200 (8.18%)	93 785 (22.42%)	518 (7.91%)	6 099 (15.53%)
2023	152 298 (18.69%)	22 838 (85.64%)	19 425 (14.88%)		82 604 (11.33%)	97 729 (4.21%)	521 (0.57%)	6 911 (13.31%)
2024	181 722 (19.32%)	25 680 (12.44%)	26 333 (35.56%)	8 737 (39.72%)#	87 230 (5.60%)	107 064 (9.55%)	524 (0.57%)	7 966 (15.26%)
Year	Average reach of each post						Average reach of each video	Average no. of views of each video
2020	125 239	220 890	24 128	311 847	900 522	132 128	The platform does not provide statistics on reach of each video	2 829
2021	116 177	119 263	100 536	Account operation was temporarily suspended [^]	558 471	421 919		12 858
2022	204 638	166 743	367 138		926 098	1 285 689		4 902
2023	189 162	622 911	182 215		1 477 531	2 239 037		1 015
2024	105 688	751 793	274 106		323	949 183		2 110 818

[^] X account ceased operation starting from the end of August 2020.

Rate of increase compared to 2020.

Changes in the number of followers for the social media pages and accounts of news.gov.hk over the past 5 years :

	Facebook	Instagram (Chi)	Instagram (Eng)	Weibo	WeChat	X (Chi)	X (Eng)	news.gov.hk WhatsApp channel	YouTube
Year	No. of followers (rate of increase)	No. of followers	No. of subscribers (rate of increase)						
2020	142 883	62 924	5 683	1 163 797	48 693	35 638	28 523	Channel was not yet set up	61 518
2021	154 000 (7.78%)	66 522 (5.72%)	7 265 (27.84%)	1 172 537 (0.75%)	52 395 (7.60%)	47 862 (34.30%)	34 638 (21.44%)		66 439 (8.00%)
2022	166 370 (8.03%)	76 810 (15.47%)	10 451 (43.85%)	1 220 300 (4.07%)	59 130 (12.85%)	68 800 (43.75%)	46 000 (32.80%)		71 820 (8.10%)
2023	170 787 (2.65%)	86 734 (12.92%)	13 067 (25.03%)	1 232 240 (0.98%)	63 574 (7.52%)	84 062 (22.18%)	49 393 (7.38%)		73 057 (1.72%)
2024	174 884 (2.40%)	100 249 (15.58%)	14 378 (10.03%)	1 234 739 (0.20%)	70 774 (11.33%)	94 391 (12.29%)	56 333 (14.05%)	52 714@	73 258 (0.28%)
Year	Average reach of each post								Average no. of views of each video
2020	34 117	Statistics were not kept	5 866	2 126	Channel was not yet set up	4 607			
2021	20 731					2 370	1 118		1 580
2022	28 111					1 816	1 113		5 746
2023	25 506					1 359	682		3 032
2024	41 692	65 816	29 914	29 610	169	1 031	443	The platform does not provide statistics on reach of each post	1 783

@ The channel was launched in May 2024.

Changes in the number of followers for Tamar Talk Facebook and Xiaohongshu over the past 5 years:

Year	Facebook	Xiaohongshu
	No. of followers (rate of increase)	No. of fans
2020	35 000	Account was not yet created
2021	38 000 (8.57%)	
2022	51 500 (35.53%)	
2023	53 000 (2.91%)	
2024	54 500 (2.83%)	500@@
Year	Average reach of each post	
2020	71 700	Account was not yet created
2021	100 500	
2022	134 600	
2023	92 300	
2024	104 000	450@@

@@ Tamar Talk's Xiaohongshu account was created and commenced trial operation in February 2024. It was verified and formally launched in October 2024.

3. The ISD has been coordinating and assisting in implementing public relations projects outside Hong Kong, including exhibitions, forums, media partnership and various promotional activities. The figures in the past 5 years are as follows:

Year	Number of public relations projects outside Hong Kong coordinated and assisted by the ISD
2020	50
2021	50
2022	57
2023	59
2024	61

The expenditure (including personal emoluments) relevant to initiatives on external promotion has been included under Programme (1) Public Relations Outside Hong Kong. The department does not maintain a breakdown of the expenditure. The total expenditure of this programme in the past 5 years is as follows:

Financial Year	Total expenditure (\$m) for Programme (1) Public Relations Outside Hong Kong
2020-21	181.8
2021-22	158.0
2022-23	180.1
2023-24	168.6
2024-25	171.1 (revised estimate)

4. The ISD promotes Hong Kong's advantages and opportunities and tells the good stories of Hong Kong through a number of measures, including collaborating with major local, Mainland and international media to produce promotional content, place advertisements, and make use of social media and electronic platforms to disseminate government information. The ISD will continue to keep track of the latest market developments and global trends, and make good use of different social media platforms, various channels and methods to promote government messages.

- End -

CONTROLLING OFFICER'S REPLY

HYAB110

(Question Serial No. 1279)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

It was mentioned in the 2024-25 Budget that the Hong Kong Special Administrative Region Government would launch a Sponsored Overseas Speaking Engagement Programme (“The Programme”). Renowned scholars and industry leaders will be sponsored to promote Hong Kong overseas. In this connection, will the Government inform this Council of the following:

- (1) over the past year, the expenditure incurred and the manpower;
- (2) over the past year, the breakdown of (i) the number of applications received and the number of approved applications; (ii) the sponsorship amount approved and (iii) the number of participants, details of the events and their scale;
- (3) whether there is any criteria or conditions for defining renowned scholars and industry leaders, if yes, what are the details; if no, what are the reasons;
- (4) whether there is any eligibility criteria for the events sponsored; if yes, what are the details; if no, what are the reasons; and
- (5) whether the Government has evaluated the effectiveness of the Programme; if yes, what are the details; if no, what are the reasons?

Asked by: Hon IP LAU Suk-ye, Regina (LegCo internal reference no.: 3)

Reply:

To step up external promotion of Hong Kong, the Information Services Department (ISD) launched the Sponsored Overseas Speaking Engagement Programme (the Programme) in 2024-25. Under the Programme, sponsorship will be provided by ISD to renowned academics, leaders or experts in their respective industries, sectors or professions to speak at Hong Kong SAR Government-supported events held abroad, such as conferences, forums, summits and receptions, etc. With their professional background, rich experience and high recognition in their respective fields, as well as broad external network, these speakers can

act as Hong Kong's ambassadors to help promote Hong Kong's strengths and advantages to the world.

Generally speaking, ISD works with the overseas Economic and Trade Offices (ETOs) to identify suitable overseas speaking occasions and invite different speakers to give speeches so that overseas audiences can fully understand Hong Kong's latest developments, and their perception of Hong Kong can be enhanced.

In 2024-25, in accordance with the established mechanism, ISD sponsored 3 speakers from the political, cultural and academic fields to visit Europe, Australia and the Middle East respectively. The itineraries included giving speeches at publicity and promotion activities held by relevant overseas ETOs and at international seminar, involving audiences of around 650 persons. The related expenses were about \$250,000, and the Programme was implemented by existing ISD staff.

The promotion and publicity under the Programme will enable the local people to understand Hong Kong's latest developments in economy, culture and other aspects, promote positive perception of Hong Kong overseas, and bring intangible benefits to the Hong Kong economy. ISD will continue to work with the overseas ETOs to promote this Programme, and will keep monitoring its implementation and review its effectiveness in order to enhance the publicity impact.

- End -

CONTROLLING OFFICER'S REPLY

HYAB111

(Question Serial No. 1291)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Apollonia, LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Regarding Programme (1) on the estimated expenditure of Public Relations Outside Hong Kong, will the Government inform this Council of the following:

- (1) the breakdown of the following over the past 5 years : (i) the number of advertisement placed on overseas media platforms (including newspapers, magazines, television stations, radios, video websites, social media and streaming platforms); (ii) the content of the advertisements; (iii) the platforms involved; (iv) the number of reach; (v) the policy bureaux/departments involved; and (vi) the respective expenditure incurred;
- (2) the breakdown of the respective number of interviews actively provided by the Government for locally-based international media and visiting journalists, details of the interviews, the officials involved and the expenditure incurred over the past 5 years;
- (3) the breakdown of the respective number of visitors (by country/region and sector of the visitors) invited to visit Hong Kong under the Sponsored Visitors Programme over the past 5 years;
- (4) the breakdown of the respective number of promotional activities organised outside Hong Kong, details of the activities, and the expenditure incurred over the past 5 years;
- (5) the breakdown of the expenditure incurred for maintaining the operation of Brand Hong Kong platform over the past 5 years; and
- (6) whether key performance indicators have been set regarding the effectiveness of the measures mentioned in items (1) to (4) above; if yes, what are the details; if no, what are the reasons?

Asked by: Hon IP LAU Suk-ye, Regina (LegCo internal reference no.: 15)

Reply:

- (1) The current-term Government attaches great importance to telling the good stories of Hong Kong. Policy bureaux and departments, as well as Government officials, often introduce the policies and development of Hong Kong through local, Mainland and overseas media. If necessary, advertisements are also placed on overseas media platforms through different channels (such as advertising agencies, media release distribution platforms and media partnerships, etc.). The types of advertisements concerned are very diverse (for example, newspaper and magazine print ads, website ads, social media promotions, mobile application ads and TV commercials, etc.), covering a wide range of subject areas. Hence, detailed figures, content or the number of reach of the advertisements over the past 5 years are not available.

As regards advertisements placed by the Information Services Department (ISD) on overseas media platforms, the focus of the promotion content is to promote : Hong Kong's development of "eight centres" as outlined in the 14th Five-Year Plan, which cover the areas of finance, trade, innovation and technology, international cultural exchange, shipping and aviation, legal and dispute resolution services as well as intellectual property trading; the city's strengths as a well-connected, dynamic and diverse cosmopolitan with world-class education, talent and infrastructure; and the growing emphasis on quality living and conservation of nature and heritage. To tie in with the opening of the Kai Tak Sports Park and the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games to be co-hosted by Guangdong, Hong Kong and Macao at the end of the year, the ISD has also disseminated news and information that could help tell the good stories of Hong Kong. The relevant expenditure has been included under the total expenditure of Programme (1) Public Relations Outside Hong Kong. The department does not maintain itemised breakdown of the expenditure.

- (2) The ISD's regular duties also include providing assistance to journalists from both the Mainland and overseas, as well as sponsoring their visits to Hong Kong to cover major events and interview officials. This initiative aims to promote Hong Kong's advantages and opportunities across various sectors. Due to the COVID-19 pandemic, the ISD did not sponsor any journalists to visit Hong Kong during the 2 financial years in 2020-21 and 2021-22. In 2022-23, 83 journalists were sponsored to visit Hong Kong, incurring an expenditure of around \$1.17 million. In 2023-24, the number of sponsored journalists was 164, incurring an expenditure of around \$2.19 million. In 2024-25 (up to end February 2025), 214 journalists were sponsored to visit Hong Kong and the relevant expenditure was about \$2.17 million.
- (3) Besides, through the Sponsored Visitors Programme (SVP), the ISD invites influential figures from places outside Hong Kong, such as political and business leaders, industry dignitaries, think-tank members, opinion leaders, scholars, etc., to come to Hong Kong to understand the latest developments, opportunities and advantages of the city, and "bring home" our good stories. Due to the COVID-19 pandemic, no sponsored visitors were received under the SVP in the first 2 years of the three-year period from 2020-21 to 2022-23, while 2 SVP visitors came in the third year incurring an expenditure of about \$34,000. In 2023-24, there were 39 SVP visitors with an expenditure of about \$1.9 million. In 2024-25 (up to end February 2025), there were 55 SVP visitors with an expenditure of about \$2.52 million. These visitors came from the Mainland, Africa, America, Asia, Europe, the Middle East and Oceania involving different sectors, such

as government, business, academia, arts and culture, innovation and technology, international/regional organisations and think-tanks, etc.

- (4) The ISD carries out promotional activities in different forms outside Hong Kong as necessary, including public relations and publicity efforts to tie in with the delegation visits led by the Chief Executive and the Financial Secretary to the Mainland and overseas, as well as “Immersive Hong Kong” roving exhibitions. As the types of promotional activities are diverse, the detailed content cannot be provided. The relevant expenditure has been included under the total expenditure of Programme (1) Public Relations Outside Hong Kong. The ISD does not maintain itemised breakdown of the expenditure. The department also does not maintain relevant information and expenditures by individual bureaux and departments.
- (5) Over the past 5 years, the ISD continued to promote Hong Kong as Asia’s world city and an events capital abound with opportunities through the Brand Hong Kong platform by various means (including events, website and social media promotion etc.). The Brand Hong Kong platform falls under the scope of work of Programme (1) Public Relations Outside Hong Kong. The relevant expenditure has been included under the total expenditure of Programme (1). The department does not maintain itemised breakdown of the expenditure.

The expenditure for the above-mentioned publicity work outside Hong Kong under the ISD’s purview (including expenditure for items (2) and (3) above and personal emoluments of the relevant programme) has been included in the provision for Programme (1) Public Relations Outside Hong Kong. Details are as follows:

Financial Year	Total expenditure (\$m) for Programme (1) Public Relations Outside Hong Kong
2020-21	181.8
2021-22	158.0
2022-23	180.1
2023-24	168.6
2024-25	171.1 (revised estimate)

- (6) The Government’s promotion and publicity in the Mainland and overseas helps to enhance the positive perception of Hong Kong, consolidate Hong Kong’s status as an international metropolis and bring intangible benefits to the economy. As these economic benefits cannot be quantified, it is difficult to establish key performance indicators for the promotional work in general.

- End -

CONTROLLING OFFICER'S REPLY

HYAB112

(Question Serial No. 2904)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Last year, the Information Services Department launched a Sponsored Overseas Speaking Engagement Programme ("The Programme"), under which sponsorship would be provided to renowned academia, industry or business leaders to speak at Hong Kong SAR Government-supported events held abroad, such as conferences, forums, summits and receptions, etc. to help promote Hong Kong's strengths and advantages to the world. In this connection, will the Government inform this Committee of the following:

- (1) over the past year, the number of speakers (i) initially invited; (ii) successfully sponsored to participate in the Programme and a breakdown by their professional background (e.g. academic, business, innovation and technology and culture and arts sectors, etc.) of the sponsored speakers;
- (2) over the past year, (i) distribution by region (e.g. North America, Europe and South East Asia, etc.) that the sponsored speakers visited; (ii) nature of the events (e.g. international conference, industry summit and cultural exchange forum, etc.) and the total expenditure sponsored for each event and the specific use (e.g. transportation, accommodation and preparation for speaking engagement, etc.);
- (3) since the launch of the Programme, whether the Government has monitored the effectiveness of each sponsored speaking engagement, including compiling statistics of (i) the number of overseas media reports that were generated or carried; (ii) the number of potential investors or enterprises that actively contacted relevant organisations in Hong Kong as a result of the speaking engagement; and (iii) the total number of international co-operation or investment projects that were generated; if yes, please provide a breakdown; if no, what are the reasons; and
- (4) whether the Government will continue the Programme in 2025-26; if yes, the estimated expenditure expected to be incurred and the estimated financial gain brought about by the Programme?

Asked by: Hon LAM Chun-sing (LegCo internal reference no.: 12)

Reply:

To step up external promotion of Hong Kong, the Information Services Department (ISD) launched the Sponsored Overseas Speaking Engagement Programme (the Programme) in 2024-25. Under the Programme, sponsorship will be provided by ISD to renowned academics, leaders or experts in their respective industries, sectors or professions to speak at Hong Kong SAR Government-supported events held abroad, such as conferences, forums, summits and receptions, etc. With their professional background, rich experience and high recognition in their respective fields, as well as broad external network, these speakers can act as Hong Kong's ambassadors to help promote Hong Kong's strengths and advantages to the world.

Generally speaking, ISD works with the overseas Economic and Trade Offices (ETOs) to identify suitable overseas speaking occasions and invite different speakers to give speeches so that overseas audiences can fully understand Hong Kong's latest developments, and their perception of Hong Kong can be enhanced.

In 2024-25, in accordance with the established mechanism, ISD sponsored 3 speakers from the political, cultural and academic fields to visit Europe, Australia and the Middle East respectively. The itineraries included giving speeches at publicity and promotion activities held by relevant overseas ETOs and at international seminar, involving audiences of around 650 persons. The related expenses were about \$250,000.

The promotion and publicity under the Programme will enable the local people to understand Hong Kong's latest developments in economy, culture and other aspects, promote positive perception of Hong Kong overseas, and bring intangible benefits to the Hong Kong economy. ISD will continue to work with the overseas ETOs to promote this Programme, and will keep monitoring its implementation and review its effectiveness in order to enhance the publicity impact.

- End -

CONTROLLING OFFICER'S REPLY

HYAB113

(Question Serial No. 3079)

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

The provision for 2025-26 under this Programme is \$329.4 million, which is considerably higher than the revised provision for 2024-25 by 15.5%. According to the Controlling Officer's explanation, the change is mainly due to the increased provision for media services in relation to the co-hosting of the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games, as well as full-year effect of vacancies filled in 2024-25. In this connection, will the Government inform this Committee of:

- (a) provision for media services in 2025-26 regarding the co-hosting of the 15th National Games;
- (b) provision for media services in 2025-26 regarding the co-hosting of the 12th National Games for Persons with Disabilities; and
- (c) provision for media services in 2025-26 regarding the co-hosting of the 9th National Special Olympic Games?

Asked by: Hon LOONG Hon-biu, Louis (LegCo internal reference no.: 38)

Reply:

Co-hosted by Guangdong, Hong Kong and Macao, the 15th National Games (NG), and the 12th National Games for Persons with Disabilities and the 9th Special Olympic Games (NGD and NSOG), will be held from 9 to 21 November and from 8 to 15 December 2025 respectively. The Games mark an important milestone in strengthening sports co-operation and exchange between Hong Kong and the Mainland, and it also helps enhance the position of the Guangdong-Hong Kong-Macao Greater Bay Area as a hub for mega events. It is anticipated that strong media interest will arise in covering the Games.

To facilitate reporters' coverage of the sports competitions in Hong Kong, the Government will set up a Main Media Centre (MMC) as the prime workplace for reporters. Venue-based Media Centres (VMCs) will also be set up for reporters' use during the competitions. The

Information Services Department (ISD) will deploy manpower to provide services and assistance to reporters at the MMC and VMCs. The ISD will also arrange to provide comprehensive official information on the competitions for media use.

The ISD has been allocated a provision of about \$28 million to provide the above media services to reporters in Hong Kong during the NG, NGD and NSOG.

- End -

CONTROLLING OFFICER'S REPLY

HYAB114

(Question Serial No. 3080)

Head: (74) Information Services Department

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

Programme: (4) Civic Responsibility

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

The provision for 2025-26 under this Programme is \$109.4 million, which is considerably higher than the revised provision for 2024-25 by 55.8%. According to the Controlling Officer's explanation, the change is mainly due to the increased provision for local publicity and promotion in relation to the co-hosting of the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games. In this connection, will the Government inform this Committee of:

- (a) provision for local publicity and promotion in 2025-26 regarding the co-hosting of the 15th National Games;
- (b) provision for local publicity and promotion in 2025-26 regarding the co-hosting of the 12th National Games for Persons with Disabilities; and
- (c) provision for local publicity and promotion in 2025-26 regarding the co-hosting of the 9th National Special Olympic Games?

Asked by: Hon LOONG Hon-biu, Louis (LegCo internal reference no.: 39)

Reply:

Co-hosted by Guangdong, Hong Kong and Macao, the 15th National Games (NG), and the 12th National Games for Persons with Disabilities and the 9th Special Olympic Games (NGD and NSOG), will be held from 9 to 21 November and from 8 to 15 December 2025 respectively. The Games mark an important milestone in strengthening sports co-operation and exchange between Hong Kong and the Mainland, and it also helps enhance the position of the Guangdong-Hong Kong-Macao Greater Bay Area as a hub for mega events. For the publicity and promotion of the NG and the NGD and NSOG in Hong Kong, \$39.4 million has been allocated to the Information Services Department (ISD) in the 2025-26 financial year. It is mainly for managing the Facebook and Instagram pages, production of TV and radio Announcements in the Public Interests, giant banners and posters, as well as placement of print, electronic and outdoor advertising, etc. In addition, the ISD will produce a series of short videos on the NG and the NGD and NSOG, and upload them to various accounts set up

by the ISD on different social media platforms. The ISD also plans to collaborate with suitable local key opinion leaders (KOLs) for them to issue promotional posts on their social media accounts. Through various forms of publicity and promotional efforts, it is hoped that awareness and interest of the general public in the two mega sports events of the NG and the NGD and NSOG, will be enhanced.

- End -

CONTROLLING OFFICER'S REPLY

(Question Serial No. 1997)

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Mrs Apollonia LIU)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

It is pointed out in the Brief Description that the Information Services Department is geared to promoting Hong Kong as Asia's World City and an events capital abound with opportunities. In this connection, will the Government inform this Committee of the following:

- a) the estimates dedicated to the promotional work relating to the events capital over the past 5 years;
- b) whether there was specific work and plan put forward for promoting the events capital over the past 3 years; if yes, what are the details; if no, what are the reasons;
- c) the scale and organisational structure of the existing manpower responsible for promoting the events capital, etc; how many of them are dedicated staff; how many are full time staff?

Asked by: Hon Hon LUK Hon-man, Benson (LegCo internal reference no.: 21)

Reply:

- a) The Information Services Department (ISD) has been adopting various means and measures on external promotion of the advantages, potentials and opportunities of Hong Kong, including promoting Hong Kong as Asia's events capital and telling the good stories of Hong Kong. The major means and measures include: collaborating with leading local, Mainland and international media to produce publicity content and place advertisements; using multimedia channels and networks, such as promotion via social media and digital platforms; partnering with mega event organisers to promote Brand Hong Kong and mega events; inviting prominent political, business and media leaders to visit Hong Kong with tailor-made itineraries, including joining different kinds of mega events as far as possible. These visitors can see for themselves the latest developments in the city, and bring home the good stories of Hong Kong.

Promotional work relating to events capital falls under Programme (1) Public Relations Outside Hong Kong. Relevant expenses have been included in the financial provision

for Programme (1), including personal emoluments. Table below lists out the total expenditure for Programme (1) in the past 5 years.

Financial Year	Total expenditure for Programme (1) Public Relations Outside Hong Kong (\$m)
2020-21	181.8
2021-22	158.0
2022-23	180.1
2023-24	168.6
2024-25	171.1 (revised estimate)

- b) To promote Hong Kong as Asia's events capital, the ISD has set up a dedicated page titled Mega Events on the Brand Hong Kong website, allowing the public to browse the calendars of mega events in Hong Kong and relevant information. To enhance external publicity and promotion, the ISD makes use of the social media platforms of Brand Hong Kong and invites media from the Mainland and overseas countries to cover these events in Hong Kong, while efforts are also made to promote the events on the Mainland's social platforms such as Xiaohongshu. Furthermore, the ISD produces monthly TV Announcements in the Public Interest (APIs) and social media video clips to let a wider public learn about the mega events held in Hong Kong during the month.
- c) Promotional work relating to events capital is one of the duties of ISD officers. As they also perform other duties, the requested information therefore cannot be provided.

- End -