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Replies to supplementary questions raised by Finance Committee Members in examining the Estimates of Expenditure 2016-17

Director of Bureau : Secretary for Commerce and Economic Development

Session No. : 8

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Reply Serial No.	Question Serial No.	Name of Member	Head	Programme
<u>S-CEDB(CIT)01</u>	SV0010	CHAN Chi-chuen	152	(2) Commerce and Industry

CONTROLLING OFFICER'S REPLY

S-CEDB(CIT)01

(Question Serial No. SV0010)

Head: (152) Government Secretariat: Commerce and Economic Development Bureau (Commerce, Industry and Tourism Branch)

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

Programme: (2) Commerce and Industry

Controlling Officer: Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) (Philip YUNG)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Pursuant to reply no. CEDB(CIT)005 provided by the Commerce and Economic Development Bureau, did the Government review the cost-effectiveness of advertising expenses incurred for the promotion of the Copyright (Amendment) Bill 2014? If yes, please provide the relevant assessment report. If no, what are the reasons?

(Date and time of meeting: 6 April 2016 at 11:14 am)

Asked by: Hon CHAN Chi-chuen

Reply:

The Copyright (Amendment) Bill 2014 (the Bill) aims at strengthening Hong Kong's copyright regime and represents a legitimate public policy. It is proper for the Government to exercise responsibility by deploying resources to champion the Bill, clarify misunderstandings and strive for early passage. In fact, during the Second Reading Debate on the Bill, some Legislative Council (LegCo) Members suggested that the Government should step up efforts to explain the Bill to the public.

Throughout the exercise from the formulation of the legislative package to examination of the Bill by LegCo, the Government maintained close liaison with major stakeholders (including copyright owners, users and intermediaries) and listened to their views through a variety of means, including public consultation, open forums, meetings and deputation session of the Bills Committee. The legislative proposal has been amended in view of their comments. In 2013-14 and 2014-15, the Government also made use of newspapers and online advertisements to reach out to stakeholders to invite views, clarify misunderstandings of the copyright regime and promote the Bill.

In 2015-16, as detailed in our reply of CEDB(CIT)005, the Government stepped up promotional efforts in print and online media attracting diverse readership. The daily volume of circulation of the newspapers concerned ranged from about 60 000 to 850 000, totalling some 3 000 000 if taken together. With sharing and further circulation, more readers were reached. The online advertisements saw active hit rates of about 110 000. Taking into account the wide readership of these media, the total volume of circulation and actual hit rates, we consider that the publicity has reached out to a considerable number of citizens of different backgrounds and assisted them to more clearly understand the content and importance of the Bill.

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