

Public Education and Publicity Activities 2022/23

Telecommunications Users and Consumers Advisory Committee

13 December 2022



Overview of Major Publicity Activities



Publicity on 5G



Labelling Scheme for Buildings with Optical Fibre Access



Real-name Registration for SIM Cards



Consumer Education Campaign



Stay Vigilant against Fraudulent Calls



Social Media Platforms

Short Videos on 5G Promotion (1)

- TV and radio announcements in the Public Interest and relevant posters launched
- Publicity on 5G applications, and the points to note when using 5G services

TV announcement: “5G Makes the Impossible Possible” launched in September 2022



TV announcement: “5 Main Points on Subscription to 5G Service Plans” launched in October 2022



Short Videos on 5G Promotion (2)

- Five short videos about 5G applications launched in collaboration with the grantees of the “Subsidy Scheme for Encouraging Early Deployment of 5G”



Office of Superpower Episode 1



Office of Superpower Episode 2



Office of Superpower Episode 3

Videos are uploaded to the [Youtube Channel of the Communications Authority](#)



Office of Superpower Episode 4



Office of Superpower Episode 5

Experience-sharing Seminar on the Applications of 5G Technology 2022

- 5G Experience-sharing Seminar held on 12 December 2022
- Over 220 participants joined the seminar either by attending the event on-site or viewing the on-line live-broadcast



Publicity on Labelling Scheme for Buildings with Optical Fibre Access

- TV announcement on “Labelling Scheme for Buildings with Optical Fibre Access” launched in November 2022 to promote the benefits of optical fibre network access to buildings
- To encourages owners’ corporations, building management offices and property developers to display the newly designed designated label for the “Labelling Scheme for Buildings with Optical Fibre Access” at the prominent locations of buildings



Public Survey on Rating of Videos

- To understand public views on the contents and presentations of the videos produced by OFCA, a public survey has been launched on OFCA's website since September 2022
- Public responses are generally positive



Please complete this simple survey to tell us what you think about this video:

1. Do you find the information provided in the video useful?



2. Do you find the presentation of the video interesting?



3. Your overall impression of the video.



Consumer Education Campaign 2022/23 (1)

- Following the relaxation of social distancing measures, OFCA has resumed the organisation of more physical exhibitions in order to more directly approach the public.

Roving Exhibition at Times Square



Mini Exhibitions at Public Libraries



Mini Exhibitions at Government Offices



Consumer Education Campaign 2022/23 (2)

Community Talk

- Over 20 community talks were held at elderly community centres/neighbourhood elderly centres
- To promote smart use of communications services



Public Seminar

- Physical seminar to be held at the Lecture Theatre of Hong Kong Central Library on 18 February 2023
- Online Live-broadcast
- Topics include the latest developments of 5G, Real-name Registration for SIM cards, anti-scam calls, etc.

Consumer Education Campaign 2022/23 (3)

- To disseminate messages on smart use of communications services, protection of mobile phone's data, staying vigilant to suspected phone scams, etc. through drama performances and talks held at primary and secondary schools

School roving drama tour



School talks



Learning Corner



Collaborations with Police to Promote Anti-Scam Messages



- A thematic webpage has been setup to provide consumer information on staying alert to and identifying suspicious calls
- Representatives from the Police have been invited to join the community talks for the delivery of anti-scam messages
- Anti-scam messages are included in the school drama performances
- Police have been invited to participate in other consumer education activities, such as roving exhibition and public seminar

Social Media Platforms

- Continue to promote consumer messages via different social media platforms
- Weibo account set up in June 2022
- Public can obtain OFCA's latest information from the four social media platforms below



Thank You

